

Engage All Families with School Communications

ParentSquare is the only fully **unified platform** that engages every family with your communications, from the district office to the classroom teacher—all in one place. You know who's not being reached, with tools to improve contactability, **communications equity** and **oversight** while maintaining privacy and security.



Unify All Communications

Save time, streamline work. Send everything—mass notifications, classroom posts and one-to-one messages—using tools built to work together, not pieced together.

Integrate School Services

Increase involvement. Embed forms, conference appointments, volunteer requests, progress reports and more directly into your communications.

Reach Every Family

Remove barriers. Use text, email, app or voice messaging, plus automatic two-way translation in 100+ languages.

Learn from Analytics

Get insight. View reports for oversight into all communications with analytics to improve family contactability.

Ensure Privacy & Security

Protect data. Trust adherence to industry-standard security protocols and certification by iKeepSafe for compliance with FERPA, COPPA and CSPC privacy protections.

“We’re reaching 98% of families in our district and our parent engagement levels are higher than ever!”

- **Dennis Haynie**, Director of Technology, Andrews ISD

ParentSquare is the only fully **unified** product that engages every family with school communications and communications-based services—all the way from the district office to the classroom teacher, and all in one place.

Mass Notifications

-  **Urgent Alerts**
Quickly send by email, SMS, voice and app
-  **Social Media & Website Share**
Share on Twitter/Facebook/Website
-  **Personalized Auto Notices**
Including lunch balances
-  **Attendance Notifications**
Day/period absences with excuse notes
-  **Secure Documents**
Save paper, maintain privacy
-  **Posts & Newsletters**
Media-rich posts, templates

Classroom Comms

-  **Direct Messaging**
Connect with specific students/parents
-  **Appointments**
Including parent-teacher conferences
-  **Posts & Newsletters**
Include pictures, files and videos
-  **Volunteering & Sign Ups**
Increase family support, track volunteer hours
-  **StudentSquare (Student App)**
Increase student responsiveness
-  **Directory**
Search by name, email, phone, child

School Services

-  **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
-  **Health Screening**
Fast, daily checks for students/staff
-  **Community Groups**
Extend to alumni, community members and others

One Unified Platform

-  **Oversight & Accountability**
Track comms and usage in one system
-  **Analytics & Reporting**
Measure and improve engagement
-  **SIS Integrations with SSO**
API, SFTP, SIS partnerships
-  **Archiving**
Retain messages for five years
-  **Security, Privacy & Accuracy**
Full compliance, data correction tools
-  **Mobile App & Web Portal**
Send and receive messages from anywhere
-  **Onboarding, Training & Support**
Consistently rated 10 out of 10
-  **Language Translation**
100+ languages - reach ELL families

I Love ParentSquare because: me mantiene en comunicación con las maestra y la directora de mi hijo, no sólo de Canalino School sino también con las maestras de mi hijo en middle school. Recibo información al instante y me mantiene al día con lo que mis hijos estudiaran cada semana. Este medio es fácil, informativo y lo más importante mantiene seguridad en todo momento. Creo que cada padre debería de usar esta herramienta para así ser de mejor ayuda en los estudios de nuestros hijos.

Parent

Carpinteria USD (CA)

ParentSquare is the BEST in helping teachers and families connect! It is easy and fun! I love the options to make creative posts, the personal message option, and the directory is a life saver!

Dylan Glanzer

Classroom Teacher

BASIS Independent McLean (VA)

ParentSquare is the best tool we've invested in all year. It's raised the quality of our communication with our families and best of all, our parents, teachers and staff love it! The user experience is well thought out and the product speaks for itself.

Leah Davis

Principal

Charlotte-Mecklenburg Schools (NC)

ParentSquare has been a game changer for our school district! Communication options are now consolidated and can be tailored to fits the needs of both the sender and recipient. Add-on features such as forms, parent conference scheduling, health screening, and more quickly became go-to items to streamline our workflow, and we're only a few months into implementation. Parents, teachers, and administrators are raving about the ease of use and overall functionality. In short, ParentSquare rocks!

