



ParentSquare

Building a positive and supportive school
community

Presentation about Summer 2023 Launch
for Charlottesville School Board, August 3, 2023

One Unified Platform

ParentSquare is the premier 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

Maximize engagement and consistency

[Learn More →](#)



Classroom Comms

Empower teachers to reach every family

[Learn More →](#)



School Services

Send forms, documents and surveys

[Learn More →](#)

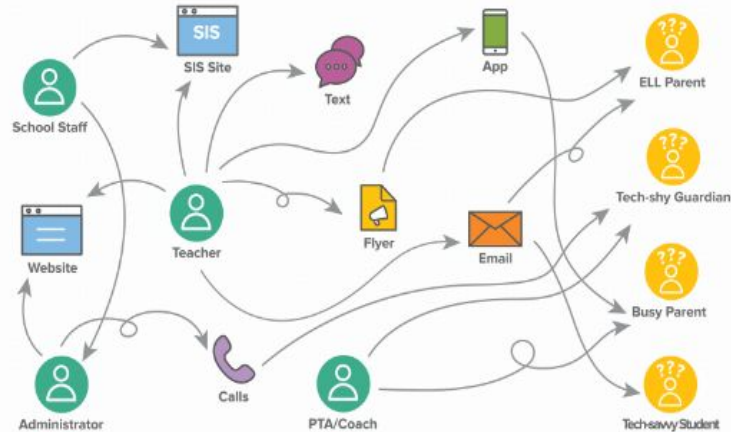


School Websites

Engage your community and make your brand stand out

[Learn More →](#)

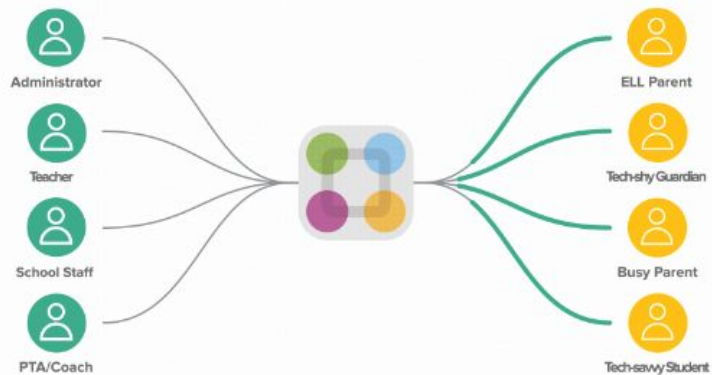
Before ParentSquare



Charlottesville City Schools Communications:

- School Messenger
- Remind
- Sports Groups
- PTO Email Lists
- Texts
- Email
- Website

After ParentSquare



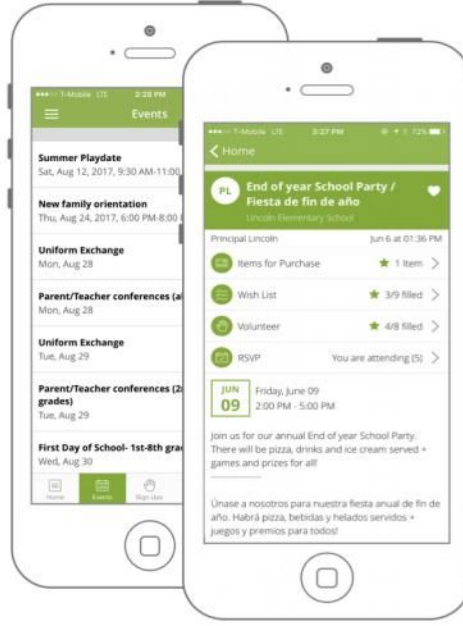
Make It Easier for Everyone to Communicate

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



Smart Alerts!

Get school wide announcements at your fingertips.



One Tap Participation

For volunteering, conferences, event RSVPs, payments, permission slips and more



Two-Way Communication

Send & receive real-time messages directly with teachers and administrators.



