

**BLOOMBERG
HARVARD**

City
Leadership
Initiative

How to Write so Busy People Will Read

Todd Rogers, Harvard

(based on work with Jessica Lasky-Fink, UC Berkeley)



Type in the chat a specific written communication your office sent out that you wish was more effective?

Who is the audience?

What is the key info?

How is it delivered?

Polls!

1 Would you say that you try to get through email as quickly as possible or slowly and carefully?

- As quickly as possible
- Slowly and carefully

2 Have you ever sent a message to someone where it was important to you that they respond quickly and they did not?

- Yes
- No

3 Would you say that you try to get through printed postal mail as quickly as possible or slowly and carefully?

- As quickly as possible
- Slowly and carefully

4 Would you say there's plenty of time in the day or not enough time in the day?

- Plenty of time in the day
- Not enough time in the day

Imperfect Messages...



Principles for Effective Communication

- 1 Use fewer words
- 2 Decrease reading-level
- 3 Make purpose and key info obvious for skimmers
- 4 Make response easy
- 5 Direct attention with formatting

Principles for Effective Communication

- 1 Use fewer words



“I am writing you a long letter because I don't have time to write a short one.”

- Blaise Pascal (17 words)





“With more time I would have written a shorter letter.”


- Jessica Lasky-Fink and Todd Rogers (10 words)

Original: 190 words

**Closing the Attendance Gap in 2021:
Insights from Leaders Doing the Work**


 Thursday, January 14


 3:00–4:00 pm ET


 Virtual

Chronic absenteeism has always been a complex issue since barriers to attendance are often the result of systemic inequity. **As the urgency to improve attendance heightens, it's critical to look beyond the headlines and at the data.**

With COVID-19 exacerbating the equity gap, stakeholders across learning communities need to work collectively to remove barriers to attendance for students and families. **Join a panel of district leaders to discuss this important topic, including:**

- How they are using data to inform their spring strategy
- Practices they have found effective for addressing absenteeism and learning loss
- How they are supporting and engaging families

Panelists:

- Dr. Carletha Shaw-Rolle, Cadre Director CS 1, Broward County Public Schools (FL)
- Shannon Trejo, Chief Academic Officer, Dallas Independent School District (TX)
- Derek Little, Deputy Chief of Academics (Programs), Dallas Independent School District (TX)

Moderated by:


- Dr. Todd Rogers, Professor, Harvard University; Chief Scientist, EveryDay Labs


[Register Now!](#)


Original > Short
(93% predict)

Shortened: 75 words

**Closing the Attendance Gap in 2021:
Insights from Leaders Doing the Work**


 January


 3:00–4:00 pm ET


 Virtual

+204%
response
rate

Join a panel of district leaders to discuss this important topic:

- Dr. Carletha Shaw-Rolle, Cadre Director CS 1, Broward County Public Schools (FL)
- Shannon Trejo, Chief Academic Officer, Dallas Independent School District (TX)
- Derek Little, Deputy Chief of Academics (Programs), Dallas Independent School District (TX)

Moderated by:

- Dr. Todd Rogers, Professor, Harvard University; Chief Scientist, EveryDay Labs

[Register Now!](#)



Original: 127 words

Hello,

I am a professor at Harvard studying the opinions, decision-making, goals, and expectations of school board members. As a school board member, you have an important and difficult job. You and your fellow school board members are making critical decisions right now that will profoundly impact the lives of students, teachers, and families in your schools and communities. I know you are busy with many urgent and important decisions as your schools reopen. School district leaders like you are balancing many competing interests. Your participation will be very helpful to the research I am conducting. I would like to learn from you how school district leaders are thinking about the challenges facing schools right now. Would you please complete this brief survey? The link is here: <http://surveylink.com>

Thank you for your time,

Dr. Todd Rogers
Professor of Public Policy

Original > Short
(69% predict)

Shortened: 49 words

I am a professor at Harvard studying the opinions, decision-making, goals, and expectations of school board members. As a school board member, you have an important and difficult job. You and your fellow school board members are making critical decisions right now that will profoundly impact the lives of students, teachers, and families in your schools and communities. I know you are busy with many urgent and important decisions as your schools reopen. School district leaders like you are balancing many competing interests. Your participation will be very helpful to the research I am conducting. I would like to learn from you how school district leaders are thinking about the challenges facing schools right now. Would you please complete this brief survey? The link is here: <http://surveylink.com>

