Recommendation for the Adoption of ParentSquare

Overview: ParentSquare is an all-in-one communication platform designed to streamline and enhance communication between schools, parents, students, and community members. It consolidates messaging, notifications, and much more into one user-friendly interface, offering a robust solution for fostering school-to-home connections. [ParentSquare Website with Video](#)

Current Applications ParentSquare Replaces: The adoption of ParentSquare would replace some systems currently in use such as:

- **Skylert Mass Messaging System:** This is the current mass messaging system used by administrators to send out school and district announcements.
- **Several Free Communication Tools:** Currently, teachers and coaches use several free tools to communicate with families, but a single tool would help streamline this communication.

Key Features and Benefits: Adopting ParentSquare Engage with the Community Groups add-on would provide the following valuable features and benefits:

- **Centralized Communication Hub:** A single platform for sending direct messages, group notifications, and emergency alerts.
- **Multilingual Support:** ParentSquare allows messages to be sent in multiple languages, improving accessibility for non-English speaking parents.
- **Real-Time Notifications & Alerts:** Immediate notifications ensure parents are updated in real time regarding school events, grades, attendance, and emergencies.
- **Seamless Integration with Existing Systems:** ParentSquare integrates smoothly with Skyward and is Skyward's preferred partner.
- **Public Community Groups (Add-on):** This feature offers a self-serve sign-up for alumni outreach, athletic programs and teams, special events, school boards, and other communications that would benefit community members outside of the district or individual schools.

School District of the
Menomonie Area

Financials: Below is an outline of the one-time implementation fees for ParentSquare along with ongoing subscription fees and the costs associated with our current mass communication tool, Skylert. ParentSquare has offered a free soft launch period to implement ahead of next school year.

Line Item (Based on student count of 3,355)	Cost
ParentSquare District Onboarding - One Time Up-Front Cost ($.50/Student)	+ $1,677.50
ParentSquare Engage Annual Subscription Fee ($4.50/Student)	+ $15,097.50
ParentSquare Community Groups Add-on ($1.00/Student)	+ $3,355.00
Skyward DistrictLink Tool for ParentSquare Implementation Fee	+ $330.00
Skyward DistrictLink Tool for ParentSquare Annual Fee	+ $973.00
Skylert 12 month license	- $5,032.50
Skyward Interface for Skylert	- $811.00
Total Budget Increase for Implementing ParentSquare	**$15,589.50**
Total Ongoing Cost for ParentSquare	**$19,425.50**