

ParentSquare Mid-Year Performance Report

August 2022 - January 2023





ParentSquare Platform Rollout

JULY 2022	AUGUST 2022	SEP 2022	OCT 2022	NOV 2022	JAN 2023
<p>Data Load</p> <ul style="list-style-type: none"> • Data migration and review of staff, student, parent and rollover data • Implementation • Team training 	<p>Training & Launch</p> <ul style="list-style-type: none"> • Virtual and in-person training for administration, school-based staff • Account registration begins • Mass notification, direct messaging & post features are active 	<p>Appointment Sign-Ups</p> <ul style="list-style-type: none"> • Appointment sign-ups feature activated in preparation for fall conferences • Training resources developed and shared 	<p>Attendance Notes</p> <ul style="list-style-type: none"> • Attendance notes activated to facilitate timely parent communication about student absences 	<p>Community Groups</p> <ul style="list-style-type: none"> • Community groups feature added to expand newsletter reach to external stakeholders, including volunteers, community partners, extended family members, etc. 	<p>Transportation Groups</p> <ul style="list-style-type: none"> • Load bus routes and establish daily sync to support timely, targeted student transportation notifications • ParentSquare 2.0 advanced training opportunities



RESULTS-DRIVEN

2022-23 First Semester Highlights

Infrastructure

- ParentSquare resource web page on ACPS website
- Dedicated email address for stakeholder support

In-Person Training & Outreach

- 39 school and staff training events
- 50 family events promoting account registration

Platform Use

- 67% students have at least one parent with active account and access to all PSQ features
- 83% school-based staff have active accounts
- 3,376 external subscribers to school or project newsletters
- 911 staff members have shared posts; platform is in use at all schools and multiple departments
- Expanded posting access to PTA leaders to support DEI efforts



Contactability

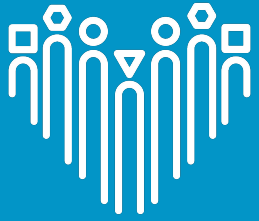
15,751 students (99%)
have at least one valid contact
and receive ParentSquare
notifications

2,705 staff (95%)
have valid email addresses in
ParentSquare

153 students and 149 staff*
have invalid contact details or
no contact information



