ParentSquare

Connecting School & Home: Streamlining Communications with ParentSquare and Skyward

THANKS FOR JOINING!

February _____



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Director, Demand Generation

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Please Welcome Our Panel Members!



Liz Boyles

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Qmlativ



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CHSD 230

Qmlativ



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Ridgewood CHSD 234

SMS 2.0...for now

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Integrations:
Skyward (Qmlativ & SMS)

“The more opportunities teachers and parents can communicate with one another, the better equipped both are to help students thrive,” said Ray Ackerlund, president of Skyward. “By combining the power of Skyward and ParentSquare, communication barriers will be removed and families and schools alike can focus on what matters the most — the students.”

We are a Preferred Partner!

- ParentSquare is a preferred family / parent engagement partner!

Our seamless integration offers:

Qmlativ and SMS:

- Documentation provided during implementation on how to create the required data files
- Skyward provides assistance for setting up the nightly import of data files using SFTP protocols. For SMS, ParentSquare is included in SkyBuild!
- Skyward and ParentSquare have collaborated on fine tuning an API for Qmlativ to send data to ParentSquare.
- Support provided by our friends at Skyward
- **Flier** with more information

We have built a strong integration

- **Documentation**
  - Provided during implementation on how to create the required data files
- **SMS**
  - Skyward provides assistance for setting up the nightly import of data files using SFTP protocols. For SMS, ParentSquare is included in SkyBuild!
- **Qmlativ**
  - Skyward and ParentSquare have collaborated on fine tuning an API for Qmlativ to send data to ParentSquare.

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In a couple of sentences, what is ParentSquare?

The Solution

The preferred platform for engaging all families



Mass **Notifications**

Deliver the right message, at the right time.



Classroom **Communications**

Empower teachers to reach every family in their home language.



School **Services**

Go paperless with digital forms, secure documents, online surveys, sign-ups, and more.



School **Websites**

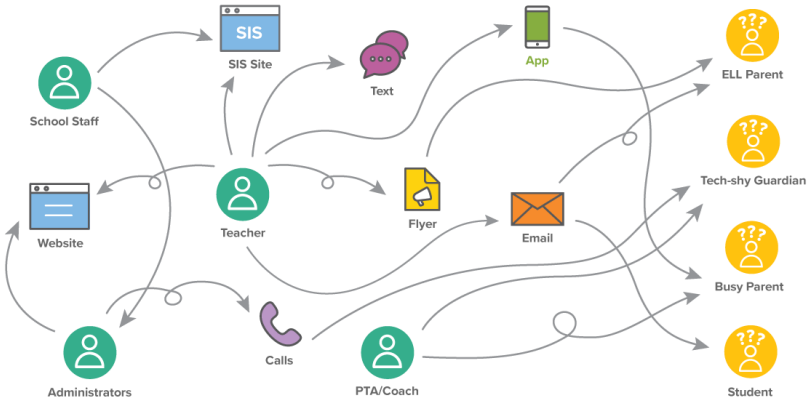
Connect with your community, build your brand, and tell your story to the world.

ParentSquare

What did your communications look like before and after using ParentSquare?

