

STRATEGIC PLAN

Goal #4: Engagement

NOVEMBER 17, 2025

LEGACY
BUILT
FUTURE
READY



Scorecard

2023-2028

1. Student Success

By 2028, 100% of Boerne ISD students will engage in innovative learning experiences so they are college, career and/or military ready.

2. Talent

By 2028, 100% of the Boerne ISD employee experience will prioritize opportunities to perform at or aspire to the highest level of professional performance and growth.

Our Goals

3. Fiscal Responsibility

By 2028, Boerne ISD will maximize funding and efficiencies so our budget funds 100% of identified needs.

4. Engagement

By 2028, 100% of Boerne ISD family and community stakeholders will be a part of a culture of trust where they feel engaged and valued.

Prioritizing *our community*

Direct communications
between our schools and
the families we serve is
vital to **engagement.**



ParentSquare

LAUNCHED IN AUGUST 2025



ParentSquare

ParentSquare is a unified communication platform used to connect with families. It translates communications into over 100 languages, eliminating obstacles and increasing engagement between users.

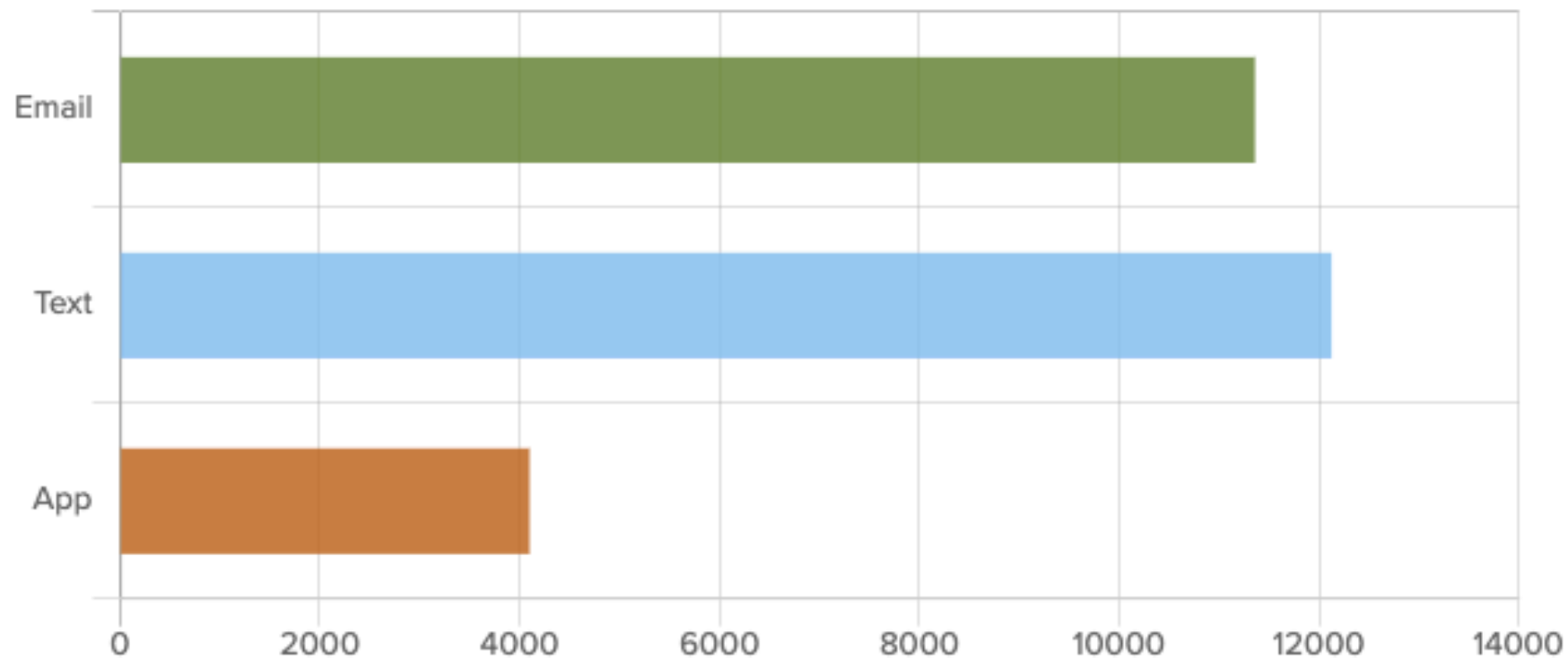
The platform provides tools for announcements, direct messaging, event sign-ups and more.

The intention was to launch the mass communications portion of the platform in August 2025, giving campuses a year to learn and implement the platform change.

