



2023-24 ParentSquare Implementation Update

School Board Meeting
January 4, 2024





Essential Questions

How are we monitoring the implementation of ParentSquare?

How is ParentSquare use supporting division priorities?

What are new developments and areas of exploration for use of ParentSquare in the division?



Overall Snapshot

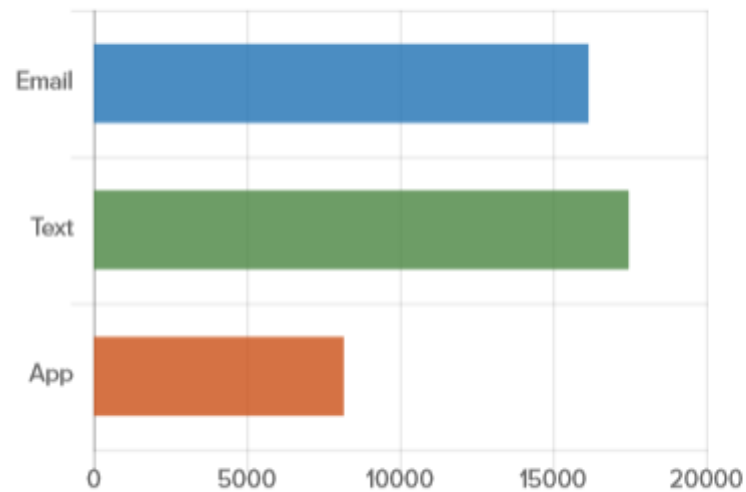
5,125

STAFF & TEACHERS →

19,412

PARENTS →

REACH METHODS



EMAIL

16,548 (85%) Parents with emails

16,169 (83%) Opted to receive emails

16,169 (83%) Receiving emails

0 (0%) Failed emails

TEXT

17,982 (93%) Parents with phones

17,481 (90%) Opted to receive texts

17,481 (90%) Receiving texts

0 (0%) Failed texts

APP

9,549 (49%) Parents with app

8,176 (42%) Receiving notifications



2023-24 First Semester Highlights

Platform Use

- 73% students have at least one parent with access to all ParentSquare features, i.e. digital signature, form completion, etc.
- 83% school-based staff have active accounts
- 1,043 staff members and PTA leaders have shared posts
- 384 students enrolled at two or more schools/campuses; parents receive messages from each school/campus

System Enhancements

- Automated sync of secondary counselor caseloads
- Shift primary staff data source from Munis to PowerSchool
- 11 Webtool consent forms created by TIS



Monitoring Platform Use

- Reach & Deliverability
- Message Frequency
- Feature Usage
- Interaction
- Distribution



Contactability

99% students
have at least one valid contact who
receives ParentSquare notifications