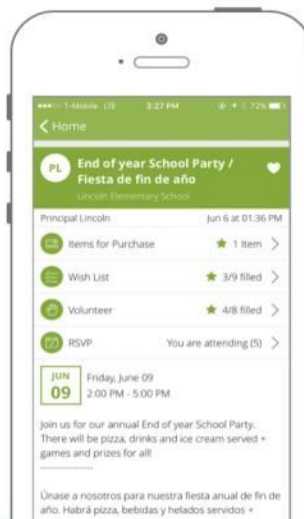
ParentSquare

How ParentSquare Works



1. Teachers & staff share school-related news on ParentSquare.

2. Parents receive, respond & sign up, and get automated reminders!



3. Everyone has easy access to all interactions in one place.



ParentSquare

Mass Notifications

Maximize engagement and ensure consistency with all the tools district leaders need.

The screenshot shows the 'Urgent Alert' interface. At the top, it says 'Urgent Alert'. Below that, under 'Recipients', it lists 'Lincoln Elementary School'. There are two main options: 'Choose from Message Library' (selected with a blue dot) and 'Create new message'. Under 'Choose from Message Library', a dropdown menu shows 'School Closed Due to Weather'. Below this, there's a checkbox for 'Create new message' and a checked checkbox for 'Automatically translate to the recipient's language. Edit translations'. A note states: 'This alert will be sent as a text, call, and email to all staff, parents, and emergency contacts.' There's also an unchecked checkbox for 'Include Students'. At the bottom, there are two buttons: 'Cancel' and 'Send Urgent Alert'. A preview window is overlaid on the right, showing the 'PARENTSQUARE' logo, the text 'Lincoln Unified schools are closed today. Stay safe, and we'll see you tomorrow!', and the word 'now'.

Urgent Alert

Recipients
Lincoln Elementary School

☒ **Choose from Message Library**

School Closed Due to Weather

☐ **Create new message**

☒ Automatically translate to the recipient's language. [Edit translations](#)

This alert will be sent as a text, call, and email to all staff, parents, and emergency contacts.

☐ Include Students

PARENTSQUARE now
Lincoln Unified schools are closed today. Stay safe, and we'll see you tomorrow!

Urgent & Smart Alerts

Send important alerts with a few clicks from your phone or desktop:

- Send to everyone or target specific groups (school site, bus route, sports team, etc.)
- Set up message templates ahead of time, including translations
- Broadcast to all channels (sms, email, app, web, voice) or
- Use Smart Alerts to send a text first with automatic failover to voice.



Library Book Return + Giveaway!

Beth Flores • Tuesday, May 25 at 10:45 AM • Lincoln USD



Lincoln Students, please make sure to return all library items by next Tuesday, June 1!

Students who have turned in all school library books and textbooks may choose a book to take home with them. We'll also have some other fun giveaways...

[Read More](#)

[Appreciate](#) • [Comment](#) • [Print](#)