Thank you for your time,

Dr. Todd Rogers
Professor of Public Policy

**+78%
response
rate**

Principles for Effective Communication

- 1 Use fewer words
- 2 Decrease reading-level

Reading Level

- Syllables / word
- Words / sentence
- Grammar complexity

Grade	Grade Level	Reading Level
19+	Doctoral Level	
18	Masters Degree	<i>The Economist</i>
16	College Senior	
15	Collage Junior	
14	College Sophomore	
13	College Freshman	
12	High School Senior	<i>Harper's Bazaar</i>
11	High School Junior	<i>Times, Newsweek</i>
10	High School Sophomore	<i>USA Today</i>
9	High School Freshman	<i>Average US Reading Level</i>
8	Eight Grade	
7	Seventh Grade	
6	Sixth Grade	<i>Comic Strips</i>
5	Fifth Grade	<i>20% of US Population</i>
4	Fourth Grade	<i>Nursery Rhyme</i>

Standard: ~350 words, 10th grade reading level

Senior High School
1234 Main Street
Town, CA 55555

October 20, 2015

John & Mary Rogers
124 1st Street
Town, CA 55555

RE: Todd
Student ID#: 12345

Dear Parent/Legal Guardian:

Good attendance is required for academic excellence. California Education Code section 48260 provides that a pupil (child) subject to compulsory full-time education or to compulsory continuation education who is absent from school without a valid excuse three full days in one school year or tardy or absent for more than a 30-minute period during the school day without a valid excuse on three occasions in one school year, or any combination thereof, shall be classified as a truant and shall be reported to the attendance supervisor or to the superintendent of the school district.

School records indicate that the pupil named above was absent from school without a valid excuse on 5 occasions, beginning with the following dates:

9/23/2015, 10/2/2015, 10/5/2015

For a complete report of your pupil's absences, contact the school

Our goal is to partner with families to ensure that students attend school every day. While the following consequences may appear harsh, based upon your pupil's initial classification as a truant, we are mandated by Education Code section 48260.5 to inform you that:

- The parent or legal guardian is obligated to compel the attendance of the pupil at school
- Parents or legal guardians who fail to meet these obligations may be guilty of an infraction and subject to prosecution pursuant to Article 6 (commencing with Section 48290) of Chapter 2 or Part 27 of the Education Code.
- Alternative education programs are available in the district.
- The parent or legal guardian has the right to meet with appropriate school personnel to discuss solutions to the pupil's truancy.
- The pupil may be subject to prosecution under Education Code section 48264.
- The pupil may be subject to suspension, restriction, or delay of the pupil's driving privilege pursuant to Section 13202.7 of the Vehicle Code.
- It is recommended that the parent or legal guardian accompany the pupil to school and attend classes with the pupil for one day.

This report is being issued under Education Code section 48264 5(a). As the parent/legal guardian you may be requested to attend a meeting with a school counselor or other school designee to discuss the root causes of the attendance issue and to develop a joint plan to improve the pupil's attendance.

Please recognize that we are required to monitor attendance and notify parents/legal guardians of potential problems with student attendance. If you have concerns about your pupil's attendance or if you believe there is an error in this report, contact the school at (555) 555-5555. The designated attendance personnel will work with you to resolve this issue. We look forward to assisting you.

Sincerely,

John Smith
Principal

Modified: ~150 words, 5th grade reading level

SCHOOL DISTRICT
Student Health and Human Services

October 20, 2015

John & Mary Rogers
123 Main Street
Town, CA55555

We need your help. Todd's absences from school are concerning, and your partnership is critical. Students who miss just one or two days of school each month can fall seriously behind.

Todd is now "truant" because he missed school (or was more than 30 minutes late) without a valid excuse 5 days beginning with:

- September 23, 2015
- October 2, 2015
- October 5, 2015

Being absent can lead to doing poorly in school. Students who miss many days of school are more likely to:

- Fail their classes
- Drop out of high school
- Have poor relationships with parents and teachers

We are required by California law to send you this letter and to warn you about the consequences of additional unexcused absences (see bottom bar).

