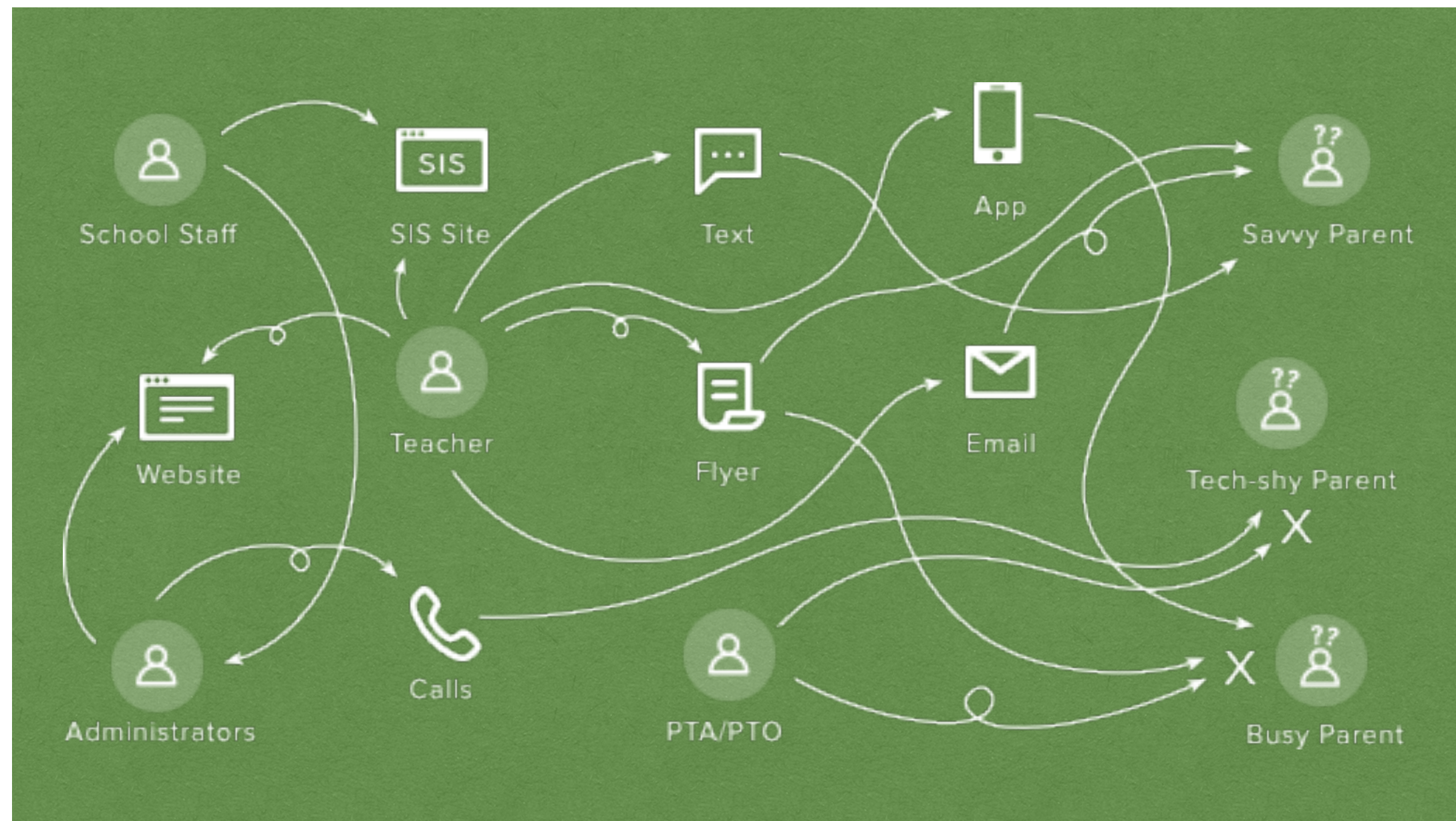


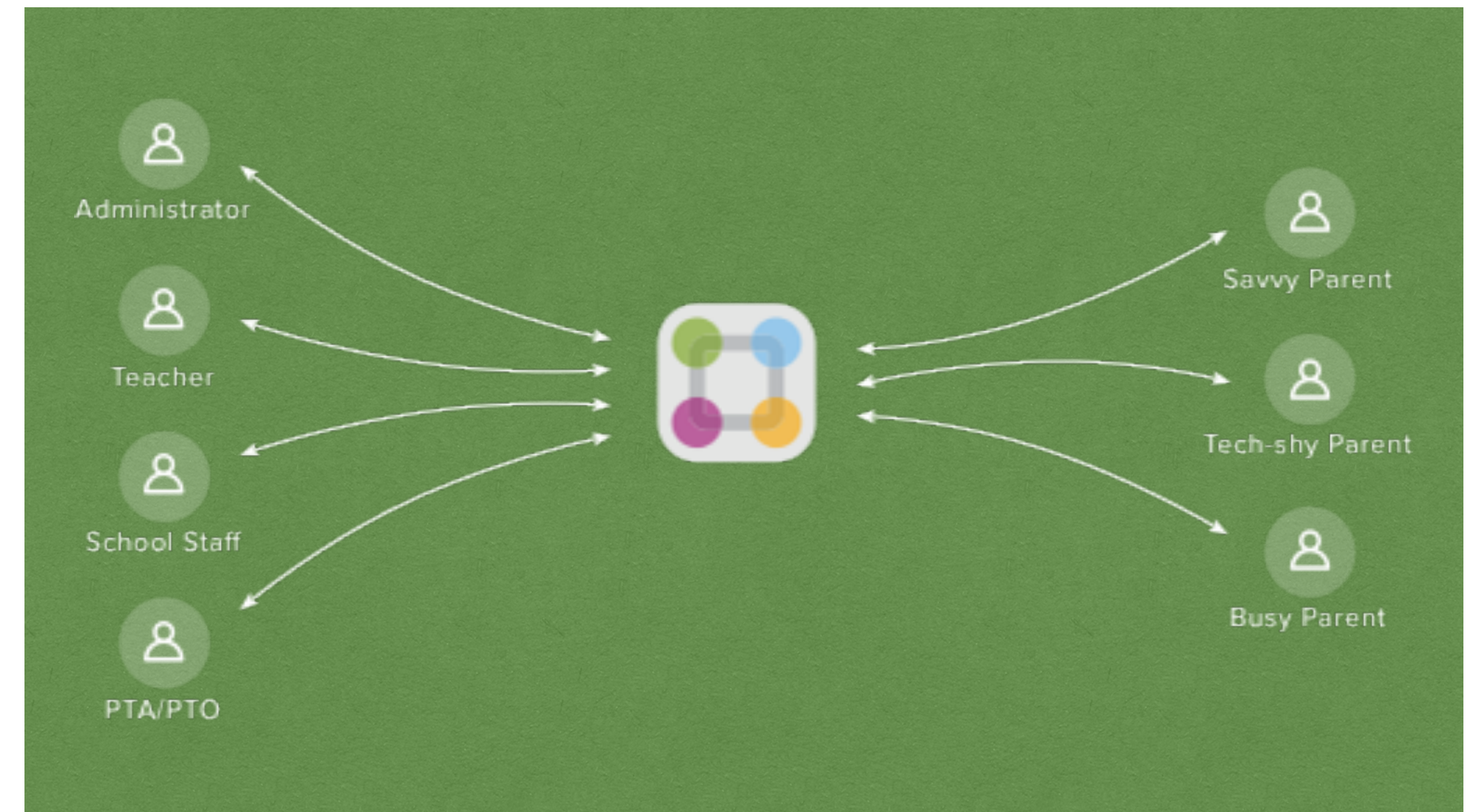


# Look Familiar?

## Before ParentSquare



## After ParentSquare



Collapse into One Secure Platform,  
Efficient PD & Adoption

# EVERYDAY ENGAGEMENT

## Beyond Alerts & Notifications into Meaningful Two-Way Engagement

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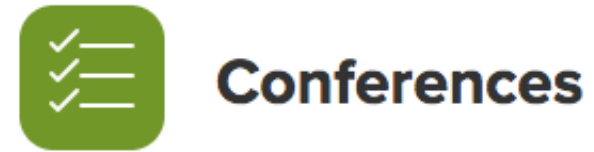
Sign Ups



