

## Westminster School Relies on School Announcement During Extensive Power Outage

*“With School Announcement, our Headmaster was able to reach-out to our students, staff and their families throughout a week-long power outage caused by an unexpected October Nor-easter.*

*Because we are a boarding school, it was absolutely critical to reach parents who live all over the country at a moment’s notice. I highly recommend School Announcement to any school or district needing an efficient and reliable contact system.”*

**Sara Anderson**  
Director of Technology

### **The Storm**

In October 2011, an unprecedented and unexpected Nor’easter slammed the Northeast with as much as 24” of snow, knocking down power lines and closing roads across the region.

Already facing unique communication challenges as a boarding school, Westminster became crippled by a loss of power and uncertainty as to when it would be restored.



### **The Solution**

School Announcement provided Westminster School with a highly advanced platform for messaging students, families and staff. Designed specifically for K-12, School Announcement allows administrators to communicate simultaneously with their school communities via email, phone and SMS text messaging.

Having just been trained on the system, the school’s Headmaster was fortunately able to send storm updates via a phone-accessible, interactive voice response (IVR) hotline despite a wide-spread power failure.

### **The Benefits**

Since using School Announcement, Westminster School has significantly improved their communication plan and can notify all students, family and staff within minutes. Westminster parents appreciate receiving voice broadcasts in the Headmaster’s familiar voice, along with the option to access a web-based Parent Portal to update their communication preferences and review past messages.