



BYRON CENTER CHARTER SCHOOL

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1/5/22

Dear Members of the BCCS School Community,

I truly apologize for the lack of local media posting of the school cancellation today. It was truly a comedy of errors. It started a late call to close schools as school administrators were scrambling to get their information out in a timely fashion. I posted our school's cancellation about 5:50 am using our usual application. The posting was accepted, yet was not showing on the media outlets. After multiple futile attempts I sent several emails and left messages with all contacts yet did not receive a response until 1:31 this afternoon. Turns out, unbeknownst to those of us who have used the GRAIL (Grand Rapids Information Line) application, it no longer exists.... and I am told our requests for assistance got caught-up in the quagmire, per say. As of 2:30 today schools and/or media outlets were given no communication about GRAIL. That's astounding and frustrating!!! I have successfully used GRAIL for over 25 years. No more, though.

Effective immediately we have switched systems to WOODTV8, WOODTV4 and WXSP. Moving forward BCCS school closures will be posted to woodtv.com, the WOODTV app and social media sites. Parents can also sign-up to be alerted by text or email through the [WOODTV Closing and Delays](#) (scroll down to weather tools on the right side).

I highly encourage all parents to sign-up for the REMIND text system. BCCS uses this system for multiple communication purposes. It is effective, efficient and the messages are exclusive to our school community. Every family received the method to register in the annual packet of information folder, or you can email Mrs. Boersma at kboersma@byroncentercharter.org and request to have her set-up the application for you....be sure to include the phone number.

Once again, I am sorry for the inconvenience and have resolved the issue for media site postings for future school closure announcements. Signing-up for REMIND alleviates dependence on outside media sites for BCCS closure communications and serves multiple purposes specific to our school community. I hope that all remain warm and safe during the winter storm, and perhaps the kids have a chance to enjoy the snow.

W/ Care,

Mark Kasmer
BCCS CAO