RSVP



Polls



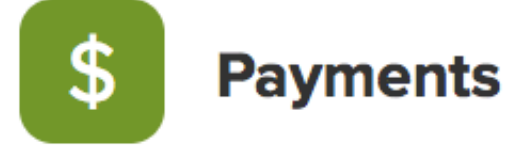
Conferences



Forms/ Permission Slips



Fundraisers



Payments



Pictures



Files



Links



Calendar



Directory/ User Accounts



Attendance



Lunch Balance Notifications

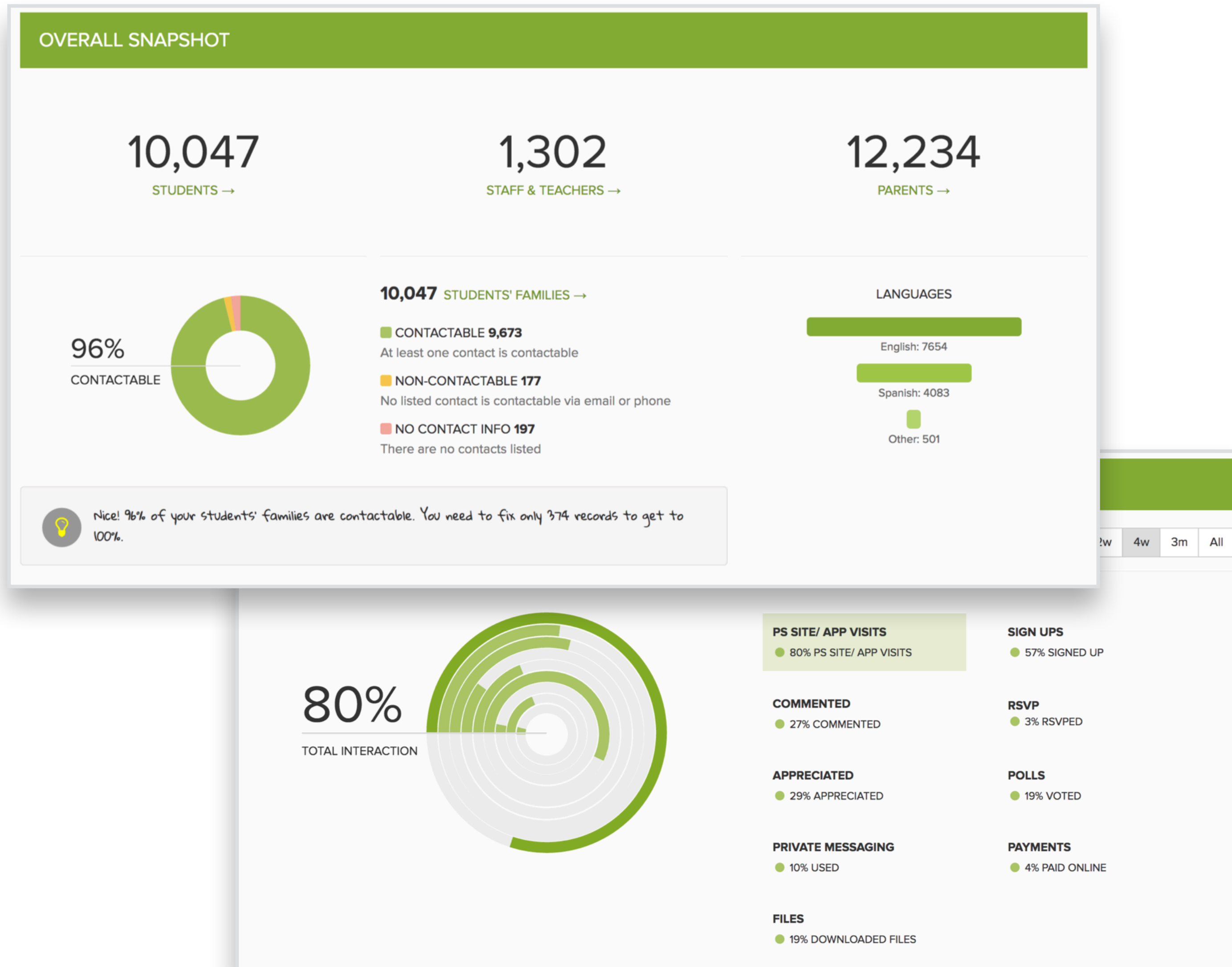
Give **teachers** the time to focus on teaching versus the dysfunctional management of parent communication.

Give **admins** the tools to track and measure parent engagement.

Empower **parents** with an easy to use platform so they can better contribute to student success.

# Data-Driven Analytics

Finally, I know exactly who I can and cannot reach digitally, and see what I need to engage different groups!



## 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.

# Sharing Everyday Activities

We had so much fun at the Art Museum today...



The screenshot displays the ParentSquare interface for Lincoln Elementary School. The website view shows a post titled "Lincoln Mustangs Represent at the Special Olympics" with three photos and a calendar of events. The mobile app view shows a message from Jacob Lincoln with a photo of a group of children.

## Everyday Posts

School administrators, designated staff members, teachers and authorized parent leaders can all post news and announcements every day keeping parents in the know.

## Share Pictures and Files

Give parents a window into the school and classroom by sharing pictures, videos and forms and flyers.

## Two-Way Communication

Allow parents to provide comments and appreciations (private and no comment options available) creating the important feedback loop so parents can stay engaged.

## Mobile Platform

ParentSquare App is available both for the iOS and Android, allowing school to post messages and parents to access messages on the go from anywhere.

# Volunteering and Participation

Parent-Teacher Conference Week.  
Please sign up for a convenient time slot to meet.

**New Post**

**POST ADD-ONS**

- Calendar Entry/RSVP
- Attach Photos Or Files
- Ask for Items
- Request Volunteers
- Request Payment

Are you attending?  
Yes No

Adults Kids  
1 0

Optional Note

Cancel

**4th Grade Map Project**  
4th Grade - Abernathy

Tomas Abernathy Jul 27 at

- Wish List 54/56 f
- Volunteer 3/4 f

SEP 09 Friday, Sep 09 1:30 PM

Hello parents,

I am planning a map project for the kids to do in class. The project requires some supplies and volunteers to help with the project on Friday September 9th at 1:30. Please see the supply list and volunteer list. Thank you!!

**PL** What would you like to see implemented more at school? / ¿En que áreas te gustaría que la escuela tuviera mas enfoque?  
Lincoln Elementary School

Principal Lincoln Mar 1 at 10:37 PM

No Message

Note: You can select one option. Your vote is anonymous.

Technology in classrooms/ Tecnología en los salones	7
Performing Arts (Music, Art, Drama, etc.)/ Música, Arte, Drama, etc.	4
Physical Education and Nutrition/ Educación Física y Nutrición	3
After School Academic Programs/ Programas Académicos para después de la escuela	2

## Participation Options on Post Creation

Easily add participation options to a post - request RSVP, ask for project supplies, recruit volunteers and more.

## RSVP for Events

Request RSVPs from parents for school events and see attendance improve with auto reminders.

## Parent Teacher Conferences and Sign Ups

Easily set up parent teacher conference sign ups in under a minute and say goodbye to the management overheads with easy sign ups and more auto reminders.

## Quick Polls


Get a pulse of your school community with quick anonymous single question polls that beg for participation.

# Forms and Permission Slips

**Field trip to the Zoo!**  
Join us as we explore the animal kingdom - up close and personal. Sign + submit your electronic permission slip here!!