 **5,978 Notified** • User Preferred Notifications • Staff, Parents, and Students

Communications & Newsletters

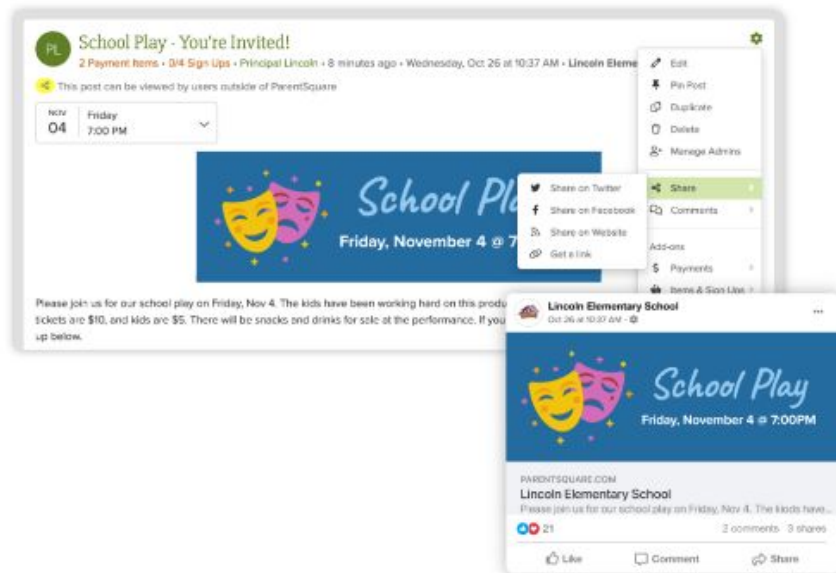
Send media-rich messages to families, staff, and even students.

- Save time and target the right people with built-in distribution lists through SIS integration.
- Ensure brand consistency with pre-defined templates for newsletters, classroom updates or any type of regular communication.
- Encourage audience responses through appreciations and/or comments.

Social & Web Share

Save time by managing both internal and external social posts through ParentSquare without having to share Facebook or Twitter passwords.

[Learn More →](#)



Classroom Communications

Empower teachers to reach every family, with the tools and channels they need at their fingertips.

James is having some trouble understanding the new math unit. Can you suggest some videos or websites?

🕒 9:55 am

Anne Bruckheimer

AB Ask him to come see me anytime before or after school or during recess. You can also have him visit this website...

11:37 am

One-to-One & Group Messaging

Conveniently message a parent privately, start a group conversation, or send a post to every parent/guardian of students in a class/grade/period, etc., with 2-way translation.

Principal Rincon

Hola Veda. Quería informarles que Emily recibirá un premio en la asamblea de la próxima semana por ser la mejor lectora de su clase y cumplir y superar sus metas de RA. Espero que pueda unirse a nosotros a las 10 am el viernes para verla recibir su premio.

PR

👁 This message has been translated automatically. Show original message.

9:23 am

¡Gracias, estaré allí!

🕒 10:13 am

Built-in Translation to 100+ Languages

Built-in translation means language differences won't block school-home communications.

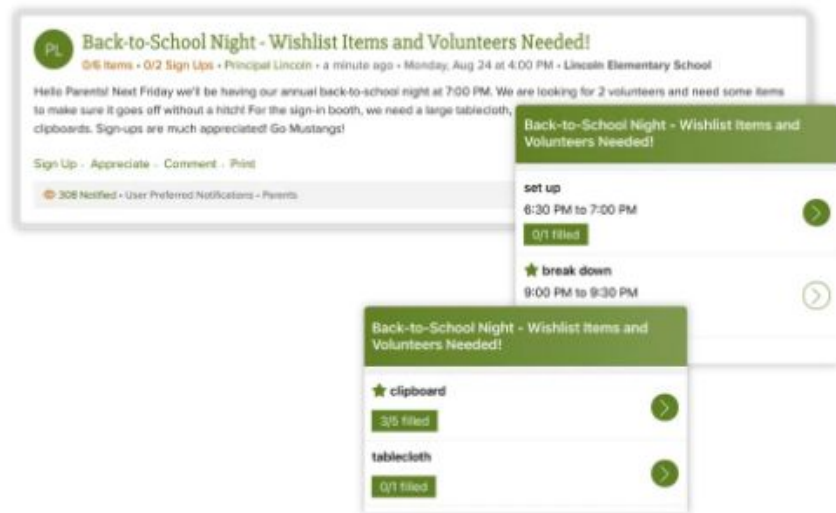
- Bring language settings across from your SIS or let users set it in ParentSquare
- Use instant, 2-way translation for direct messages
- Set up automatic *or* manual translations for mass alerts, posts, forms, permission slips

[Learn More →](#)

Extra Functionality (We May Roll This Out Slowly)

Volunteering & Supplies

Make it easy for parents to contribute their time or provide needed items by adding sign-up slots to your posts. Easily track progress and send reminders with a click.



