

## **Chronology- SchoolMessenger**

The Division of Information and Instructional Technology (DIIT) seeks approval to continue using the SchoolMessenger communication platform to support districtwide, school-based, and emergency communications across the DeKalb County School District (DCSD).

SchoolMessenger serves as the district's centralized outbound communication system, enabling consistent, timely, and reliable delivery of information to families, students, and staff. The platform supports routine operational communications, such as attendance notifications and school announcements, as well as urgent messaging related to weather events, safety incidents, and schedule changes. Centralizing these communications ensures message consistency, improves delivery reliability, and supports accountability through reporting and delivery verification.

The platform integrates directly with the district's student information system, keeping contact information up to date and reducing the need for manual data maintenance at the school or department level. This integration enables targeted messaging by school, grade level, classroom, or defined user groups, ensuring communications are relevant, appropriately directed, and minimize unnecessary messaging. Multichannel delivery options, including voice calls, email, text messaging, and mobile application notifications help ensure messages reach recipients through their preferred communication method.

SchoolMessenger has been fully implemented and is operational districtwide, supported by vendor-hosted infrastructure and system management provided by PowerSchool. Continued authorization ensures uninterrupted access to this mission-critical platform and maintains the district's ability to communicate effectively during both routine operations and emergency situations.

### **Key Services:**

- **Districtwide Mass Notification**  
Enables centralized delivery of high-volume communications to all schools and departments via voice calls, email, text messages, and mobile app notifications.
- **Emergency and Critical Incident Alerting**  
Supports rapid dissemination of time-sensitive information during emergencies, weather events, safety incidents, and operational disruptions to ensure timely awareness and response.
- **Targeted and Segmented Messaging**  
Allows communications to be directed by school, departments, grade levels, or defined groups improving message relevance and reducing over-communication.
- **Student Information System Integration**  
Integrates with the district's SIS to automate contact updates, ensure data accuracy, and eliminate redundant manual data entry.
- **Delivery Tracking and Reporting**  
Provides real-time delivery status, reporting, and audit history to support accountability, compliance, and post-event review.
- **Multilingual Communication Support**  
Offers translation and multilingual messaging capabilities to improve accessibility and ensure equitable communication with families across the district.

- **Vendor-Hosted Infrastructure and System Management**

Includes cloud-based hosting, platform maintenance, and system support to ensure reliability, scalability, and high availability.

The continuation of SchoolMessenger supports the district’s overall communication strategy by maintaining a reliable, scalable platform that promotes clear information sharing, strengthens family engagement, and supports emergency preparedness and operational continuity.

**Procurement:**

In accordance with Board of Education Purchasing Policy DJE III.D.3.d., the Purchasing Department shall be authorized to make purchases through inter-governmental and educational cooperatives, alliances, and consortiums to achieve cost savings and administrative efficiencies based on economies of scale. Therefore, this purchase with PowerSchool will utilize TIPS (The Interlocal Purchasing System) cooperative purchasing contract – 210101 (Technology Solutions, Products, and Services).

**Financial Impact:**

<b>Year</b>	<b>Cost</b>
2024	\$99,567.30 (12 month term)
2025	\$82,385.43 (9 month term)
2026	\$117,429.30 (12 month term)requested