BECS 2-Way Chat Communications Guidebook For Families

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Introduction & Purpose

What is the BECS 2-Way Chat Feature?

The 2-way chat in the BECS mobile app is here to strengthen the partnership between families and educators.

It provides a simple, secure way for parents and guardians to stay informed and engaged in their child's school experience—whether it's a reminder about an upcoming field trip, a quick note about an assignment, or scheduling a time to talk with your child's teacher..

Think of it as a digital hallway conversation: short, helpful, and focused on staying connected.

Purpose of Chat

This feature is designed to support:

- Real-time communication about class events, homework, and reminders
- Group announcements from teachers or coaches to parents of a class, club, or team

It's not meant for casual conversations, non-school-related discussions, or private matters that require in-depth attention—those are better suited for email or scheduled meetings.

App Download, Access and Setup

Downloading the App

- **Open the Apple App Store (iOS) or Google Play Store (Android)** on your mobile device.
- **Search for "BECS Mobile App"** or "Bromley East Charter School".
- **Download and install** the official application.

Login to the App

(This step is required in order to use the Chat feature.)

- **Click the Gear Icon** in the upper right corner
- **Click Login**
- **Log in to the app using using the following criteria:**
    - Your **username** is your **primary email address in Infinite Campus**.
    - **To set a password for the first time,** select **Forgot password** to have a reset password link sent to the email address associated with your account. You'll be directed to a Login page where you can Create a new Password.
- The Chat icon will be displayed on the lower task bar once you login successfully.

Set Notifications

- **Click on your Initials or the gear icon** in the upper right hand corner.
- Under Settings, **click Notifications**.
- In the **Chat settings** set
    - Chat Messages
    - Chat reminders
- In Important Announcements toggle
    - To the "on" position.

How to Access and Use 2-Way Chat

Join in on the conversation, no matter your device preference! This feature allows you to use a URL in a browser (instead of on a smartphone) to chat in a chatroom or communicate via direct messages with faculty and staff at your student's district or school.

Accessing the Platform

- **On Your Computer (Google Chrome Web Browser):**
    1. Log into your BECS Google account.
    2. Navigate to: https://www.bromleyeastcs.org/fs/chat/.
    3. **Login using using the following criteria:**
        - Your **username** is your **primary email address in Infinite Campus**.

- **To set a password for the first time,** select **Forgot password** to have a reset password link sent to the email address associated with your account. You'll be directed to a Login page where you can Create a new Password.

- **On Your Mobile Device (BECS Mobile App):**
  1. Open the BECS Mobile App.
  2. **Enter your your username and password to login**
  3. Tap the **Chats** icon in the bottom toolbar to view your chat home screen.

Group Chats vs Direct Messages

- **Group Chats:** Used for general updates that apply to the whole class or group.
- **Direct Messages:** Best for private questions.

Please don't use group chats to discuss private concerns, disciplinary matters, or to share personal contact info.

When to Use Chat vs. Email or Phone

We want to make communication with your child's teacher(s) clear, simple, and supportive.

Use 2-Way Chat For:

- Staying in the loop with group/classroom announcements
- Quick reminders or clarification about class activities or events (e.g., "Can you confirm what day the project is due?")
- Friendly check-ins (e.g., "Thanks again for today's conversation, we're trying that strategy at home tonight.")
- Asking non-urgent, school-related questions

Use Email For

- Topics that are sensitive, private, or require more context or thoughtful explanation (e.g., academic progress, behavior concerns)

- Sharing important family updates (e.g., a recent move or change in schedule)

Use Phone or In-Person Meetings For

- **Phone only: *(Contact the main office)***
    - Urgent issues or emergencies (e.g., changes to pickup, safety concerns)
    - Situations that require immediate clarification or personal support

- **Phone or Meeting: *(Scheduled in advance)***
    - Highly sensitive concerns that deserve a private conversation

Chat is helpful for checking in, clarifying, or staying connected. For more complex topics, email or a phone call helps give space for a more thoughtful response.

Message Etiquette & Respectful Communication

Using 2-way chat is a powerful way to stay connected with your child's teacher(s) and the school. To make sure this tool stays effective and supportive for everyone, we ask that all families use it thoughtfully and respectfully.