The Challenge

Before ParentSquare



Alert systems

Blackboard, SchoolMessenger

Classroom

ClassDojo, email

Newsletter

Constant Contact, Mailchimp, S'more, Peachjar

Sports, clubs, and extracurriculars

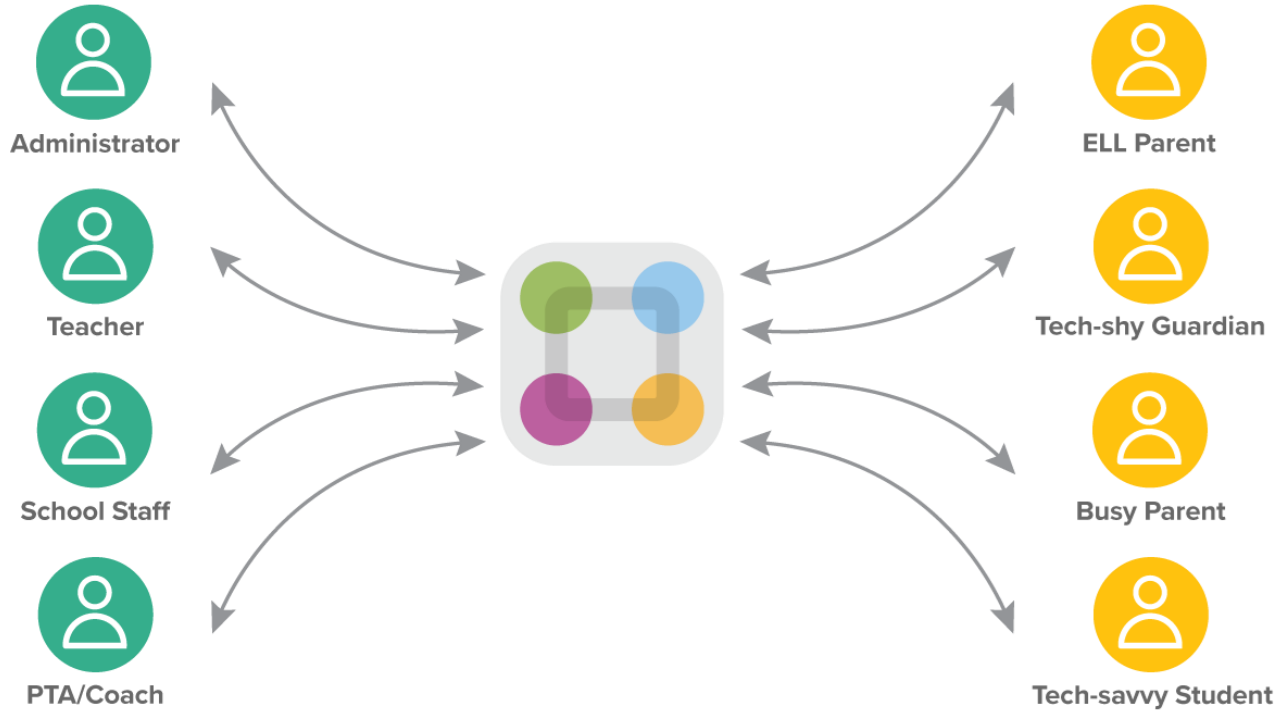
TeamSnap, Gamechanger

Website and community

CMS, Apptegy, Finalsite

The Solution

After ParentSquare



The Solution

Reach families on the channels of their choice

Text

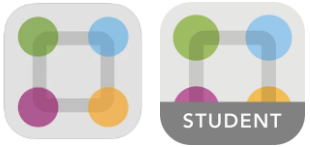
Email

Voice

Website



Push notification



App

Instant or digest at 6 p.m.

Simultaneous updates

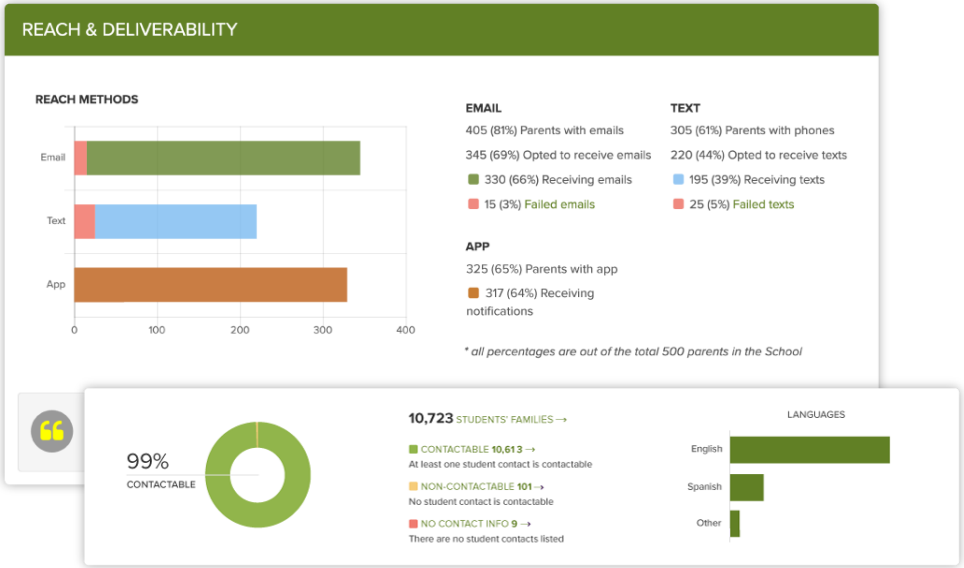
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How does ParentSquare x Skyward make your life easier?

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ParentSquare Tip

Use Analytics to Find Bad Data and Improve Contactability



Get True Reach

See which student families are contactable, which ones are not contactable (you cannot reach any parent via email or phone) and which students you do not have any contact info.