Engaging Communications

REACH & DELIVERABILITY

REACH METHODS



EMAIL

11,578 (92%) Parents with emails

11,360 (90%) Opted to receive emails

■ 11,360 (90%) Receiving emails

■ 0 (0%) Failed emails

APP

4,589 (36%) Parents with app

■ 4,098 (32%) Receiving notifications

TEXT

12,417 (98%) Parents with phones

12,126 (96%) Opted to receive texts

■ 12,126 (96%) Receiving texts

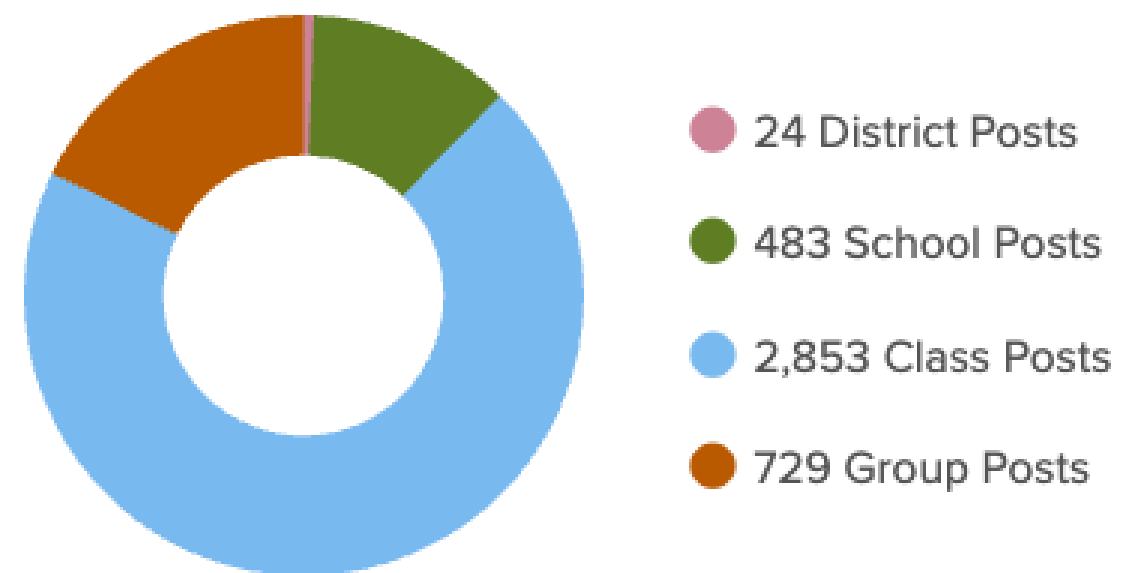
■ 0 (0%) Failed texts

** all percentages are out of the total 12,633 parents in the District*

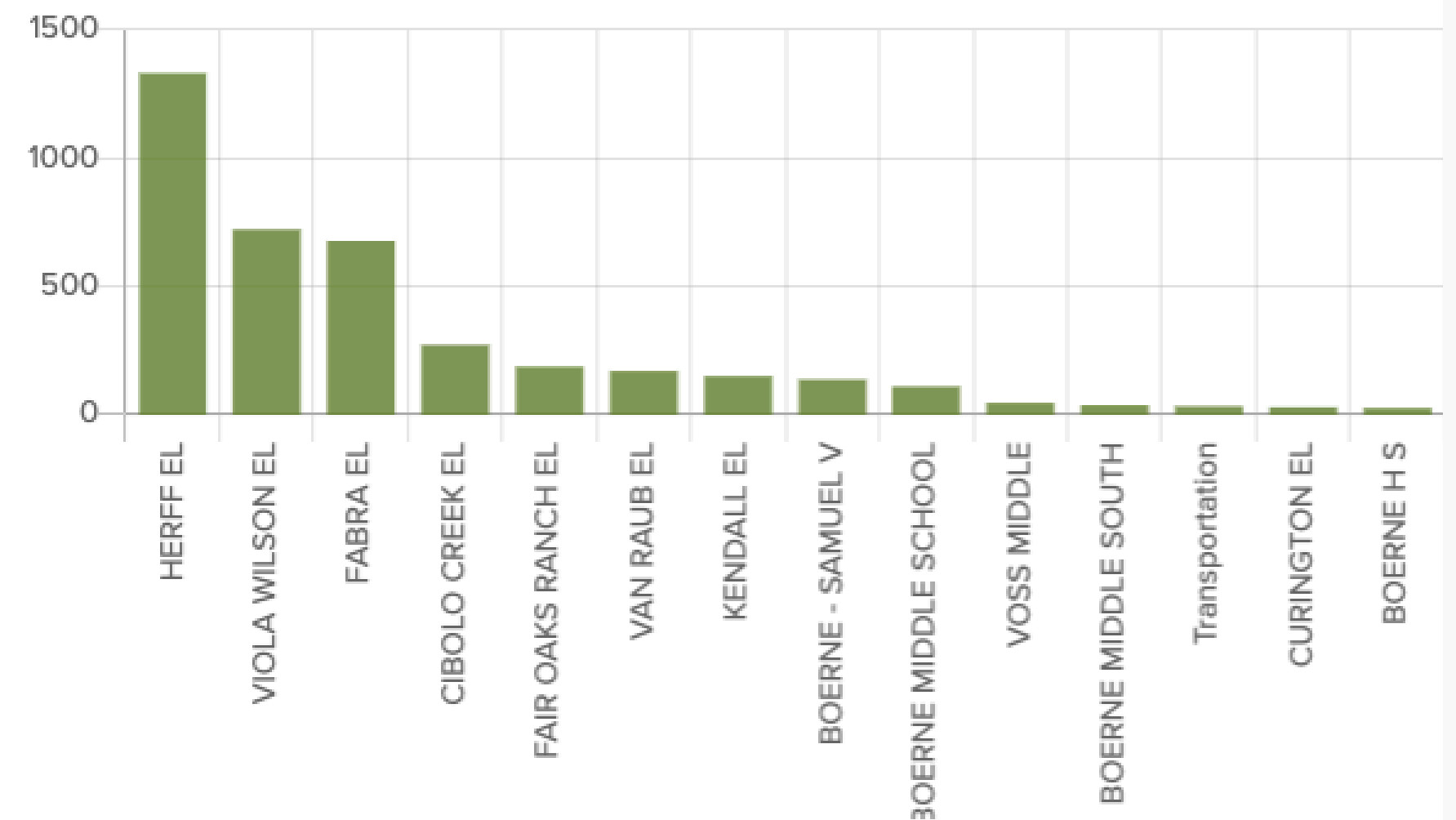
Distribution By Campus

