

# Communication

Dr. Tonia Thompson (Superintendent), Ms. Christina Kunzman (Public Relations Officer), Ms. Kerry Gallagher (Public Relations Officer) and Ms. Mary Gere-Penna (Department Chair for Guidance)

**ERIN THOMPSON-MILLER** JAN 13, 2022 01:48PM

Request having a monthly or bi-weekly letter sent to parents updating on the number and types of violence acts or threats that are identified. Number of weapons found and number of altercations/fights occurring. Thank you for the recent letters to provide parents with the facts and the updates on COVID infection.

*I completely disagree. With no baseline, these sorts of metrics would not provide any useable information to the parents.* – ANONYMOUS

*If metrics are to be 'a thing', they should focus on the positive. Perfect attendance for the week/month, passing exams, assignments completed, scholarships won, jobs obtained, sports successes, commendations, and all sorts of positive things. Then, as the parent, you should judge your child's accomplishments against the litany of positive accomplishments made by the student body during the previous week and perhaps then it would encourage you to stay at the school rather than discourage you based on alarmist negative disciplinary numbers.*  
– ANONYMOUS

**Communicate annually the safety terms used and the reason for using them so parents understand why and when they are used.**

**Do you care about me? Can you help me? Can I trust you? These 3 questions answered will allow connection to occur while communicating information. Everyone communicates few CONNECT.**

If not already done a suggestion I have is to inform the parents of what a lock out, lock down, evacuation etc, is entailed each year(during orientation maybe). This may allow them to feel a bit at ease regarding the safety of their children as to what happens in a type of emergency.

**Patriot Ambassadors is a program that the district has who want to help the district get the messages out and act as a sounding board for the district. Their feedback on the shooting event near BHS was helpful in letting the district immediately know what the community is thinking and feeling.**

*How do we find out who the Patriot Ambassadors are? May we reach out to them to express our concerns through them?* – ANONYMOUS

*It would be best to reach out to Christina Kunzman and myself as the chairs of that committee. Please email PR@binghamtonschools.org if you are interested in attending or simply want more information.* – ANONYMOUS

**Is there a way to notify the students that are outside of an emergency by using the marquee? (eg. Flashing it)**

## Social media use

In our family, we discourage Social Media use because of the negative effects on the mental health of young people. What efforts are made to NOT exclude the families who are not into social media?

We are NOT pleased with the emphasis on social media use.

*The BCSD Twitter feed does not have a negative effect on the mental health of young people.*  
– ANONYMOUS

**Consider an app for students specific to receive a notification when a safety event is occurring so anyone off campus can be alerted.**

**Thank you for doing this. The communication from the district continues to greatly improve. It is very difficult to keep up with everything in real time, but we are always notified in a timely manner. The most difficult thing is when something happens outside the school. Yesterday during my in-person class I received a text from a friend who works at DSS that they went into lockdown shortly before our Wednesday early dismissal. Luckily it was a false alarm, but I knew it couldn't have been serious since the high school didn't go into lockdown. Knowing that I would receive word from the school if something serious was happening made me feel more at ease, especially with not being in person with my students. Keep up the great job!!**

**The Binghamton App is helpful tool to stay in touch with events that are occurring in the district.**

**Information regarding incidents that occur at BHS (and other buildings) should be shared with families with enough details and frequently enough to reinstate trust and a sense of safety.**

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