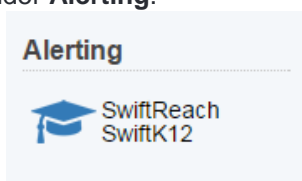Dear Parent(s) and Guardian(s),

We have recently implemented a new school notification system called **SwiftK12**. This notification system is loaded with new features that will make it easier for us to keep in contact with your family. To guarantee the notification system is used efficiently, we will need to confirm your contact information is accurate and up-to-date at all times.

SwiftK12 allows our school to send messages using phone, email and SMS text messaging. Phone calls from the District will be sent with **231-714-6664** as the caller ID number. You may want to add this phone number to your address book to help you recognize incoming calls from the school easily. Text messages will be sent from **99538: LASD**. Please note you will not be able to reply to text messages sent from the school.

SwiftK12 is integrated with the existing PowerSchool Parent Portal. If you log-on to the **Parent Portal** (we suggest you log-on **using Chrome or Firefox**) you will now see a new link called **SwiftReach SwiftK12** on the left navigation pane under **Alerting**.

Click on **Alert Preferences** in the upper right corner to see all the contact information that our school has listed for you.

Within the **Alert Preferences** section of the Parent Portal, you will be able to choose your communication preferences based on message category, such as Attendance or General Information, as well as message type (email, voice and/or text message) by placing a checkmark into the aligned contact fields. You may opt-out of any message category **except for Emergency Messages.**

 Within the **Alert Preferences** section of the Parent Portal, you can also edit your email address or phone numbers. If you Delete a phone number or email address here, it doesn't just take it off the call list, it completely removes it from the system. If your goal is to not get calls or texts at a specific number, just uncheck all of the boxes and hit Save.

Note: Setting up your parent preferences is your responsibility. You will receive messages to every contact field shown in Alert Preferences until updated in the parent portal. Please be sure to set your unique preferences if there are any numbers or addresses to which you do not like to be contacted.   *All phone numbers and email addresses must be in a valid format to save properly.*

Emergency messages are always sent with all three message types (email, text, and voice calls) and to every contact field shown even if you have opted out. We cannot change this. Emergency messages will be labeled as such so you will know it is an actual emergency.

If you do not have access to log into the Parent Portal, you may contact the school directly to request changes or you may email me at shovey@lasd.net.

If you have any questions, please contact us. We hope you appreciate this new SwiftK12 school notification system and the flexibility it will provide for you as a parent.

Thank you,
Susie Hovey
Accounting and Data Management
Ludington Area Schools
shovey@lasd.net