98% contract and casual staff
have valid email addresses in
ParentSquare

83 students and 72 staff
have invalid contact details
or no contact information



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

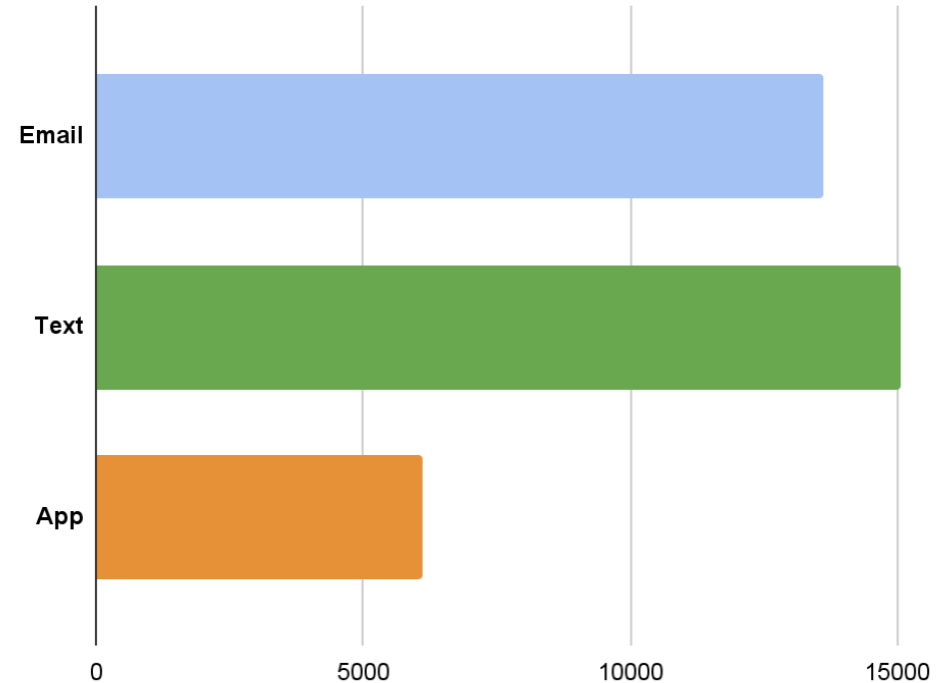


Message Deliverability*

16,183 (83%) parents receive emails

17,499 (90%) parents receive texts

8,178 (42%) parents receive app notifications



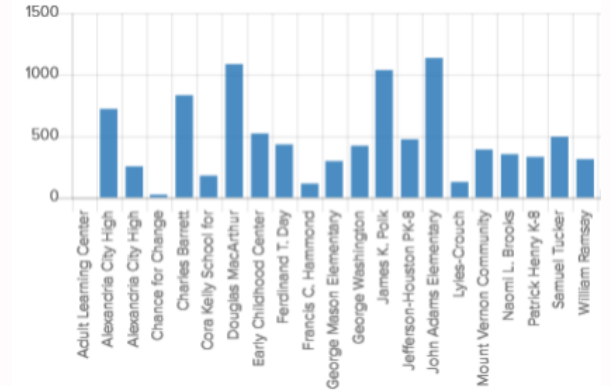
**Parents opt in to their preferred methods of communication: app notification, email and/or text.*



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
39,464 Threads

Posts
23 District Posts
1,033 School Posts
7,258 Class Posts
1,165 Group Posts
1,000 Photo Albums



