



Shady Side Academy Parent Communications

GENERAL

- **Parent communication at SSA is primarily electronic – email and website.**
- It is critical that SSA has up-to-date contact information for your family – especially parent emails – in our database, which feeds other SSA systems (website, directory, email, teacher pages, alert system, billing, etc.)
- Families are required to update their household information every summer via the Veracross Parent Portal.
- Household profile information can be updated anytime through the Veracross Parent Portal.

EMAIL

- **Academy-Wide Emails – sent by the SSA Communications Office (via website email software)**
 - **Parents' Newsletter** – Sent every Thursday when school is in session, except breaks. Issues alternate between Reminders & Upcoming Events and Good News & Recaps. A one-stop shop for parent info.
 - **Other Emails** – Periodic academy-wide emails are sent about things like Parents Association events, Hillman Series shows, Summer Programs registration, Blue & Gold Fund support, etc.
- **School-Specific Emails – sent by the school offices (via Microsoft Outlook)**
 - **School Office Emails** – Each school office regularly emails parents about school-wide and grade-specific news and information.
 - **Teacher Emails** – Individual teachers will email parents as a class or individually regarding your child.

SSA WEBSITE

- Responsive and mobile-friendly website is a key marketing and communications tool for SSA.
- **The PARENTS section of the website is the centralized information hub for current parents.** Access this section via the “Parents” link at the top of any page or at www.shadysideacademy.org/parents.
- **VERACROSS PARENT PORTAL login** is required to access secure information such as directory, student billing, report cards, etc.
- **See page 2 for more detailed information.**

SHADY SIDE iOS APP

- Pulls content from SSA website: news, directory, calendars, athletic schedules, etc.
- Tap “Account” at top left, sign in with your Veracross Parent Portal login and click “Remember Me” to save login
- Searchable directory puts entire S-Book in your iPhone!
 - Must be logged in to access parent & student directories (faculty & staff accessible without login)
 - Tap a phone number to call, tap an email address to send an email, tap an address to open in Maps.



SOCIAL MEDIA

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

WEATHER & EMERGENCY NOTIFICATIONS

- SSA uses **School Messenger** to alert families of weather delays/closures and emergencies. School Messenger allows SSA to send a recorded phone call, text alert and email message to all SSA families within minutes. Notices are also posted on the SSA website, Facebook, Twitter, weather hotline, and local TV stations.
- Families will automatically receive phone, text and email alerts by default, but can opt out of alerts via their School Messenger account.

Questions?

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SHADY SIDE ACADEMY

SSA Website Resources for Parents

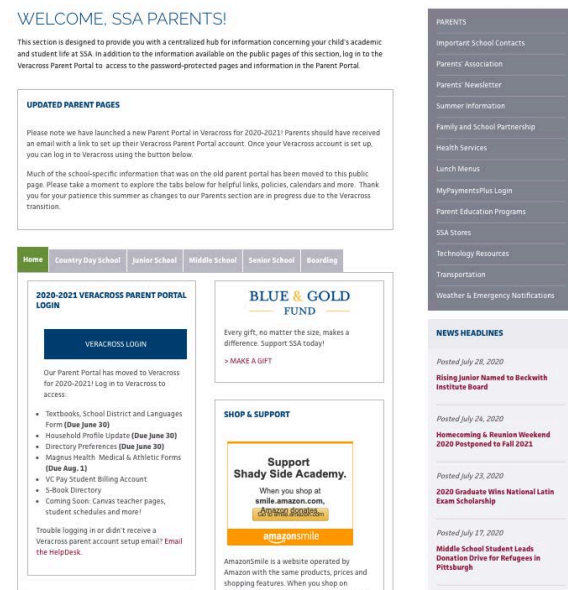
The Parents section of the website is designed to provide you with a centralized hub for information concerning your child's academic and student life at SSA. In addition to the information available on the public pages of this section, once you have logged in to the Veracross Parent Portal, you also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

- Parents' Association
- Parents' Newsletter archive
- Parent Education Programs
- Lunch Menus
- Important School Contacts
- Helpful Links and Forms
- Technology Resources
- Policies and Calendars



Private information that requires a login is located in the Veracross Parent Portal. To access the Parent Portal, use the blue VERACROSS LOGIN button located on the Home tab of 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
- Required Household and Medical Forms
- Canvas Teacher Pages
- Handbooks, Policies and more!