Troy Decker

District Administrator

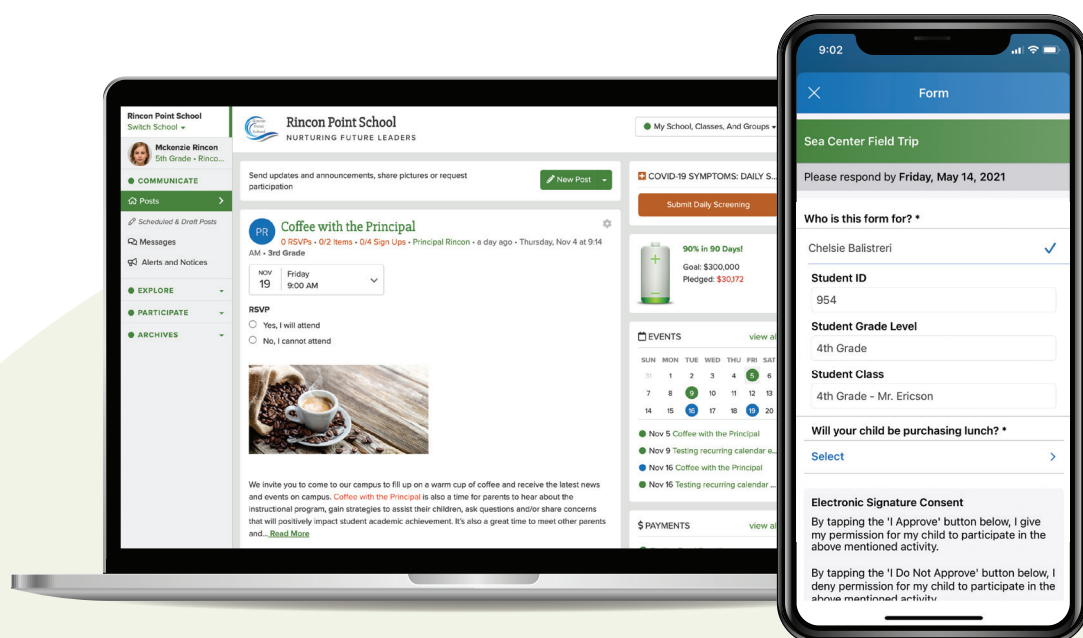
Indian River Central School District (NY)

ParentSquare is hands-down the best investment our district has made when it comes to engaging and communicating with students, parents and staff. We have been able to raise the reach and frequency to our stakeholders. Our principals and school office supervisors all rave about its ease of use, and our families appreciate the various ways in which to receive info via posts, emails, texts, app, website or calls.

Marci McFadden

Chief of Communication and Engagement,

Monterey Peninsula USD (CA)



Quick and Easy Onboarding

Steps we take to get you started quickly and ensure continued success



1. Discovery Call

- 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 Kit

- 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

ParentSquare & Data Privacy

Protecting the privacy of our schools, students and users is a top priority, and we proudly maintain compliance with confidentiality and privacy laws.



iKeepSafe FERPA Certified

ParentSquare safeguards the privacy of student education records from unauthorized disclosure and fully complies with the Family Educational Rights and Privacy Act (FERPA).



iKeepSafe COPPA Certified

ParentSquare requires that schools obtain verifiable parental consent before disclosing personal information for students under the age of 13 (optional use).



iKeepSafe California Student Privacy Certified

ParentSquare complies with what is considered the most stringent student data privacy and security legislation in the U.S.



Student Privacy Pledge 2020 Signatory

ParentSquare is a signatory of the updated Student Privacy Pledge to safeguard student privacy regarding the collection, maintenance, and use of student personal information.



No Advertising

ParentSquare does not do any targeted advertising, and no student profile is built by ParentSquare for reasons other than furtherance of school purposes.