**Field Trip to the Zoo**  
1 Payment Item • 1 form • 2/3 Sign Ups • Princ

NOV 20 Monday 9:00 AM



**Date of Activity:** November 20th  
**Destination:** Zoo  
**Time leaving school:** 9:00 am - 3:00 pm  
**Type of Transportation:** Bus \$3 donation (optional)  
**Volunteers Needed:** 3 chaperones

The undersigned parent or guardian of the below student, hereby grants permission for said student to participate in all aspects of the above named field trip or activity.

*Permission is also granted to any adult to seek and obtain medical assistance and services for said student while on such field trip, if required.State Law Education Code of California, Paragraph 35330. All Persons making the field trip or excursion shall be deemed to have waived all claims against the school district or the State of California for injury, accident, illness, or death occurring during or by reason of the field trip or excursion.*

Field Trip to the Zoo

Please respond by December 14, 2017

Christiana Hudson (Kindergarten)

Home or Cafeteria Lunch?  
Enter your answer here

**Electronic Signature Consent**  
By tapping the 'I Approve' button below and submitting the information on this screen, I give my permission for my child to participate in the above mentioned activity.  
Alternatively, by tapping the 'I Do Not Approve' button below, I deny permission for my child to participate in the above mentioned activity.

**Electronic Signature**  
Please type your full name

I Approve I Do Not Approve

Field Trip to the Zoo

Please pay by: Nov 20, 2017

Item Description	Quantity
Bus Donations(optional) (\$3.00)	0
<b>Total</b>	<b>\$0.00</b>

**Payment Method** Visa 3116

Pay

## Simple Forms

Create simple text-based forms to gather input from parents. Forms and permission slips are easy to set up with no training needed. Just click the link and type questions.

## Permission Slips

Allow parents to sign and submit electronic permission slips directly through the event post/form - saving paper and the hassle of rounding up paper based permission slips..

## Combine with Payments and Volunteering

Allow parents to pay activity fees, volunteer, and donate needed items - directly through the event post/form.

# Share on Social Networks

We had a fantastic time today at the Natural History Museum, learning all about dinosaurs.

The screenshot shows a ParentSquare post from 'Principal Lincoln' titled 'Lincoln Mustangs Represent at the Special Olympics'. The post includes a photo of students and a 'Share' button. A dropdown menu is open, showing options: Edit, Delete, Send Update, Disable Comments, Pin Post, Get a link, Share (highlighted), and Delivery Stats. A secondary sharing window is open for Twitter, displaying a note: 'NOTE: Sharing a post on Twitter will make the post and all attached files and pictures publicly accessible, no login will be required to view post.' It also includes a confirmation checkbox, the user handle '@lincoln\_sch', and a preview of the tweet: 'Lincoln Mustangs Represent at the Special Olympics http://psqr.io/P4rBx7A4g via @ParentSquare'. A 'Tweet' button is at the bottom of the window.

## Connect Your Social Accounts

No more fumbling around in multiple social media and communication platforms. Save time by centralizing internal and external social posts through ParentSquare.

## Control who can share without sharing passwords

Authorized users can all share posts on your school's social channels without the need to share Twitter or Facebook passwords.

## District PR have access to rich data

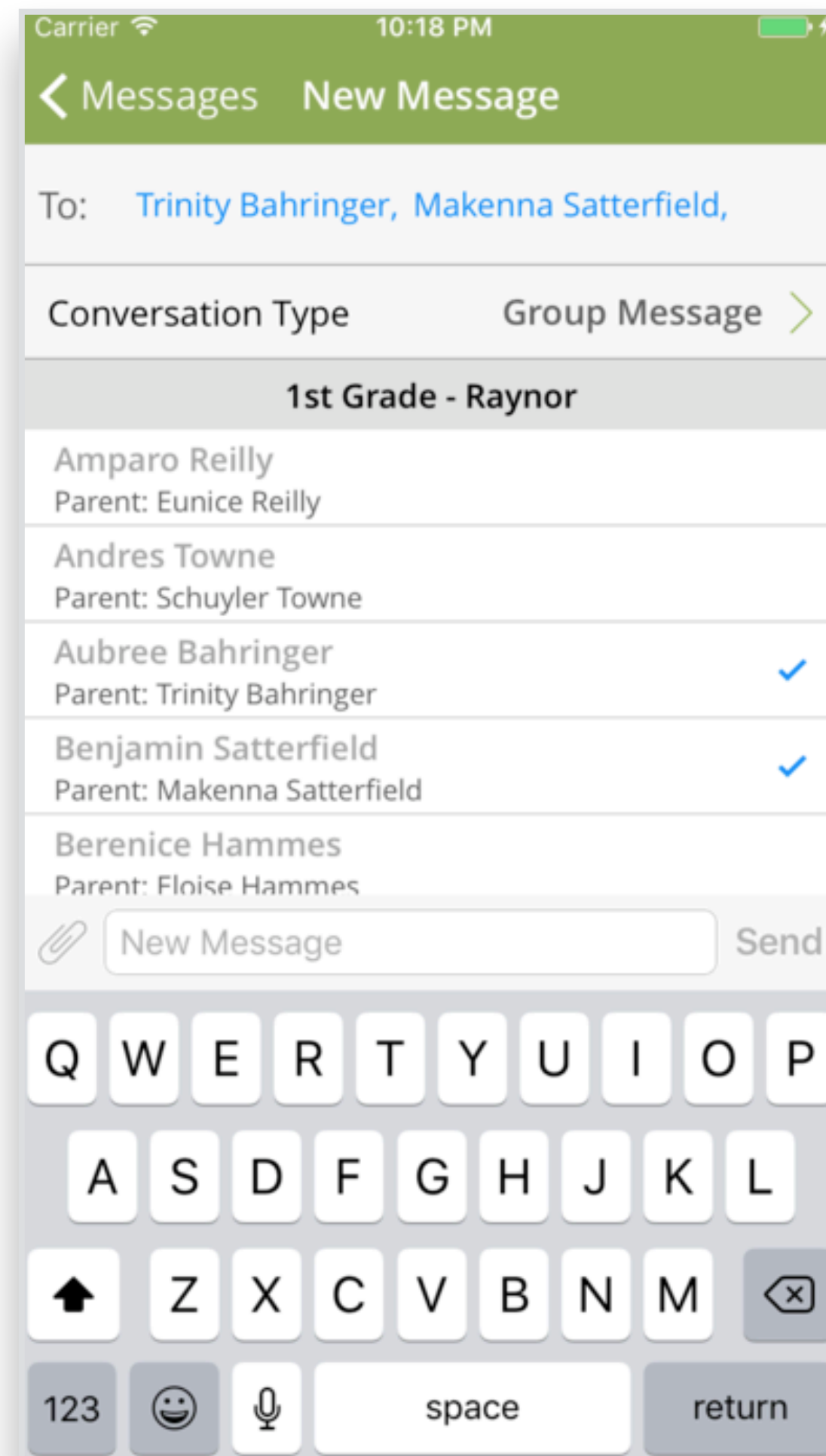
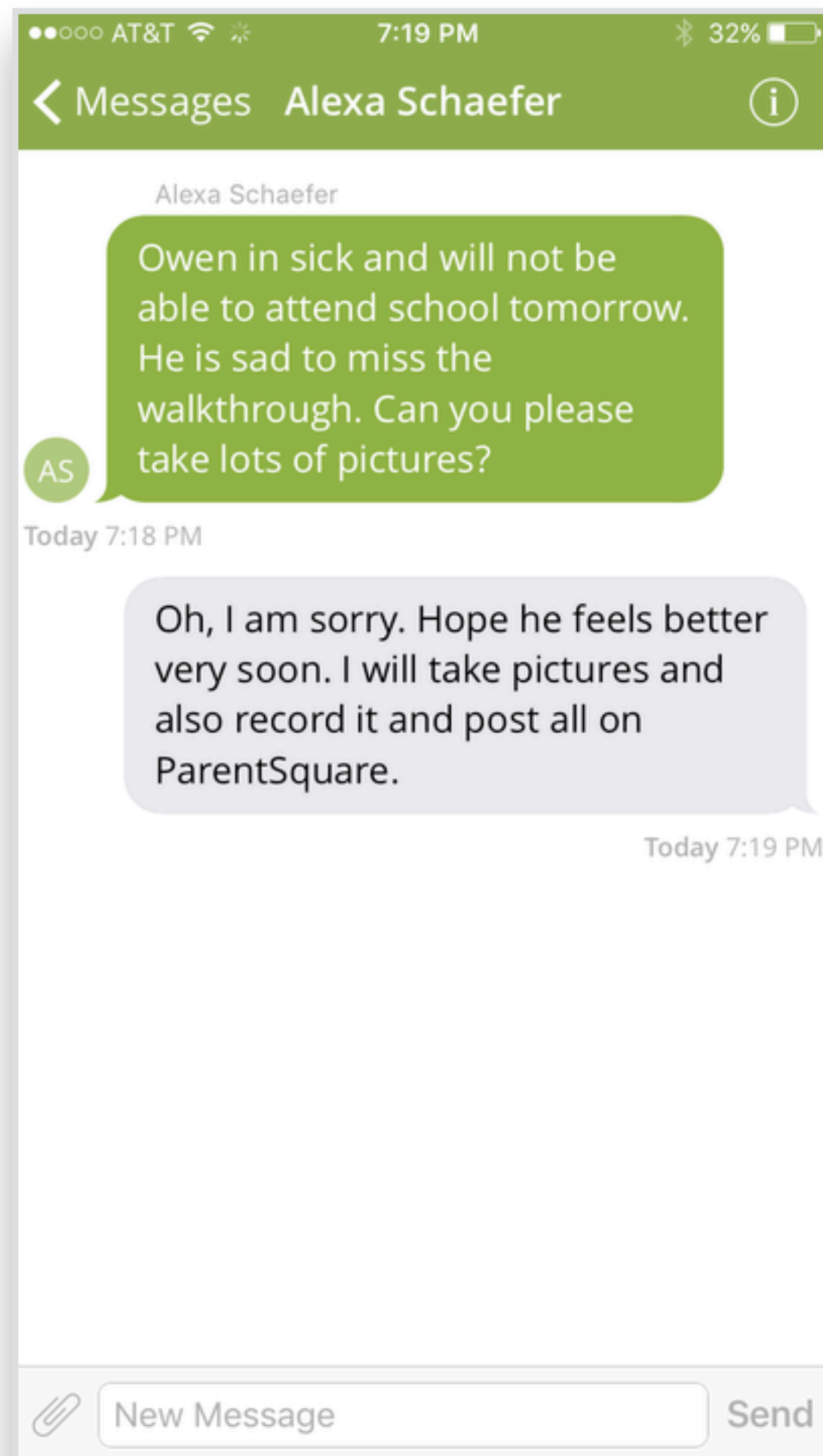
Authorized district users can share any district or school posts on the district's or the school's social channels. Your PR staff will love this!



