



Department of School & Community Relations

# 2023-24 PARENTSQUARE PERFORMANCE REPORT

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## PERFORMANCE REPORT

Since its implementation in SY 2022-23, ParentSquare has helped transform communication and engagement with families and staff across the division. Continuing to enhance and leverage our new communications platform at Alexandria City Public Schools in SY 2023-24 is a key action in our strategic work to provide a streamlined set of digital tools that supports real-time communication between staff and families who represent 119 countries and speak 124 languages.

Cross-department collaboration and extensive outreach to school leaders, teachers and families throughout the entire school year has resulted in increased usage and acceptance of the platform.

Our primary objectives by June 30, 2024 are:

- 99% contactability rate
- 80% of school-based staff with activated ParentSquare (PSQ) accounts.
- 80% of students to have at least one parent/guardian with an active PSQ account.



## PROGRESS UPDATE *(as of May 28, 2024)*

# 99%

16,371 students with at least one parent/guardian receiving PSQ messages

# 78%

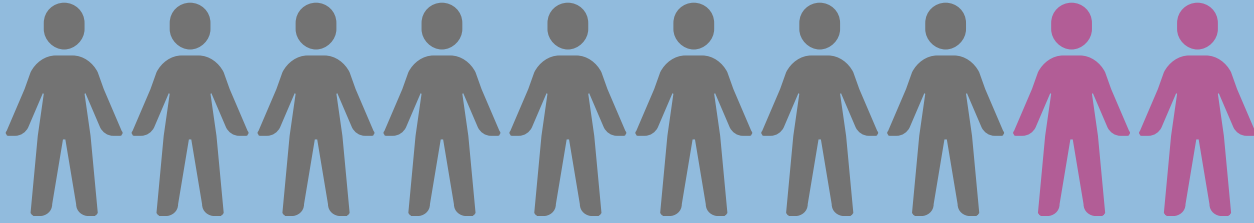
12,853 students have at least one parent/guardian with access to all PSQ features

# 87%

1,707 school-based staff have fully activated PSQ accounts.



# VERIFIED ACCOUNTS



More than 99 percent of students have one or more parents/guardians receiving regular one-way and two-way messages about daily classroom activities, school updates, attendance, transportation and more. **Nearly eight out of 10 students have at least one parent/guardian with access to all ParentSquare features**, including the ability to easily sign up for parent-teacher conferences, complete forms with verified electronic signatures, update language settings and notification frequency, and a host of other capabilities. Parents/guardians with full access are more likely to have a student in elementary school. They are also more likely to have an active PowerSchool parent/guardian account. On average, their students participate in English Learner and specialized instruction programs at rates comparable to the division.

Parents who have not registered their ParentSquare accounts for full access are more likely to have a student at the secondary level and also less likely to have an activated PowerSchool account. On average, their students participate in English Learner programs at a rate of 10% higher than the division. Their participation rate in specialized instruction services is comparable to that of the division.

## 12,853

students have at least one guardian with access to all PSQ features

PreK & Elementary Grade Level



English Learner



Specialized Instruction



Attend School Receiving Title I Funds



## 3,625

students do not have a guardian with access to all PSQ features

Secondary Grade Level



English Learner



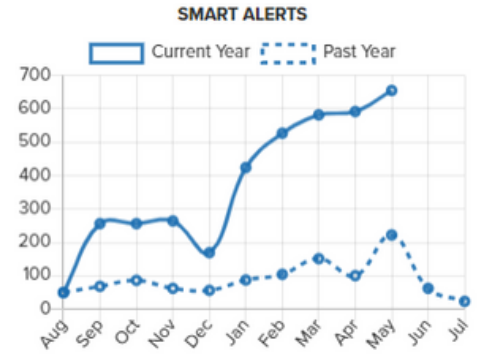
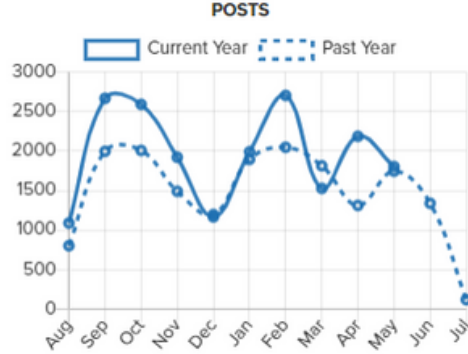
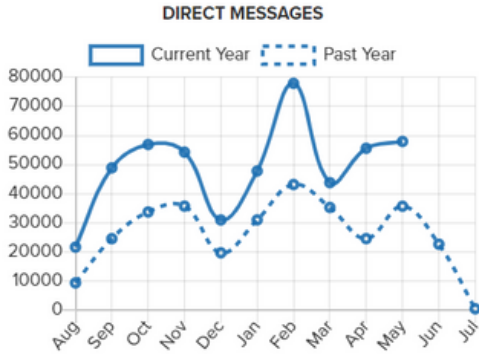
Specialized Instruction



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# PSQ PLATFORM USAGE



In 2023-24, messaging activity across all channels in ParentSquare increased significantly, thanks in part to the all-out effort during the implementation year to train staff on how to use it and to brand it among families as the division’s primary communication tool.

