



# 2022-23 PARENTSQUARE PERFORMANCE REPORT

**Department of School  
& Community Relations**

*Julia Burgos, Chief  
School & Community Relations  
Kurt Huffman, Executive Director  
Community Partnerships and Engagement  
Taneika Taylor Tukan, Assistant Director  
School Engagement & Community Partnerships*

## IMPLEMENTATION REPORT

Implementing a new communications platform at Alexandria City Public Schools in SY 2022-23 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. Successful implementation has required cross-department collaboration and extensive outreach to school leaders, division teachers and families throughout the entire school year.

Our primary objectives by June 30, 2023 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 June 15, 2023)*

# 99%

15,785 students with at least one parent/guardian receiving PSQ messages

# 69%

11,401 students have at least one parent/guardian with access to all PSQ features

# 83%

1,712 school-based staff have fully activated PSQ accounts.

# MESSAGING OVERVIEW *(Aug 2022 - June 2023)*

# 45,912

Direct message conversations

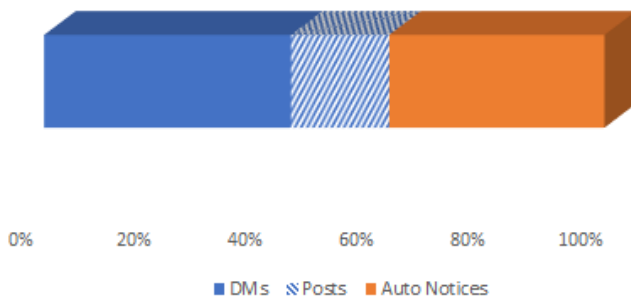
# 18,273

Classroom, School, Group  
and District Level Posts

# 3,466

Auto notices about low lunch  
balances and attendance

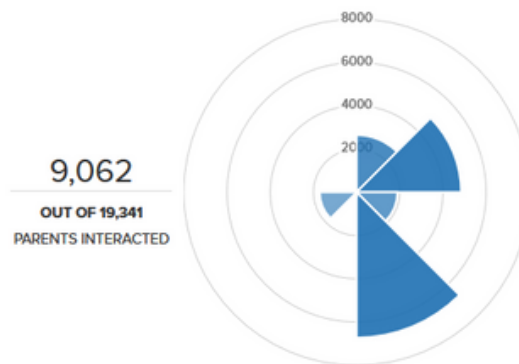
## TWO-WAY VS. ONE WAY



Two-way communication is a sign of engaged families and staff and great schools. 93% of messages sent through ParentSquare were comprised of classroom, school, or division-wide posts that parents could interact with or direct-message threads between staff and one family or small group of families. Two-way messages to families of students in grades PreK - fifth account for the two-thirds of all messages.

7% of messages created in ParentSquare were one-way communications, designed to share absence notifications, low lunch balance reminders, inclement weather notices, transportation updates, and urgent alerts.

## MOST USED FEATURES

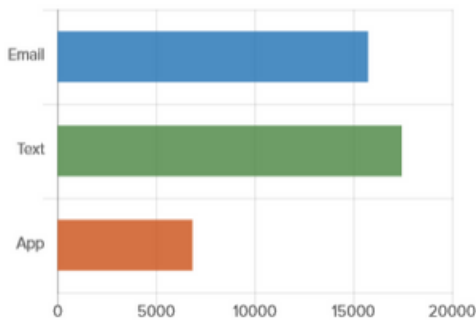


While one-to-one messaging is the most used feature, more than 9,000 parents have also used the platform to sign-up for conferences, "appreciate" posts, comment on posts, RSVP for events and complete permission slips:

- 6,724 conference or volunteer sign-ups
- 4,821 appreciated one or more posts
- 2,679 commented on one or more posts
- 1,892 RSVPed for at least one event
- 1,712 completed at least one form or permission slip

# FROM HARD-TO-REACH TO HOW-TO-REACH

## PREFERRED CHANNELS



With ParentSquare, parents can set their preferred method(s) of communication: 15,747 parents receive emails, 17,455 receive text messages and 8,082 have the app.

## LANGUAGE ACCESSIBILITY

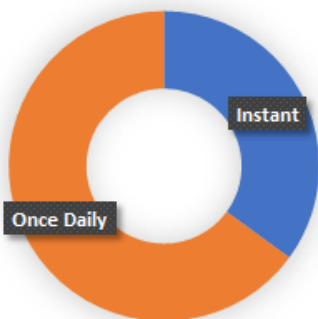


3,654 (60%) English Learner students have at least one parent who has a registered ParentSquare account. This accounts for 32% of all students with at least one parent with a registered PSQ account.

With ParentSquare's automated translation feature, we now regularly communicate with families in twice as many languages:

- English
- Spanish
- Dari
- Amharic
- Arabic
- + Turkish
- + Chinese
- + Russian
- + Azerbaijani
- + German
- + Tigrinya

## PREFERRED FREQUENCY



6,683 parents have opted to receive general (non-urgent) announcements instantly, while 12,390 prefer to receive a consolidated digest once daily at 6:00 p.m.

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# 2022-23 KEY ACCOMPLISHMENTS

**Increased Family Engagement:** The platform became the primary tool used to schedule parent-teacher conferences across grade levels in SY 2022-23, with 6,724 parents using the sign-up feature.

**Streamlined Transportation Updates:** The Office of Pupil Transportation and Fleet Management and Department of Technology Services worked together to automatically enroll families to receive communication about delays or service changes based on their student's specific route.

**Facilitated Attendance Notifications:** ACPS launched a new process at the secondary level (grades 6-12) in which parents/guardians are notified via ParentSquare after the first period and at lunchtime if their student is marked absent at these points during the school day. This helps families partner with ACPS to address any issues students may have with absenteeism and truancy.

**Secure, Efficient Document Delivery:** Began to share PowerSchool/Parent Access credentials with families of newly enrolled students through ParentSquare's Secure Document Delivery feature in order to confirm that parents received and saw critical documents.

**Implemented Comprehensive Roll-Out & Support Plan:** We engaged in a sustained, multi-layered cross-departmental effort to register and train staff and families, which included participating in 104 events for staff, family and community members and responding to more than 400 inquiries through Ask ACPS. This effort was recognized by the National School Public Relations Association with its 2023 Golden Achievement Award.

## LOOKING AHEAD TO 2023-2024

- Implement system enhancements and work flows to improve user experience.
- Continue outreach and training to support account activation and platform use goals, with a focus on EL families and secondary staff and families.
- Explore calendar integrations with Canvas to increase utility for secondary families.
- Explore StudentSquare to facilitate secondary student communication with staff.
- Expand use of Secure Documents feature beyond Parent Access credentials.