



SHADY SIDE ACADEMY PARENT COMMUNICATIONS GUIDE

GENERAL

- **Parent communication at SSA is primarily sent via email.**
- It is critical that SSA has up-to-date parent email addresses in our Veracross database, which feeds all other SSA systems (website, email, S-Book directory, School Messenger, Canvas, VC Pay etc.)
- Household profile information can be updated anytime through the Veracross Parent Portal.

NEWSLETTER & EMAIL

- **Bulldog Bulletin Parents' Newsletter** – Our primary parent communications tool. Emailed every Wednesday when school is in session. Alternates between school-specific Reminders & Upcoming Events issues and all-Academy Good News & Recaps issues. Issues are [archived online](#).
- **School & Academy Emails** – School and academy offices send periodic emails to parents about things like events, summer & after-school programs, health & safety, report cards, etc.
- **Teacher/Coach Emails** – PK-5 parents receive a weekly Friday email update from their child's homeroom teacher and occasional emails from homeroom parents. Middle and Senior School parents receive periodic updates from their child's advisor, and when sports are in season, a weekly email from a coach. Teachers will email parents directly about individual students when needed.

WEBSITE & PORTAL

- **Parents Section of the Website** – A centralized hub of helpful information and resources for current parents. Visit www.shadysideacademy.org/parents or click "Parents" at the top right of any page.
- **Veracross Parent Portal** – Log in to access secure information such as the S-Book community directory, household information, health forms, report cards, and more.
- See page 2 for more information

SHADY SIDE MOBILE APP (iOS & ANDROID)

- Easy mobile access to SSA news, directory, calendar, athletic schedules and more.
- Sign in with your Veracross Parent Portal login to access S-Book parent & student directories (faculty & staff directory is accessible without login).
- Download the [iOS app](#) or the [Android app](#).



WEATHER & EMERGENCY NOTIFICATIONS

- SSA uses **School Messenger** to alert families of weather delays/closures and emergencies via phone call, text alert and email. Notices are also posted on the SSA website, Facebook, Twitter, weather hotline, and local TV station websites.
- Parents receive School Messenger alerts by default to contact info in Veracross, with no sign-up required. For more information, visit the [Parents > Weather & Emergency Notifications](#) web page.

SOCIAL MEDIA

- Shady Side Academy is very active on social media, including [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#). Follow SSA on your favorite platform and like, share and comment on our posts!

Questions?

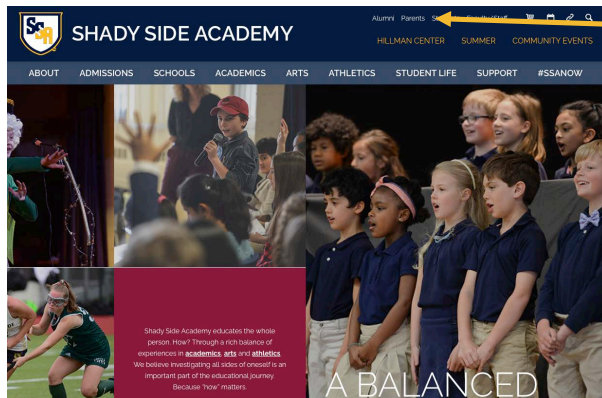
Jen Roupe, Director of Communications, jroupe@shadysideacademy.org or 412-968-3236

Megan Grguras, Web & Social Media Manager, mgrguras@shadysideacademy.org or 412-447-2243



SSA WEBSITE RESOURCES FOR PARENTS

The Parents section of the website is designed to provide you with a centralized hub for information concerning your child's academic and student life at SSA. In addition to the information available on the public pages of this section, once you have logged in to the Veracross Parent Portal, you also will have access to password protected family information.



To access the Parents section, go to www.shadysideacademy.org and click on Parents (upper right) or visit www.shadysideacademy.org/parents. Bookmark this page for easy access.

