



# ParentSquare™



**OAKLAND UNIFIED  
SCHOOL DISTRICT**  
*Community Schools, Thriving Students*

*Unified Home to School Communication for OUSD*

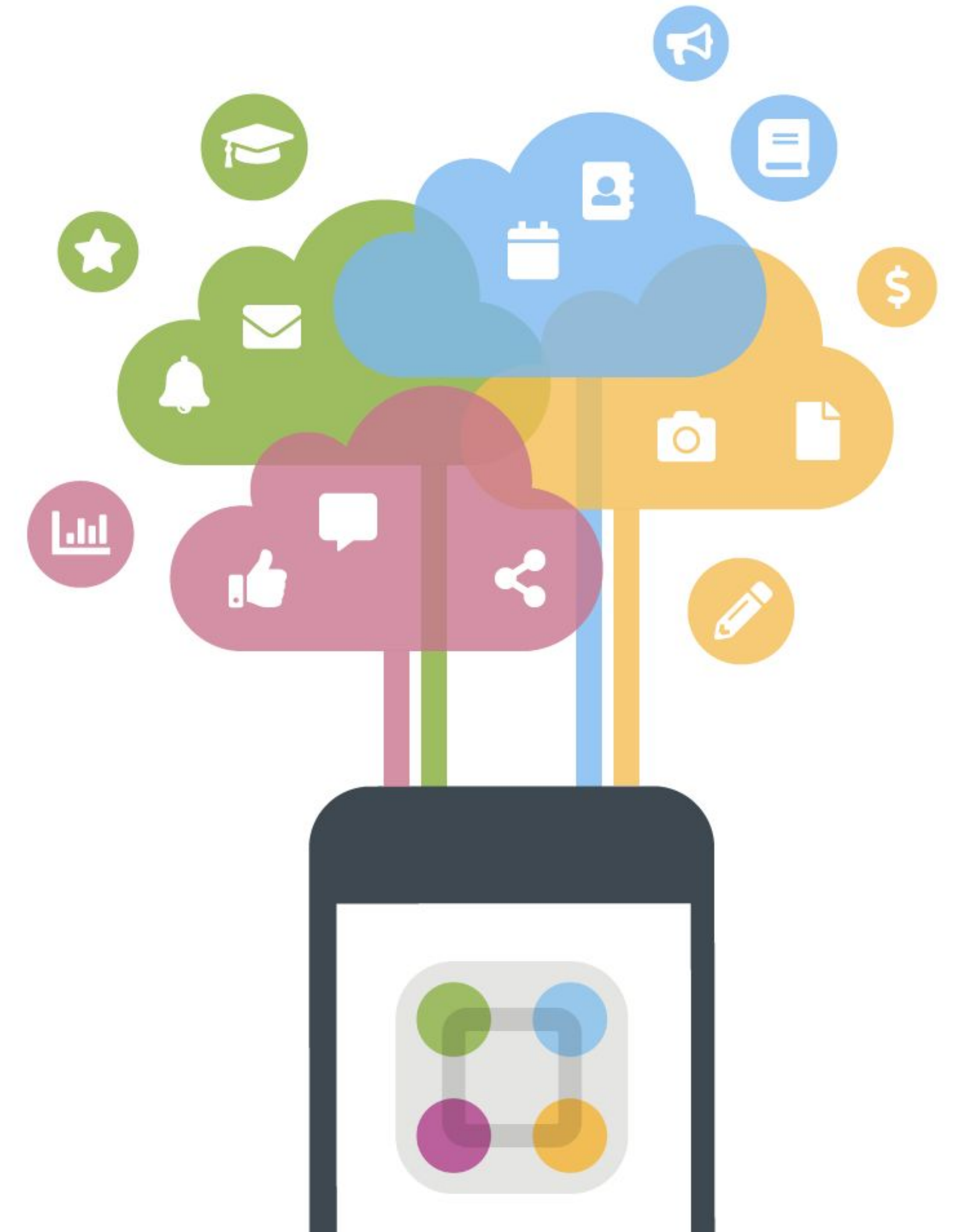
## **Leadership Institute *Asynchronous* Training & Support**

**Kirstin Hernandez**

**OUSD ParentSquare Project Manager**

**July 26, 2022**

***\*Updated for 2023-24***

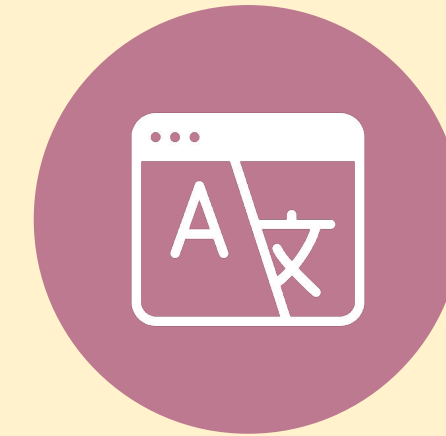




# ParentSquare Overview



**One Central Tool**



**Quick Translations**



**2-Way Parent Engagement**



**Text, Email, App, Voice**

ParentSquare is a fully unified platform 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.**



# Leader/Admin Training & Support Agenda

## ParentSquare Overview

### Part 1: General Navigation

- Activation & Login
- My Account Settings

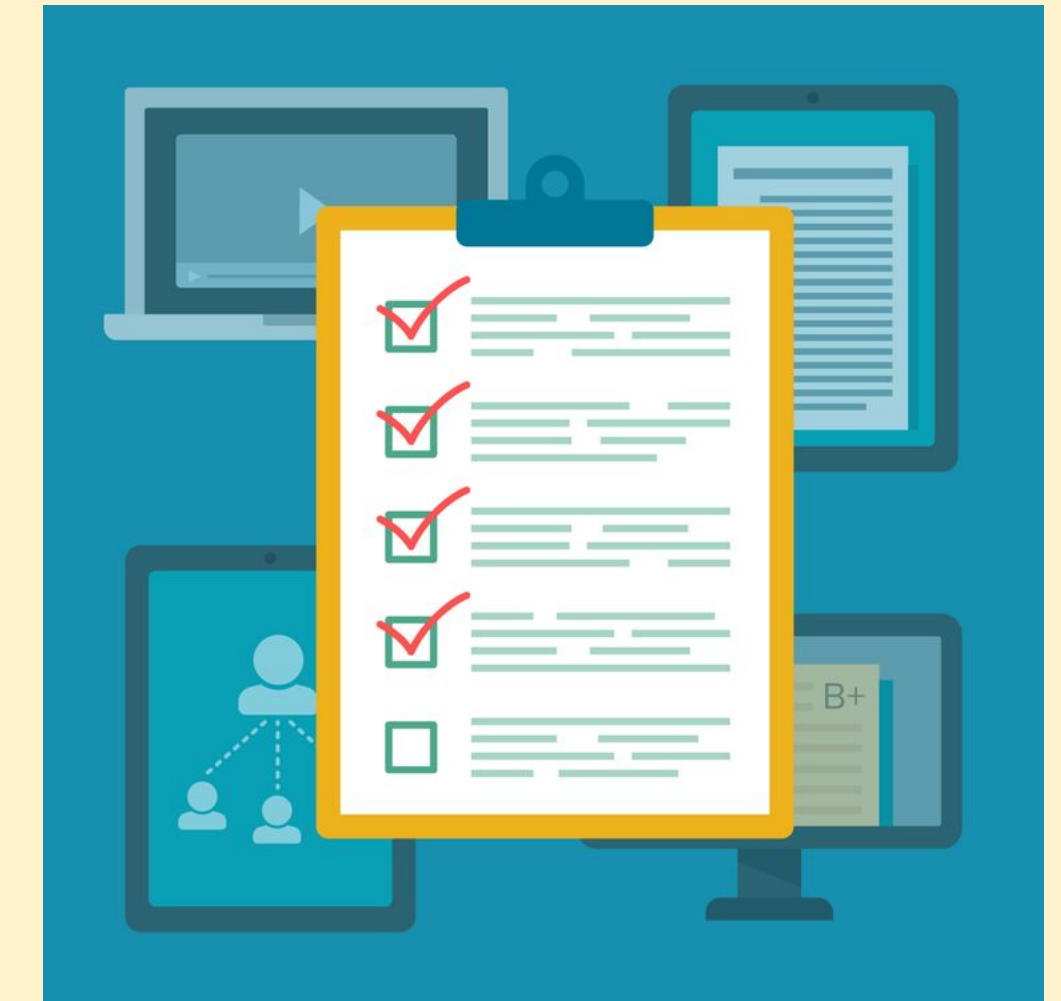
### 3 Ways to Communicate in ParentSquare

