

## BOARD BRIEF

Date: June 7, 2024

BOARD INFORMATION   X  

MEETING PREPARATION       

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

**THROUGH:** Julia Burgos, Chief of School and 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 Performance Report on ParentSquare Platform

**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**

The FY2024 ParentSquare Performance Report includes a summary of progress toward yearly objectives, profiles of ParentSquare account holders and usage data. Overall, verified accounts among parents/guardians have increased by nine percentage points and school-based staff by four percentage points. While messaging and feature use have also increased across all sites, overall use at the secondary level is comparatively lower than use at the elementary level. This points to the need for concentrated staff training and family outreach at the secondary level as well as additional exploration to identify the root causes of the lower use rates.

## **DETAILS**

16,371 (99%) students have at least one family member receiving ParentSquare notifications. 12,853 (78%) students have at least one parent with a registered ParentSquare account and full access to its features. Parent/guardian use of these features increased by five percent. 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. Messages are delivered in 12 languages.

Eighty seven percent of school-based staff have also registered their accounts; 42% of division-level staff have verified their accounts. Staff use of the platform has driven a 65% increase in direct message threads, a 15% increase in classroom, grade-level, schoolwide and division-level posts, and nearly three times as many one-way communications including transportation updates, school closures and delays, and other urgent information.

## **BACKGROUND**

ACPS launched ParentSquare in SY 2022-23 to encourage a stronger school to home connection. The platform replaced the division's previous mass notification system and an assortment of communication tools that varied from school to school. ParentSquare 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.

## **REFERENCES**

[240104 Board Memo - 2023-24 ParentSquare Update](#)

[230623 Board Brief Year End Report on Implementation of PSQ Platform](#)

## **ATTACHMENTS**

FY 2024 ParentSquare Platform Performance Report

## **CONTACT**

Taneika Taylor Tukan, Executive Director of Community Partnerships & Engagement  
[taneika.tukan@acps.k12.va.us](mailto:taneika.tukan@acps.k12.va.us)