Please remember that every absence matters and just a couple days each month adds up. You are key to improving Todd's attendance.

Sincerely,
John Smith, Principal

Truancy- California Education Code School administrators determine what types of absences are excused or unexcused based on state law and on the facts of the pupil's circumstances. When a child is absent from school and/or tardy in excess of 30 minutes on three (3) occasions in one school year without a valid excuse, the law considers that child to be truant.

Education Code Section 48260.5 requires us to inform you of the following:

- That the parent or guardian is obligated to compel the attendance of the pupil at school.
- That parents or guardians who fail to meet these obligations may be guilty of an infraction and subject to prosecution pursuant to Article 6 (commencing with Section 48290) of Chapter 2 or Part 27.
- That alternative education programs are available in the district.
- That the parent or guardian has the right to meet with appropriate school personnel to discuss solutions to the pupil's truancy.
- That the pupil may be subject to prosecution under Education Code Section 48264.
- That the pupil may be subject to suspension, restriction, or delay of the pupil's driving privilege pursuant to Section 13202.7 of the Vehicle Code.
- That it is recommended that the parent or guardian accompany the pupil to school and attend classes with the pupil for one day.

If you have concerns about your child's attendance or if you believe our records are inaccurate contact the school at (555) 555-5555.
English #1F

**+40%
response
rate**

Principles for Effective Communication

- 1 Use fewer words
- 2 Decrease reading-level
- 3 Make purpose and key info obvious for skimmers

NYC Court Summons: Original

CRC-3206 (5/12)

Complaint/Information

The People of the State of New York vs.

Name (Last, First, MI)

Street Address Apt. No.

City State Zip Code

ID/License Number State Type/Class Expires (mm/dd/yy) Sex

Date of Birth (mm/dd/yy) Ht. Wt. Eyes Hair Plate/Reg

Reg State Expires (mm/dd/yy) Plate Type Veh Type Make Year Color

The Person Described Above is Charged as Follows:

Time 24 Hour (hh:mm) Date of Offense (mm/dd/yy) County

Place of Occurrence Precinct

In Violation of Section Subsection VTL Admin Code Penal Law Park Rules Other

Title of Offense:

Bronx Criminal Court - 215 E 161st Street, Bronx, NY 10451

Kings Criminal Court - 346 Broadway, New York, NY 10013

Redhook Community Justice Center - 88-94 Visitation Place, Brooklyn, NY 11231

New York Criminal Court - 346 Broadway, New York, NY 10013

Midtown Community Court - 314 W 54th Street, New York, NY 10019

123456

NYC Court Summons: Modified

CRC-3206 (7/15)

Criminal Court Appearance Ticket

Name (Last, First, MI)

Cell Phone Number (where court may contact you) Home Phone Number (where court may contact you)

() ()

Show up to court on:
Court Appearance Date (mm/dd/yy):

Your court appearance location: Other (specify):

Bronx Criminal Court Kings & New York Criminal Court Midtown Community Court Redhook Community Justice Center

****To avoid a warrant for your arrest, you must show up to court on the date and time specified above. At court, you may plead guilty or not guilty. Please see back for exceptions for Public Consumption of Alcohol and other offenses.**

Court Locations: You must appear at the court location identified above.

Bronx Criminal Court 215 E 161st Street, Bronx, NY 10451

Kings & New York Criminal Court 346 Broadway, New York, NY 10013

Redhook Community Justice Center 88-94 Visitation Place, Brooklyn, NY 11231

Midtown Community Court 314 W 54th Street, New York, NY 10019

Queens Criminal Court 120-55 Queens Boulevard, Kew Gardens, NY 11415

Richmond Criminal Court 26 Central Ave, Staten Island, NY 10301

You are Charged as Follows:

Title of Offense:

Time 24 Hour (hh:mm) Date of Offense (mm/dd/yy) County

Place of Occurrence Precinct

In Violation of Section Subsection VTL Admin Code Penal Law Park Rules Other

18323476

Label as court appearance ticket

Court date and time near top

Bubbles for quick indication of court location

NYC Court Summons: Original

CRC-3206 (5/12)

Complaint/Information

The People of the State of New York vs.