- Posts
- Direct Messages
- Smart & Urgent Alerts
- Translation

### Admin Dashboard

## Part 2: Additional ParentSquare Features

- Forms/Permission Slips
- Groups
- Newsletter Templates
- Calendar
- Appointment Sign-Ups



## Part 3: Resources & Support

- Admin & Teacher Training Resources
- Family Support
- ParentSquare Help & Office Hours





# 2022-24 ParentSquare Implementation Goals



OAKLAND UNIFIED  
SCHOOL DISTRICT  
*Community Schools, Thriving Students*

**Training & Support:** School site admin and teachers have participated in asynchronous and/or in-person training by end of August (Survey)

**Contactability:** Districtwide 97% contactable (District Admin Dashboard)



**Family Member Registration:** 90% of students with at least one family contact registered (RAD Tableau Dashboard)

**Family Engagement:** Increase family engagement as measured by number of school posts and post views, school site use of key ParentSquare features (e.g. direct messages, newsletters, forms/permission slips, attendance notes, calendar) and parent interactions. (District and School Dashboards & Surveys)





## Account Creation & Invitations to Join (Register)

**Student and family** contact info is entered into **Aeries** during enrollment season through the **Enrollwise\*** and Aeries integration or updated for existing students during the Aeries data confirmation process. A ParentSquare account will be *created automatically* for those family contacts whose Aeries Notification Preferences set to **General and Emergency Announcements**.

**OUSD Staff** accounts are created through **Escape** to Aeries integration then ParentSquare.

- **Nightly Sync:** Aeries syncs with ParentSquare each night, creating or updating student, family and staff account information, meaning that changes usually take a day to appear in ParentSquare.
- **Invitations to join ParentSquare and Registration:** Beginning that last week of July, emails/text messages will be sent via ParentSquare each Monday inviting all staff and family contacts that have not yet logged into ParentSquare to join their school(s) and register their account. The goal is to have at least one contact per student registered so they can fully engage in two-way communication. Note that [unregistered users](#) can still passively receive messages from the school and district.
- **Contactor Accounts:** Currently Staff accounts are created for **contractors/consultant** shortly after they are assigned an OUSD email. Additional permissions can be assigned by central department or school site administration by submitting a request via OUSD HelpDesk ticket: [helpdesk@ousd.org](mailto:helpdesk@ousd.org)





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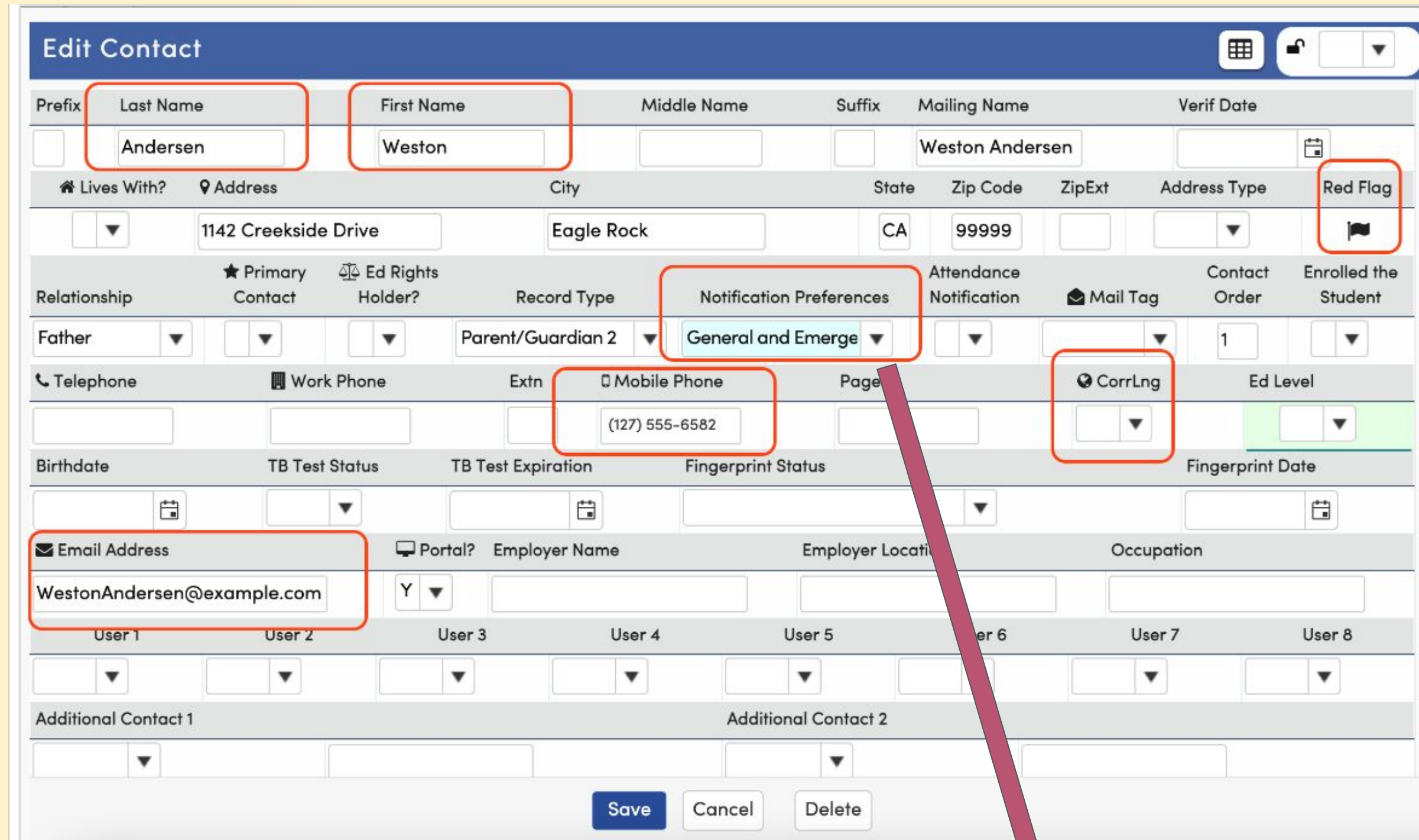
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## Aeries to ParentSquare Integration & Nightly Sync

ParentSquare accounts are created and updated via sync with Aeries Contact table as seen below:




\*The **Notification Preferences** field is the *most* important! The selection signals to ParentSquare whether or not to create an account for that family contact.

Notification Preferences	Notification
General and Emerge	1
Do Not Contact	0
General and Emergency Announcements	1
Emergency Announcements	2

ParentSquare looks at the following Aeries Contact fields:

- Notification Preferences\*
  - **1: General and Emergency Announcements** creates a syncing ParentSquare account
  - **2: Emergency Announcements** will only pull in this contact as Emergency Contact (for Urgent Alerts only)
  - **0: Do Not Contact** means this contact will NOT sync into ParentSquare
- Last Name
- First Name
- Email and/or Mobile
- Correspondence Language

