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Hopatcong Schools Implement New Instant Communications System for Parents

Hopatcong, New Jersey: Keeping parents and the community informed is a top priority for Hopatcong Public Schools. The Hopatcong School Board has selected the ALERTNOW Rapid Communication Service to enhance communication between the administrators, school based principals, families, students and the community they serve. Comprised of three elementary schools, one middle school, and one high school, the Borough of Hopatcong serves over 2,200 pre-K through 12th grade students.

Using ALERTNOW, schools are able to deliver voice, e-mail or text messages to telephones, cell phones, PDAs or any Internet-enabled device all within a few minutes of one centralized phone call. Schools can contact parents and guardians immediately with accurate, time-sensitive information during emergencies. In addition, the ALERTNOW system can deliver routine messages to inform parents of school-based events and meetings.

Attendance calls can be routed through ALERTNOW via the Power School Student Data Base and can be expedited to contact parents on their cell phones, at work or at home. The ALERTNOW system can assist schools with communications tools to encourage parental involvement and increase student attendance. Community members who wish to be contacted regarding school activities may also request to be placed in the phone data system and receive calls directly from the schools.

“This web-based product provides significantly improved communication to the community and is an exceptional value-added service,” stated superintendent of schools Dr. Charles Maranzano, Jr. “The system can deliver more than two million messages per hour assuring us that we can reach out to thousands of parents within minutes of our call.” Maranzano noted that there is no hardware or software on site for the schools to maintain and the nationwide network of offices and technicians at ALERTNOW guarantee accurate and fast connectivity.

Operational announcements including unexpected changes to field trips, athletic contests, activities, arrivals or departures, or weather-related closings will be sent via ALERTNOW. Upcoming tests, report card distribution, PTO meetings, booster club events, and other academic activities can be reported on a school-by-school basis.

“Parents can expect us to reach out and build even stronger school relationships by enhancing communication through technology,” added Maranzano. “We believe that the Hopatcong Borough residents will accept and embrace a higher level of communications originating with their public schools as we move forward in time.”

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