DISTRIBUTION

POST DISTRIBUTION

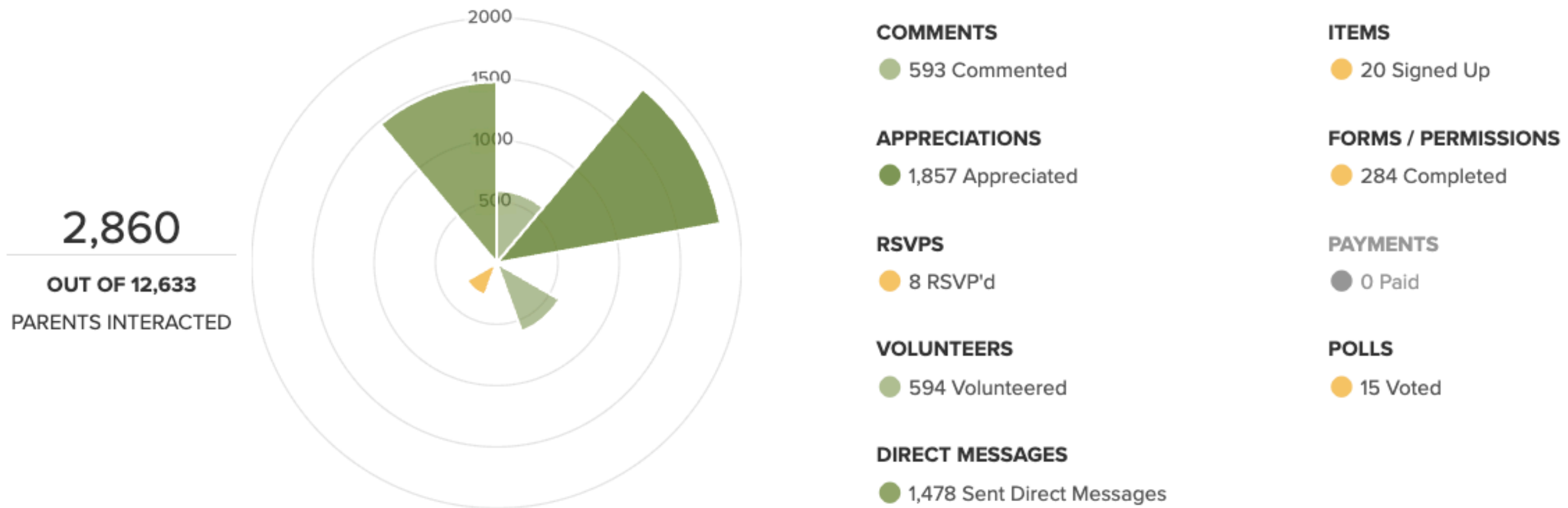


BY SCHOOL



Parent Engagement

INTERACTION



** all values are totaled starting from August 01, 2025*

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Wow! That's impressive parent interaction

Typically there are 2 contacts per student. 23% parent interaction could mean that 46% of families are interacting!



What's **Next**

- Full implementation of ParentSquare on all campuses by August 2026
- Pilot StudentSquare in Spring 2026
- Explore transition to SmartSites in Summer 2026