PowerSchool Handbook

Unified Operations Communication Handbook

Version 1.0 January 4, 2024





Copyright ©2023, San Diego Unified School District. All rights reserved.

This document may be reproduced internally by San Diego Unified School District. Except as noted, all rights are reserved. No part of this publication may be reproduced, transcribed, stored in retrieval systems, or translated into any language in any form by any means without written permission of San Diego Unified School District, Integrated Technology Division (ITD), 4100 Normal St, San Diego, CA 92103



Table of Contents

About This Handbook	3
Part 1: Overview	5
What is Unified Operations Communication?	6
How do I access Unified Operations Communication?	7
Part 2: How to Send a Message	9
How To Send a Message to Parents/Guardians	10
Other useful tips	12
How Does My Message Get Translated?	14
Part 3: PowerSchool Data in UOC	15
Parent/Guardian Data in Unified Operations Communication (UOC)	16
Student Data in Unified Operations Communication (UOC)	17
Changing data in Unified Operations Communication	18
Part 4: What Schools Need to Do	19
Getting Started	20
Review Contact Clean Up	21
Review the Parent Contact Directory	23
Part 5: What Super Admins Need to Do	25
What Super Admins Need To Do	26
How to Add Staff or Teachers	27
District Staff Who Need Access To All Schools	28
How to Remove Staff or Teachers	29
Part 6: How Parents and Guardians Can Opt In/ Opt Out	31
How Parents/Guardians Can Opt In	32
How Parents/Guardians Can Opt Out	34
Other Important Points About Opting Out	35
Part 7: Review Your Email Notification Settings	37



Review Your Email Notification Settings	38
Email Notifications and What They Do	39



About This Handbook

This handbook was created by the San Diego Unified IT Training Department as reference material for the PowerSchool Unified Operations
Communication (UOC) platform. It is updated periodically by the San Diego
Unified IT Training Department. If you have any questions or need assistance with UOC, please contact the IT Help Desk: (619)209-HELP (4357) or submit a support request online at https://sdusd.cherwellondemand.com





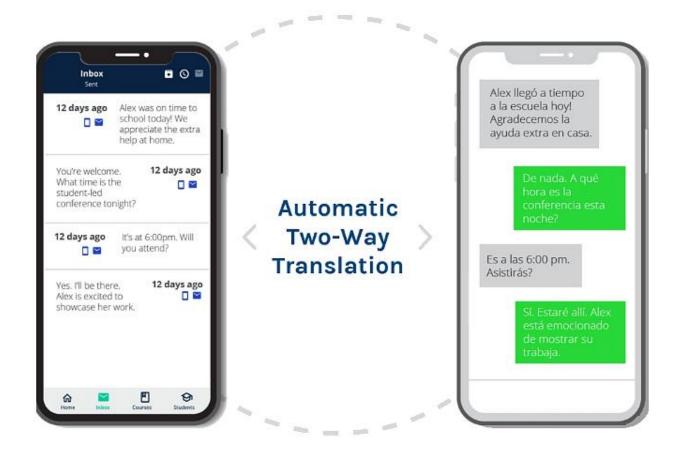


Part 1: Overview



What is Unified Operations Communication?

Unified Operations Communication offers schools two-way communication with parents/guardians using text messages and emails. Messages sent to parents/guardians will be automatically translated into the parent's preferred language and any responses from the parent/guardian back to school staff members will be translated back into English. Parents and guardians do not need to sign in or download an application. All messages are sent directly as a text message and/or email to the contact information in PowerSchool.



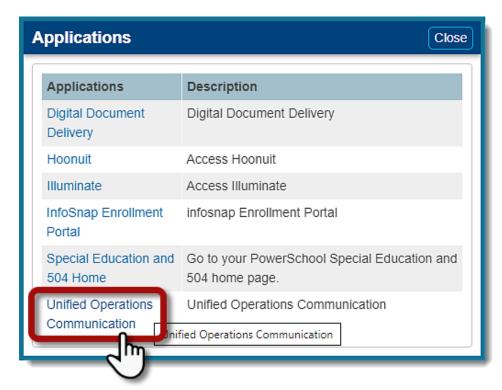


How do I access Unified Operations Communication?