Easy Tips

For each analytic, see recommendations and tips for improvement.

Track Individual Groups

Track how your school or each group like ELL, FRL, and language group interacts with the messages you send home.

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Contact Verification

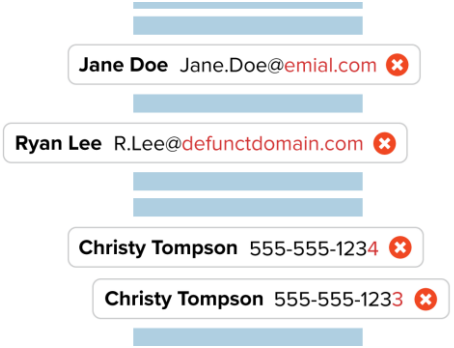
The Problem

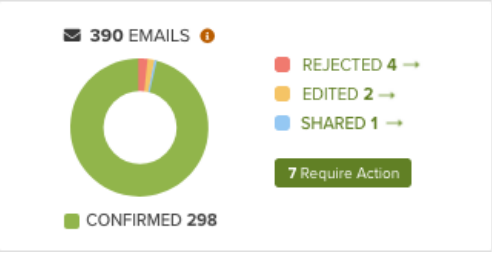
Parents

- Only allowed one phone/email per account, children at multiple schools = multiple accounts
- Contact info can't be shared amongst family, must contact school to update

Schools

- Often have outdated/incorrect parent/guardian contact info & must manually update & track down correct info
- Different emails/phones tied to the same person for each student require manual merging





The Solution

Parents

- Can log in to their account using any of their emails/phones & can share contact methods with other family members—if a contact detail is wrong, parents can reject it & suggest corrections
- Safely maintain staff & personal contact details in a single account for staff who also have children in school

Schools

- Receive real-time reports of parent updates & easily fix contact details in SIS
- Save time spent chasing families with bad data

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What did your evaluation and implementation look like?

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Quick & Easy Onboarding



1 Discovery

- Understand unique needs
- Identify champion
- Define success and timeline

2 Data Load

- Load staff, rosters, student and parent contact data
- Get school sites and accounts ready for training
- Support data clean-up if necessary

3 Trainings

- Create familiarity, empower everyone to use platform
- Help create first post and send out first message
- Show how to find help and support

4 Launch

- Share sample welcome posts
- Share parent/student resources - flyers, slideshows, posters
- Help school send activation link

5 Monitor

- Keep track of success metrics
- Send weekly updates
- Provide friendly support for everyone

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Technology is an investment. What ROI do you see with ParentSquare? Skyward?

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How have your communications become more equitable for your families?

The Solution

Connect with families in their preferred language

Real-time two-way translation

All messages include automatic two-way translation, so both teachers and family members can communicate comfortably in their preferred language.

190+ languages supported

ParentSquare uses Google Translation software to translate content. You always have the option to view original text.



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Describe a ParentSquare feature that “works like a charm” and how you use it.

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What’s new at ParentSquare?

School Services

ParentSquare Pay

Simplify school payments from start to finish

Bring school payments into the platform you're already using, with **integrated notifications**, **streamlined payment tracking and follow-up**, and **consolidated reporting across multiple schools**.

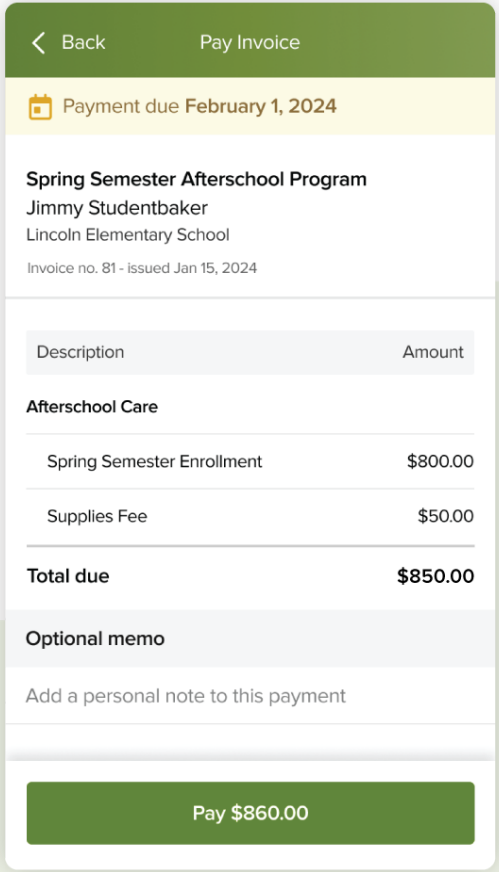
Meet families where they are

Families get payment requests and notifications through their preferred communication channels and **make payments right in ParentSquare** with just a few clicks—no separate logins required.

