

### I. Parent Notification System Training

- Sign In to Bb Comm Website
  - How to check your account
  - Change reply to email address to [noreply@lubbockisd.org](mailto:noreply@lubbockisd.org)
- Communication Best Practices
  - Who is the audience
  - What do parents want to know
  - How do families want to receive messages
- Consolidating messages
  - To prevent parents from blocking messages, try to combine them into being sent out weekly
  - Send All at one time
- [How to Send a Message](#)
  - Phone
    - Provide Audio or Speech to text
  - Email
    - [How to use Smore](#)
  - Text
    - 140 Character limit on text messages
  - Website
  - Mobile App
- How to select Recipients by group
  - [Review of how to select recipients](#)
  - Quickly select All parents/Students
  - How to create and send to your own groups
- How to check reports
  - [Message Tracking report](#)
  - [Bad phone/email](#)
- Safety and Security
  - during a crisis, the communications department will communicate a common message to stakeholders: parents, staff members, community about the crisis
  - school administrators will send messages out *after* the crisis via phone call, email to let parents know everything is OK. families want to hear from the principal after the crisis, but during the crisis, we want administrators to be focusing on student and staff safety