- 1. Login to PowerSchool Administrator or PowerTeacher.
- 2. Select the **Application Tray icon**, in the upper, right-hand corner of the page.



3. Select the link for **Unified Operations Communication**.





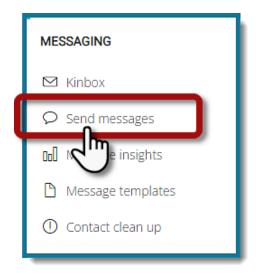
Part 2: How to Send a Message



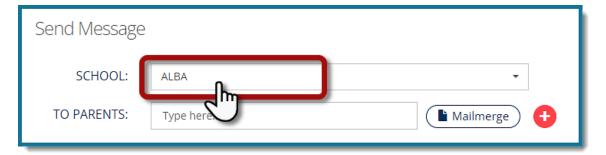
How To Send a Message to Parents/Guardians

There are a few different ways you can send a message to parents/guardians in Unified Operations Communication (UOC).

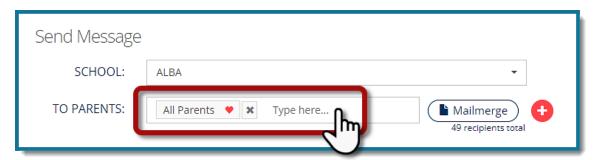
1. Select **Send Messages** from the left-hand side of the page.



2. Choose a **School**. This is especially important if you have access to more than one school.

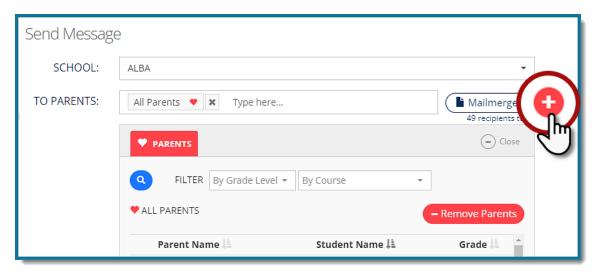


3. In the field for **To Parents**, you may **search** for a parent or student name by typing a few letters. As your search results appear, select each parent you want to include in your message. If you want to send a message to all parents, type in "all" or select **All Parents**.

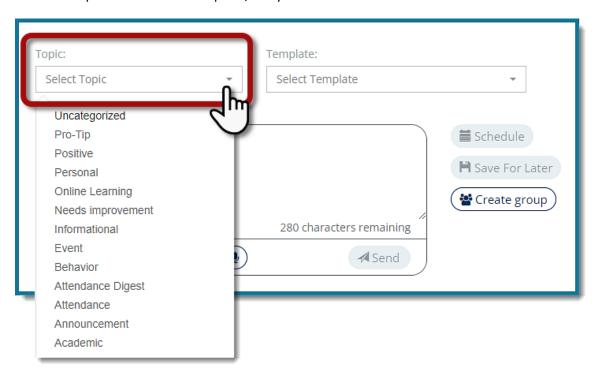




You can also click the **plus icon** to open a directory of parents/students at your school. Choose each parent/guardian you want to include in your message.

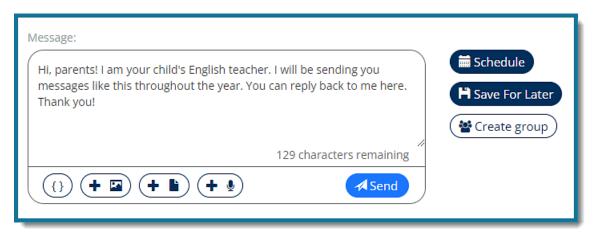


4. Choose a **Topic** for your message. The Topic is not shown to the parent/guardian. Instead, it provides your school with a way to identify the type of messages you are sending. It is important to choose a Topic for some of the reports/analytics to work in UOC.



