

Dear Franklin Families:

We are hearing a growing number of reports about parents who complain about not receiving our parent email/phone/text blasts. There are typically three reasons why this might be:

- 1) They have entered their phone number/email address incorrectly on the contact page of the PowerSchool parent portal contact. This is the easiest to address as a parent can login and review and correct their own data.
 - a. The page can be accessed via the SwiftReach SwiftK12 page. The link appears in the upper left hand corner of the portal. Once on the SwiftK12 page, they can click the "Contact Information" link in the upper right hand corner of the page.
- 2) The second reason they might not be receiving messages could be because they have modified their alert preferences. They can review and update their preferences via the portal. On the preferences pages there are different types of alert categories and each category has a set of checkboxes for each contact field. If the parent removes the checkmark, that type of alert will no longer be sent to the de-selected field data.
 - a. The page can be accessed via the SwiftReach SwiftK12 page. The link appears in the upper left hand corner of the portal. Once on the SwiftK12 page, they can click the "Alert Preferences" link in the upper right hand corner of the page.
- 3) The third reason might be because they have opted-out of receiving any future communications. At the bottom of every SwiftK12 email, there is an "unsubscribe" button. If the parent clicks this (either accidentally or intentionally), their email address will no longer receive future messages. This is the only time a parent will need to contact the school registrar to fix the problem. (ali.rodriquez@franklin-academy.org).

A few other reminders:

1. Tomorrow is wear green for Malala as part of our IB program in honor of Women's History Month. Please see attached flyer for detailed information.
2. Foxmar will be here on March 20th to take individual personality portraits. Tomorrow is the last day to order online!
3. Alina Shaw and a team of Prevention Specialists from Memorial Healthcare System will be presenting at our Parent Academy on March 21. The topic is "Drug Trends in Broward County/Signs and Symptoms." Don't miss this presentation at 6:30 pm! It Takes a Village – Stay Informed!
4. Don't forget to join us on March 22nd at Carolina Ale House for our Booster Network Family Night. Please see flyer attached.

Sincerely,

Dr. Arlene H. Valdes

Principal

