



**GOVERNING BOARD AGENDA ITEM
AMPHITHEATER UNIFIED SCHOOL DISTRICT NO. 10**

DATE OF MEETING: December 5, 2023

TITLE: ParentSquare Communication and Engagement Platform

BACKGROUND:

Amphitheater Public Schools is implementing a new communication platform across the District. The platform, called ParentSquare, replaces the previous emergency communication platform (Blackboard) and includes other tools for site communication with families. The change was necessary because Blackboard was purchased by another company (Finalsite), and the Blackboard platform is slated to be replaced or discontinued.

ParentSquare offers the following features:

- Urgent notifications to families and staff via text, email and recorded phone call
- Automated calls, including attendance calls
- Two-way communication between teachers and parents/guardians via messaging. This feature allows for automatic translation to more than 100 languages
- A social-media style news feed
- Features accessible on the web and through the ParentSquare app
- Secure document signing
- Volunteer and supply requests
- Newsletters

The Communications Department is leading the implementation of ParentSquare in collaboration with the Technology and the Office of Learning and Instruction departments and will provide an overview of the implementation plan and a demonstration of the platform.

RECOMMENDATION:

This is presented for the Board's information.

INITIATED BY:

Michelle Valenzuela, Communications Director

Date: November 27, 2023

Todd A. Jaeger, J.D., Superintendent