Extra Functionality, Cont'd: Payments, Forms, & More All in One Place

Appointments

Grow participation rates for any type of appointment by adding time slot sign ups to your post. Streamline material pick-ups/drop-offs, counselor appointments, office visits, etc.

[Learn More →](#)

Appointment Sign Ups - Wilson

Thursday, May 6

Appointment Time Slot
12:30 PM to 12:55 PM
0/1 filled

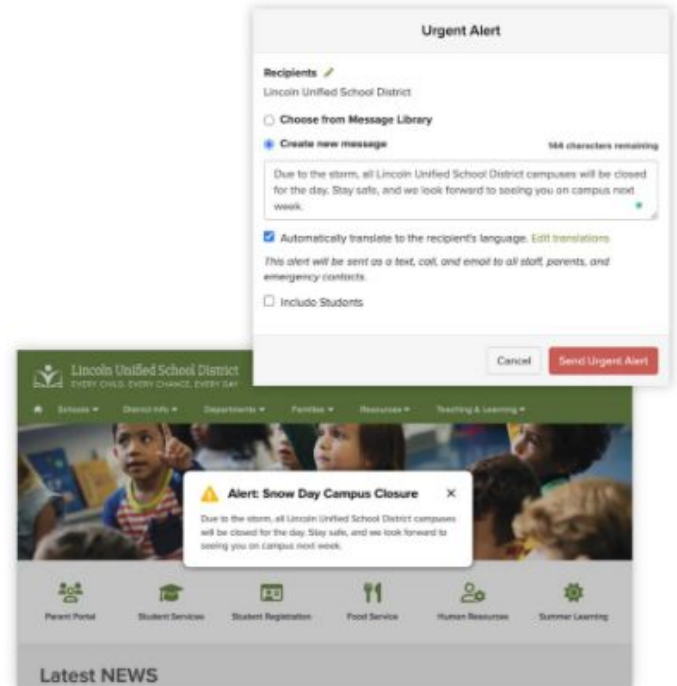
Appointment Time Slot
1:00 PM to 1:25 PM
0/1 filled

Appointment Time Slot
1:30 PM to 1:55 PM
1/1 filled ☒ Sign Ups Full

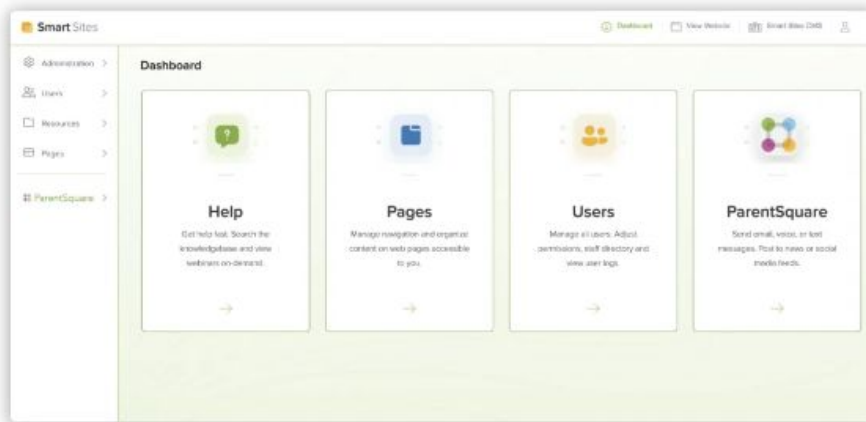
ParentSquare: Now with “SmartSites” integrated websites

Unified Website & Communications Tools

The website tool integrates with ParentSquare’s family engagement platform, creating a single platform for all communications. Publish media-rich posts and urgent alerts to multiple channels simultaneously, including website pages, social media, email, app, sms and voice.