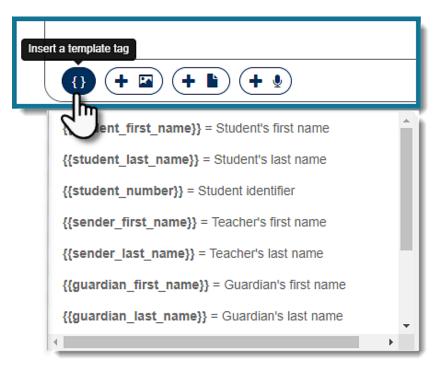


- 5. **Type your message**. Please note your message should be 280 characters or less. Keep in mind the message will be sent to parents/guardians as both a text message and email message, in most cases.
- 6. Click **Send** when you are ready to send your message to parents/guardians.



Other useful tips

- When sending a message, use the buttons near the bottom of the page to include an image or a PDF. Note that PDFs must be 25 MBs or less.
- You can insert the student's name, your name, the school name, and other helpful fields by using the tags provided.

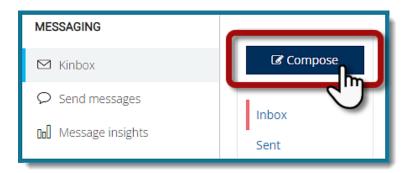




- Some users may also see an option to record a voice message. Please note that if you record and send a voice message, no automatic translation will be provided for parents/guardians. Voice calls cannot exceed 1 minute.
- Messages can be scheduled to be sent on a given date/time. When scheduling messages, you
 can schedule it once or on a recurring basis.
- If you choose to **Save for Later**, you can come back and work on your message later. You can find your saved message on the **Kinbox** page, under **Drafts**.
- If you have selected a handful of parents/guardians and wish to save the group for later, click **Create group** and give the group a name.
- If you choose to send your message to **All Parents**, a copy of your message may also be sent to other admins at your school.

There are a few other ways you can send a message:

• Select **Kinbox**, from the left-hand side of the page, and then select the **Compose** button.



• Select a student first, then select **Send a message to parent**, near the top, right-hand side of the page.





How Does My Message Get Translated?

When you send a message in UOC, you only need to type your message in English. Your message will be automatically translated to the parent/guardian preferred language.

Each parent/guardian can specify a Preferred Language on the PK-12 Enrollment Form. The parent/guardian preferred language should be entered and updated on the Demographics page, in PowerSchool. And the same preferred language will be shared with UOC to ensure messages are sent in the correct language.

UOC currently supports 56 languages for translation. Please refer to the job aid for <u>Unified Operations</u> <u>Communication Supported Languages</u>. If additional languages are supported in the future, the job aid and this document will be updated.

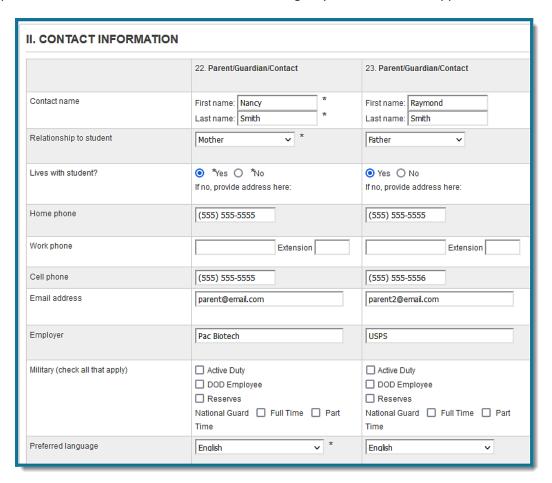
Some languages are not currently available for translation in UOC. In cases like this, you may notice the parent/guardian preferred language may be set to something different in PowerSchool versus UOC. In these cases, you will see English listed as the parent/guardian language within UOC.

Part 3: PowerSchool Data in UOC



Parent/Guardian Data in Unified Operations Communication (UOC)

Both parents/guardians listed in PowerSchool, on the **Demographics** page, will appear in Unified Operations Communication. Please note that emergency contacts will not appear in UOC at this time.



Which phone number will appear for the parent/guardian?

