



# ParentSquare

**September 16, 2025** 



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# **QUICK OVERVIEW**

- Inclusive
- **Translation**
- Secure Conversation
- Easy to Use
- Efficiency
- Reports and Analytics

#### ONE UNIFIED COMMUNICATION PLATFORM

Built for Connection, Enhanced by Al ParentSquare is a unified communication platform designed to consolidate all parent and guardian communications from the district, schools, classrooms, and activity groups into one easy-to-use system. This will streamline our communication efforts and ensure consistency across the district.

#### **Available Features Include:**

Mass Notifications

**Smart & Urgent Alerts** 

Including lunch balances

Quickly send by email, SMS, voice and app



Social Media & Website Share Share on Twitter/Facebook/Website



**Attendance Notifications** Day/period absences with excuse notes



Secure Document Delivery Save paper, maintain privacy

Personalized Auto Notices



Posts & Newsletters Media-rich posts, templates

**Direct Messaging** 

Connect with specific students/parents

Appointments

Including parent-teacher conferences

Posts & Newsletters

Volunteering & Sign Ups Include pictures, files and videos

Increase family support, track volunteer hours

StudentSquare (Student App) Increase student responsiveness

Search by name, email, phone, child

Forms & Permission Slips Save time and paper

**Invoices & Payments** 

Fundraise, accept secure online payments

Calendar & Event RSVPs Increase attendance

Polls & Surveys

Get feedback fast from families

**Electronic Signatures** 

Collect parent signatures securely online

Community Groups

Extend to alumni, community members and others

Easy-to-Use Interface

Create or manage even from a mobile phone

**Content Migration & Design** Launch your new site with full support

**Unified Website & Communications** Publish once, deliver to all targeted channels **ADA Compliance** Establish and maintain accessibility for all

Beautiful, Templated Designs Showcase and maintain your unique brand **Search Engine Optimization** Make sure your community finds you first

**Powerful User Permissions** 

No Hidden Limits or Fees

Manage in one place by role or individually

Unlimited admins, content storage, calendars, etc.

# BENEFITS OF PARENTSQUARE

- ONE unified communication platform. If you have a child at Talala Elementary and CM High School, parents can view communications for both schools in the ParentSquare app.
- Provides 150+ different language translations for our parents and guardians instantly.
- Facilitates better student and parent engagement.
- Provides quick data and reports on communication reach.
- Allows administrators and staff to schedule posts and alerts in advance or send immediately.
- Fosters two-way communication conversations with parents that is recorded (Phase 2).



# **STAFF TRAINING**

- August 22
  - Administrators Virtual Training
- September 17
  - Administrators will participate in an additional training session.
- September 18
  - Secretary/Office Staff Training
- February 13
  - Certified staff training as part of our Phase 2 second phase rollout.
- Resource information is currently available on the Staff U-Net.



# **CONTRACTS AND VENDORS**

- The district's contract with our former communication system, SchoolMessenger ended in June 2025, resulting in no overlapping vendor payments.
- The district will consolidate other services such as ClassDojo, Remind, PeachJar, and incorporate those into ParentSquare.
- ParentSquare will become our all-in-one communication hub.
- ParentSquare is user-friendly and easy-to-use. We have multiple resources for parents on the website and staff resources on the Staff U-Net.









### **ROLL OUT - PHASE 1**

# **September 22, 2025**

#### ParentSquare will **ONLY** be used for:

- Alerts, notifications and posts (phone calls, emails, texts, and alerts on the app to parents and/or staff).
- Attendance Calls
- Bus route alerts and notifications.
- District calendars and contact information.
- All communications will be translated into the registered language of the parent/guardian except for attachments and images.
- Rollout plan for parents and staff will begin on September 22, 2025.

## **ROLL OUT - PHASE I COMMUNICATION PLAN**

# **September 22, 2025**

#### **EXTERNAL**

- Community Newsletter August 2025
- Website Content (Information for Parents) August 2025
- Post/email welcome to parents September 2025
- News section on websites September 2025
- Social media posts September 2025
- "Connecting Families, Building Communities" October 2025

#### **INTERNAL**

- Principal Training August 2025
- Staff Intranet Info. August 2025
- Secretary Training September 2025
- Internal Announcement via Staff Email and Intranet September 2025

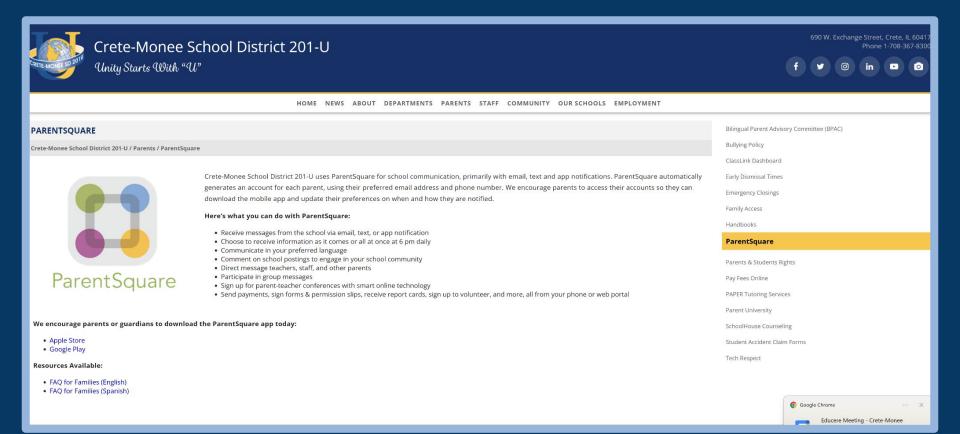
# ROLL OUT - PHASE 2 February 13, 2025

ParentSquare will **ONLY** be used for:

- All Phase 1 communications.
- Teachers sending messages directly to their class.
- Direct messaging with parents/guardians.



# PARENT RESOURCES AVAILABLE ON WEBSITE



# **QUESTIONS**

# THANK YOU TO OUR BOARD OF EDUCATION & SUPERINTENDENT!



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**Dr. Kara Coglianese** *Superintendent*