SmartSites gives two ways to update the website – through the webportal or via the app.



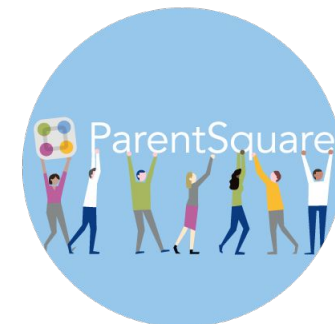
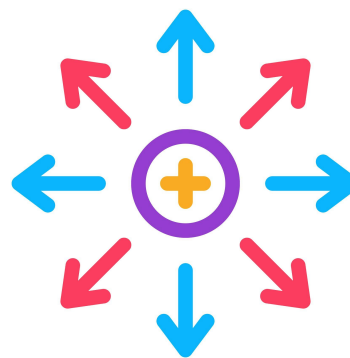
Easy-to-Use Interface

Manage content even from a mobile phone with our modern, intuitive school website tool. Users without any technical expertise can make website changes quickly and easily—with no coding or html skills required.

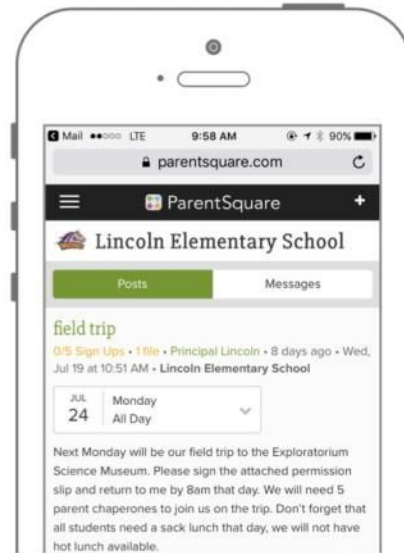
Create Once, Publish Everywhere (COPE)

Allows staff to create one message and simultaneously publish it as:

- a message or alert to families/staff/students,
- as an update on the website, or
- to social media.



In July, we'll ask families and staff to download the app.



1. Download the iPhone or Android mobile app

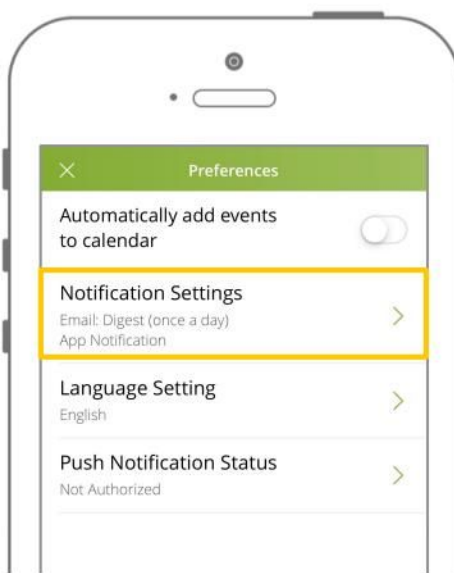
2. Log in with your email or phone registered with the school

3. Start receiving posts relevant to your child

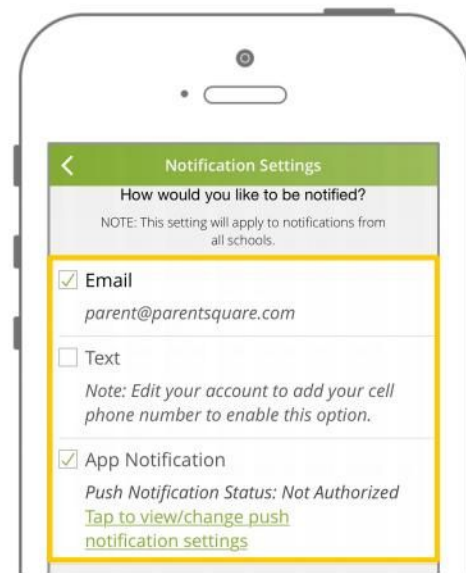
First steps are to set up notification preferences.