The phone number in UOC will be set to the **Cell Phone** in PowerSchool. If the Cell Phone is missing, the Home Phone will be used. If the Home Phone is missing, the Work Phone will be used.

Which email address will appear for the parent/guardian?

The email address in UOC will be set to the Email Address entered in PowerSchool, if there is one.

Which language will the parent/guardian receive messages in?

The language in UOC will be set to the **Preferred Language** entered in PowerSchool if the language is supported by UOC. Please refer to the job aid which shows languages currently supported by UOC.



Student Data in Unified Operations Communication (UOC)

Students who are actively enrolled at your school will appear in Unified Operations Communication (UOC). As schools enroll new students in PowerSchool, the changes should appear in UOC the next day. Similarly, as schools withdraw or drop students in PowerSchool, the changes will also be reflected in UOC the next day.

Non-teaching staff or admin users will be able to see all students in UOC for your school. Teachers will only have access to view students who are scheduled in their classes.

Please note that students will only appear in UOC once they are scheduled in at least one class in PowerSchool.

Please also note that schools will only see students listed in UOC at their primary school of enrollment. In other words, if a student is taking a class at another school, that student will not appear in UOC at the "other" school.



Changing data in Unified Operations Communication

Do NOT change any student or parent/guardian information in Unified Operations Communication.

Instead, update information in **PowerSchool** and the changes will appear the next day in Unified Operations Communication.

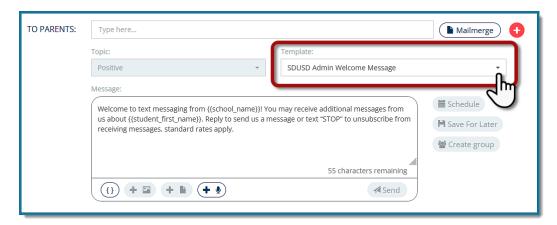
Part 4: What Schools Need to Do



Getting Started

Before your school begins using Unified Operations Communication (UOC), please review the following suggestions and consider what may be most appropriate at your school:

- Identify a Super Admin user at your school site. The Super Admin will be responsible for helping
 to provide access to UOC and will also remove access for staff when it is no longer needed. We
 recommend identifying 1 or 2 people as a Super Admin at your school. If your school has a
 Power User, it may be helpful to ask them to act as the Super Admin. Contact the IT Help Desk
 to request assistance with getting your Super Admin access in UOC.
- 2. The Super Admin should review the Staff Members page in UOC and remove access for any staff or teachers who should not have access to contact parents/guardians at your school. Please be careful not to remove access for district staff. If you aren't sure about removing someone's access, please contact the IT Help Desk for assistance.
- 3. Ask your admin staff and teachers to watch the training video for UOC:
 - Unified Operations Communication for Admins (28:14)
 - Unified Operations Communication for Teachers (21:42)
- 4. Your school may want to **send out a welcome message to parents/guardians** to let them know your school will be using UOC to send them text messages/emails.
 - A <u>welcome letter is available for parents/guardians</u>, to provide a brief overview and explain they may receive text messages and/or email messages from your school. The welcome letter is available in <u>English</u>, <u>Spanish</u>, and <u>Vietnamese</u>, and <u>Tagalog</u>. Please feel free to share a link to the welcome letter with parents/guardians at your school.
 - There are also two templates available to assist with sending a welcome message. Select the SDUSD Admin Welcome Message or the SDUSD Teacher Welcome Message. If you select a template, you can still make any changes to the wording, as needed, for your welcome message

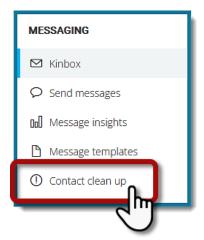




Review Contact Clean Up

Schools can and should use Unified Operations Communication (UOC) to identify invalid phone numbers for parents/guardians. We recommend schools periodically review the **Contact Clean Up** page for any issues. Please also refer to the **Parent Contact Directory** page for phone numbers and/or email addresses which may be incorrect.

