

BOARD MEMO

Date: January 4, 2024
For ACTION ____
For INFORMATION X

FROM: Taneika Taylor Tukan, Executive Director of Community Partnerships & Engagement
Gerson Paniagua, Assistant Director of School Engagement & Community Partnerships

THROUGH: Julia Burgos, Chief of School & Community Relations
Melanie Kay-Wyatt, Ed.D., Superintendent of Schools

TO: The Honorable Michelle Rief, Chair, and
Members of the Alexandria City School Board

TOPIC: 2023-24 ParentSquare Update

ACPS 2025 STRATEGIC PLAN GOAL:

Goal 1: Systemic Alignment
Goal 4: Strategic Resource Allocation
Goal 5: Family and Community Engagement

SY 2023-2024 PRIORITY AREA:

Student Connection and Attendance
Staff Supports
Continue Culture Building

FY 2024 BUDGET PRIORITY:

Target Chronic Absenteeism

SUMMARY:

Since its implementation in 2022-23, ParentSquare has helped expand communication with families and staff across the division. Key accomplishments and year-to-date performance data for 2023-24, including contactability, language access and feature usage are shared in this update.

DETAILS:

The platform is currently in use in all schools and across departments. 16,038 (99%) students have at least one family member receiving ParentSquare notifications. 11,732 (73%) students have at least one parent with a registered ParentSquare account and full access to its features. 83% of school-based staff have activated their accounts. Communications are delivered in eleven languages, which is twice as many as the number of the division's official languages. Several system enhancements have been implemented or are planned to increase use and efficiency for staff, including shifting the primary staff data source from MUNIS to PowerSchool, syncing counselor caseloads at the secondary level and automating required attendance threshold notifications.

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BACKGROUND:

Alexandria City Public Schools (ACPS) launched the unified communications platform ParentSquare in SY 2022-23 to encourage a stronger school to home connection. The platform replaced the division's previous mass notification system and became the primary method for school-based newsletters, classroom communications and two-way messaging, conference scheduling, event registration, volunteer sign-ups and staff communication.

RECOMMENDATION:

The Superintendent recommends that the School Board review the information about the ongoing implementation of the ParentSquare platform.

IMPACT:

Ensure timely access to information and equitable communications for all families and staff in their preferred language and through their preferred delivery method(s).

ATTACHMENTS:

1. Presentation:2023-24 ParentSquare Update

REFERENCES:

[230203 Board Brief: Mid-Year Progress Report ParentSquare.pdf](#)

[ParentSquare Platform Mid-Year Report, July 2022 – January 2023.pdf](#)

[230623 Board Brief: Year End Report on Implementation of ParentSquare Platform.pdf](#)

[ParentSquare Platform Year-End Report, July 2022 – June 2023.pdf](#)

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