Notes and Tips: Red Flag contacts are not pulled into ParentSquare 

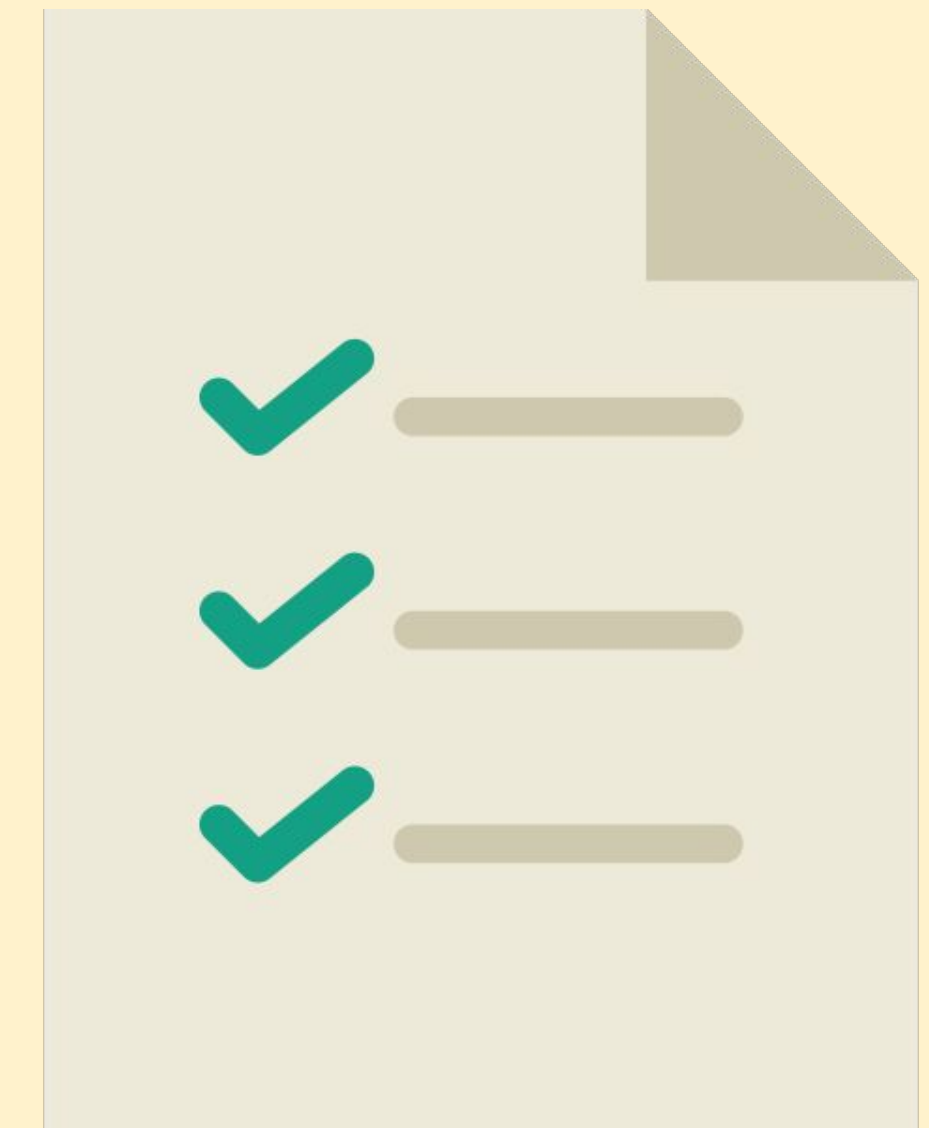
- Tab over from Last and First Name to ensure Mailing Name field appears correctly
- Ed Level needs to be entered (New OUSD requirement 2023-24)

For more info: [Aeries to ParentSquare Overview \(video\)](#) and [ParentSquare-Aeries Sync FAQs](#)



## Principals will know and be able to:

- Update their **Account Settings**, including Notifications
- Understand the difference between **Posts, Alerts** and **Direct messages** and use them appropriately
  - Create a post with add-ons
  - Create a voice alert (“robocall”)
  - Use translation function throughout
- Utilize **Admin Dashboard** to ensure reach and track schoolwide usage
- Use **Forms** and online **Permission slips**
- Create, manage and use **Groups**
- Design and send school **Newsletters** in ParentSquare
- Add the school events to the **Calendar**
- Utilize **Appointment Sign Ups** to schedule parent-teacher conferences
- Access ParentSquare support and training **resources**





# ParentSquare Admin Training “Menu”



OAKLAND UNIFIED SCHOOL DISTRICT  
Community Schools, Thriving Students

Admin Training 101 (Self-paced 30-45 min): [link](#)  
Pre-Recorded Admin 101 Webinar (53 min): [link](#)

Admin Summer Camp – Weeklong On-Demand Series:  
[Link to Archived Camps \(Aug 2023\)](#)

ParentSquare Administrators  
**Admin Training 101 - 3 Ways to Communicate on ParentSquare** (AD1)

This training is designed to equip administrators to begin using ParentSquare's two-way engagement tools and messaging features with their school communities.

\*NOTE: To receive a certificate of course completion, please create a TalentLMS account using your district email before starting the course. Select the Signup button at the top right of this screen to create your login. Fill out the information requested and you will receive an email verification link to activate your account. After verifying your account, sign in with your credentials to access the Course Catalog and start your course.

After completing this course, administrators will be able to:

- \* Make changes to their Notification Settings and set Office Hours
- \* Understand the three ways to communicate with your school community using Posts, Messaging and Alerts
- \* Create Posts
- \* Link an Existing Calendar
- \* Use Direct Messages
- \* Create Alerts & Notices
- \* Access support and training resources

EXPECTED TIME: 45 MINUTES OR LESS

## Admin 101 Learning Objectives

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LIVE Webinars: *Training for Admin, Staff & Teachers*  
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- \* Create Groups for subsets of parents, staff, and students
- \* Manage users and assign Permissions
- \* Use Data Assistant to review staff and class information
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## PARENTSQUARE TRAINING OFFERINGS

### NAVIGATE - PARENTSQUARE BASICS

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- Basic Navigation
- Account Settings
- Posts
- Direct Messages
- Live Q&A



### PARENTSQUARE SKILL-UP

Are you eager to enhance your abilities and reach new heights? Our Skill-up course is designed to help you refine and expand upon the skills you learned in our Navigate course- This 1-hour training covers the following topics:

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- Posts with Add-Ons
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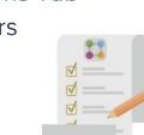
- Data
- Directory
- Alerts (Smart & Urgent)
- Auto Notices
- Live Q&A



### CREATE & CONNECT

Tap into your creative side with our Create & Connect training. This immersive training for admin is designed to empower you with the skills you need to create various engaging templates in ParentSquare. This 1-hour training covers the following topics:

- Creating a Repository in the Add-Ons Tab
  - Forms, Permissions, Newsletters
- Creating an Alert Library
- Calendar
- Q&A





## Part 1:

# General Navigation 3 Ways to Communicate Admin Dashboard



ParentSquare™



# Multiple Ways to Communicate with Families



OAKLAND UNIFIED SCHOOL DISTRICT  
Community Schools, Thriving Students

## Text Notifications

[Lincoln] First meeting this Friday  
<http://psqr.io/ANeCRTi6>

ParentSquare Home Admin Add-ons Search Posts Principal Lincoln

Lincoln Elementary School HOME OF THE MUSTANGS

Send updates and announcements, share pictures or request participation **New Post**

**PL Lincoln Mustangs Represent at the Special Olympics**  
5 files • Principal Lincoln • 2 days ago • Fri, Apr 22 at 10:39 PM • Lincoln Elementary School

Please join me in congratulating Team Lincoln at today's Special Olympics on the field of SBCC. Such a great event and our team did GREAT! So proud of them!

Special Olympics Southern California School Games provides training and competitive sports options to elementary, middle, and high school special education and... [Read More](#)

Olympics1.jpg Olympics2.jpg Olympics3.jpg

Apr 27 Shelter in place Drill  
Apr 27 Design Program: Ribbon Cu...  
Apr 27 Parent Workshop: Bridging L...  
Apr 28 Ice Cream Friday - Apr 28

APR 2022  
SUN MON TUE WED THU FRI SAT  
23 24 25 26 27 28 29  
30 1 2 3 4 5 6  
7 8 9 10 11 12 13

Apr 27 Design Program: Ribbon Cu...  
Apr 27 Parent Workshop: Bridging L...  
Apr 28 Ice Cream Friday - Apr 28

\$ PAYMENTS  
iPads 1:1 program

SIGN UPS & RSVPS view all

[Lincoln] Justin Williams, was absent from 1st Period today, Oct 25. Call 555-622-3634 x 1011 or click <http://psqr.io/ZNeCYi2YH> to excuse.