ParentSquare & Data Security

We safeguard the confidentiality of all information we collect by adhering to industry-leading security protocols for data transfer and storage.



Powered by AWS

ParentSquare's physical infrastructure is hosted and managed within Amazon's secure data centers utilizing Amazon Web Service technology.



Authentication

Access to ParentSquare is authenticated using username/password and an audit log is maintained for all user access.



Data Encryption

Data is encrypted in transit and at rest to provide protection of sensitive data at all critical points in its lifecycle.



No Direct Access to Data

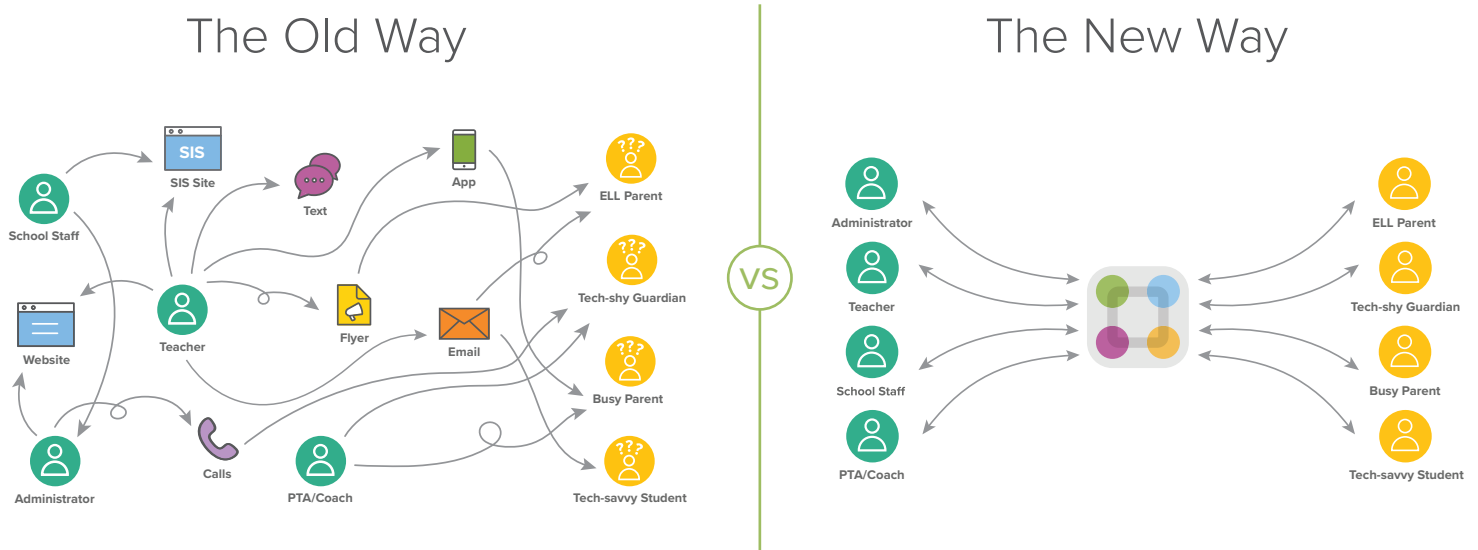
Student information is saved on a database housed on a separate server which has no direct interaction with public networks.



Cybersecurity Framework

We follow NIST Cybersecurity Framework best practices to secure our critical infrastructure and operations.

ParentSquare at a Glance



About ParentSquare™

ParentSquare is the only fully unified product that engages every family with school communications and communications-based services—all the way from the district office to the classroom teacher, and all in one place. Schools know who's not being reached, and they have the reports and tools to improve contact and communications equity while maintaining privacy and security. ParentSquare is relied upon by millions of educators and families in 47 states for unified, effective school communications, and its technology platform features extensive integrations with student information and other critical administrative systems, translation to more than 100 languages, and app, email, text, voice, and web portal access.

If you're ready to discover the power of more effective school-home communications for your district or school, please contact us to schedule a demo.

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www.parentsquare.com