# Direct Messaging

Ask him to come see me anytime before or after school or during recess. You can also ask him to visit ...

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



## Instant Real-Time Chat

Send and receive direct instant messages over text, email, web or app.

## Quickly Select Recipients

Teachers can easily select all parents associated with a student by picking student names. You can also search by name, email or phone number to add a recipient.

## Send Privately or as Group

Send a single message privately to all recipients (BCC) or hold a group conversation, for instance, with parents, teacher and counselor.

## Real-Time Two-Way Translation

All messages are two-way translated. A teacher can write message in English and it will get delivered in Spanish to a Spanish speaking parent and vice-versa.

# Online Payments and Fundraisers

Senior Prom next month. Welcoming donations here.

**AfterSchool Classes - Pay Here**  
Jefferson PTO • about 16 hours ago • Tue, Jan 03 at 1:18 PM • Jefferson Elementary School

Pay for your AfterSchool Classes here. Note that all classes run for six weeks from Jan 9 to Feb 17

**Online Payment**  
Please pay by: Monday, Jan 09

ART with Mrs. Norman – Tuesdays for Preschool \$40  
DANCE with Mrs. Flynn – Fridays for Preschool \$30  
COOKING with Mrs. Klimbal – Thursdays for Kindergarten \$40  
ART FROM NATURE with Mrs. Norman – Tuesdays for Kindergarten \$60  
LEGO MINECRAFT – Wednesdays for Kindergarten & Gradeschool with Play-Well Instructors \$120  
HANDBUILDING WITH CLAY – Thursdays for Gradeschool with Gail Pike Hercher \$100  
SPORTS! SPORTS! SPORTS! – Fridays for Gradeschool with Mr. Schryver

**Total**  
Convenience Fee (2%)  
**Total with Convenience Fee**

**Pay Now**  
Payment applied towards: Amy Wilson  
Card number  
MM / YY CVC  
**Pay \$40.80**  
Powered by stripe

## Collect Online Payments

Easily add payment options to a post for parents to pay online.

## Easy Payment Form

ParentSquare knows who is paying so the form only gathers just and only the essential - Credit Card info.

## Online Public Fundraisers

Set up annual fund drives that can be shared with friends and family and watch the thermometer soar.

