



Update from the Superintendent

To: Parents and Guardians
From: Mark McQueen, Superintendent
Date: August 30, 2024

Enhancing Communication for a Successful School Year

Open lines of communication are essential for the success of our students at Bay District Schools. As we strive to ensure that our district remains connected and informed, I want to emphasize the importance of the Parent Portal, also known as FOCUS. This system is crucial to our communication strategy, allowing you real-time access to your child's grades, attendance, test scores, and other vital information regarding your student.

Our commitment to transparent and timely communication is unwavering. The Parent Portal lets you stay updated on your child's academic progress and engage directly with teachers, fostering a collaborative environment for student success. This tool is a cornerstone of our communication architecture, and its effective use is critical.

However, to fully leverage the benefits of the Parent Portal, we need your help. We aim to achieve 100% activation of all Parent Portal accounts. Only about half of our families have active accounts, meaning many miss important updates and emergency notifications. Please register and maintain up-to-date contact information in the portal.

By ensuring that your family is connected through the Parent Portal, we can provide timely reminders about special events, emergencies, and school delays. This system is not just about routine communication but safety and preparedness. In times of emergency, having accurate contact information allows us to reach out quickly and effectively.

Please take a moment to register your cell phone numbers, home addresses, and email addresses in the Parent Portal. This small step can significantly improve our ability to communicate swiftly and efficiently with each other. Earlier this week, we made a test call to ensure our families were connected, and, unfortunately, about half of our families did not receive that call because we don't have working phone numbers for them.

You can help us fix this by sharing this message with your family, friends, and community members. Some individuals may be unaware of the Parent Portal's importance. Your support in spreading the word is invaluable in ensuring all our district's families are connected and informed.

You can also ensure you never miss an important update by saving our number, 850-767-5465, in your contacts. Unfortunately, some cellphone providers tag automated call numbers as spam, so you might not receive a critical call if your cellphone provider routes it as a junk call.

Please know that it is disheartening when we cannot reach a parent or guardian in times of need, whether it's a medical emergency, a security issue, or a weather-related event. Timely communication is essential, and the Parent Portal is our key tool in making that happen.

Thank you for your continued trust and partnership as we strive to be the best in the state. Your dedication to excellence and communication makes our district strong. Together, we can ensure a successful and safe school year, putting the "A" back in Bay.

For more information about creating or updating a Parent Portal account or resetting a forgotten password, visit our website at <https://bay.k12.fl.us/parent-portal>

 **SAVE OUR NUMBER**
(850) 767-5465
DON'T MISS OUT ON IMPORTANT INFORMATION!

Bay District
Schools
(850) 767-
5465

Automated alerts from BDS and your student's school will come from this number. To avoid having those calls labeled as spam, please save us as a contact in your phone.