## Email and Push Notifications

Home Lincoln Elementary School Posts Notices

**PL upcoming event**  
Principal Lincoln 6 days ago

**LINCOLN NEWS**

**Principal's Message**  
Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Praesent laoreet...

0 0 0

**PL iPads for sale!!! Don't be late, avail...**  
Principal Lincoln 6 days ago

Home Lincoln Elementary School Posts Messages Notices

**PL Your journey starts here!**  
Principal Lincoln A week ago

**SUGAR BOWL ACADEMY**

Grit to run that extra mile, to study that extra hour, to shave off that hundredth of a second, to become the person that voice inside your head says you can be.

[Grace to pick yourself up when you...](#)

0 0 0

## Native iOS and Android Apps

## Mobile-Friendly and Familiar Website



# Activate Your Account



Sign In


Email or Cell Phone Number

Password

[Forgot password?](#)

Sign In

or

 Sign in with Google

## Download the free mobile app

Android

iOS (Apple)



Sign Up/Log In with Google using your OUSD email

[www.parentsquare.com/signin](http://www.parentsquare.com/signin)

Use it from a computer at: [www.parentsquare.com](http://www.parentsquare.com)





# Website Overview



- 1. Main News Feed
- 2. Navigation
- 3. Toggle Views

The screenshot shows the ParentSquare interface for Baxterville Middle School. At the top, there's a navigation bar with 'ParentSquare', 'Home', 'Admin', a search bar, 'Español', notification icons, and a user profile for 'Jose Martinez'. The main header features the school's name and logo, along with the motto 'LOYALTY, COMPASSION, & FRIENDSHIP: THE TERRIER WAY.' Below this is a 'Send updates and announcements, share pictures or request participation' section with a 'New Post' button. The main content area displays a post titled 'Student Packet Review Meetings - Jun 24' by 'PA School', dated '0/24 Sign Ups' and posted '19 hours ago' on Thursday, Jun 23 at 8:06 AM. The post includes a calendar widget for 'JUN 24 Friday' and a text block: 'Please view the sign up list and find a convenient time for us to meet. Thank you and I look forward to seeing everyone!'. At the bottom of the post are links for 'Sign Up', 'Appreciate', 'Comment', and 'Print', along with a notification preference setting for 'User Preferred Notifications'. On the left, a navigation sidebar is visible with sections for 'COMMUNICATE' (Posts, Messages, Alerts and Notices) and 'EXPLORE' (Directory, Calendar, Photos, Videos, Files, Links). On the right, a 'My School, Classes, And Groups' sidebar lists various groups like 'Technology Applications', 'Hope Springs Class of 2012 Alumni', and 'Migrant Worker Families'. Three red callout boxes with numbers 1, 2, and 3 point to the main news feed, the navigation sidebar, and the right-hand toggle views sidebar, respectively.



# My Account Settings



- 1. My Account Settings
- 2. Notifications, Language, & Office Hours



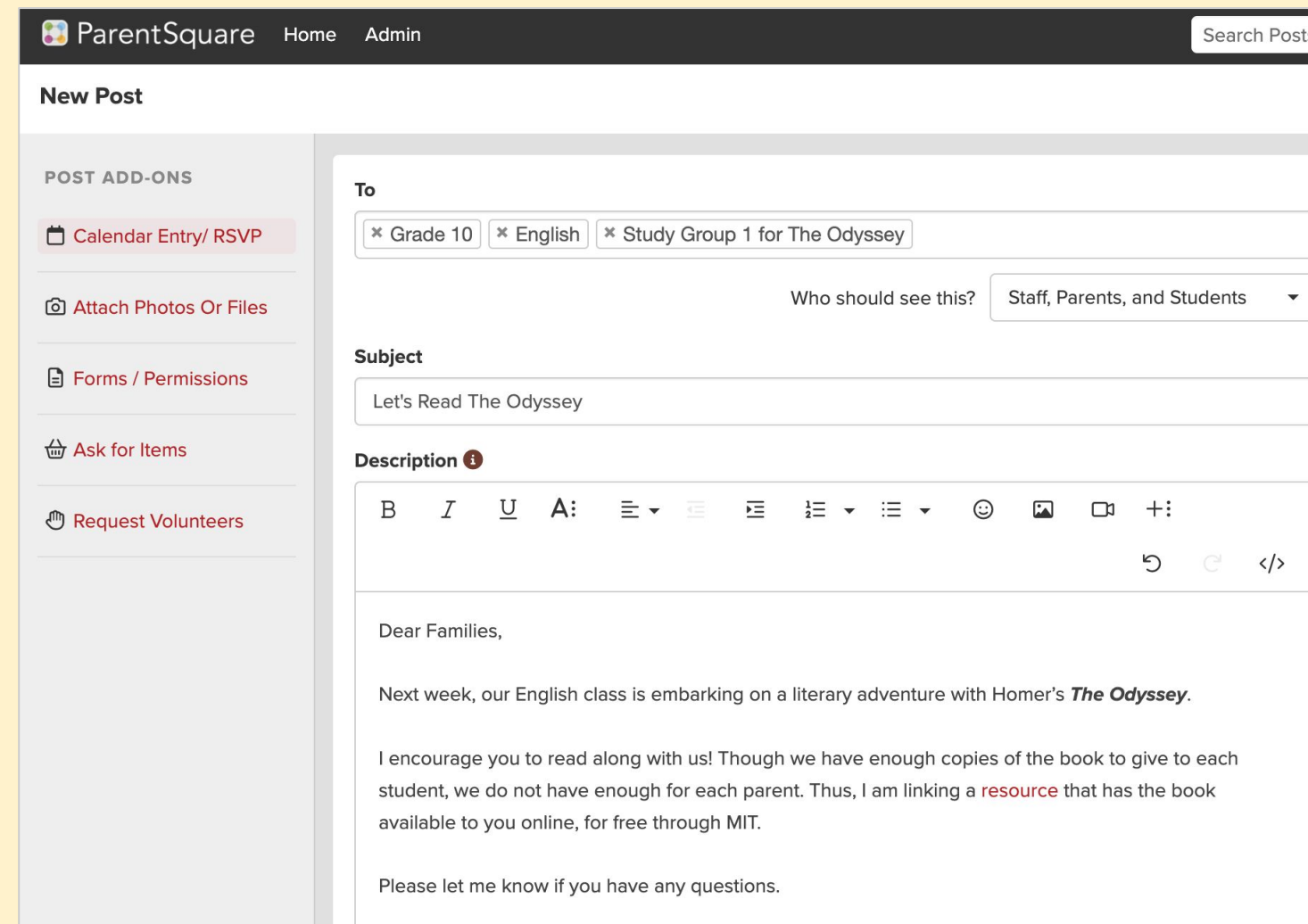
[Manage Your Account Settings](#): Update Contact Info, Language & Post Notifications  
[Update Your Notification Settings](#) for email, text, and app.