### LINCOLN ELEMENTARY ANNUAL GIVING 2016-17

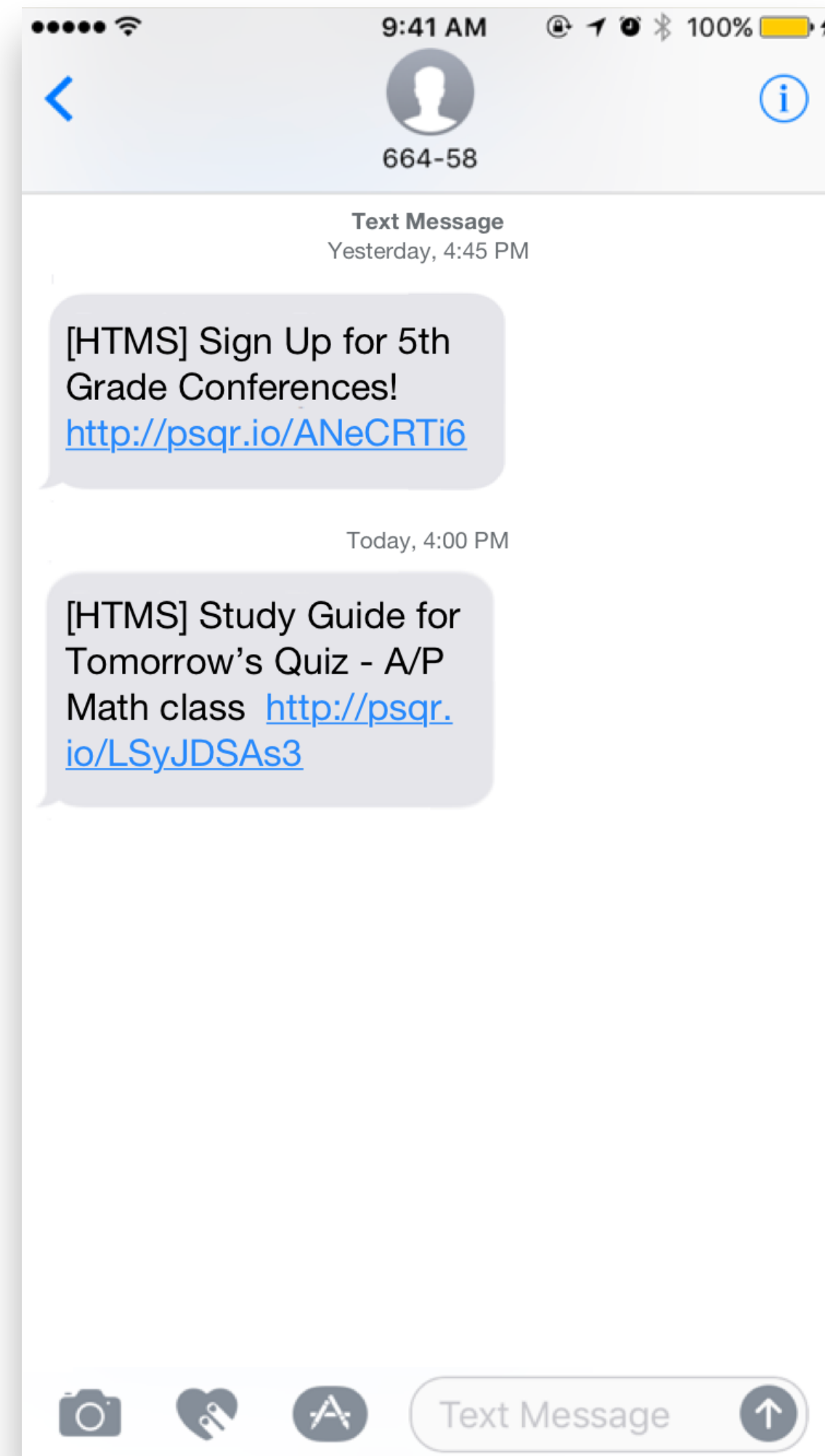
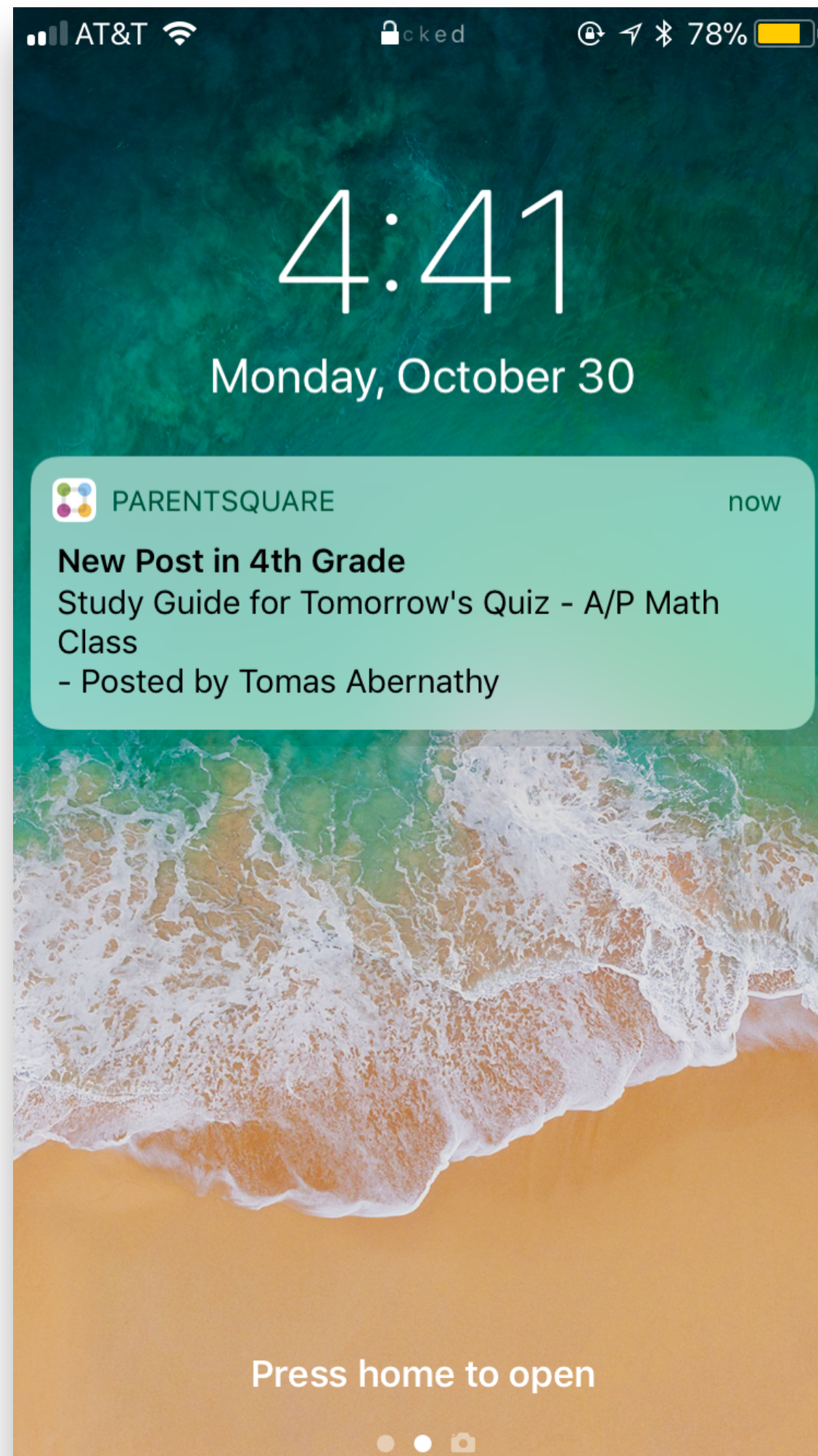


