



D45

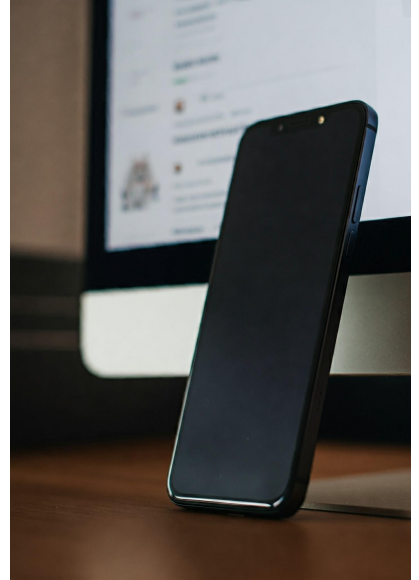
Connecting with Families Update

Mike Pinney
Chief Information
Officer

Beth Slusher
Director of Digital
Learning & Innovation

Communication Challenges from 2024-2025

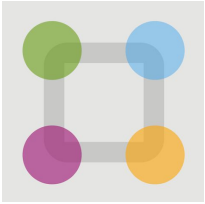
- D45 has over 40 different languages spoken at home
- Only 4 out of ~250 homerooms district-wide have only English spoken at home
- Unengaged or disengaged families
- Current systems do not always display well on phones
- Communication overload
- Disjointed communications



Addressing Communication Challenges

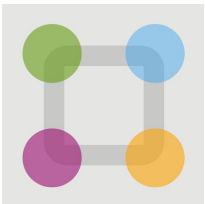
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Preferred Language

- 150+ languages available
- Registration - Each parent could choose a language
- ParentSquare App - Each parent can update their preferred communication language
- Current language breakdown
 - 86% English
 - 13% Spanish
 - 1% Other languages



Welcome

I only need one session; I think 6:00 is a good time.

I apologized twice for not registering, but when I received the message I thought I had forgotten to register.

Thank you very much

 [Hide original message.](#)

مرحباً

احتاج الى جلسته واحدة فقط اعتقد الساعه ٦:٠٠ مناسبة

اعتذر عن التسجيل مرتين ، لكن عندما استلمت الرسالة اعتقدت اني نسيت التسجيل

شكرا جزيلاً

11:47 AM



OK, thanks a lot

 [Hide original message.](#)

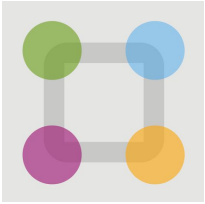
Ok muchas gracias

9:30 AM

Addressing Communication Challenges

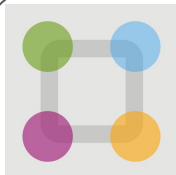
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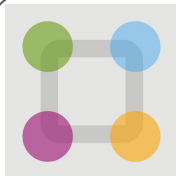
Phone Use and Engagement

- 2,010 parents have installed the ParentSquare app
 - 1,758 parents have ParentSquare app notifications turned on
- 2,230 parents interacted in ParentSquare



Parent Communication Settings

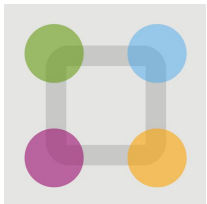
- Notification Types:
 - Urgent Alerts
 - General Announcements
 - School Alerts
- Delivery Methods:
 - Email
 - Text
 - App notifications
- Frequency Options:
 - Digest (daily summary, recommended)
 - Instant (real-time notifications)



Staff Feedback

I am able to post the goings-on in the classroom. **It helps parents be involved in the learning process.** It makes them feel a part of the community. Parents say that they love being able to have conversations with their kids at home about what they are doing and learning in the classroom. **I have put posts up asking parents to volunteer and it is an easy way to get their responses quickly.** Parents who can be hard to reach on the phone can be accessed easily through ParentSquare.

- **Mrs. Scheele, 3rd Grade Teacher at North**



We have expanded our opportunities to increase communication with families. **Staff can easily send classroom updates in multiple languages to all families.** The messaging feature also allows for timely, informal, two-way communication that families can receive and respond to in their preferred language and format.

ParentSquare supports evolving communication needs by reaching families through text, app, or email, with all classroom, school, and district communications housed in one place.

An added benefit is the ability for parents to easily search past messages, allowing staff to quickly direct families to relevant information.

During our conference scheduling pilot, we found the process simple and efficient. Parents could easily sign up, reminders were easy to send, and teachers could view registrations in real time.

Effective communication depends on messages being received and understood. **ParentSquare supports this through multiple delivery options and language accessibility.**

- **Dr. Derdenger, York Center Principal**

Questions?