# 3 Ways to Communicate in ParentSquare

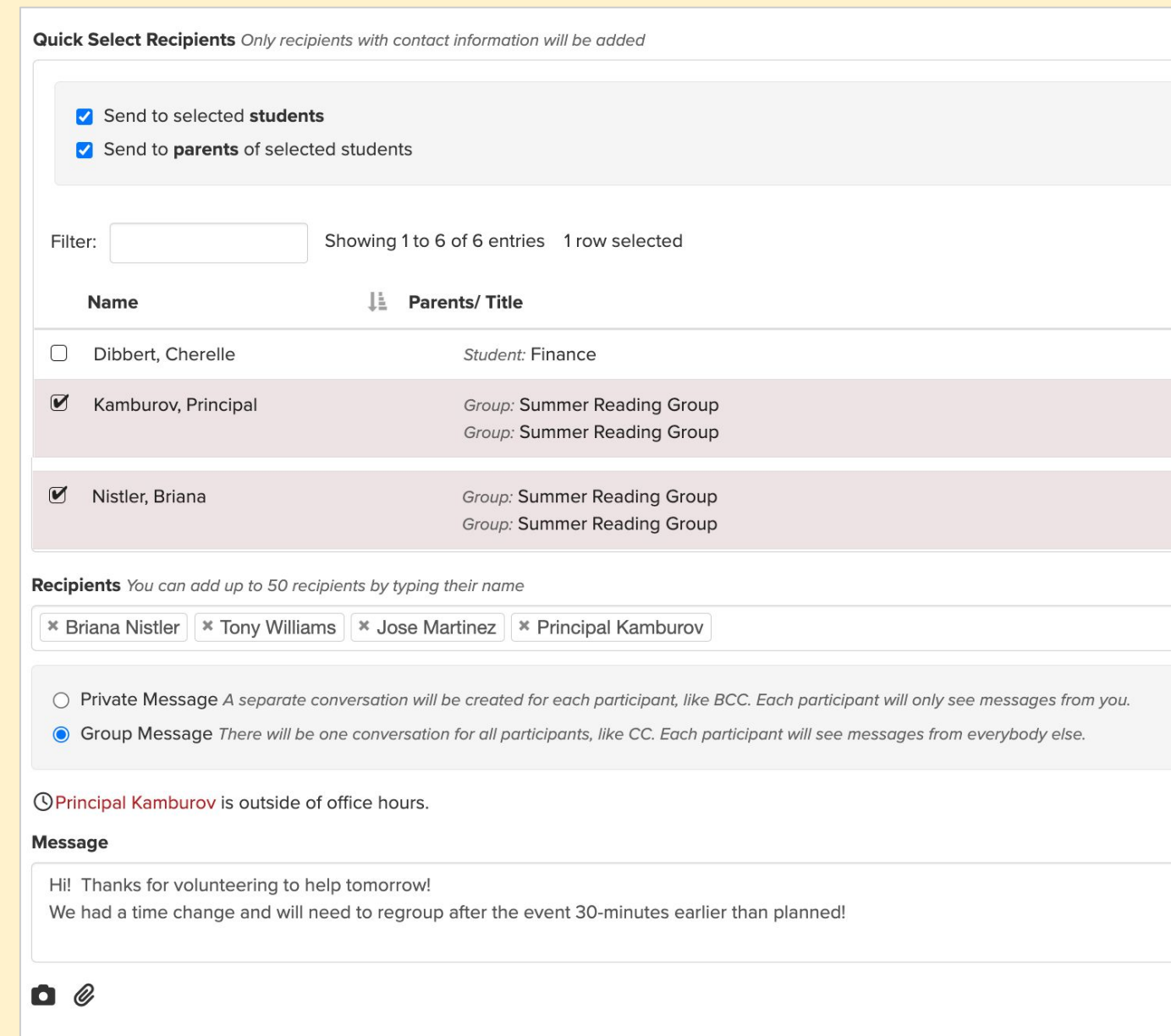


## Posts



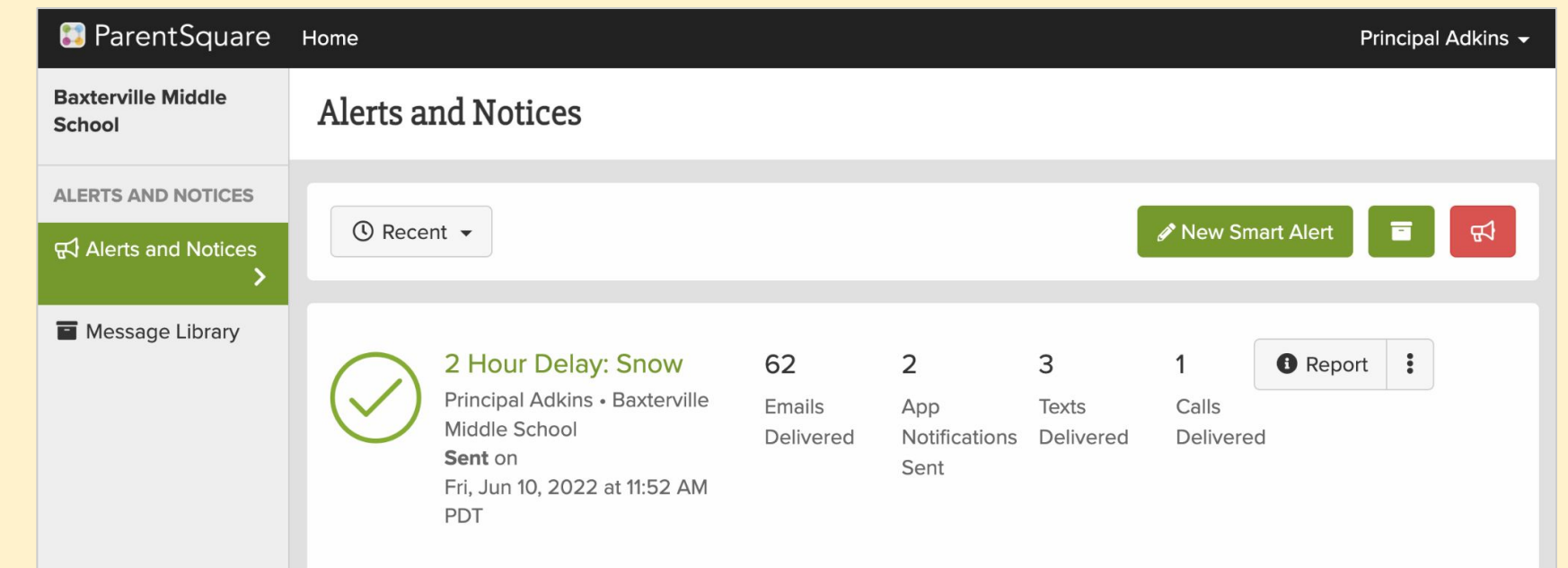
Good for Whole School,  
Entire Grade Level or Group  
[How to Create a Post \(5:32\)](#)  
[Post with Add-ons \(5:25\)](#)

## Direct Messages



Good for one-on-one or small  
group communication  
[Sending a Direct Message \(3:30\)](#)

## Alerts



Good for broadcasting  
time-sensitive information (sent  
via text, email, app & “Robocalls”)

### [What are Alerts? \(7:32\)](#)

[When to use a Smart Alert, Urgent Alert or Post](#)

Pro Tip!





# Built-in Translation



ParentSquare uses Google Translation software to translate content and allow parents to receive and send communication in their preferred language.

The user preferred language is synced from Aeries contact information (CorrLang) and parents can update their language settings on their **My Account** page.