Goal:  
**\$45,000**

Pledged  
**\$33,660**

# Reach Parents Where They Are

Sign up for 5th Grade Conferences  
<http://psqr.io/ANeCR56>



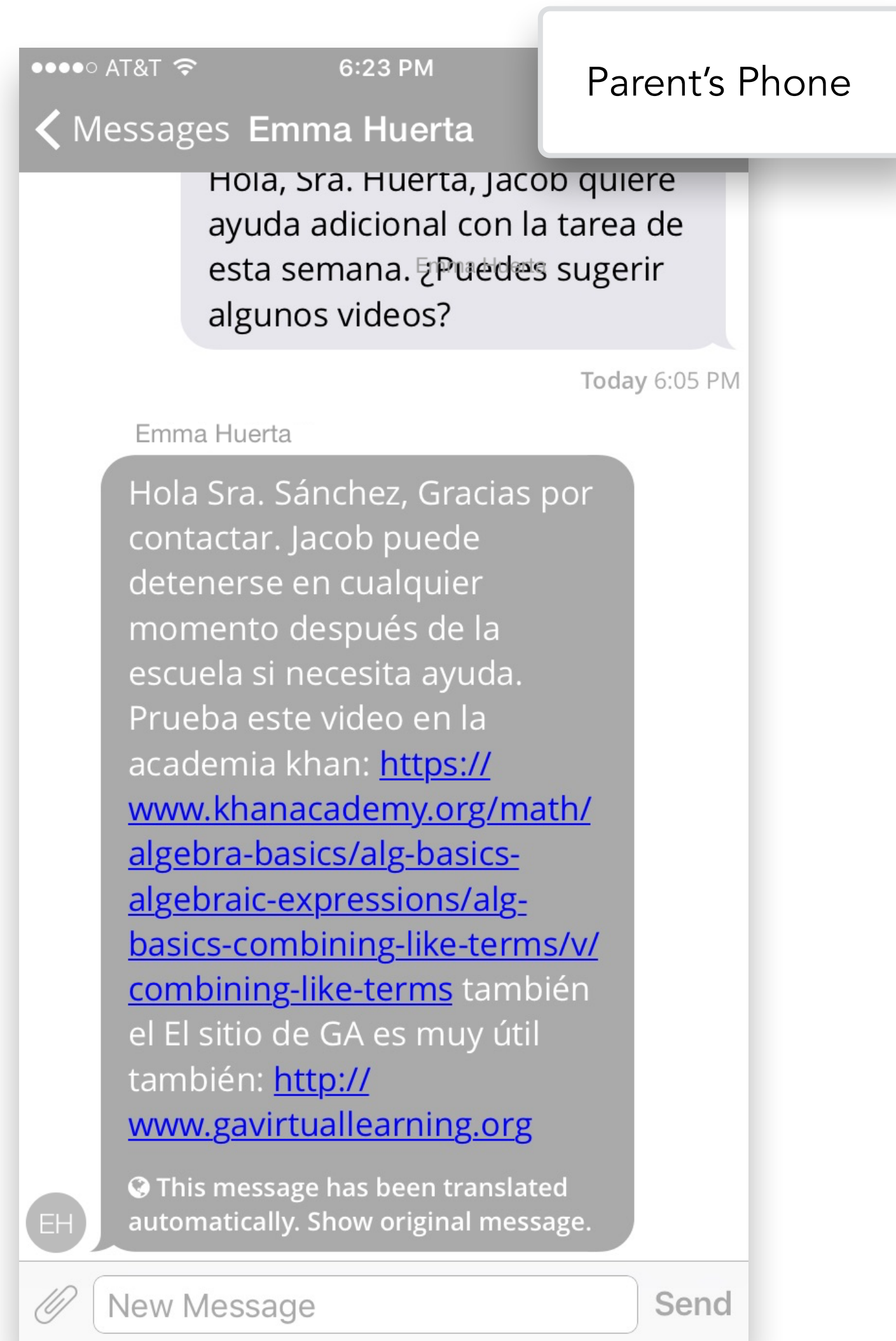
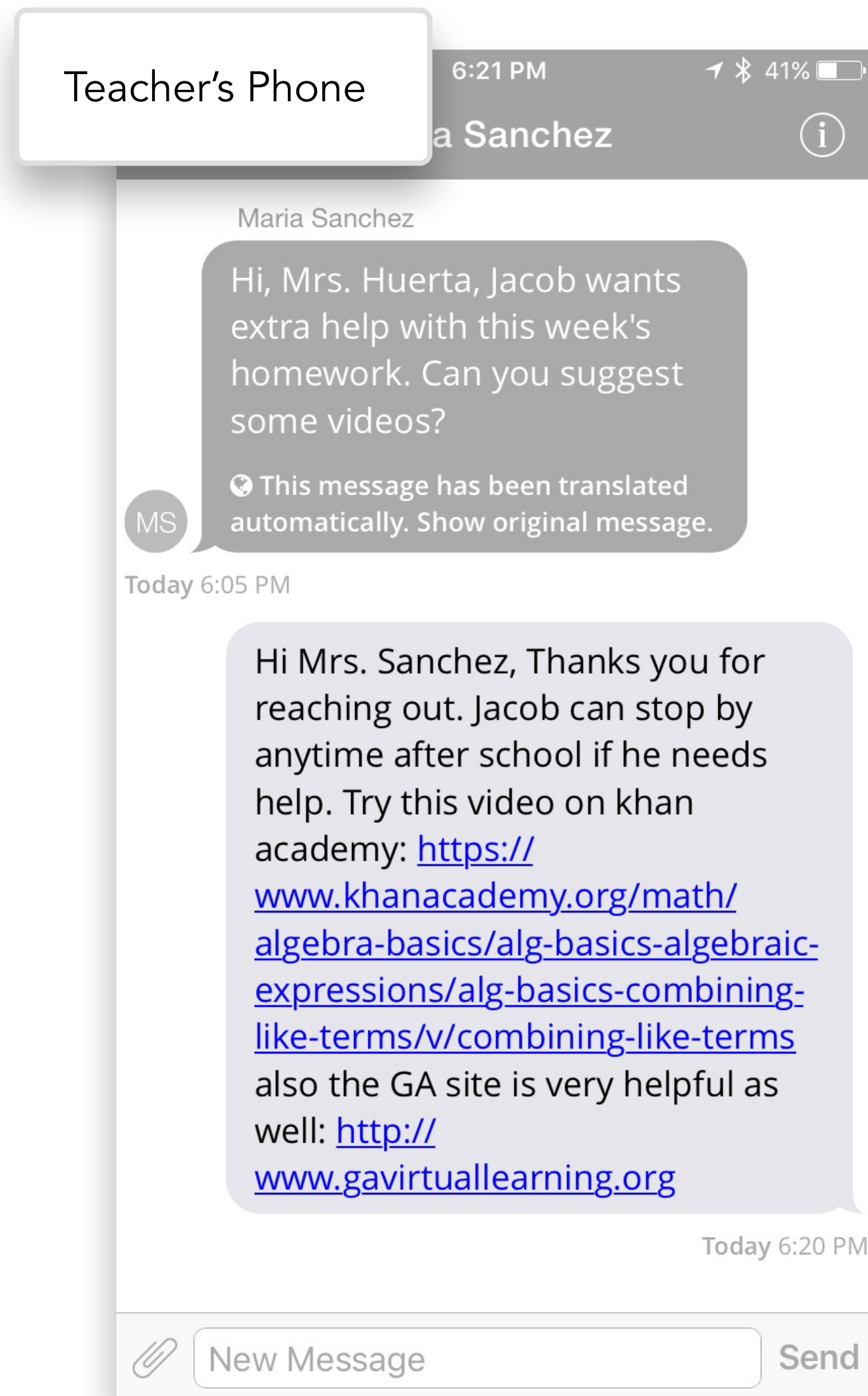
## Push Notifications

Mobile push notifications notify users instantly at no cost.

## Text Messages

A quick short link is included in the text to read entire message without the need to login.

