



Text/SMS Messaging FAQs

What if I have a cell phone but haven't given the number to my child's school?

A current cell phone number must be provided to your child's school in order to receive text messages.

How do I sign up for parent text messages?

You do not need to "sign up", but do make sure your parent cell phone numbers are listed in the "cell phone" fields in the parent/guardian contact information section on student information form sent home at the start of the school year.

I want to receive text messages, but how will I know if my cell phone is subscribed to receive text messages?

Send a text message to 60680 or 54968 with the word "START". You will receive a message from our vendor, Blackboard Mass Notifications (BbComms) letting you know if the phone has been opted in for YCSD notifications. It will appear on your cellphone as a message from YCSD or from BbComms Notify Alert. You may also contact your child's school office and review your parent contact cell numbers with the student information assistant.

What if I do not want to receive text messages?

Reply to any text message from 60680 or 54968 with the word "STOP".

If you are unable to reply and would like YCSD to opt your cell number out at the service provider level, you may request that your cell number be opted out of the text service by sending an email to webmaster@ycsd.york.va.us or contacting your child's school. Please provide your name and the cell number that you would like opted out in the request.

Please note, if your cell number is opted out at the service provider level, you will need to contact your child's school to request that your cell number be opted back in for text messages.

Is there a charge for the texting service?

Standard message and data charges may apply for text messages depending on your cell phone service plan. If you have questions relating to text charges, we suggest you contact your cell provider.

Can anyone receive text messages from my child's school?

Text messages from your child's school intended for parents can only be sent to the parent/guardian cell phone numbers that you have authorized to be on file for your child. It is important to let your child's school know of any changes to your cell phone numbers.

If I do not participate, will I miss important messages?

The schools and the division will continue to send primarily email messages and occasional voice messages, but in time sensitive situations you might not receive the communication as quickly as those who are opted in to receive text messages. We are adding text messaging as a method of reaching parents more quickly in urgent situations.



How often will I get text messages?

Each school principal and the division are committed to reserving text messages for important announcements, closures and emergency alerts. We can't give you an exact number of how many messages you'll receive, but we are committed to not overloading you with information. If you have students in multiple schools that would likely increase the number of message you get if you've opted in for all of their schools.

I am going out of the country and don't want to receive any texts while I am gone. What should I do?

You may opt-in and opt-out of the service as often as you like. Simply send a text to either 60680 or 54968 with the word "STOP" or word "START" at any time to toggle the service on and off.

Optional Tip: Some parents may find it helpful to add "YCSD" to their cellphone contacts with the short codes 60680 and 54968 listed in the phone fields so that you know that the texts you receive from these two short codes are official YCSD messages from the district and your child's school.

Blackboard Mass Notifications (BbComms)

1. Blackboard Mass Notifications is a communication tool that the division and schools use to communicate information (i.e. emergency notifications, general information, attendance, lunch balance, etc.) to families, students and staff. At times, the division and/or schools may send SMS messages in addition to email and phone calls. SMS service is not intended to replace existing communications, but rather help enhance them.
2. You can cancel the SMS service at any time. Just text "STOP" to the short code. After you send the SMS message "STOP" to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you want to join again, just sign up as you did the first time and we will start sending SMS messages to you again.
3. If you are experiencing issues with the messaging program you can reply with the keyword HELP for more assistance, or you can get help directly at 877-090-2581.
4. Carriers are not liable for delayed or undelivered messages
5. As always, message and data rates may apply for any messages sent to you from us and to us from you. You may receive messages when the division and/or schools need to communicate with families or staff. If you have any questions about your text plan or data plan, it is best to contact your wireless provider.
6. If you have any questions regarding privacy, please read our privacy policy: https://help.blackboard.com/Privacy_Statement. If you have any questions regarding use, please read our Terms of Use: https://help.blackboard.com/Terms_of_Use