Name (Last, First, MI)											
Street Address										Apt. No.	
City						State		Zip Code			
ID/License Number				State	Type/Class		Expires (mm/dd/yy)		Sex		
Date of Birth (mm/dd/yy)			Ht	Wt	Eyes	Hair	Plate/Reg				
Reg State		Expires (mm/dd/yy)		Plate Type	Veh Type	Make		Year	Color		

The Person Described Above is Charged as Follows:

Time 24 Hour (hh:mm)			Date of Offense (mm/dd/yy)				County				
Place of Occurrence						MVC Park Copy	Precinct				
In Violation of Section	Subsection	VTL	Admin Code	Penal Law	Park Rules	Other					

Title of Offense:

- Bronx Criminal Court - 215 E 161st Street, Bronx, NY 10451
- Kings Criminal Court - 346 Broadway, New York, NY 10013
- Redhook Community Justice Center - 88-94 Visitation Place, Brooklyn, NY 11231
- New York Criminal Court - 346 Broadway, New York, NY 10013
- Midtown Community Court - 314 W 54th Street, New York, NY 10019

123456

NYC Court Summons: Modified

CRC-3206 (7/13)

Criminal Court Appearance Ticket

Name (Last, First, MI)						Date of Birth (mm/dd/yy)					
Cell Phone Number (where court may contact you)						Home Phone Number (where court may contact you)					
Show up to court on:											
Court Appearance Date (mm/dd/yy):										at: 9:30 a.m.	

Your court appearance location: Other (specify)

Bronx Criminal Court
 Kings & New York Criminal Court
 Queens Criminal Court
 Richmond Criminal Court

+12% response rate

****To avoid a warrant for your arrest, you must show up to court.****

At court, you may plead guilty or not guilty.

Please see back for exceptions for Public Consumption of Alcohol and Public Urination offenses.

Court Location: (Identified above.)

- Bronx Criminal Court 215 E 161st Street, Bronx, NY 10451
- Kings & New York Criminal Court 346 Broadway, New York, NY 10013
- Redhook Community Justice Center 88-94 Visitation Place, Brooklyn, NY 11231
- Midtown Community Court 314 W 54th Street, New York, NY 10019
- Queens Criminal Court 120-55 Queens Boulevard, Kew Gardens, NY 11415
- Richmond Criminal Court 26 Central Ave, Staten Island, NY 10301

You are Charged as Follows:

Time 24 Hour (hh:mm)			Date of Offense (mm/dd/yy)				County				
Place of Occurrence						Precinct					
In Violation of Section	Subsection	VTL	Admin Code	Penal Law	Park Rules	Other					

28323476

Principles for Effective Communication

- 1 Use fewer words
- 2 Decrease reading-level
- 3 Make purpose and key info obvious for skimmers
- 4 Make response easy

[School Name] is testing a service that texts you if your child has a low grade, missed assignment or missed class.

Standard (Opt-in)

You may enroll by logging in at xyz.com; call school for account info.

<1% of parents enrolled

Simplified (Opt-in)

You may enroll by texting "Start" to opt in.