1. Tap the '☰' icon at the top left corner. Then tap 'Preferences'



2. Tap 'Notification Settings'



3. Select how you'd like to be notified



ParentSquare

They offer training videos for administrators, staff, and families.



The image is a thumbnail for a training video titled "ParentSquare 101 para familias entrantes de Kinder". It features a white background with colorful geometric shapes (squares and circles) in green, orange, blue, and purple. In the top right corner, there is a small orange square with a white letter 'a' and the name "Angelica Hernandez" below it. The title "ParentSquare 101" is in a large, green, sans-serif font, with "para familias entrantes de Kinder" in a smaller, green, sans-serif font below it. Below the title, the text "Escanea el código QR para descargar la aplicación" is written in black. Underneath this text are two QR codes. The first QR code is labeled "iOS" and the second is labeled "Android". To the left of the QR codes is a stylized tree graphic with a black trunk and colorful foliage (green, blue, orange, purple) containing various icons like a calendar, a document, a camera, a bell, and a share icon. At the base of the tree is a black smartphone displaying the "ParentSquare" logo. To the right of the QR codes is a large, light blue square with a smaller, semi-transparent purple square overlapping it, and a small teal circle to the right of the purple square.

ParentSquare 101
para familias entrantes de Kinder

Escanea el código QR para descargar la aplicación

iOS Android

Timeline

ParentSquare Communications

1-way communications launch in July

2-way communications launch mid-August

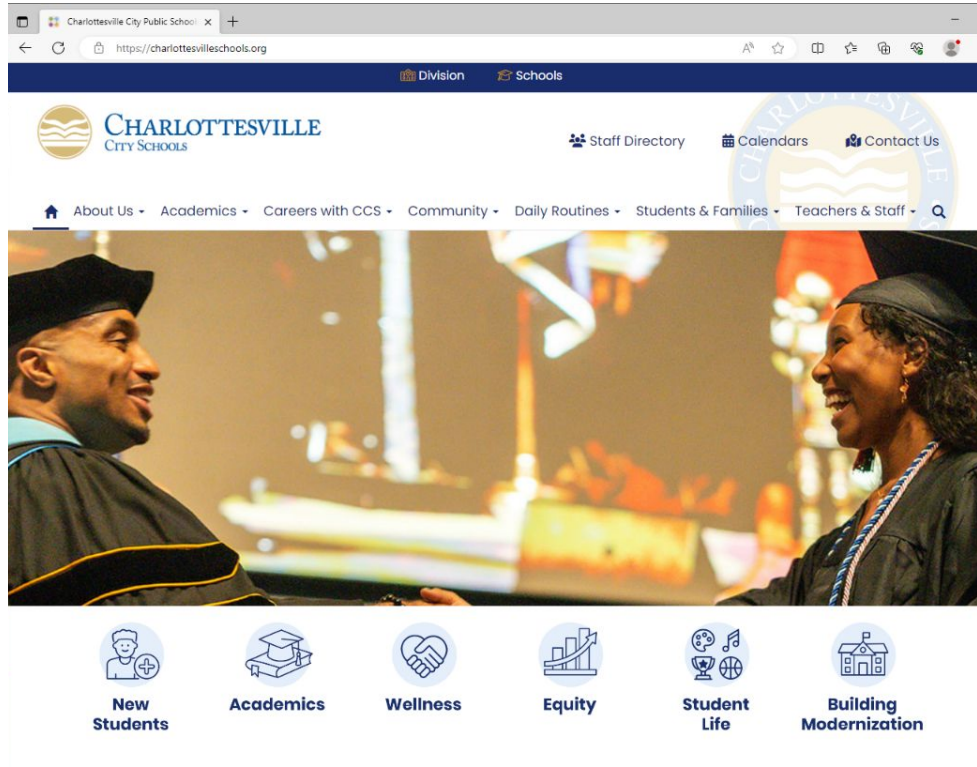
Staff PL during pre-week

SmartSites Website

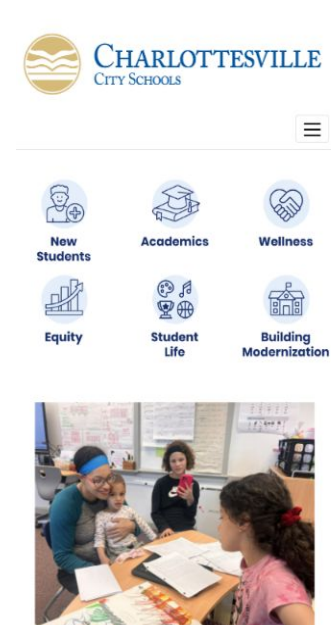
July 1 expected launch date



New website, same URL: charlottesvilleschools.org



Laptop View



Cell Phone View

Charlottesville City Schools

Schools

COMMUNICATE

Posts

Messages

Alerts and Notices

EXPLORE

PARTICIPATE

Charlottesville City Schools

Charlottesville City Schools

Send updates and announcements, share pictures or request participation

New Post



Introducing ParentSquare

Amanda Korman • 3 hours ago • Thursday, Jul 27 at 10:47 AM • Charlottesville City Schools



