



Back to School Letter  
**RE: Crisis Communications**

August 28, 2014

Dear Pleasanton USD Families,

We welcome you back to school from what we hope was a summer full of adventure and relaxation. It's always exciting to see the smiling faces of students as they return to classrooms, eager to see what the new school year will bring. We are grateful for the efforts of our staff and volunteers in preparing our classrooms and campuses for the school year.

In the midst of this very happy week, our hearts go out to our neighbors in Napa. The Napa community is in our thoughts and we send them our best wishes as they clean up the damage and reopen schools.

The recent earthquake reminds us that we live in an area at high risk for such occurrences and provides us with an opportunity to review our emergency preparedness plans here in the District to be sure you know **how we will communicate with you in the event of a crisis or emergency.**

**If there is an event on or near any of our campuses that impacts the safety of students and staff, you will hear from us in several ways:**

- All-call system with automated phone message from school or district authorities
- Message posted on the Pleasanton Unified School District website: <http://pleasantonUSD.net/>
- District E-Connection (Click here to sign up for [E-connection.](#))

We understand that most students carry cell phones, so you may hear from your students before you hear from us. The most reliable and *accurate* source of information is through the methods listed above. We will use these channels to provide confirmed information and regular updates.

Please understand that during an emergency phone lines at schools and the District office are likely to be very busy, as their main purpose is for communication between school personnel and law enforcement. Likewise, roads near our campuses may be crowded in an emergency and traffic may be restricted.

You can be part of our safety efforts in several ways:

- Remind students that in the event of an emergency they are to stay on campus and follow all safety instructions.
- Make sure your child's emergency contact card is completely filled out and all information is current. We can release children only to individuals listed on this card.
- Help students with cell phones understand responsible use during emergencies and to be careful about what information they share.
- Reassure your children that the top priority of their teachers and administrators is to ensure their wellbeing and safety and that emergencies and natural disasters are, thankfully, very rare.
- In the case of an emergency, stay away from campus so police, fire, and ambulance crews can access the campus. We will let you know when it is safe to come onto the designated area on campus.

Thank you for your support. With your cooperation, we are confident we are prepared for a safe and productive school year.

Kind regards,

A handwritten signature in black ink, appearing to read "Parvin Ahmadi".

Parvin Ahmadi  
Superintendent