## Language Translation Settings at Oakland Unified School District

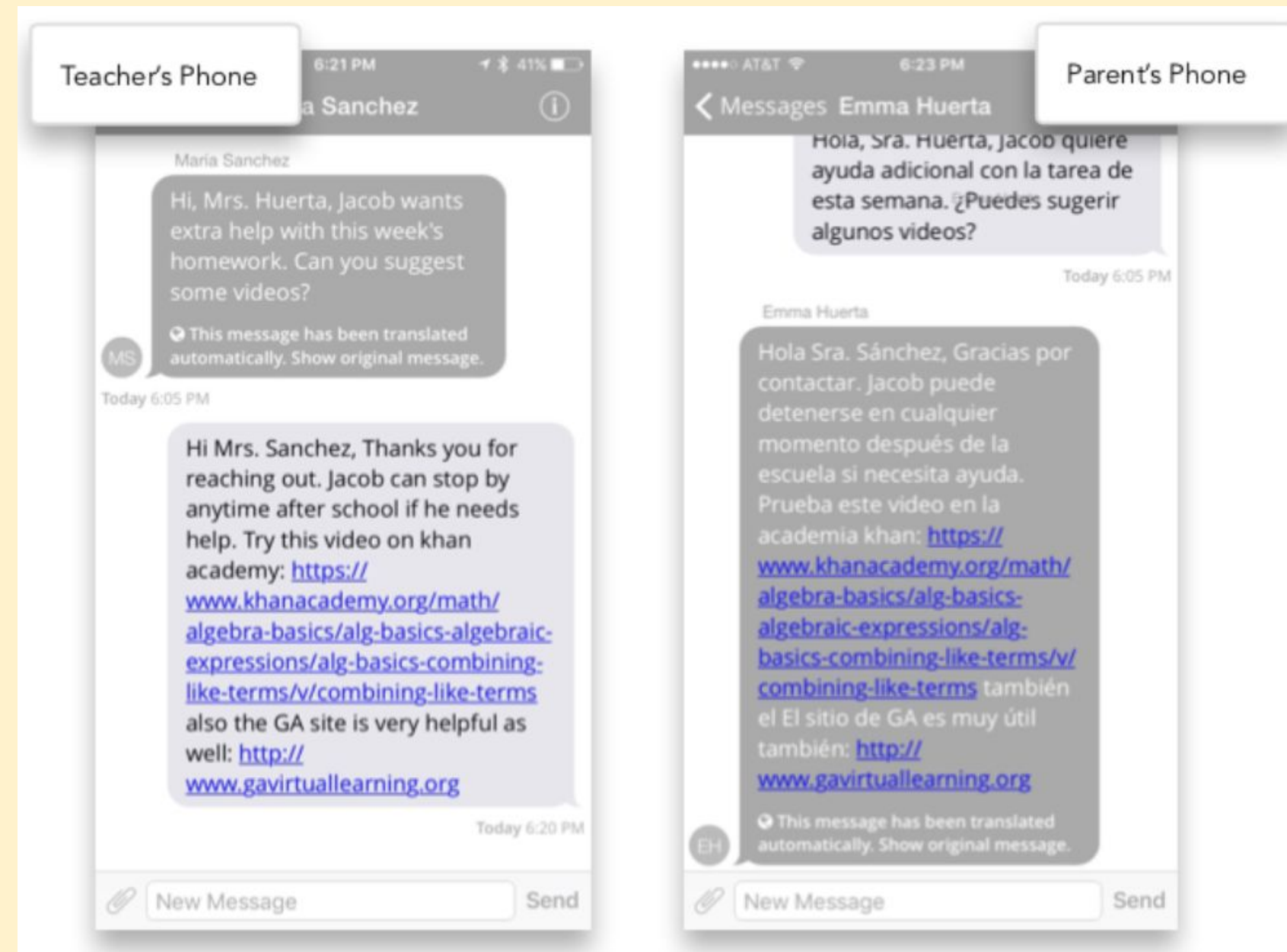
NOTE: Auto translation happens for every supported user language, including the languages below.

**Secondary Language** Language understood by the majority of your users who do not understand English.

Español (Spanish)

**Other Language(s)** Language(s) for which you have a translator on staff to supply translations or review auto translations.

\* አማርኛ (Amharic) \* العربية (Arabic) \* 中文 (Chinese) \* 漢語 (Chinese Traditional) \* Français (French) \* ខ្មែរ (Khmer) \* Español (Spanish) \* Tiếng Việt (Vietnamese)



## How Translations Work by Feature (Links below):

- [Posts](#)
- [Forms/Permission Slips](#)
- [Direct Messages](#)
- [Alerts \(Smart & Urgent\)](#)

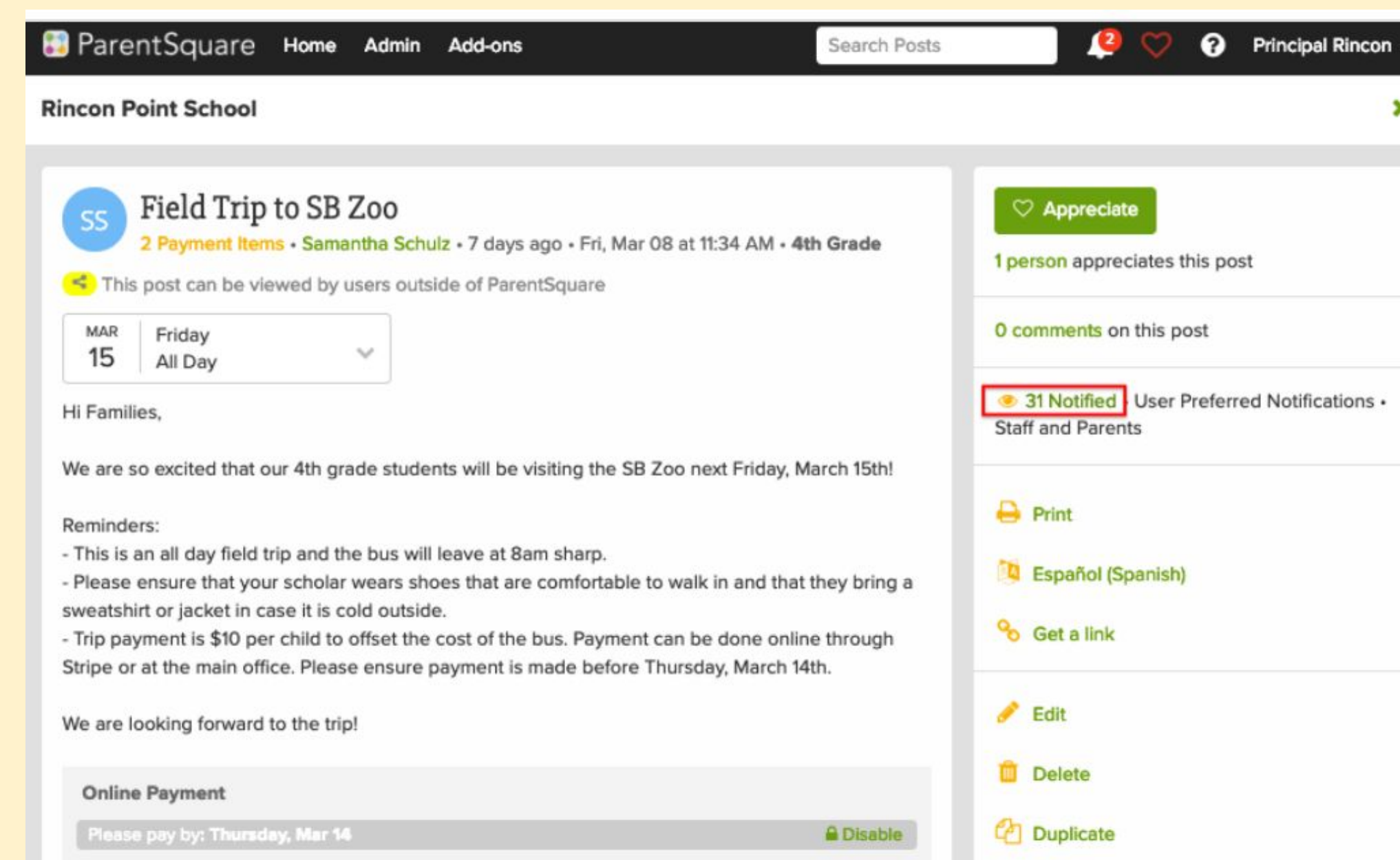
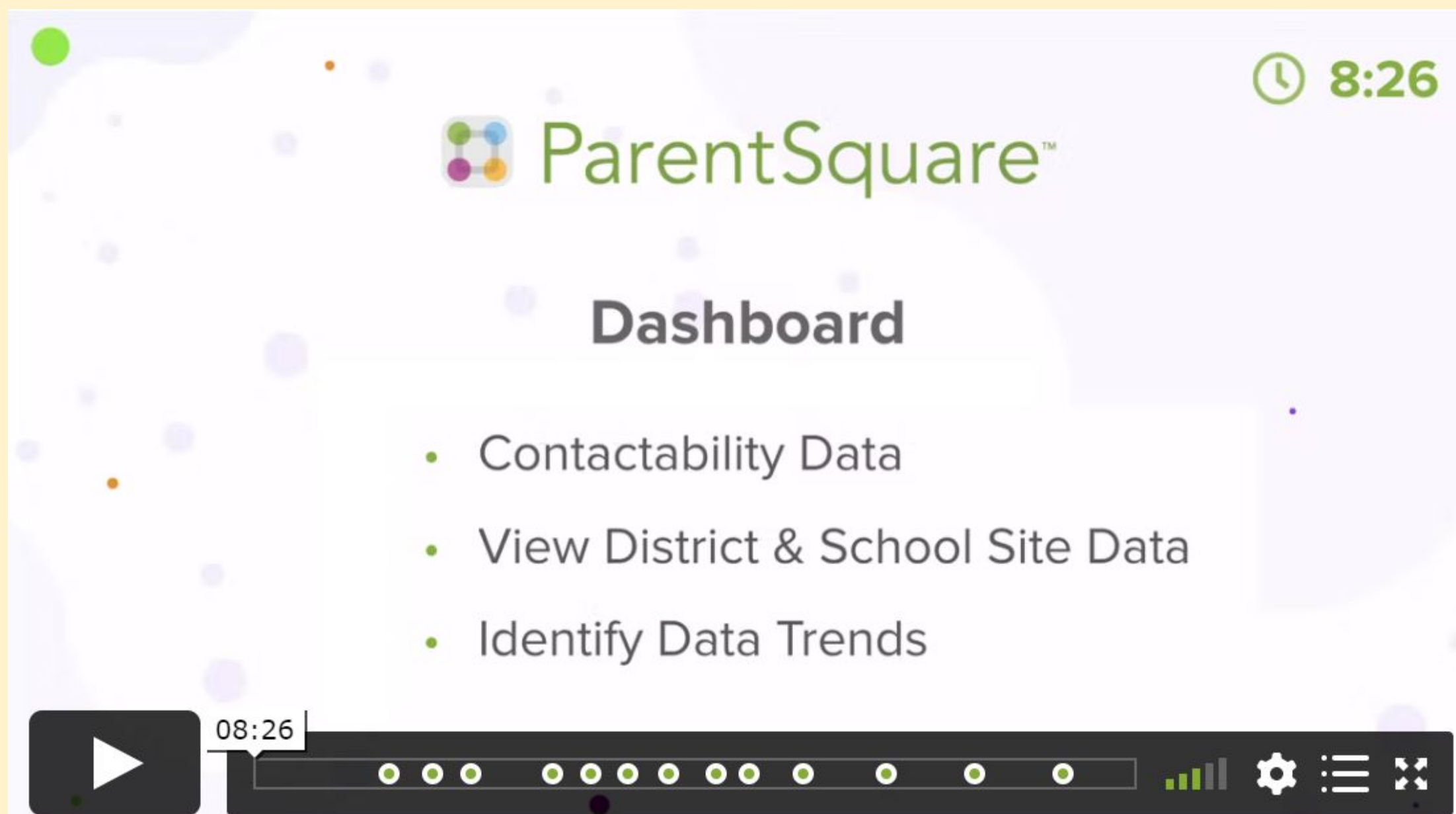