This post can be viewed by users outside of ParentSquare

Introducing ParentSquare!

We're excited to launch a new, division-wide tool for keeping families up-to-date with all that is going on with your child at school. Welcome 😊!

We're rolling out the features of ParentSquare slowly – first with general communications from the division and your school (as you received with School Messenger). As we get closer to the start of school, you'll start receiving... [Read More](#)

Appreciate · Print



No Notifications • Staff, Parents, and Students



22 people appreciate this post



Time To Re-Register Your Student

Beth Cheuk • 2 days ago • Tuesday, Jul 25 at 12:39 PM • Charlottesville City Schools



This post can be viewed by users outside of ParentSquare



EVENTS

view all

SUN	MON	TUE	WED	THUR	FRI	SAT
23	24	25	26	27	28	29
30	31	1	2	3	4	5
6	7	8	9	10	11	12

- Aug 3 School Board Meeting
- Aug 9 New Teacher Orientation
- Aug 10 New Teacher Orientation
- Aug 11 New Teacher Orientation

LINKS

view all

- Charlottesville Schools Website
- Cville Schools Menus
- PowerSchool login
- Canvas Login
- Mental Health Resources



Charlottesville City Schools

Published by Amanda Korman · June 8 ·

Congratulations to Charlottesville Schools' community relations team of Beth Cheuk and Amanda Korman for earning national recognition for their "Cville Kids Walk to School" public engagement campaign. Fantastic work! <https://www.nspr.org/.../Awa.../2023-Gold-Medallion-Winners>



National School Public Relations Association

June 7 ·

Congratulations to the eight districts that earned a 2023 Gold Medallion! NSPRA's Gold Medallion Award is the field's top competition that recognizes superior #... See more



CVILLE KIDS WALK TO SCHOOL

A Small-City Transportation Transformation

Charlottesville City Schools

Beth Cheuk, Supervisor of Community Relations

1562 Dairy Road, Charlottesville, VA 22903

(434) 245-2962 | cheukb1@charlottesvilleschools.org

Pre-K -12 School Division | 4,500 students, 9 schools

Number of Communications Staff: 2 (plus 1 Super Superintendent)



2023 NSPRA Communication Awards
Gold Medallion Entry: Public Engagement/
Parental Involvement Campaign

Charlottesville City Schools:
1 of 8 winners in 2023 of the top
school comms award given by the
National School Public Relations
Association.

