

BOARD BRIEF

Date: June 23, 2023

BOARD INFORMATION:

MEETING PREPARATION: _____

FROM: Taneika Tukan, Assistant Director of School Engagement & Community Partnerships
Kurt Huffman, Executive Director of Community Partnerships & Engagement

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

TO: The Honorable Meagan L. Alderton, Chair, and Members of the Alexandria City School Board

TOPIC: Year-End Report on Implementation of ParentSquare Platform

ACPS 2025 STRATEGIC PLAN GOAL:

Goal 1: Systemic Alignment

Goal 4: Strategic Resource Allocation

Goal 5: Family and Community Engagement

SY 2022-2023 FOCUS AREA:

Social Emotional and Academic Learning Recovery

Hispanic Males

Middle School Educational Experience

FY 2023 BUDGET PRIORITY:

Implementation of 2025 Strategic Plan

Continue Engagement with Hispanic Families to Improve Graduation and Chronic Absenteeism

SUMMARY

Key accomplishments and performance data, including contactability, language access, and feature usage are shared in the 2022-23 ParentSquare Year-End Report. The comprehensive, strategic work to implement the ParentSquare unified communications platform at ACPS in SY2022-23 was recognized by the National School Public Relations Association with its 2023 Golden Achievement Award. Key accomplishments and performance data are shared in the 2022-23 ParentSquare Year-End Report.

BACKGROUND

Alexandria City Public Schools (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 became the primary method for school-based newsletters, classroom

communications and two-way messaging, conference scheduling, event registration, volunteer sign-ups and staff communication.

The platform is currently in use in all schools and across departments. 15,785 (99%) students have at least one family member receiving ParentSquare notifications. 11,401 (67%) students have at least one parent with a registered ParentSquare account and full access to its features. 83% of school-based have activated their accounts. Communications are delivered in eleven languages, which is twice as many as the number of the division's official languages.

As we move into year two of implementation, the following goals have been established: :

- Implementing system enhancements and work flows to improve user experience, including additional staff directory details, automatically synced school counselor designations at the secondary level, and departmentalized configurations for certain elementary schools.
- Continued outreach to support account activation and platform use goals, with a focus on secondary staff and families and EL families.
- Continued training and resource sharing to increase staff proficiency, platform usage and minimize over-messaging.
- Exploring calendar integrations with Canvas to increase platform utility for secondary parents.
- Expanding use of Secure Documents feature to securely send home important documents such as PowerSchool user credentials, assessment data, letters regarding academics and extracurriculars.
- Exploring use of StudentSquare to facilitate secondary student communication with staff.
- Continued identification of ParentSquare Ambassadors across stakeholder groups to support account registration and platform use among targeted groups.

RECOMMENDATION

The interim superintendent recommends that the School Board review the ParentSquare Year-End Performance Report to better understand how the platform performed during its first year of implementation and helped us progress in our strategic work to provide a streamlined set of digital tools that supports real-time communications between staff and families.

IMPACT

Ensure equitable communications, information access and opportunities for engagement for all families by using preferred channels, frequency and language.

ATTACHMENTS

ParentSquare Platform Year-End Report, July 2022 – June 2023

CONTACT

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