Direct messages, which facilitate one-on-one communication between staff and individual parents/guardians or small groups, were the most commonly used channel. Elementary staff and families exchanged 329,202 direct messages. Secondary staff and families exchanged 98,464 messages. At the elementary level, 2.3 times more direct messages were exchanged between staff and families in 2023-24 than were shared at the secondary level.

# Direct Messages Exchanged SY 2023-24	
329,202 Elementary Schools	28,741 PreK-8 Schools
98,464 Secondary Schools	2,238 Central Office

Posts are used to share division, school, grade level and classroom-wide announcements with families. Posts also provide opportunity for two-way communication between staff and families. 2.7 times more posts were shared with families at the elementary level than at the secondary level. Posts by classroom teachers at the elementary level account for the lion’s share of the 12,843 posts shared with families at the elementary level. At the secondary level, 3,440 posts were shared.

# Posts Shared SY 2023-24	
12,843 Elementary Schools	1,654 PreK-8 Schools
3,440 Secondary Schools	687 Central Office

Smart alerts are one-way messages, including robocalls, used to communicate information about school closures, transportation updates, important deadlines and other urgent notifications. Overall, more than half of the smart alerts sent were transportation updates to specific bus routes about delays, bus replacements, etc. 55% more smart alerts were sent at the elementary level than at the secondary level.

# Alerts Sent SY 2023-24	
1,662 Elementary Schools	328 PreK-8 Schools
1,068 Secondary Schools	196 Central Office

# PSQ PLATFORM USAGE

## AUTO-TRANSLATION



PSQ's automated translation feature has helped expand the number of languages in which communications from the classroom to division-level are shared with families. 5,782 students have at least one parent or guardian who receives daily school communications in one of the following 11 languages:

- Amharic
- Arabic
- Azerbaijani
- Dari/Farsi
- French
- Pashto
- Russian
- Spanish
- Tigrinya
- Turkish
- Urdu

## AUTO NOTICES



The auto notice feature provides the ability to send individualized mass notifications using templated messages on an automated or ad-hoc schedule. This feature is used to communicate lunch balances and PIN numbers, bus routes, absence threshold notices, program placement or eligibility and urgent health notifications.

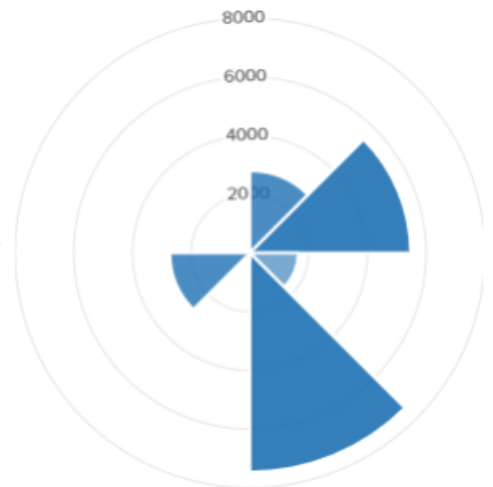
Auto notice templates were used 2,938 times this school year, reaching dozens or thousands of parents/guardians with each iteration.

## PARENT/GUARDIAN INTERACTIONS

In addition to direct messaging, parents and guardians are able to interact with staff using a variety of classroom communication tools or school services in ParentSquare. In 2023-24, 9,569 parents have used the platform to sign-up for conferences, "appreciate" posts, comment on posts, RSVP for events and complete permission slips. This represents a five percent increase from the previous year.

- 7,465 conference or volunteer sign-ups
- 5,482 appreciated one or more posts
- 2,817 commented on one or more posts
- 1,654 RSVPed for at least one event
- 2,726 completed at least one form or permission slip

9,569  
OUT OF 19,602  
PARENTS INTERACTED



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# 2023-24 KEY ACCOMPLISHMENTS

**Increased Parent/Guardian Interactions with Platform:** There was an overall 62% increase in the number of parents/guardians who interacted with the platform by commenting or appreciating posts, RSVPing to an event, signing up for parent-teacher conferences or completing a form.

**Facilitated WebTools Consent Form Completion:** This year, parent/guardian consent to use several popular apps was required. ACPS technology instructional specialists leveraged ParentSquare's form feature and electronic signature feature to streamline the collection of thousands of forms in fairly short order.

**Supported Attendance Interventions:** We established templates for attendance notifications when students cross certain absence thresholds, i.e. three absences, five absences. This is increasing efficiency and creating more time for school social workers to provide even more targeted supports.

**Improved Data Integrity:** Several key enhancements were made to improve the accuracy of staff work site location and student assignment to groups by shifting the data source from other internal databases to PowerSchool.

**Continued Troubleshooting & Support:** Worked with Ask ACPS to provide technical support and troubleshooting services for staff and family members through 470 unique cases.

## LOOKING AHEAD TO 2024-2025

- Concentrate staff training and resource sharing at the secondary level to increase proficiency and encourage staff and parent/guardian use of the platform.
- Focus family outreach efforts at identified schools with large English Learner populations who have not registered their ParentSquare accounts.
- Pilot and implement the student communication feature of ParentSquare.
- Further enhance attendance interventions by automating absence threshold templates.
- Formally assess satisfaction and solicit feedback to drive platform improvements by conducting targeted pulse-surveys among parents/guardians and staff groups.