

Section 13 - Marketing and Communication

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Forms of Communication

- The MPCS Website serves as a promotional tool for the school, as well as a means of communication for the MPCS community (via the Eagle Family portal).
- is the hub for all information regarding the school for perspective families and for our current families (via the MPCS family portal on the site).
- The *Weekly Word* is an e-blast communication sent each Wednesday with information on upcoming events and happenings at MPCS.
- Text Notifications are used to communicate information to our families regarding pressing news or inclement weather.
- Electronic communications (e-blasts) are sent periodically to our community regarding important upcoming events, changes in institutional policies, or significant announcements. Requests for e-blasts should be submitted to the marketing and communications office at least 48 hours prior to the actual date of required send.
- *The Wingspan* is an annual 40+ page magazine covering many aspects of MPCS life on and off campus, academics, extracurricular, athletics, arts, Christian Life, and more.
- The MPCS Mobile App provides our families on-the-go information, school directory, athletics calendar, and upcoming events information all on your personal device.
- MPCS also communicates with families via multiple social media accounts:
 - Facebook - @mtparanschool, @MPCAthletics
 - Twitter - @mtparanschool, @MPCAthletics, @MPCSArts, @MPCSChristianLife, and @MPCSAumni
 - Instagram - @mtparanschool, @MPC.Athletics
 - LinkedIn - Mount Paran Christian School, Mount Paran Christian School Alumni
 - YouTube - Mount Paran Christian School
- The *WingTips* blog (found on the website) and the From The Mount podcast provide valuable and insightful information on topics relating to parenting and Christian education.
- Chat Groups are offered through the MPCS mobile app, providing a safe platform for teams, clubs, and classes to communicate in real time.

Keeping Contact Information Updated

To facilitate communication as needed, it is important that all parents/guardians supply the school with accurate home and work phone numbers and home addresses. Change of information forms may be found on the website Eagle Family Portal. Parents not wishing to have their phone numbers and address published should turn off this feature within the Facts Portal.

MPCS Logos

Please contact the marketing and communications office prior to using the MPCS logo on any merchandise, uniform, or promotional item. The MPC eagle head logo is a registered federal trademark ®. Parents, faculty and staff, families, outside vendors, or non-approved third-party websites may not individually produce MPCS-branded apparel or any items with the Mount Paran Christian name or likeness. At no time should the MPCS logo be altered in any fashion, including changing of colors and skewing of size, nor may it be reproduced by parents or companies without expressed permission.

Promotional Pieces and Letters

To ensure consistency in style and to best facilitate communication and knowledge within our school community, it is requested all letters, general mailings, press releases, flyers, tickets, invitations, t-shirts, and programs be submitted to the communications office for proofing and approval prior to printing, with final approval coming from the director of marketing and communications. This includes materials produced by staff, students, and parents.