The Parents page provides easy access to lots of helpful information, including:

- Parent Info pages for each school
- Latest School and Academy Reminders
- Parents' Association
- Bulldog Bulletin Parents' Newsletter archive
- Lunch Menus
- Important School Contacts
- Technology Resources
- Transportation

WELCOME, SSA PARENTS!

This section is designed to serve as a centralized hub of information for current SSA parents. Click the green school buttons below to see the reminders and resources specific to each campus.

QUICK LINKS TO POPULAR RESOURCES

VERACROSS LOGIN	CDS PARENT INFO	WHO DO I CONTACT?
CANVAS LOGIN	JS PARENT INFO	BULLDOG BULLETIN
LUNCH MENUS	MS PARENT INFO	PARENTS ASSOCIATION
COVID-19 INFO	SS PARENT INFO	TRANSPORTATION

LATEST ALL-ACADEMY REMINDERS

- Academy-Wide Tailgate, Sept. 30**
Save the date for an Academy-Wide Family Tailgate Party on **Friday, Sept. 30**, in the Hillman Center parking lot at the Senior School, hosted by the Unified Parents' Association. Bring your favorite tailgate snacks, listen to music and play games just before the Friday night home football game versus Freepoint Area High School. Stay tuned for details and RSVP information.
- 2022-2023 S-Book Directory**
To access the 2022-2023 S-Book Directory, log in to the Veracross Parent Portal and click the blue S-Book Directory button or the link in the top menu. Access parent, student, faculty and staff information. Visit www.shadysideacademy.org/parents for more information on sorting and searching the directory.
- Academy Handbooks Available in Veracross**
The 2022-2023 Parent/Student Handbook PDFs are accessible on the Veracross Parent Portal. Click the blue "Academy Handbooks" button, then click to download the handbook for your child's school. Please take the time to read through the handbook if you haven't already.
- Homecoming Celebration, Oct. 15**
All SSA families are invited to join us at Homecoming on **Saturday, Oct. 15**, at the Senior School campus. Bring the whole family to cheer on the Bulldog athletic teams, enjoy activities at the Fall Carnival, grab lunch from the food trucks at the Blue & Gold Community Tailgate, and more! Most events and activities take place outdoors. View the schedule of events and register online.

SHADY SIDE MOBILE APP

The official Shady Side mobile app gives you on-the-go access to the S-Book directory, news, calendars, and more!

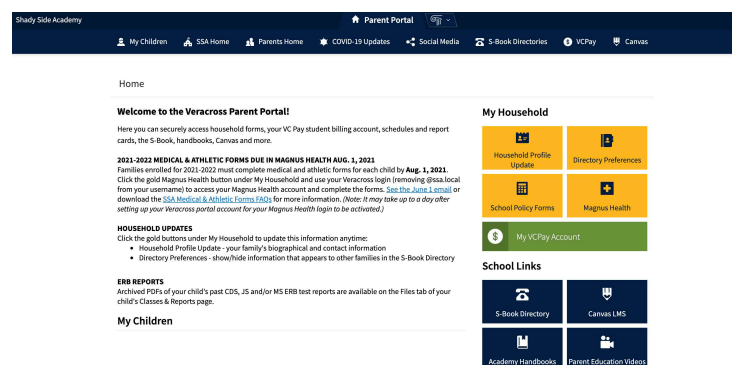
Download the iOS App
Download the Android App

UPCOMING EVENTS

- Aug 29, 2022**
All Schools - New Student Orientation Day
all day
- Aug 30, 2022**
ACADEMY OPENING DAY
all day
- Aug 31, 2022**
Ganesh Chaturthi
all day
- Sep 5, 2022**
ACADEMY CLOSED - Labor Day (US)
all day

Private information that requires a login is located in the Veracross Parent Portal. To access the Parent Portal, use the red VERACROSS LOGIN button on the Parents page and enter your username and password. Once logged in to the Veracross Parent Portal, you can access:

- Your child's Daily Schedule and Report Cards
- S-Book Directory and Directory Preferences
- VC Pay Student Billing Account
- Household Profile Update
- Magnus Health Account
- Canvas Teacher Pages
- Academy Handbooks, Policies and more!



Questions?

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