WELCOMING

How Staff Use PSQ: One-Way Communication

Alerts

1,003 Smart Alerts

Auto Notices

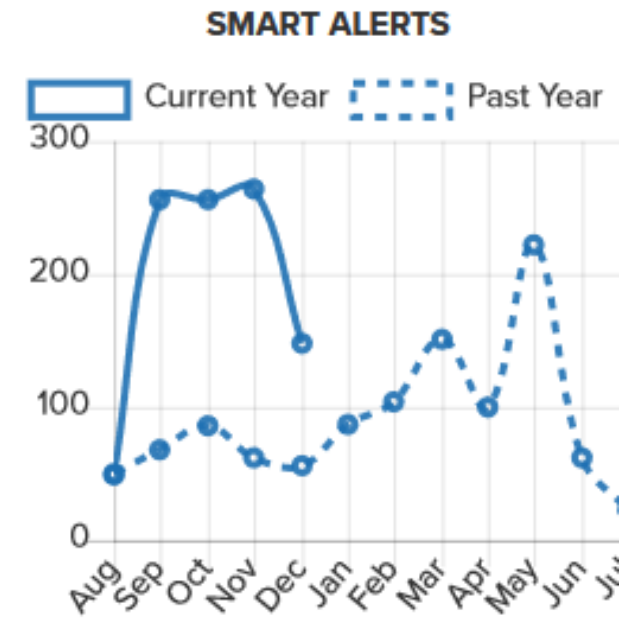
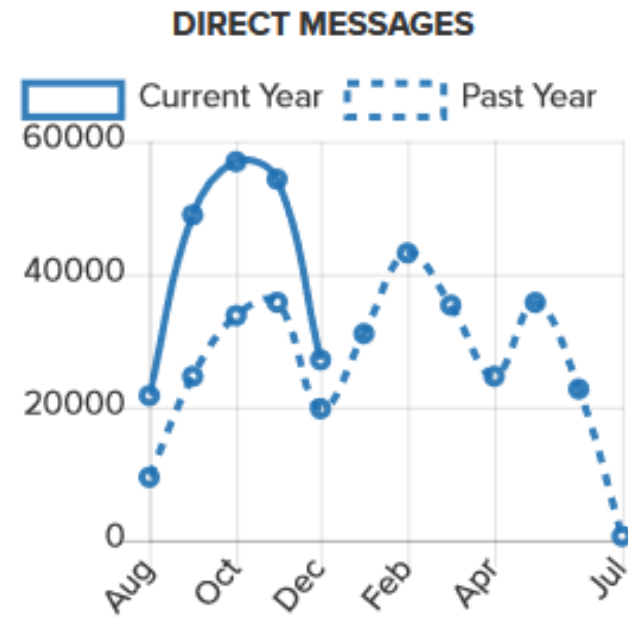
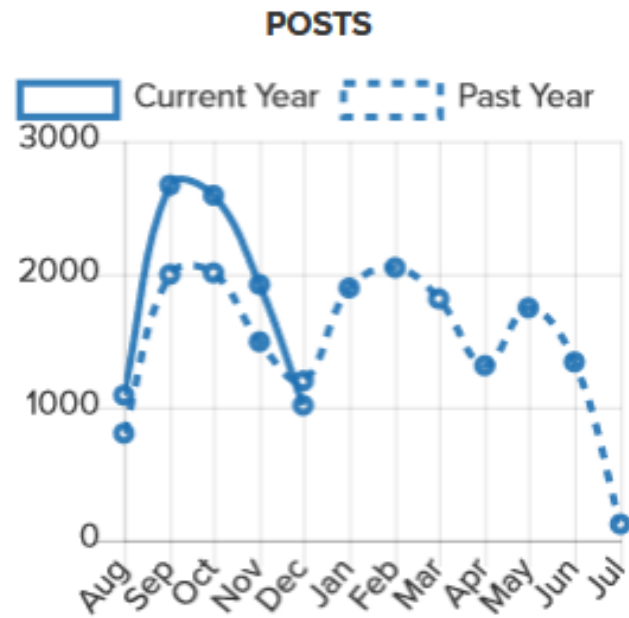
18,634

- Lunch Balance Reminders
- Transportation letters at the beginning of the year
- Advanced Academic Services letters





