ParentSquare

Challenge

In the evolving educational landscape, effective school-to-home communication is crucial for student success. Scottsdale Unified School District (SUSD) faced communication challenges with the parents of its 21,500 students, as educators were using various platforms with no oversight from SUSD administrators. There was no consistent, reliable source of information for families.

Solution

Following a successful pilot in the 2022-2023 school year, SUSD adopted ParentSquare to improve communication between schools, parents and students. This unified platform offers parents a centralized portal to connect with their child's educators, leading to greater engagement, attendance and collaboration.

ParentSquare streamlines the exchange of information between district administrators, principals, teachers, staff, and parents. It serves as a central hub for updates, expectations, and achievements, and enables secure, two-way communication for students in grades 6-12 with teachers, coaches, counselors, and club sponsors.

Messages are automatically translated to each family's home language, breaking down barriers and enhancing overall communication.

25,665	3,197	27,559	99.8%
Students	Staff	Parents	Contactable

▶ Feature Usage:

- 47,000 Auto Notices
- 456,628 Direct Messages/60,805 Threads
- 253 Forms/Permission Slips
- 544 Smart Alerts
- 1,284 Calendar Events/ 152 RSVPs Requested
- 6,901 Files Shared
- 23,954 Items Requested
- 26,432 Photos/Videos Shared
- 36,480 Posts
- 65,679 Volunteers Requested

▶ Parent Engagement:

- 43% of Parents Interacting
- 3,621 Commented
- 7,473 Appreciated
- 1,180 RSVP'd
- 5,832 Volunteered
- 3,978 Forms/Permissions Completed

Learning Impact Outcomes

The implementation and utilization of ParentSquare has demonstrated improved contactability. Parents are now connected to the classroom and their student's educational journey in a regular and reliable fashion so they can better support their student's needs/success. The positive outcomes include:

Enhanced Contactability
Implementing ParentSquare pushed data cleanup in our student information system, resulting in 99.8% contactability, with only 38 records districtwide requiring attention. ParentSquare helps us identify gaps, ensuring that we can reach all families.

Increased Parental Involvement
Informed and engaged parents better support their children's learning at home and school. 46% of SUSD parents have already downloaded the ParentSquare app.

Simplified Processes
ParentSquare simplifies scheduling parent-teacher conferences and facilitates ongoing communication between parents and teachers. This allows timely feedback on student progress, addressing concerns promptly. It also streamlines field trip permissions, calendar events, RSVPs, volunteers, and donations.

Emergency Alerts and Communication
Staff and families can be alerted quickly and efficiently with important safety messages. The platform has proven its value in emergencies and has been appreciated by families for providing frequent communications and guidance, preventing their rushing to the school and needlessly complicating the emergency response, as was experienced in some previous situations.

Auto Notices: (Attendance)
SUSD is on track to achieve Key Performance Indicator for improved attendance – Increased student attendance at ALL SUSD Schools..

Return on Investment

SUSD teacher adoption is impressive with 62% of teachers having created a post so far this school year. ParentSquare's goal for a healthy district is to have 40% of teachers posting. Because ParentSquare now serves as a centralized platform for sharing updates, announcements, and resources related to digital learning, our digital learning ecosystem has been streamlined. ParentSquare's analytics provide schools with valuable insights into parent engagement and communication trends. Schools use this data to identify areas for improvement, tailor communication strategies to better meet the needs of families and measure the effectiveness of their digital learning initiatives over time.

Implementing ParentSquare transformed SUSD's school-home communication and engagement landscape in the context of digital learning, leading to greater accessibility, efficiency, and collaboration within the educational community.