**Staff with invalid contact details include those who are not issued ACPS email accounts*

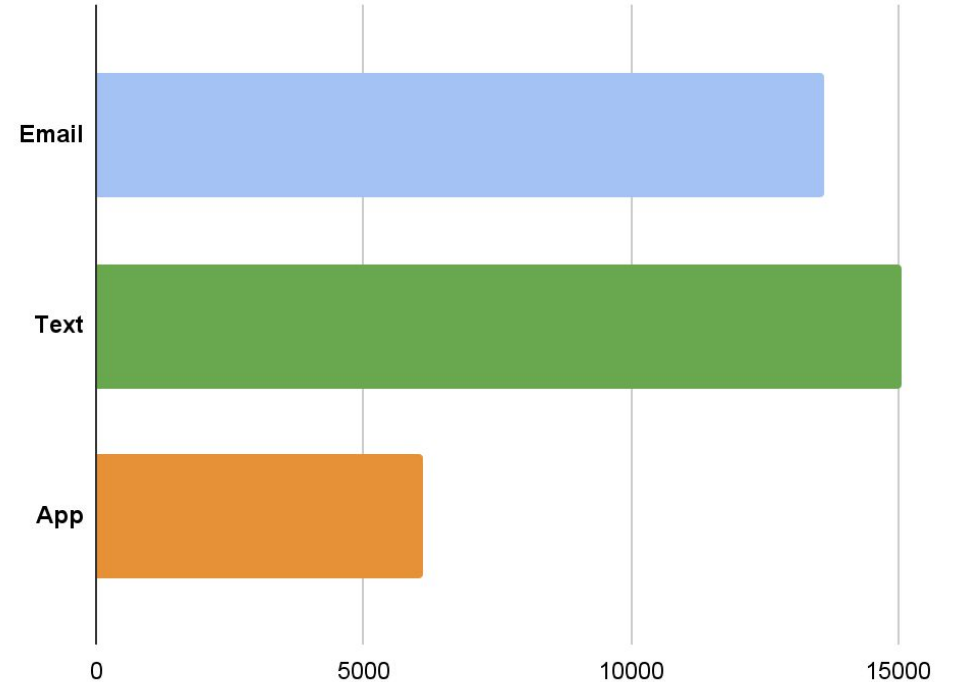


Parent Reach & Deliverability*

13,635 parents
receive emails

15,076 parents
receive texts

6,117 parents
receive app notifications



**Parents opt in to their preferred methods of communication: app notification, email and/or text.*

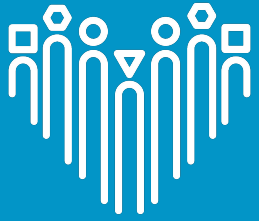


Parent Preference: Notification Frequency

6,313 parents
opted to receive
instant notifications
for general announcements

13,036 parents
receive general
announcements once daily
at 6:00 p.m.





Increased Language Accessibility

100+ languages available
for automated translation

10 languages currently
selected by parents in ParentSquare

English

Spanish

Amharic

Persian (Dari/Farsi)

Arabic

Turkish

Chinese

Russian

Azerbaijani

German





WELCOMING

How Staff Use PSQ: One-Way Communication

Alerts

430 Smart Alerts

Auto Notices

23,090 Lunch Balance Reminders

Other Announcements

- Student holidays
- Inclement weather notices
- Transportation updates
- Safety and security events
- Health notifications

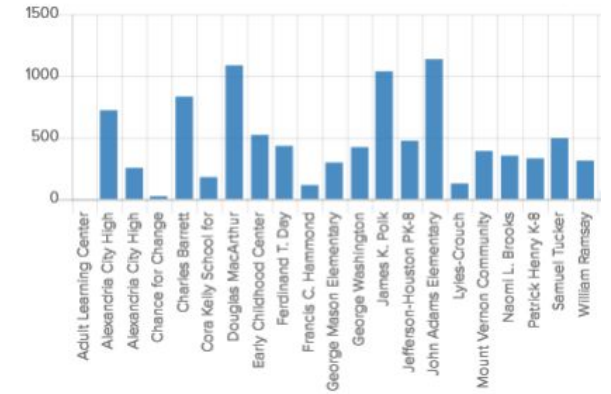




WELCOMING

How Staff Use PSQ: Two-Way Communication

- One-on-one or small group messages
- Unit overviews & discussions
- Volunteer sign-ups
- Event invitations & RSVP
- Class celebrations
- Field Trips
- Providing glimpse inside classrooms



Direct Messages
27,917 Threads

Posts
32 District Posts
1,090 School Posts
7,511 Class Posts
1,096 Group Posts
1,221 Photo Albums



How Parents Interact on ParentSquare*

- **5,723** Signed-up for a conference
- **4,101** Appreciated a post
- **1,876** Commented on a post
- **1,285** RSVP'd for an event

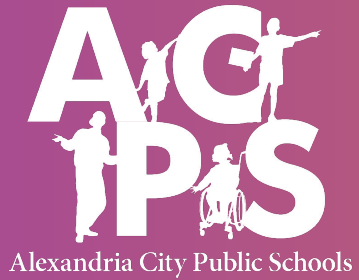


** Does not include direct messages*



Looking Ahead

- **Identification of ParentSquare Ambassadors** across stakeholder groups to support account registration and platform use among targeted groups
- **Continued training and resource sharing** to increase staff proficiency and usage of platform
- **Pilot Secure Documents feature** which allows staff to securely send home important documents that contain student information including progress reports, report cards, letters regarding academics and extracurriculars, etc.
- Exploration of **calendar integrations with Canvas** to further centralize information for secondary parents



Questions?

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