



**East  
Hartford  
Public  
Schools**



**ParentSquare™**

Building Stronger Communities via  
Secure, Equitable Engagement





# Background - Why?

## 1. Consistency

- District and schools using 8+ different communications platforms
  - Parents/families looking several places for messaging
  - District paying for several isolated services



**ClassDojo**

## 2. Security

- Some of the platforms being used were not secure and did not allow for district oversight



## 3. Equity and Engagement

- New platform needed for consistent, accessible, two-way translatable communication with families





# Background - Alignment to Pride in 5 Priorities



## Accelerate Achievement

- Research shows increased family engagement in child's education can lead to improved student outcomes.
- Studies demonstrated texting parents can improve academic results and reduce chronic absenteeism



## Weave Supports

- Create a “one stop shop” for all classroom, school and district communication
- Should be secure, easy-to-use, and fully translatable



# Background - RFP, Funding and Training

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## RFP Process:

- RFP in May 2022
- 7 respondents - ParentSquare chosen as best option for district

## Funding:

- Three years of the ParentSquare platform paid using funds from the Hartford Foundation for Public Giving “Cradle to Career” (2 years) and the LEAP (1 year) grants.

## Training:

- Launched July 1, 2022
- Held training sessions for administrators, teachers and secretaries in July-August
- Families automatically enrolled - Bilingual Family Support Specialists offered additional guidance



# ParentSquare Overview

One, unified platform for all district communication from mass notifications to direct messaging

## ParentSquare Features Include:

- Mass notifications and Urgent Alerts with two-way communication
- Mobile application for administrators and parents (iOS and Android)
- Attendance notifications
- Teacher and classroom communication
- Direct messaging with two-way translation
- Newsletter creation and distribution
- Secure delivery of report cards, IEPs and 504 documents
- Forms and Permission Slips
- Calendar and RSVP
- StudentSquare app for direct communication to high school students
- And so much more!





# How to Access ParentSquare



Text



Email



Push  
Notifications



Voice Calls



Social



Website



iOS App



Android App



# ParentSquare Platform At A Glance



Mobile-Friendly Familiar Website

[Lincoln] Justin Williams, was absent from 1st Period today, Oct 25. Call 555-622-3634 x 1011 or click <http://psqr.io/ZNeCYi2YH> to excuse.