1. Select **Contact Clean Up**, from the left-hand side of the page.

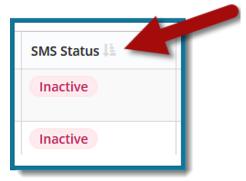


Note that you will only see results on the Contact Clean Up page after your school has sent some messages from UOC.

2. Make sure you have the correct **School** selected, in the upper, right-hand corner of the page.



3. Look for parents/guardians where the **SMS Status** column shows **Inactive** or **No Contact Information**.



If you wish, you can use the filters near the top of the page to look for a particular SMS Status.



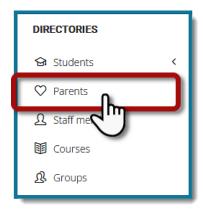
- 4. For each parent/guardian that is listed with an **Inactive** phone number, please review the latest PK-12 Enrollment Form, and make sure PowerSchool has the parent/guardian phone number listed correctly. Or reach out to the parent/guardian and request their corrected Cell Phone number. Update the parent/guardian information in PowerSchool to reflect the accurate phone number. The changes made in PowerSchool will appear in UOC the next day.
- 5. We also recommend looking for any parents/guardians with **No Contact Information**. Again, please review the latest PK-12 Enrollment Form and make sure PowerSchool has the parent/guardian phone number and email address entered. If need be, reach out to the parent/guardian to obtain this information.



Review the Parent Contact Directory

Schools can and should use Unified Operations Communication (UOC) to identify invalid phone numbers and/or email addresses for parents/guardians. We recommend schools periodically review the **Parent Contact Directory** page for any issues. The **Contact Clean Up** page can also help schools identify invalid phone numbers.

1. Select **Parents**, from the left-hand side of the page.



2. Make sure you have the correct **School** selected, in the upper, right-hand corner of the page.



3. Use the **filters** near the top of the page to look for email addresses or phone numbers which may be incorrect. You can select one or more filters. See below for more information on filters and status values.



Instead of using the filters at the top of the page, another way to look for issues with email addresses or phone numbers is to look for a **red phone icon** and/or **email icon**. Move your mouse over the icon to see a description of the error.





Here is some helpful information for the **Email status** values you may see on the Parent Contact Directory page:

- Success: Email messages are being successfully delivered to this parent/guardian.
- Marked as SPAM: Email messages may not be reaching the parent/guardian. You may wish to reach out to the parent/guardian and suggest they add you to their safe sender list, if possible. Or, alternatively, ask if they can somehow indicate these emails are not spam.
- **Full Mailbox**: Email messages are not reaching the parent/guardian. You may wish to reach out to the parent/guardian and let them know that they do not seem to be receiving your messages.
- Nonexistent Email: Email messages are not reaching the parent/guardian. Check with the
 parent/guardian and ask for their email address. Make any changes to the parent/guardian
 email address in PowerSchool.
- **Invalid Domain**: Email messages are not reaching the parent/guardian. Check with the parent/guardian and ask for their email address. Make any changes to the parent/guardian email address in PowerSchool.
- **Rejected**: Email messages are not reaching the parent/guardian. You may wish to reach out to the parent/guardian and ask for their email address and verify it is correct. Let the parent/guardian know you are seeing that emails are being rejected.

Here is some helpful information for the **SMS status** values you may see on the Parent Contact Directory page:

- Success: SMS text messages are being successfully delivered to this parent/guardian.
- **Unconfirmed**: SMS text messages may not be reaching the parent/guardian. The message either has not yet arrived on the recipient's phone or the phone carrier was not able to determine if the message failed or is pending for later delivery. You may wish to reach out to the parent/guardian to see if they are receiving your messages.
- **Turned Off**: SMS text messages may not be reaching the parent/guardian. The device is powered off. Your messages will be delivered when the phone is turned on again.
- Blocked: SMS text messages are not reaching the parent/guardian. This code shows that the
 parent/guardian or the phone carrier has blocked messages from UOC. You may wish to reach
 out to the parent/guardian to see if this was intended.
- Inactive: SMS text messages are not reaching the parent/guardian. The phone number is no longer in service with the phone carrier. The parent/guardian may have changed their number. Check with the parent/guardian and ask for their cell phone number. Make any changes to the parent/guardian cell phone in PowerSchool.
- Landline: SMS text messages are not reaching the parent/guardian. This code shows the number is a landline. Check with the parent/guardian and ask for their cell phone number. Make any changes to the parent/guardian cell phone in PowerSchool.
- **Phone Carrier Error**: SMS text messages are not reaching the parent/guardian. You may wish to reach out to the parent/guardian to see if they are receiving your messages.
- **Error Unknown**: SMS text messages may not be reaching the parent/guardian. You may wish to reach out to the parent/guardian to see if they are receiving your messages.