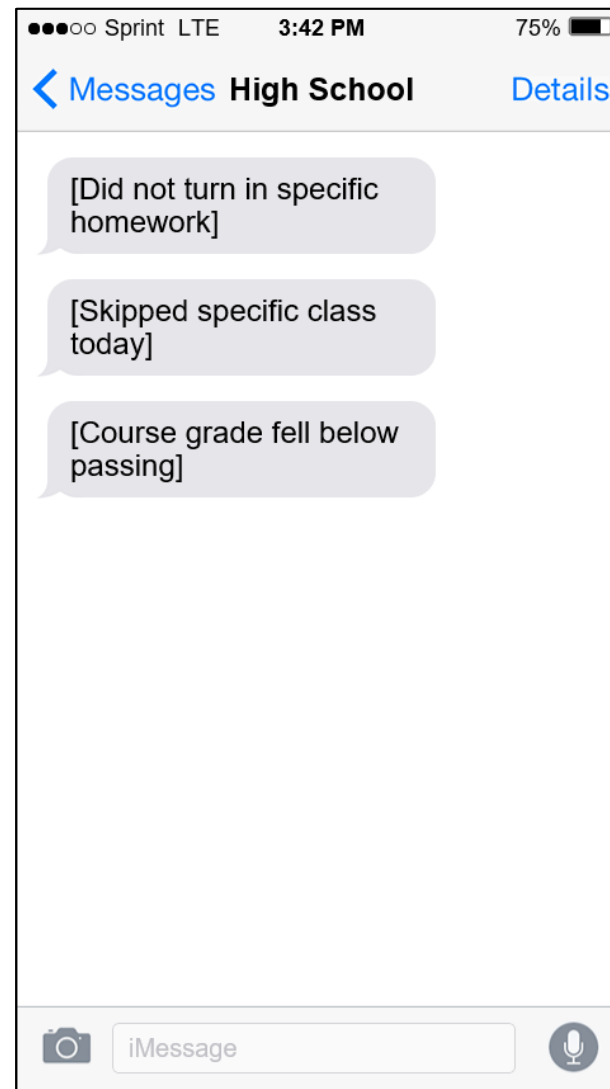
11% of parents enrolled

Opt-out

You are automatically enrolled: text "Stop" to opt out.

95% of parents remained enrolled

Control



Principles for Effective Communication

- 1 Use fewer words
- 2 Decrease reading-level
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- 4 Make response easy
- 5 Direct attention with formatting



Our History

For 50 years, Wilmington Central College has played a vital role in educating generations of residents, providing them with the skills and knowledge to build better lives for themselves and create stronger communities. Wilmington Central College was officially created on May 1, 1969, but was originally named "Wilmington Central Community College." It was the first two-year college in the city, and the 23rd in Virginia. Its establishment filled a huge unmet need for affordable education and career training for the Wilmington's residents. No longer would people have to travel

On the next question, choose answer three and you'll earn a \$0.20 bonus.

vocational training and education, helping them transition to civilian life.

The passage of the Community College Act in the mid-sixties helped pave the way for the creation of the college. Its beginning was rather humble – Wilmington Central Community College didn't have a home when it first opened. It operated out of six buildings owned by the Wilmington School District, principally at the former Edison Technical School. On the next question, choose answer three and you'll earn a \$0.20 bonus. That didn't deter thousands of people from applying for admission, who were excited to enroll in vocational and college transfer programs. During that first academic year, tuition was just \$60 per quarter, and nearly 14,000 students enrolled in classes.

After North Wilmington and South Wilmington community colleges were created in the early seventies, Wilmington Community College changed its name to "Wilmington Central Community College." This signified its geographic location at the heart of the city, but also foretold its role as an educational, cultural and social cornerstone, as it became "central" to the city of Wilmington. In 2014, it changed its name again, to Wilmington Central College, to reflect its status as an institution that awards four-year bachelor's degrees, in addition to two-year associate degrees and short-term certificates. In 2016-17, the college staged a series of events to honor and celebrate Wilmington Central's 50th anniversary.



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Today, WCC leads the nation in transferring students to prestigious four year universities and serves more than 30,000 students. Set on a large main campus with two satellite locations, WCC offers students the collegial experience and educational quality typically found at a scholastically rigorous four-year college or university, at a fraction of the cost.

Although the college was created half a century ago, its roots run much deeper. On the current City Centre campus originally stood Wilmington High School, the city's first high school, which opened in 1902. When it closed in 1946, shortly after World War II ended, Edison Technical School opened to serve thousands of veterans returning from the war with vocational training and education, helping them transition to civilian life.

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48% received bonus



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85% received bonus

Please read the following excerpt from a fictional college's website. Questions will follow.