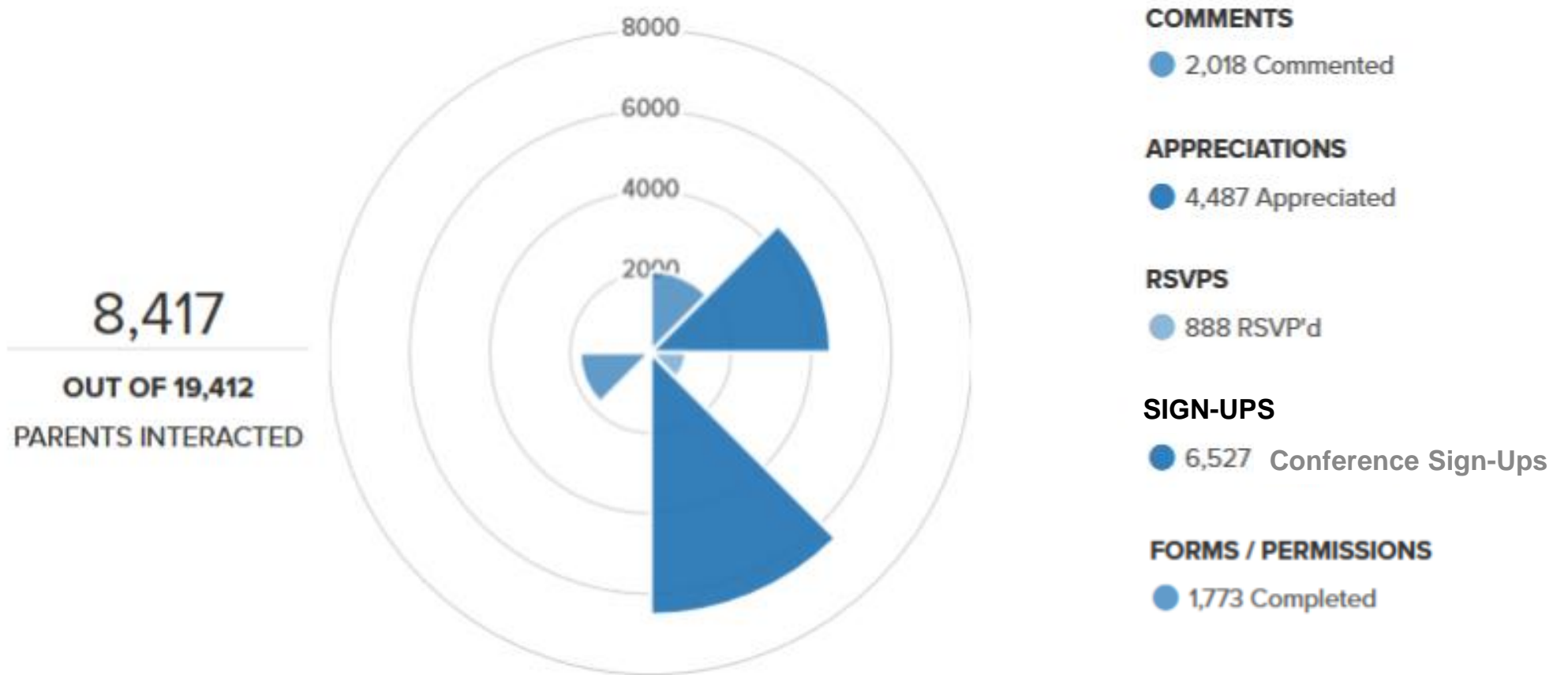
Messaging Frequency





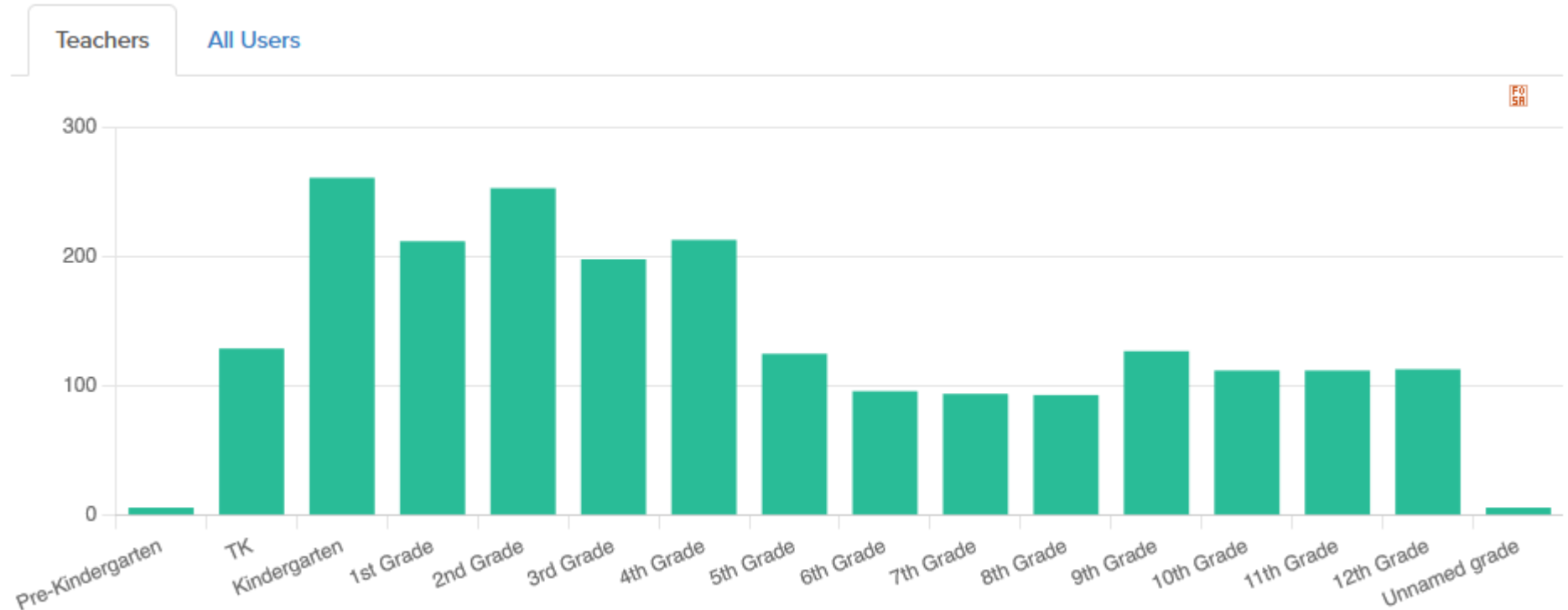
EMPOWERING

How Parents Interact on ParentSquare



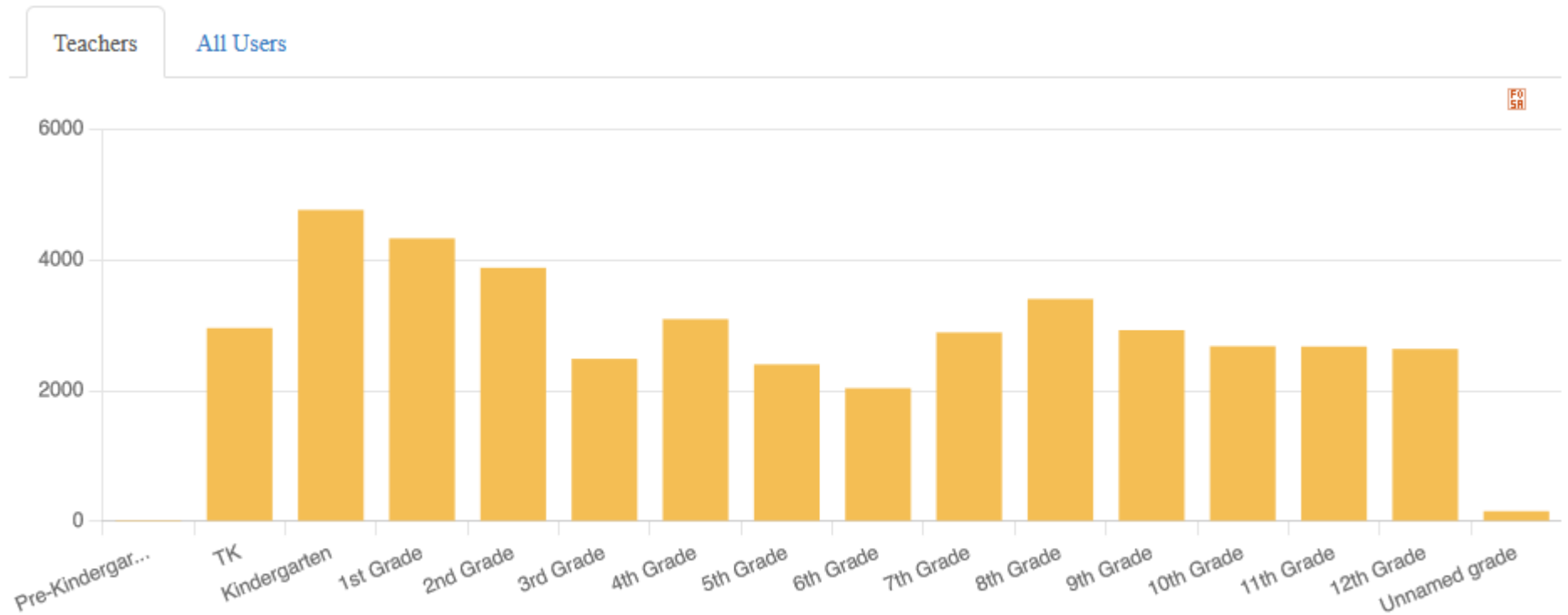


Post Distribution





Direct Message Distribution





Increased Language Accessibility

11 languages currently selected by parents in ParentSquare

English
Spanish
Amharic
Persian (Dari/Farsi)
Arabic
Pashto

Tigrinya
Turkish
French
Russian
Azerbaijani





Expanded Attendance Notifications

Parents/guardians are notified after the first period and at lunchtime if their student is marked absent at these points during the school day.

