



Decatur Independent School District
Board of Trustees Agenda Item

To: Board of Trustees
From: Monique Bird
Subject: Approval of ParentSquare Communications Platform
Meeting Date: July 30, 2026
Type of Item: ☐ Information ☐ Presentation ☐ Consent Agenda ☐ Discussion ☒ Action
Supporting Documents: ☐ Yes ☒ No

Background Information and Rationale:

Decatur ISD has a responsibility to support and engage teachers, staff, students and families in its mission “to empower lifelong learners to be visionary leaders in local and global communities.” Quality communication strategies and tools help make this mission a reality. As such, the district desires to provide a single channel that will improve communications throughout the district.

Currently, DISD units (teachers, coaches, etc.) use a fragmented approach to communication. This includes Facebook pages or groups, Class Dojo, email, text messaging, and a variety of other apps. This can make it difficult for parents to track communications relevant to their student or student’s school.

We recently identified ParentSquare as our recommended option for our goal of enhancing and strengthening DISD communications. Some of these reasons are outlined below.

Two-Way Communication: ParentSquare will increasingly, over time, improve our ability as a district and at individual teacher and staff levels to connect with families by allowing for two-way, back-to-back conversations in either a single app or via text message.

Safety: Multiple, fragmented communications systems can limit the district’s ability to monitor those communications; changing to ParentSquare will allow us to be proactive in this regard.

Client Satisfaction: Parent Square boasts a 99% retention rate among 42,000 school clients (For those who leave, the top reason is closure of that school.) Additionally, ParentSquare is Skyward’s only official partner, according to the platform.

Accessibility: ParentSquare also provides automatic translation and built in accessibility features.

Cost by Features: In addition to two-way communications, ParentSquare has several add-on features that are a better collective price than adding features to our existing system (Apptegy). In all, not counting onboarding expenses, ParentSquare costs about \$16,000 less for a similar suite of services and features. These include website platform with more functionality than our current site, a payment feature, direct integration with Skyward into staff directory (saving campuses time from manual updates), and signature feature for digital



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documents, to name a few. Also, we have the ability to let other, affiliated organizations, such as PTOs such many of the features within ParentSquare.

Rollout: Assuming no unexpected delays, we can have ParentSquares' two-way communication platform in place for the start of school. From there, additional features can be rolled out over the coming year – meaning that we would end other existing subscriptions as those contracts come up for renewal.

Support of Strategic Goals:

Goal 1: High Performing Students.

- 1.1 Students will be safe and secure.
- 1.2 Students will make annual academic growth in core areas.
- 1.3 Students will be provided multiple pathways to ensure college and career readiness.

Goal 2: Highly-Engaged Staff.

- 2.3 Staff will be highly engaged and supported to ensure retention of high-potential talent.

Goal 3: Community Engagement.

- 3.1 Community stakeholders will have various avenues to be engaged.
- 3.2 Community partnerships will be fostered through collaboration and engagement.
- 3.3 Community stakeholders will receive regular communication and be given opportunities to provide feedback.

Goal 4: Strategic Resource Management.

- 4.3 DISD will provide operational efficiency, effectiveness, and transparency to maximize taxpayer dollars.

Fiscal Implication:

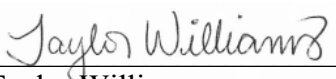
Approximately \$29,650 annually in new expenses (for features that currently do not exist), and approximately \$11,000 in one-time onboarding expenses for the 2026-27 school year.

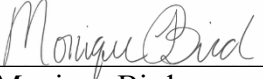
Administrative Recommendation:

The Administration recommends the Board approve the ParentSquare as DISD's new communications platform.

Contact Person(s): Monique Bird, Director of Strategic Communications and Engagement

Respectfully submitted,


Taylor Williams
Superintendent


Monique Bird
Director of Strategic Communications