Built to handle all kinds of K-12 payments

Use ParentSquare Pay to **request payments** for optional expenses or **create invoices** to bill for incurred costs, including:

- Field trips and chaperone expenses
- Afterschool and extended day programs
- Technology insurance and device repairs
- Fees and contributions for sports, academics, and extracurriculars



Attendance

ParentSquare Attendance Plus

Transform attendance communications with proactive, tier-based, positive engagement—right in ParentSquare.

Build connection, not just compliance
Help families feel seen and supported before absenteeism becomes a problem.

Smarter tools for your team—not more tasks
Simplify workflows and tasks so your staff can focus on supporting attendance

Tier-based engagement, powered by ParentSquare
Enhance your attendance strategy with research-informed guidance in a trusted platform

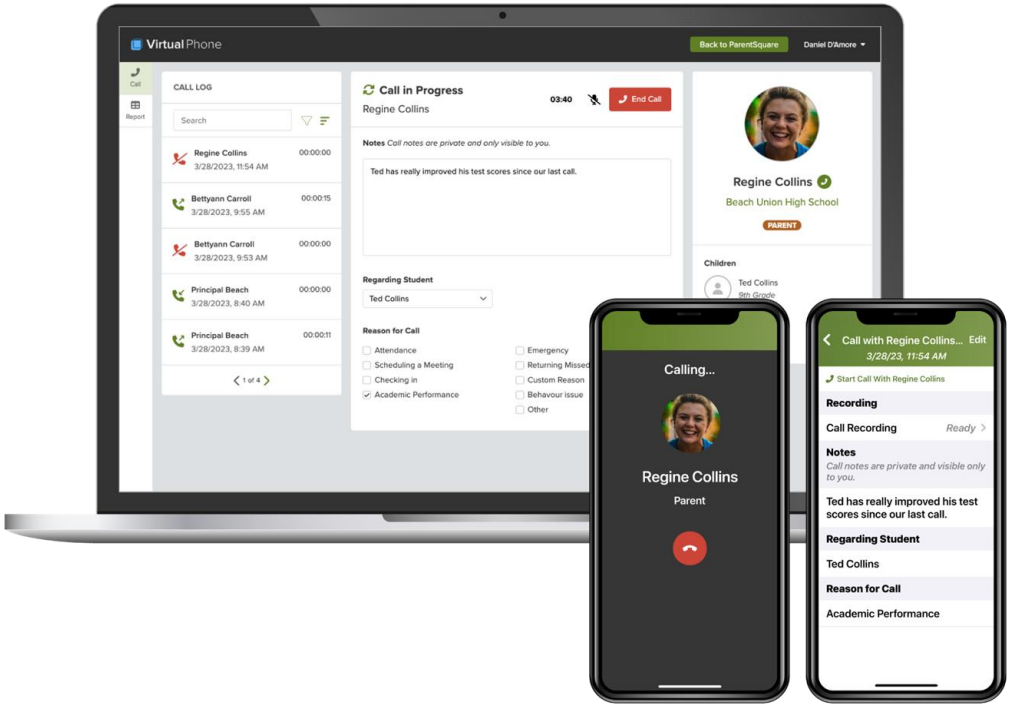


Classroom Communications

ParentSquare

Introducing Virtual Phone

Calling parents on their phones is **quick**, **easy**, and **tracked**–all from within **ParentSquare**.



Classroom Communications

Calling Home Today



Outdated desktop phones can make it difficult to:

- Document completed calls
- Provide recordings when needed
- Keep up with call logs



It takes time to reference a directory to find contact information, ensure accuracy, and keep track of what calls were completed and why they were needed.



Teachers are resorting to using their own cell phones. This leads to:

- Data privacy concerns
- Unmonitored conversations
- Potentially unwanted contact from parents.

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Thank you!

ParentSquare

Continue the conversation at

ParentSquare Booth #11


Bill


Jay


Corey


AJ

Scan for a Demo

ParentSquare

Continue the conversation at

ParentSquare Booth #11



Bill



AJ



Jay



Corey

Scan for a Demo