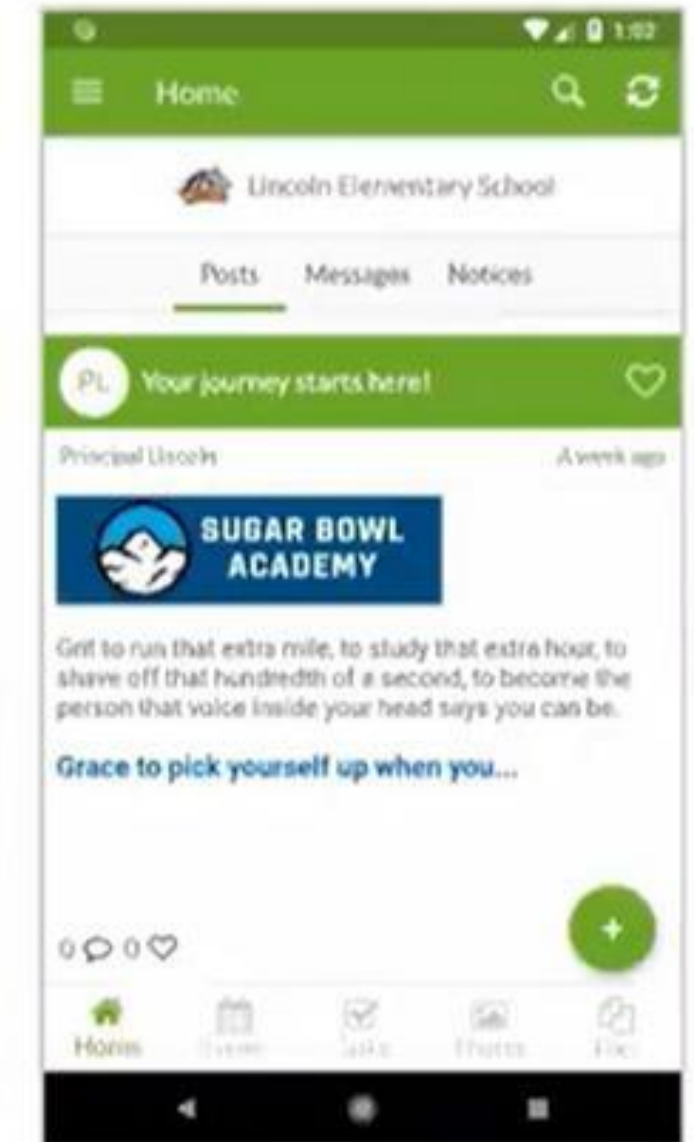
Email and Push Notifications

## Text Notifications

[Lincoln] First meeting this Friday  
<http://psqr.io/ANeCRTi6>



Native iOS and Android Apps





# District, School & Classroom Communications

## Posts:

- 20 District Posts
- 544 School Posts
- 3,301 Class Posts
- 238 Group Posts

## Direct Messages:

- 112,259 direct messages
- 18,606 message threads



**68** Smart Alerts

**167** Calendar Events

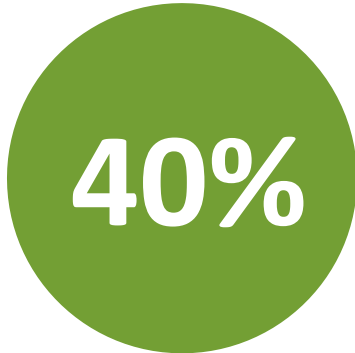
**3,105** Photos Shared

**1,347** Secure Documents





# Family Engagement So Far



Downloaded App



Opted to Receive Texts



Parent Interactions



Appreciations



Comments



# Examples and Results

## 1. EHHS Newsletter

Previously distributed as PDF email attachment

Now easily accessible in feed and able to be translated

## 2. Norris Parent/Teacher Conferences RSVPs

Previously a pen and paper process

Now parents can sign up directly in ParentSquare

## 3. Attendance Notifications

Parents receive alerts when child absent

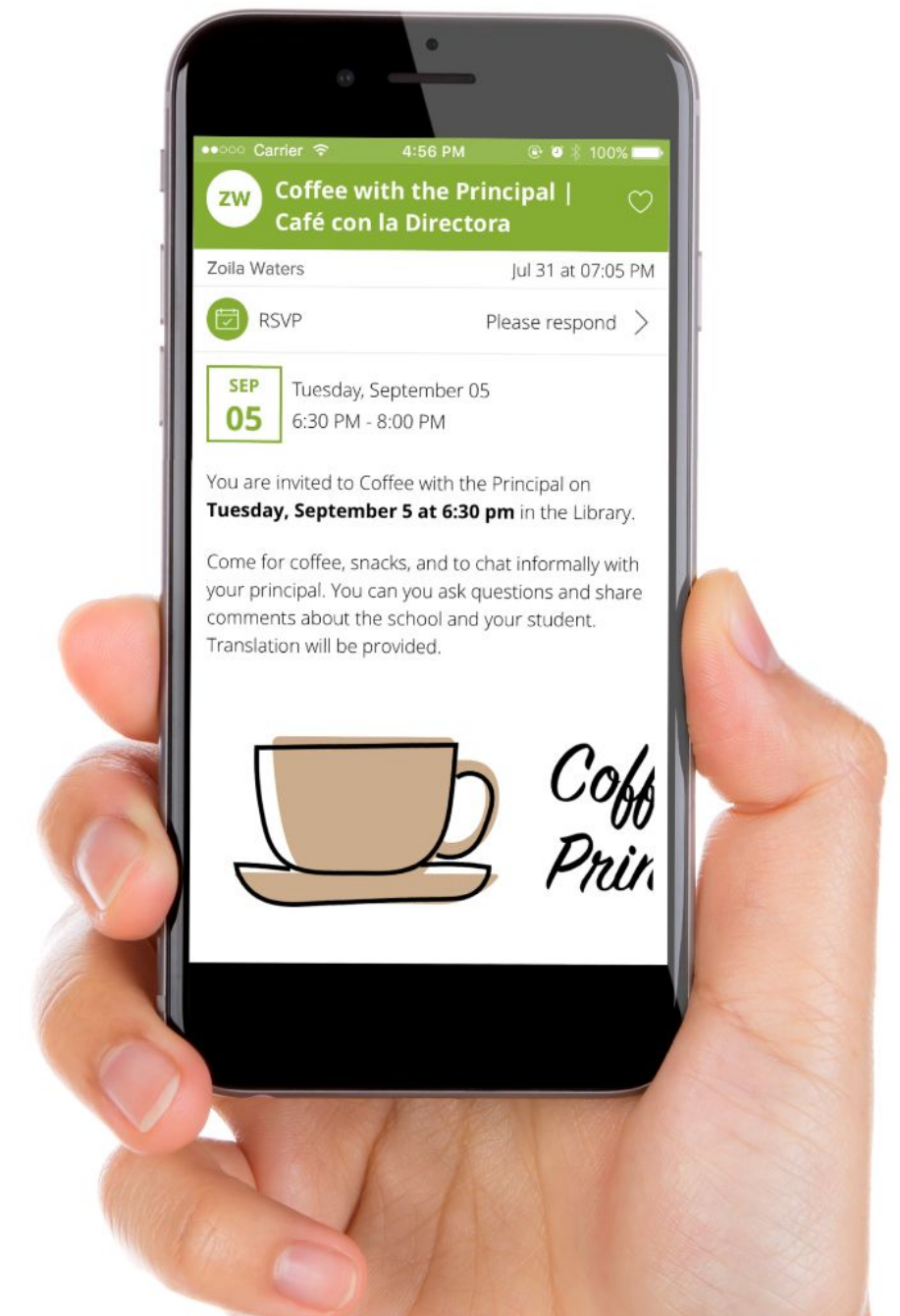
Can respond directly in the platform

The screenshot shows a newsletter titled "Relationships & Opportunities" with the tagline "Begin. Build. Become." and a bee logo. Below the title is the "Hornet Family Communication | December 2022" header. The main content is divided into two columns. The left column contains "Important Dates" (December 22 - Half Day), "Principal's Message" (announcing 30 new members to the EHHS Tucker Blake Chapter of the National Honor Society), and "Athletics Winter Sports" (listing Basketball Girls & Boys and Wrestling). The right column contains a "Dear Hornet Community" message from the principal, discussing progress reports and winter athletic seasons, followed by a list of expectations for students: 1. Be on-time to school and every class. 2. All phones and earbuds should be away and not in use. 3. All winter coats should be away or in lockers. 4. Lockers can be obtained by seeing the grade level house office secretary. The message concludes with a reminder to wear the appropriate uniform.



# Next Steps

- ❖ Continue encouraging consistent school and classroom communication to parents
- ❖ Promote advantages of downloading app and engaging further in platform
- ❖ Further use of features such as RSVPs, parent volunteer sign ups, and StudentSquare





# Questions?