# Reach Parents In The Language They Want



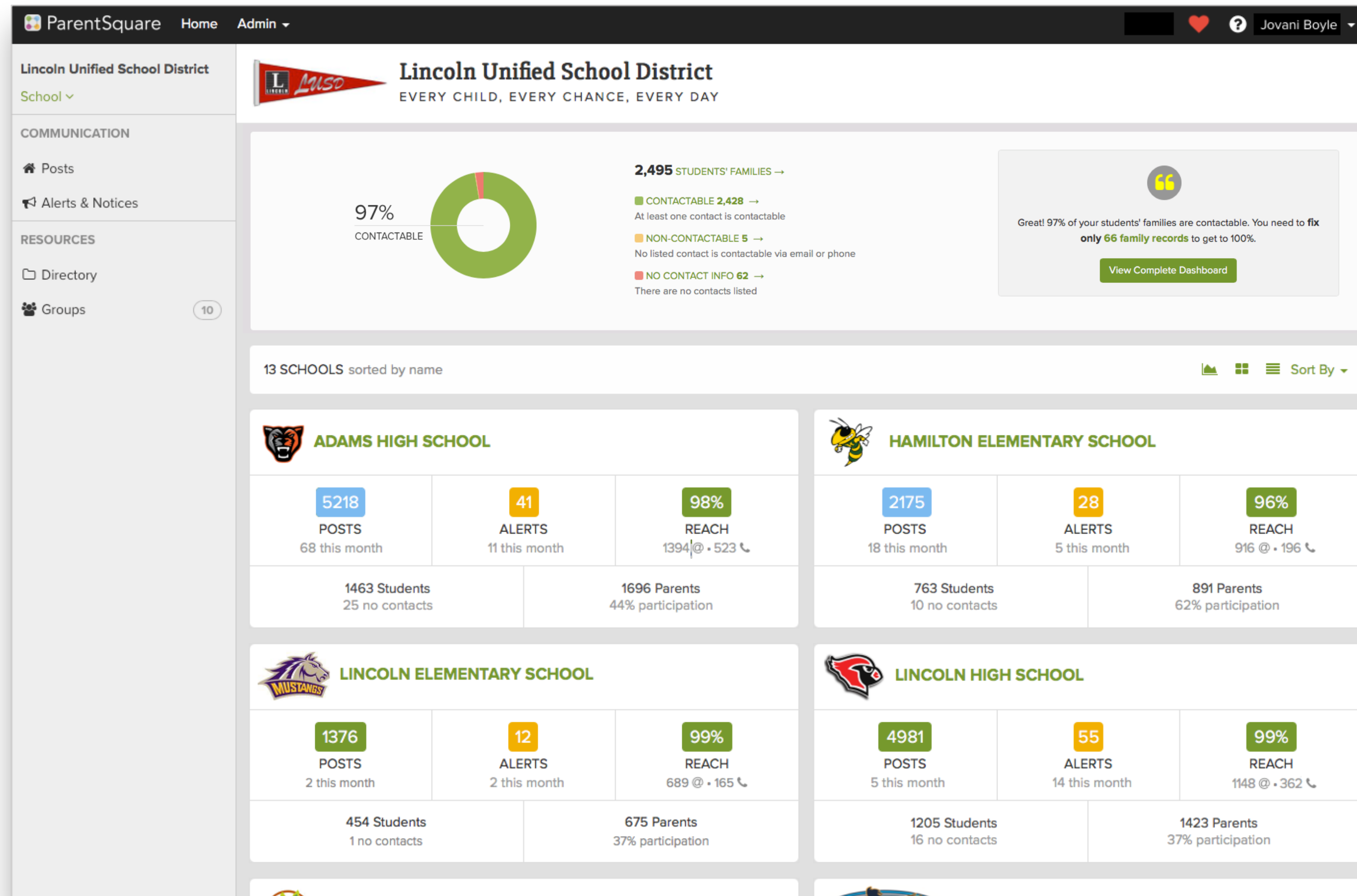
## Real-Time Two-Way Translation

All messages are two-way translated. A teacher can write message in English and it will get delivered in Spanish and vice-versa.

## Support for over 100 languages

ParentSquare uses the latest Google Neural Machine Translation (NMT) technology to translate text intelligently. Users always have the option to view original text.

# District Dashboard



## All Schools at your Fingertips

Want to communicate to all parents in your district? Or just one particular site? Our district dashboard makes it simple and easy to send urgent alerts or general communications.


## Transparency & Communication

ParentSquare allows district administrators to click into each school and see specifics of what is being communicated. Never be in the dark again about what is being messaged at your schools.

## Measure Successful Engagement

Easily measure and improve parent engagement by keeping an eye on participation levels at each school.

# Reporting

 **ParentSquare**

**Your Weekly Summary**  
Monday, October 23rd - Sunday, October 29th

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Hi Anupama Vaid,

Hope you had a good weekend! Here's a summary of what happened in ParentSquare last week:

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Last week, users at your district created:

<b>423</b> Posts	<b>467</b> Direct Messages	<b>25</b> Alerts
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---

The top post authors were:

- **Rosalyn Tomblin**, Monroe Elementary School with 12 posts
- **Beatrice Trac**, Peabody Charter School with 9 posts
- **Danell Hurtado**, Peabody Charter School with 8 posts
- **Mayra Medrano**, Adelante Charter School with 6 posts
- **Halle Davis**, Washington Elementary School with 6 posts

---

In total there are **5 designated ParentSquare Admins** at your district.

---

Out of 15203 students at your district, you can reach 14545 students' families.

14545 / 15203 Students 96% Reach

*You need to fix 570 records to reach remaining 658 students. [Download Report](#)*

[Check out the Dashboard](#)

---

This email is sent to ParentSquare Admins at Santa Barbara Unified School District.  
ParentSquare Inc • 924 Anacapa St, Suite 3R • Santa Barbara, CA 93101

## Weekly Admin Snapshot

Stay informed with a weekly insight into communication ta your district or school.

## Gain Deeper Understanding

Drill down into each category for detailed description.

Out of 15203 students at your district, you can reach 14545 students' families.

14545 / 15203 Students 96% Reach

*You need to fix 570 records to reach remaining 658 students. [Download Report](#)*

# School and District-Wide Alerts

**Early release today, Jan 14.** Please remember to pick your child at noon.

ParentSquare Home

Lincoln Elementary School

ALERTS AND NOTICES

Alerts and Notices

Message Library

English Spanish Portuguese

Text Message *Enter the text message that will be sent (20 characters remaining)*  Do not send text

Fireside chat tonight, Jan 14, at 6pm featuring Molly Kirk, parenting expert. Topic: Drafting Tech Rules with your Child

Voice Message *Record the voice message that will be played*

Text-to-Speech Message Record Message

I would like to invite you to our quarterly Fireside Chat tonight, January 14th, at 6pm at the School Library. The topic for the session is Drafting Tech Rules with your Child. We are fortunate to have Mrs. Molly Kirk, parenting expert from City College presenting in the session.

Preview Message

Email *Enter the email message that will be sent*  Do not send email

Email Subject

Email Body

Next Save Draft

## Text Message, App, Social

Your text message goes out as app notification and on Twitter and Facebook as well.

## Voice Call

Most people prefer receiving a text message. Smart Alerts lets you deliver voice calls only when a text fails.

## Email

You can choose to notify via text, voice, email or any combination.

## Flexible Recipient List

Send to unlimited groups including auto creation of ELL, FRL and language groups for your District.

Flexible Recipient List build and unlimited groups including auto creation of ELL, FRL and language groups for your District.

# Automated Notifications

Your child, *David*, **was absent** from 3rd and 4th period today, April 15th. Call 805-555-1234 x101 or click [psqr.io/2343drt](https://psqr.io/2343drt) to excuse.



## Text, Email, Voice Call, App Notification

Your attendance, lunch balance and other notifications are delivered via text, email, voice calls and as app notification.

