

Comal Independent School District

NEWS RELEASE

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ParentLink Arrives in Comal ISD

A parental involvement and communication revolution is underway in Comal ISD. School officials have an additional communication tool available to them to reach parents and staff thanks to the capabilities of the newly-licensed ParentLink application from Parlant Technology Inc.

“Principals and district administrators can now send custom messages via telephone with ParentLink,” says Dr. Marc Walker, superintendent. “It is another communication tool that we have at our disposal that will help us reach parents in a matter of minutes.”

Comal ISD knows that increased school-to-home communication can lead to increased parental involvement, a key factor in academic success. Parents will be able to learn about emergencies, student absences, important activities at the school, cafeteria balances, and districtwide news within a few minutes of the phone call being recorded.

“Some of our schools and the district have already used ParentLink since we acquired it in August,” says Walker. “They used it during registration and I recently used it to remind parents about the strategic planning meetings we are holding in the community.”

One of the important uses of ParentLink will be during district and school emergencies. For example, emergency messages covering school closings, major

bus accidents, and specific campus incidents, will be able to reach the parents affected within minutes.

Eventually the district plans on allowing parents to establish personal accounts on ParentLink in order to retrieve messages and announcements, and manage their personal contact information. In addition, the district plans on using the survey feature in the future to gauge parents' feedback on issues important to the district.

"We're excited about ParentLink and what it's going to allow us to do," Walker says. "In a district our size with almost 600 square miles, 18 schools, and 15,000 students, this communication tool is invaluable."

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