



Subject: Weather Response & Communications

Date: January 18th, 2026

To: Aspire of WNY Staff

Dear Team,

We want to take this opportunity to apologize that our snow day messaging for January 15th, 2026, went out later than our normal best practice of notification by/around 6 AM. We have received feedback from parents, team members, and community members, reminding us that the sooner we can get the notice out, the greater the impact it will have on people's ability to adjust to the weather, schedule, and plan the rest of their day safely. We understand and hear these concerns and will work to implement solutions that improve our systems and standards to meet the 6 AM timeline.

For future reference, please bear in mind that Aspire of WNY's Center for Learning MUST close if the Maryvale School District closes. Therefore, if you see that the Maryvale School District has a snow day on local news stations 2, 4, or 7, we will announce that the Center for Learning will also be closed that day. There are no exceptions.

Below and on the following pages, you will find a message from Aspire of WNY's Communications team regarding communications and notifications at the Center for Learning. Please read through this and let us know if you have any questions.

Additionally, we wanted to provide a friendly reminder that we are closed on Monday, January 19th, 2026, for Martin Luther King, Jr. Day (holiday).

We hope you enjoy your extended holiday, and thank you for your feedback.

Christine Lalka

Interim Vice President of Educational Services & Vice President of CILS

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FROM THE COMMUNICATIONS OFFICE OF ASPIRE OF WNY

CFL Team:

We want to assure you that we continue to work towards earlier/more proactive, and comprehensive notifications for weather events/emergencies/general communications across all our platforms across our agency. Please note the following below to ensure you are up to date on the Center for Learning's platforms, how we use them, and ensure that we have the most up-to-date contact information for you and your team members and students you support.

Please remember, we accept feedback regularly via our Satisfaction Survey, which can be accessed 24/7 at:

www.aspirewny.org/satisfaction-surveys



SchoolMessenger: This is the Center for Learning’s messaging system for important messages, including snow days, emergency notifications, and critical updates. You should receive a phone call, text message, and email (if we have that information on file for you) when we send an alert.

However, you will not:

- Receive a text message if you only have a home phone (landline) on file
- Receive a phone call or text if you have blocked the number or have “opted out.”
- Receive an email if you have blocked the emails, or if it goes to your spam folder
- **It is important that we have a current phone number, SMS (cell phone) number, and email on file for you to receive messaging from SchoolMessenger**
- To update, sign up, or check your current information with SchoolMessenger, please email intake@aspirewny.org with your information. Our team will work with you to update your information.
- You can also email intake@aspirewny.org to let us know if you didn’t receive a phone call, text, or email. That way, we can look into what may be preventing you from receiving our messages and fix it as soon as possible, and follow up with a test of the system to your contact information. **Please also let your supervisor know as well so they can follow up.**

Staff Information Portal: An online page where we post important updates for staff. This page is live 24/7 and is updated as soon as we have something to share.

- To access the Staff Information Portal, please visit the website link below:
www.aspirewny.org/center-for-learning-staff-information-portal/
- We encourage you to bookmark this page and look for updates regularly.

Monthly Newsletter: The Center for Learning is proud to send home a printed monthly newsletter which showcases student activities, staff announcements, upcoming events, and information/educational resources.

- A copy of the newsletter should be distributed. If you are not receiving a copy, please email intake@aspirewny.org, and we will coordinate with the CFL Leadership Team to ensure you get a copy of the newsletter.
- You can always check the Staff Information Portal for the latest edition of the monthly newsletter to read in digital format.

Social Media & News: Make sure to follow us on Facebook! We post public updates there regularly on our official school page: www.facebook.com/aspirecenterforlearning
Additionally, you can watch Channels 2, 4, or 7 for any official closing updates.

If you have questions, concerns, or feedback on communications, please contact us via email at intake@aspirewny.org

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