## Web Portal, App

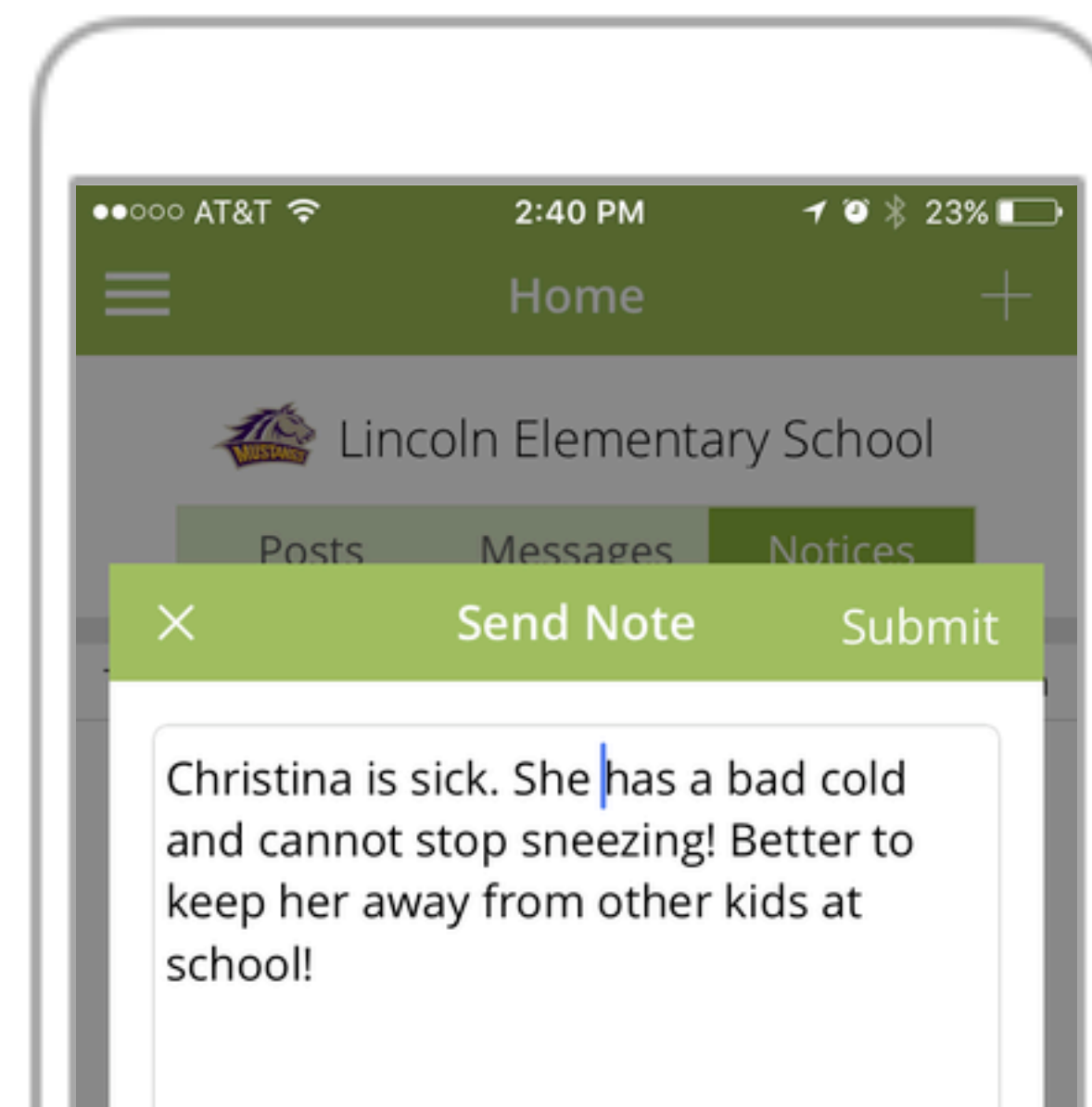
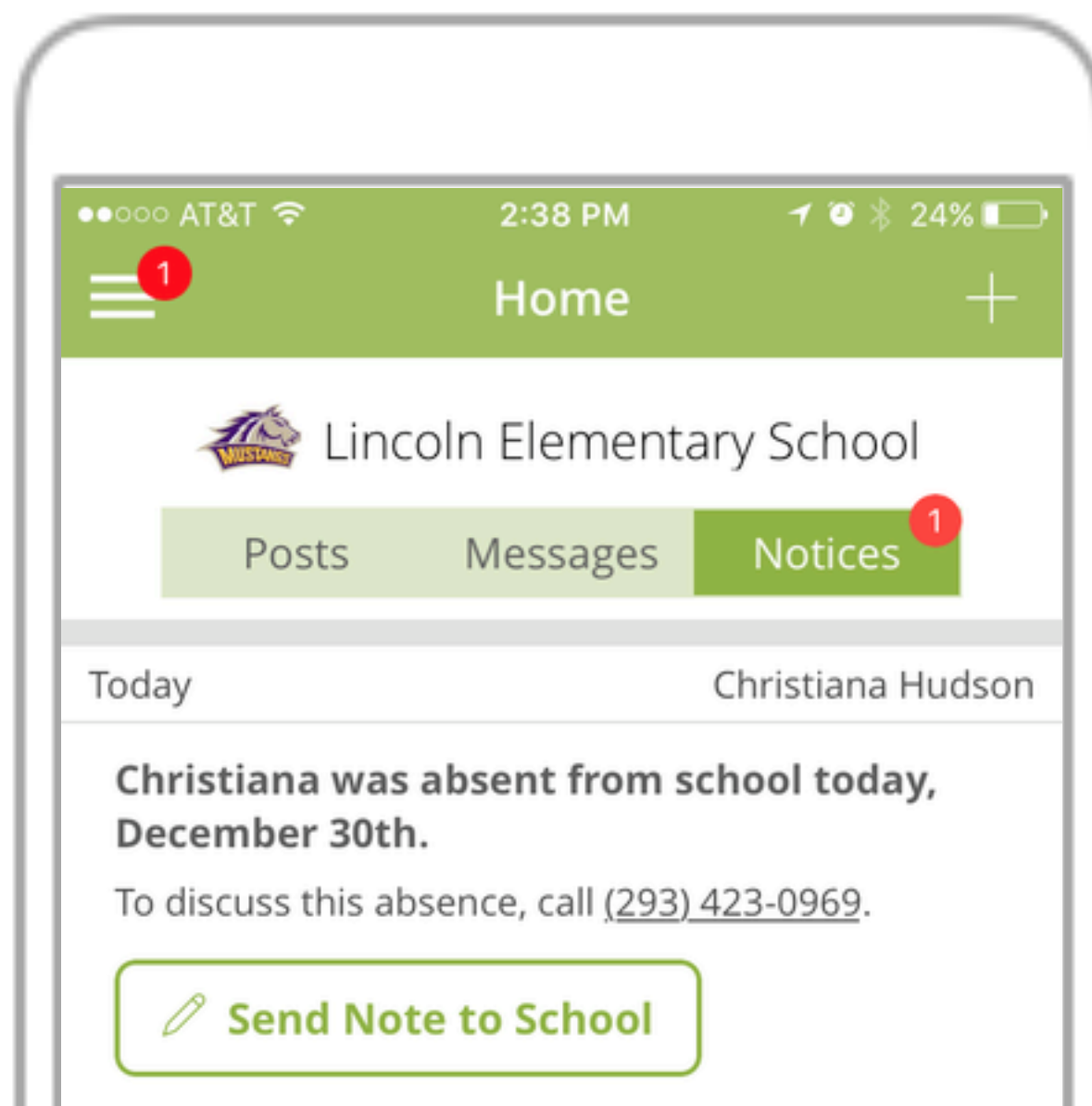
Notices are also available on the Web portal and the App as a reminder.

## Excuse Notes

Parents can easily send excuse notes to the school via the app or web.

## Daily Reports

Excuse Notes are delivered to attendance clerks along with Student IDs, name and contact name and emails saving attendance clerks hours everyday.





# Private and Secure

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## Privacy

- ParentSquare is fully compliant with Family Educational Rights and Privacy Act (**FERPA**) and Children's Online Privacy and Protection Act (**COPPA**)
- **Access restricted** to staff and parents at School, and other users that the School may deem appropriate e.g. Board Members.
- Parents can only view posts addressed to the entire School and to any groups or classes they or their child belongs to. **Parents do not see posts for classes and private groups they do not belong to.**

## Security

- ParentSquare physical infrastructure is hosted and managed within Amazon's secure data centers and utilize the **Amazon Web Service** (AWS) technology.
- Access to ParentSquare is **authenticated** using username/password and an **audit log** is maintained for all user access to the system.
- Data is encrypted **during transit and at rest.**

# Testimonials

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"ParentSquare is a tremendous asset to our school. The ease at which we are able to push out information and seek help from our school community is such an asset to me as the principal, our teachers, staff, and our PTSA. Without ParentSquare our ability to include more parents/guardians in our school would be diminished!"

*Lito M. Garcia  
Principal, Santa Barbara Junior High  
Santa Barbara Unified School District*

Teachers who were more tentative with technology are stopping by to tell me, "It's so easy. I can't believe I ever worried that I wouldn't be able to use it."

*Robbie Solomon  
Parent Ed. and Tech Int. Sp.,  
Lanai Elementary, LAUSD*

Districts face many challenges when rolling out new technology including funding and end-user adoption, therefore strong vendor relationships play a key role in our success criteria. ParentSquare team is top-notch and acts as a partner to Santa Barbara Unified District, offering excellence in service and support."

*Todd Ryckman  
Chief Education Technology Officer,  
Santa Barbara USD*

"ParentSquare is incredible! We've used email, texting, and Facebook in the past, I've never seen such quick response. I posted a volunteer request, and within 1 hour we had people signed up to help and bring supplies we had requested."

*Melinda Tavernier  
Executive Director  
Coastal Leadership Academy*

"ParentSquare is by far a more comprehensive program than our old 'auto-dialer'. In fact, phone calls home are only a small part of the program. The ability to send emails, text messages and have parent respond allows us to really maximize our communication with parents. Additionally, teachers are really appreciating having the ability to use this program at the classroom level"

*Mike Weber  
Assistant Superintendent,  
Weaver Union School District*