We're all on the same team, and how we communicate helps set the tone for how we work together!

Response Time Windows

Our teachers and staff care deeply, but they also have full classrooms and responsibilities during the school day. Please allow a reasonable window for responses.

You can expect:

- Replies within 24 - 48 hours, between 7:30 am - 4:00 pm, Monday - Friday
- If your concern is urgent, please contact the school office directly

Communicating with Kindness & Clarity

We ask all families to:

- Use polite, respectful language that addresses the concern directly
- Keep messages focused on school-related topics
- Avoid sarcasm, aggressive language, profanity, excessive emojis, or personal comments

All messages sent through the BECS mobile app are archived and monitored to ensure a safe and supportive environment for everyone.

School Values That Guide Our Use of Communication Tools

At BECS, we believe communication is an opportunity to build trust, strengthen relationships, and support the success of every student. Every message we send—whether it's a quick update or a thoughtful check-in—reflects our shared commitment to clear, compassionate, and community-centered communication.

That means:

- Speaking to one another with respect and care
- Communicating in a way that supports learning and growth
- Working together in partnership, guided by our SOAR values

A Quick Check: Does This Message Reflect Bromley East's Core Values?

Before sending a message, here's a simple way to check if it's aligned with the spirit of our school:

- **Success:** Does this message encourage or celebrate a positive outcome?
- **Ownership:** Does it take responsibility or invite collaboration?
- **Attitude:** Is the tone kind, constructive, and open-minded?
- **Respect:** Is everyone's dignity and perspective being honored?

Messages that reflect these values help create the kind of environment we all want for our children—supportive, inclusive, and focused on growth.

Escalation process

(for misunderstandings or abuse, inappropriate messages or harassment)

Creating a safe and respectful communication environment is a shared responsibility. While our mobile app supports stronger partnerships between BECS and our families, we also recognize that misunderstandings or misuse of the tool can occur. This section outlines what's currently in place to help prevent, detect, and respond to inappropriate communication.

Inappropriate Content Will Be Blocked

Profanity, cyberbullying, or inappropriate behavior are not tolerated in any BECS communications.

Our system:

- Automatically blocks offensive language
- Alerts the sender when a message violates guidelines
- Allows flagged content to be reviewed by system administrators

Messages Are Archived

All chat conversations are automatically saved. This helps maintain transparency and accountability across all communications. If there's ever a need to review past conversations for clarity or context, administrators have access to view archived messages.

Flagging Inappropriate Content

If a teacher or family member receives a message they feel is inappropriate:

- They have the ability to flag the message within the chat platform for review
- Once flagged, the message can be reviewed by a system administrator to determine next steps

Oversight and Monitoring

- System administrators can monitor all chat rooms and conversations to ensure communication remains appropriate.
- School Administration may step in to review flagged content or intervene if an issue arises.
- Additional moderation tools (e.g., blocking spam, preventing links to outside platforms) may also be implemented to keep communication secure and on-topic.

Step-by-Step Escalation Process

- Families can flag the message for review and are encouraged to contact school administration either by phone or email to report the concern.
- School administration will work with the family to address the concern following BECS policies and procedures.

Privacy & Safety

- Please don't share personal information (like phone numbers, addresses, or other students' names) in group chats.
- Photos or messages involving your child will be kept within their assigned group/class.
- If you see something that feels inappropriate or concerning, you can flag the message for review by a school administrator.

Family Communication Partnership Pledge

As a valued member of the BECS community, I understand that how we communicate influences the experience our children have at school. I commit to using the 2-way chat feature with care, respect, and partnership in mind.

I promise to:

- Communicate with teachers and staff in a way that reflects kindness, clarity, and mutual respect
- Use chat for appropriate school-related conversations that support my child's success
- Be mindful of tone, timing, and expectations when sending messages
- Trust that teachers are doing their best to respond during school hours
- Share important questions or concerns thoughtfully and constructively
- Help model respectful communication for my child, knowing they learn from our example
- Celebrate progress, acknowledge effort, and approach challenges with curiosity and care

I understand that perfection isn't expected—just a willingness to show up with good intentions, a collaborative spirit, and a commitment to our shared values.

We're all in this together. And when we communicate with compassion, our entire community SOARs! 🦅