# Admin Dashboard



The **Admin Dashboard** is a great resource to help schools and districts reach 100% of their families as well as track ParentSquare usage across your school community. Watch this [video](#) to learn how to reach 100% of your families. You may also want to assess your “reach” by viewing [delivery statistics for a post](#).



For most accurate delivery stats, check **after 6:00PM** once daily digest messages have been sent



# Part 2:

# Additional Features





## Who can use Forms/Permission Slips?

Site Administrators, Teacher, Group Owners, Room Parents & anybody with permission to post at Districts & Schools can use forms in a post

## When and how to use online permission slips and forms?

Watch this [video \(8:20\)](#) with instructions to create online permission slips/forms and review responses

### Permission Slip and Forms Uses

- Field Trip Permission Slip
- After-School Class Authorization
- Electronic Use Policy
- Receipt of Parent Handbook
- PTA Forms
- Dress Code Agreement



### Electronic Signature Process for Parents



Receive Email/Text/  
App Notification

Complete and Sign Form



Login to view, fill  
and sign form



Type full name as it  
appears in PS for  
electronic signature



Click Approve/  
Disapprove

Approve Do Not Approve



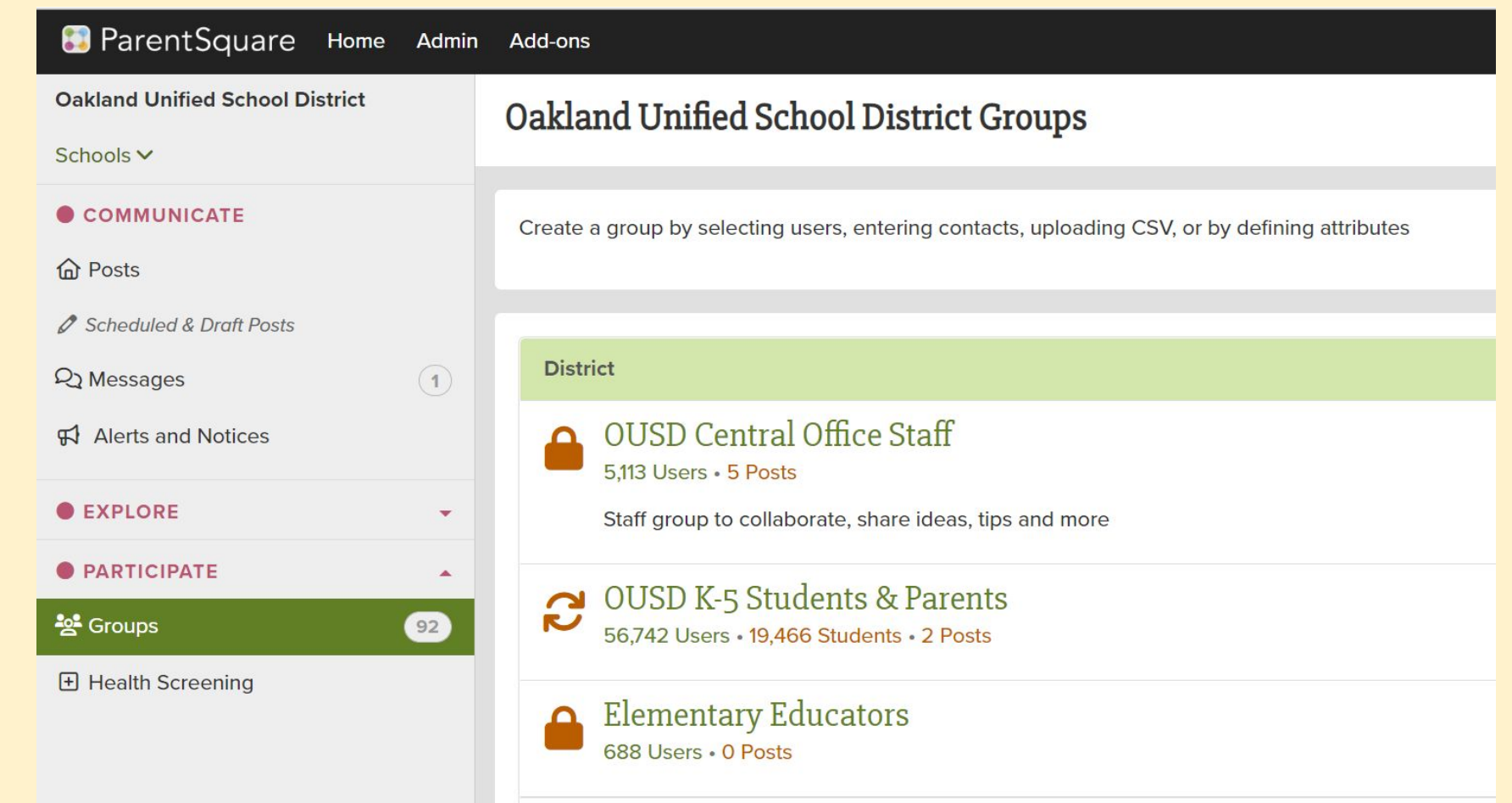
# ParentSquare Features: Groups



**Who can use Groups?** School and District Admin, Teachers and those with individual user permission for Groups

**Watch** this [video](#) to learn about different types of Groups, creating Groups, and managing members and Group settings.