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39% received bonus

- OUFSD will limit the capacity of passengers on all general education buses to no more than two students per seat.
- Students from the same household will be encouraged to sit in proximity to one another.
- Buses will be loaded from the back to the front and unloaded front to back to minimize contact.
- Students and drivers will be required to wear masks on buses. Exceptions to the requirement for wearing a mask will be made for students whose physical or mental health would be impaired by wearing a mask. However, they must maintain social distancing of 6 feet from other individuals on the bus
- Students who do not have a mask will not be denied transportation; the district will provide masks to the bus company to have masks available.
- Same is true for bullet points.
- Schools will train students about social distancing on the buses and at stops.
- The bus company will perform regular school bus disinfection measures.
All buses will be disinfected once in the morning and once in the afternoon after their runs.
- When the temperature allows, the roof hatches and/or windows on the bus will be opened slightly.
- Hand sanitizer will not be permitted on buses because it is combustible.

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Principles for Effective Communication

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- 4 Make response easy
- 5 Direct attention with formatting

Original: 66 words, college sophomore reading level

Join Us for a Live Webcast with Todd Rogers



Woods-Gauthier, Taylor
To: Bond, Monica A



2/11/2021

If there are problems with how this message is displayed, click here to view it in a web browser.



HARVARD Kennedy School
Executive Education

YOU'RE HERE TO MAKE A DIFFERENCE.

HKS Executive Education Webcasts

Dear ,

I'd like to invite you to an upcoming webcast with Professor Todd Rogers entitled "The Science of Corresponding with Busy People," hosted by Harvard Kennedy School Executive Education. Join us for a deep dive into the behavioral science behind communicating in a distracted world. This is a free, live webcast for the Executive Education community. Please register below and I look forward to seeing you then.

Sincerely,
Taylor Woods-Gauthier, Program Director

The Science of Corresponding with Busy People with Todd Rogers

Tuesday, February 23, 2021
11:00 AM - 12:00 PM EDT
Hosted by Todd Rogers,
Professor of Public Policy

REGISTER



Checklist Revised: 46 words, 7.5 grade reading level

Register for an HKS Webinar



Woods-Gauthier, Taylor
To: Bond, Monica A



2/11/2021

If there are problems with how this message is displayed, click here to view it in a web browser.



HARVARD Kennedy School
Executive Education

YOU'RE HERE TO MAKE A DIFFERENCE.

HKS Executive Education Webcasts

Dear ,

Please join us for the webinar "The Science of Corresponding with Busy People" on Tuesday, February 23 at 11:00AM EST with Professor Todd Rogers. It is free and you can register [here](#).

The webinar is about how to communicate more effectively at work.

Please register [here](#).

Sincerely,
Taylor Woods-Gauthier, Program Director

The Science of Corresponding with Busy People with Todd Rogers

Tuesday, February 23, 2021
11:00 AM - 12:00 PM EDT
Hosted by Todd Rogers,
Professor of Public Policy

REGISTER



95%
received
bonus

Principles for Effective Communication

Todd_Rogers@hks.Harvard.edu

- 1 Use fewer words
- 2 Decrease reading-level
- 3 Make purpose and key info obvious for skimmers
- 4 Make response easy
- 5 Direct attention with formatting

**5 seconds to figure out:
What's the letter's point?**





Dear XYZ District Families and Staff,

Today the district was informed that an individual with COVID-19 was at ABC School while potentially infectious. By law, we must maintain this person's confidentiality, which prevents us from further identifying the individual and his/her reason for being in the school. We are working collaboratively with the JKL County Department of Health to identify any students and staff who may have been in contact with this person.

Individuals who were in close contact must be quarantined for 14 days from the last exposure date and should monitor for symptoms.

We will take the following actions:

- ABC School will initially remain closed for 48 hours.
- ABC School is the only building closing on xx/yy/zz and xx/yy/zz .
- ABC will deliver instruction virtually this week on xx/yy/zz and xx/yy/zz.
- The school building will be disinfected following DOH and CDC guidelines.
- The school will begin contact tracing that will be communicated to the department of health.

The JKL County Department of Health has a contact tracing system in place for JKL County when there is a confirmed case of COVID-19. The intent is to identify those who have been in close contact with a positive person. **Close contact means being within six feet of a person with COVID-19 for more than 10 minutes.**

If your child is identified as a close contact of the person who tested positive, you will receive a call from a contact tracer. For such calls, your caller ID may read NYS Contact Tracing or display a phone number with a (518) area code. Please answer these calls promptly and provide the Contact Tracers with the information they need to protect us all.