Part 5: What Super Admins Need to Do



What Super Admins Need To Do

The Super Admin will have access in UOC to add or remove staff and teachers from your school site. The Super Admin will also have access to make changes to some of the settings/access for other users in UOC.

We recommend identifying 1 or 2 people as a Super Admin at your school. If your school has a Power User, it may be helpful to ask them to act as the Super Admin. Contact the IT Help Desk to request assistance with getting your Super Admin access in UOC.

We also recommend reviewing the **Contact Clean Up** page and the **Parent Directory** page in UOC to help identify and update any invalid parent/guardian phone numbers and/or email addresses. The Super Admin and other admins will have access to these pages in UOC, however your school may wish to have the Super Admin be responsible for reviewing and updating information as needed.

Super Admins may also want to monitor use of UOC at your school and respond to parents who need help or have sent messages to staff with any inappropriate language. We recommend Super Admins and perhaps other admins at your school turn on the email preference for **Daily summary of messages with inappropriate content**. When you see inappropriate messages appear, review, and respond to the parent/guardian as needed to help identify if you have an incorrect phone number or if the parent/guardian needs help to opt out of receiving messages.

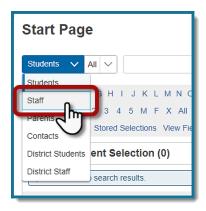


How to Add Staff or Teachers

Teachers and co-teachers should automatically get access to UOC once they have been assigned to a class in your master schedule. Please remember that changes are sent from PowerSchool to UOC each night. If you have made changes in PowerSchool today, wait until tomorrow to see the changes in UOC.

Non-teaching staff will typically get access to UOC based on their account in PowerSchool. If your school has a new staff member that needs access, please follow the instructions below to provide access to UOC at your school site. Please note that you may need to work with your school Power User if you do not have access to the Security Settings page in PowerSchool.

- 1. Login to PowerSchool Administrator at https://powerschool.sandi.net/admin/pw.html
- 2. If you have access to more than one School in PowerSchool, be sure to select the correct **School**, in the upper, right-hand corner of the page.
- 3. From the Start page, select **Staff**.

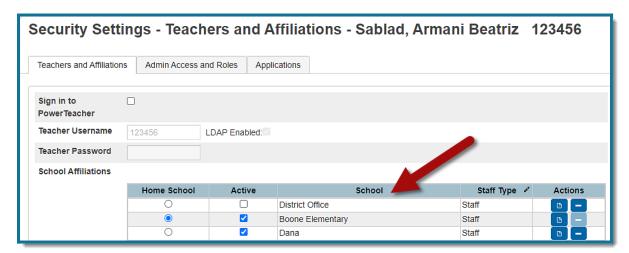


- 4. **Search** for the user who needs access to UOC at your school. If you cannot find the user, you may need to refer to the job aid <u>Adding New Staff to Your School</u> to search for the user and add them to your school site.
- 5. Once you have selected the user, select **Security Settings**, from the left-hand side of the page.

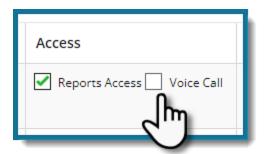




6. On the **Teacher and Affiliations tab**, review which schools are listed for the user. If needed, add your school to the list of schools. This will ensure the user is added to UOC for your school site.



