



## ECS Communications

### *Primary sources of communication with parents:*

1. Weekly bulletins from each campus  
Teachers, coaches, staff, and anyone who creates or sponsors any event, game, practice, performance, etc. should convey details of that event to the campus admin. The weekly bulletins will be created on Thursday of each week so all information for any given week should be submitted no later than noon on Wednesdays.
2. EAGLE View will be the centralized means of sending out information each week. There will be a calendar of all-school events, a brief article from Head of School Braxton Brady, links to each campus for main information, and links to EQUIP and other pertinent updates.
3. PowerSchool alerts (phone, email, and text) will be used for emergency type information such as school closings. Phone alerts will be used only rarely to encourage our community in areas such as fundraising, drama productions, and other major happenings.
4. Communications to alumni and donors or groups that include alumni and/or donors will be generated in MailChimp.

### **ECS Social Media and Marketing**

- To submit information to be considered for posting on ECS social media platforms, please submit to [Stefanie Tillett](#) and [Melissa Duggan](#). All communication with media on behalf of ECS is to be submitted and approved by ECS Communications through these two emails. Complete [ECS Communications policy](#) can be referenced here.

### **Website:** (Melissa Duggan at 901.754.7217 or [mduggan@ecseagles.com](mailto:mduggan@ecseagles.com))

- The main purpose of the ECS website is to provide information for prospective families about our mission, our philosophy, our programs, and our school life.
- In addition, there are pages devoted to each of the three campuses (lower, middle, and upper) which include campus specific Google Calendars, announcements, documents, and news items.
- The Parent, Student, and Faculty Portals provide information accessed only by logging in such as directories with contact information, Teacher Pages which include each teacher's Google Calendar\*, the reenrollment contract link, and business/employee documents and information for faculty and staff.
  - User names and passwords can be retrieved by clicking Forgot Username or Password on the log in page. (When using this feature, be sure to check your Junk mail folder if you do not receive a response.) If you are still unable to log in, contact Melissa Duggan to have your account reset.
  - Another useful feature of our website is that it provides the most efficient way for families to notify the school about changes in contact information including new addresses, phone numbers, and email addresses. From the Portal page, click Profile, make whatever changes are needed in the information, and be sure to click Update Profile at the bottom. The school is then automatically notified of your change and then your data can be updated in other platforms such as PowerSchool, Admissions, the Buzz Book app, etc.
  - Users can subscribe to Alerts from website News parts by clicking the yellow bell icon at the top right of any News part. From there you can check the news categories you choose and you will receive an email alert whenever a new item is added.

### **PowerSchool:** (Dona Welch at [dwelch@ecseagles.com](mailto:dwelch@ecseagles.com))

PowerSchool is the source to view students' schedules, grades, assignments, and other academic information. Each parent and each student is assigned a PowerSchool log in which can be used through the website or the PowerSchool app (ECS District Code: FXCX). Through PowerSchool, parents can sign up to receive alerts regarding student grades.

**Google Calendars and Google Classroom:** (Jan Mars at [jmars@ecseagles.com](mailto:jmars@ecseagles.com)) Google Calendars for each teacher can be found on the Teacher Pages linked from the ECS website Parent Portal (log in required). Users can also subscribe to each calendar so that events view on mobile devices.

**My Kids Spending:** (Sarah Young at [syoung@ecseagles.com](mailto:syoung@ecseagles.com)) Lunch accounts are created by the parent at [www.mykidsspending.com](http://www.mykidsspending.com). Questions or to retrieve log in information, contact Sarah Young.

**Buzz Book** – The ECS Buzz Book (family directory) is available only through the Apple Store as an app. Log in is required only when the app has been updated and is to be used by ECS constituents only. If you need the Buzz Book password, please call 901.754.7217 to request it.