Furthermore, the district will also send emails to families notifying them if their children have been identified as having contact with an individual that is positive. If you do not receive an email in the next 48 hours, your child is NOT believed to have any risk of exposure.

As a reminder, if you believe at any point you and/or your child may have been in close contact with someone who has COVID-19, you and/or your child should self-quarantine and be tested.

If you suspect your child is becoming ill, your child should stay home. Symptoms of COVID-19 are listed on the CDC website: <https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>. You should consult with your physician for medical advice.

Visit the ZX State Find a Test Site Near You page at <https://coronavirus.health.ny.gov/find-test-site-near-you> to find a list of testing sites. If you go to a testing site run by New York State, the test is free. For more information on COVID-19, please call (888) 364-3065 or visit the Westchester Department of Health homepage.

Please be assured that we will be transparent about any COVID-19 cases in our district, and we will keep you informed if more information needs to be communicated. Please contact your child's school administrators or 555-555-5555 ext. 1234 if you have any additional questions or concerns.

Sincerely,

Dr. Superintendent

The background is a dark red color with a white line-art map of a city street grid. The map shows a complex network of streets, including a prominent grid pattern on the left side and more irregular, winding paths on the right side. The text is centered horizontally and vertically over the map.

What is the letter's point?

Let's rewrite it!

- Make purpose and key info obvious for skimmers
- Make response clear and easy
- Direct attention with formatting
- Use fewer words
- Decrease reading-level

Dear XYZ District Families and Staff,

I write to alert you that ABC School will be closed for at least the next 48 hours.

Today the district was informed that an individual with COVID-19 was at ABC School while potentially infectious.

How will you know if your child is a close contact?

If your child is identified as a close contact of the person who tested positive, you will receive a call from a contact tracer. For such calls, your caller ID may read NYS Contact Tracing or display a phone number with a (518) area code. Please answer these calls promptly and provide the Contact Tracers with the information they need to protect us all.

Furthermore, the district will also send emails to families notifying them if their children have been identified as having contact with an individual that is positive. If you do not receive an email in the next 48 hours, your child is NOT believed to have any risk of exposure.

As a reminder, if you believe at any point you and/or your child may have been in close contact with someone who has COVID-19, you and/or your child should self-quarantine and be tested.

See below signature for details on close contacts.

What to do if you or your child is sick?

If you suspect your child is becoming ill, your child should stay home. Symptoms of COVID-19 are listed on the CDC website: <https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>. You should consult with your physician for medical advice.

Visit the ZX State Find a Test Site Near You page at <https://coronavirus.health.ny.gov/find-test-site-near-you> to find a list of testing sites. If you go to a testing site run by New York State, the test is free. For more information on COVID-19, please call (888) 364-3065 or visit the Westchester Department of Health homepage.

What is ABC School doing?

We will take the following actions:

- ABC School will initially remain closed for 48 hours.
- ABC School is the only building closing on xx/yy/zz and xx/yy/zz .
- ABC will deliver instruction virtually this week on xx/yy/zz and xx/yy/zz.
- The school building will be disinfected following DOH and CDC guidelines.
- The school will begin contact tracing that will be communicated to the department of health.

Please know that we will be transparent about any COVID-19 cases in our district, and we will keep you informed. Please contact your child's school administrators or 555-555-5555 ext. 1234 if you have any additional questions or concerns.

Sincerely,

Dr. Superintendent

More on close contact definition

Close contacts must be quarantined for 14 days from the last exposure date and should monitor for symptoms. By law, we must maintain this person's confidentiality, which prevents us from further identifying the individual and his/her reason for being in the school. We are working collaboratively with the JKL County Department of Health to identify any students and staff who may have been in contact with this person.

The JKL County Department of Health has a contact tracing system in place for JKL County when there is a confirmed case of COVID-19. The intent is to identify those who have been in close contact with a positive person. Close contact means being within six feet of a person with COVID-19 for more than 10 minutes.



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