- 7. Please remember that changes are sent from PowerSchool to UOC each night. If you have made changes in PowerSchool today, wait until tomorrow to see the changes in UOC.
- 8. Once the new user appears in UOC, on the Staff Members page, you may wish to enable the checkbox for the user to send Voice Calls.



If you have trouble adding a new staff member or teacher to UOC, please contact the IT Help Desk at (619) 209-4357. Users can also submit a ticket online or by sending an email to helpdesk@sandi.net.

District Staff Who Need Access To All Schools

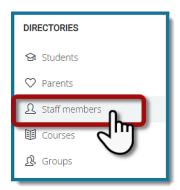
If you are a district user who needs access to all schools in UOC, please contact the IT Help Desk at (619) 209-4357. Users can also <u>submit a ticket online</u> or by sending an email to <u>helpdesk@sandi.net</u>.



How to Remove Staff or Teachers

The Super Admin at your school site has access to remove staff or teachers from UOC. To remove staff or teachers from your school in UOC, please follow the instructions below:

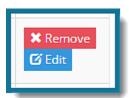
1. Select **Staff Members** from the left-hand side of the page.



2. Make sure you have the correct **School** selected, in the upper, right-hand corner of the page.



- 3. **Find** the user you wish to remove. Admin users are listed near the top of the page and teachers are listed near the bottom of the page.
- 4. Once you have found the user you wish to remove, click the **Remove** button.



Staff or teachers that have been removed will appear near the bottom of the Staff Members page. If you accidentally remove access for someone and need to restore it, look for them near the bottom of the page and then click the Re-Add button, if needed.



Important! If you are removing access for users in UOC, please be careful to **not** remove access for IT staff and other district staff who will appear in UOC. If you aren't sure about removing access for someone, please contact the IT Help Desk at (619) 209-4357. Users can also <u>submit a ticket online</u> or by sending an email to <u>helpdesk@sandi.net</u>.





Part 6: How Parents and Guardians Can Opt In/ Opt Out

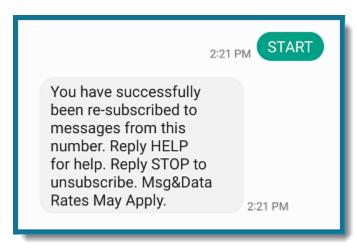


How Parents/Guardians Can Opt In

Typically, parents/guardians will not need to Opt In to receive text messages from Unified Operations Communication (UOC). By default, the first two parents/guardians will be included from the Demographics page in PowerSchool. If the parents/guardians have a valid, working cell phone number entered in PowerSchool, they should receive any messages sent from UOC. If the parents/guardians have a valid, working email address entered in PowerSchool, they should also receive copies of any messages sent from UOC.

On occasion, a parent/guardian may need to Opt In again, if they have previously Opted Out. If a parent/guardian needs to opt back in, they need to send a text message to the number used by UOC. The parent/guardian can text the word **START** to begin receiving text messages from UOC again.

After the parent/guardian texts the word **START**, they should receive a response similar to the following:

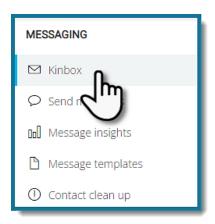




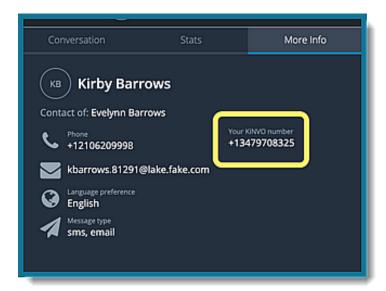
In some cases, it's possible the parent/guardian may opt out, and then later need to opt back in, but they may not have saved the text message or the phone number that was being used by UOC. In cases like this, you may need to find the phone number in UOC which was used to contact the parent/guardian and share it with them.

To find the unique phone number used by UOC:

1. Select **Kinbox**, from the left-hand side of the page.



- 2. Find the conversation with the parent/guardian that you are working with and select it.
- 3. The conversation will appear on the right-hand side of the page.
- 4. Select the **More Info** tab and look for **Your KiNVO number**. Provide the parent/guardian with this number and ask them to text the word START to opt back in.