Parents/guardians will still receive the standard absentee notification by 6 p.m. each day if the student was reported absent from school after 2 p.m. or if attendance from earlier class periods is submitted after 2 p.m.





Support Conference Sign-Ups

2,748 secondary parents/guardians signed up for parent-teacher conferences

3,779 elementary parents/guardians signed up for parent-teacher conference





Looking Ahead

- **Continued staff training and resource sharing** to increase proficiency and usage of platform
 - Targeted staff engagement at secondary schools
 - Offering onsite office hours and virtual support
- **Support attendance interventions** by establishing templates and ParentSquare systems for sending attendance threshold letters that will increase efficiency and save time for school social workers



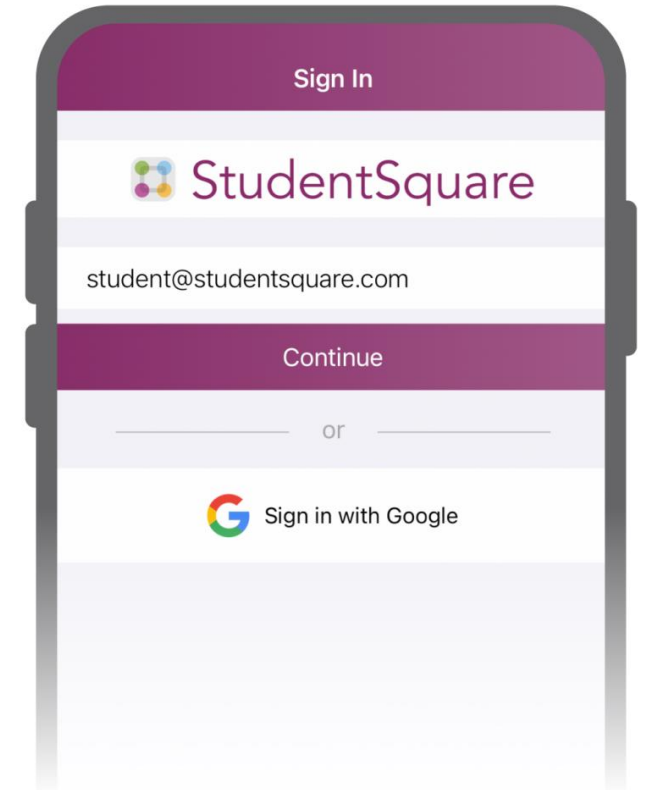
Looking Ahead

- **Departmentalizing classes at the elementary level** to expand teacher access to classrooms beyond their homerooms
- **Expanding Secure Documents feature**
 - 674 secure documents sent in 2023-24
 - Allows staff to securely send home important documents that contain student information including progress reports, report cards, extracurriculars, etc.



Looking Ahead

- Exploring student communication feature of ParentSquare for 2024-2025
- Secondary students
- Secure student-staff communication that students can access via email, text, web or app





Questions?

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