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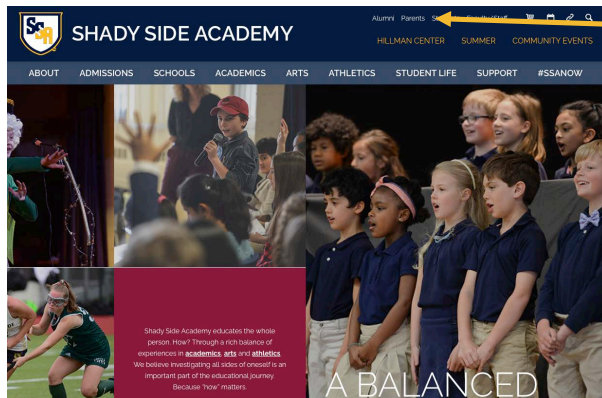
To access the Parents section, go to www.shadysideacademy.org and click on Parents (upper right) or visit www.shadysideacademy.org/parents. Bookmark this page for easy access.

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

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!
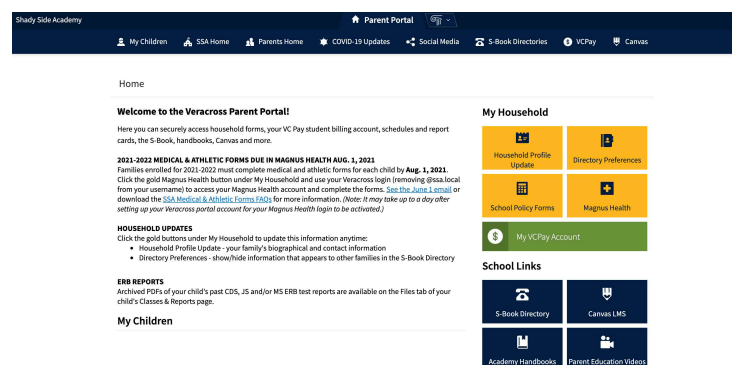
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