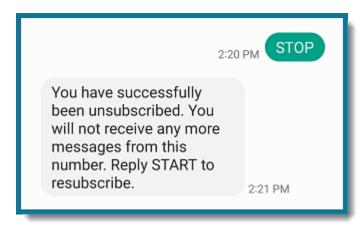


How Parents/Guardians Can Opt Out

If parents/guardians do not wish to receive text messages from Unified Operations Communication (UOC), they can text the word **STOP**.

Please note that there are some other keywords/phrases that parents/guardians can use to opt out: **Unsubscribe**, **Wrong number**, **Stop texting me**, **Don't text me again**, **Quit**, **End**, **Cancel**, **Unsubscribe**. In addition, if a parent/guardian responds using certain "inappropriate language" keywords, this may also result in them opting out.

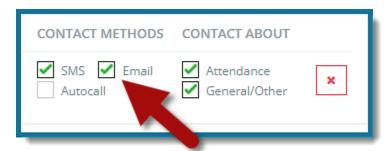
After the parent/guardian texts the word **STOP**, they should receive a response similar to the following:



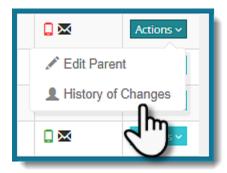


Other Important Points About Opting Out

- Opting out applies to SMS/text messages parents/guardians receive from UOC.
- When a parent/guardian opts out, their phone number will be removed in UOC for your school site.
- Parents/guardians opt out on a school-by-school basis. If a parent/guardian has children at multiple schools, they would need to opt out for each separate school site.
- If a parent/guardian wishes to stop receiving email messages from UOC, one way to accomplish this would be to turn off the checkbox for Email, when editing parent/guardian information.



- Schools can use the **Contact Clean Up** page and the **Parent Directory** page in UOC to see which parents/guardians have opted out.
- Schools can also view a **History of Changes** for a parent/guardian, from the Parent Directory page. This can be helpful if you want to find out when a parent/guardian opted out.





Part 7: Review Your Email Notification Settings



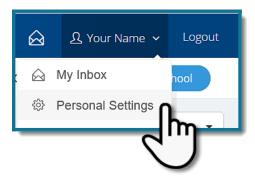
Review Your Email Notification Settings

Teachers and Staff can review and change which email notifications they receive from Unified Operations Communication (UOC).

- 1. Select **Settings** from the left-hand side of the page.
- 2. Select Personal Settings.



Note that you may also access your Personal Settings by using the menu near the top, right-hand corner of the page.



3. Review the section for **Email Notifications** and make any changes based on your preferences. Please note that teachers and non-teaching staff will see different options displayed. The screenshot below shows options available for non-teaching staff, or admin users.





Email Notifications and What They Do

- Daily digest of new or unread messages once per day This option will send you an email
 message each morning, around 7:00 AM, which will inform you if there are any unread
 messages that you have received in UOC. This can be a useful option to help ensure you don't
 miss a message from a parent/guardian. This option is available for both teachers and nonteaching staff or admins.
- Confirmation of general messages This option will send you an email with a copy of any
 messages sent to All Parents by any admin user at the school site. This option is available only
 for non-teaching staff or admins.

Note that some district or school staff may contact you and question why they are receiving copies of messages your school is sending. In cases like this, please inform them that this is based on their email notification settings so they can turn this off if they wish. Your school can also consider if their access should be removed from your school in UOC.

- Daily summary of messages with inappropriate content This option will send you an email each afternoon/evening, around 5:00 PM, which will inform you if there were any messages sent by a parent/guardian with inappropriate content/wording in the message. This option is available only for non-teaching staff or admins. This can be a useful option to help with identifying cases where you may have the incorrect phone number for a parent/guardian.
- Monthly summary of message insights This option will send you an email on the first of the
 month, around 6:00 AM, which will provide some statistics on how UOC is being used at your
 school. This option is available only for non-teaching staff or admins.