**Note:** Groups that include demographic data need to be created in Aeries with support of the Tech Services Team by submitting request to [helpdesk@ousd.org](mailto:helpdesk@ousd.org)





## Who can use Newsletter and Post Templates?

- **Use a template:** Admin, Teachers, Group Owners, Room Parents & anybody with individual permission to post
- **Create a template:** School and District Admin and those with individual user permission for Newsletter/Post Templates

## How to Use a Template

Learn to easily [post](#) a weekly class update or formatted newsletters

## How to Create a Custom Template

Watch this [video](#) to learn how to design and build your own





# ParentSquare Features: Calendar



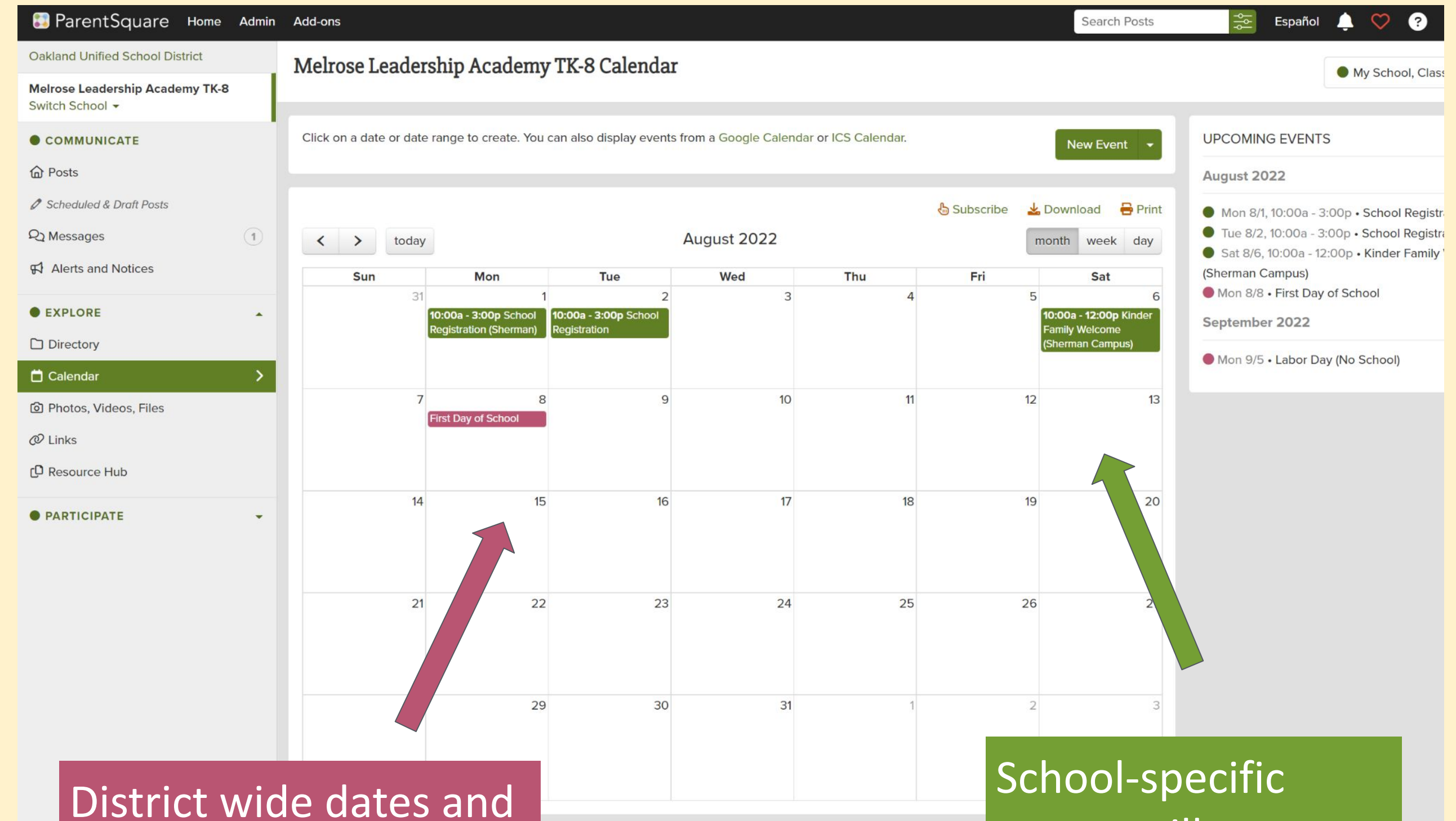
## Who can use Calendar?

School and District Admin, Teachers, Group Owners and anyone with individual permission for Calendar

## How to Manually Add or Delete Calendar Events? Instructions [here](#)

Calendar events can be added to...

- Group calendars by **group owners**.
- Classroom calendars by **teachers, school admin, or district admin**.
- School calendars by **school or district admin**.
- District calendars by **district admin**.



District wide dates and events (such as holidays) have already been added to ParentSquare calendar

School-specific events will appear to families and staff in a different color



# ParentSquare Features: Appointment Sign-Ups

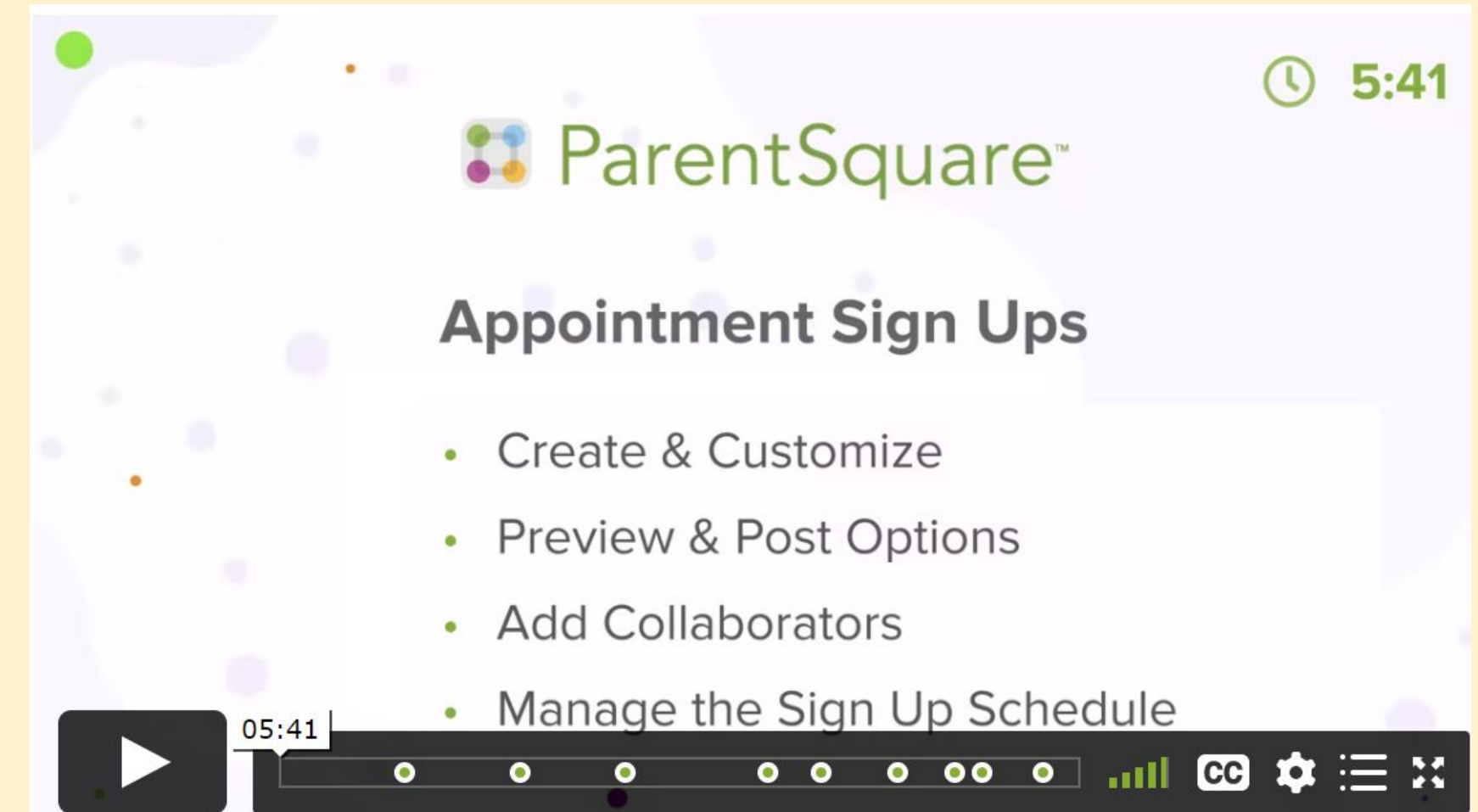


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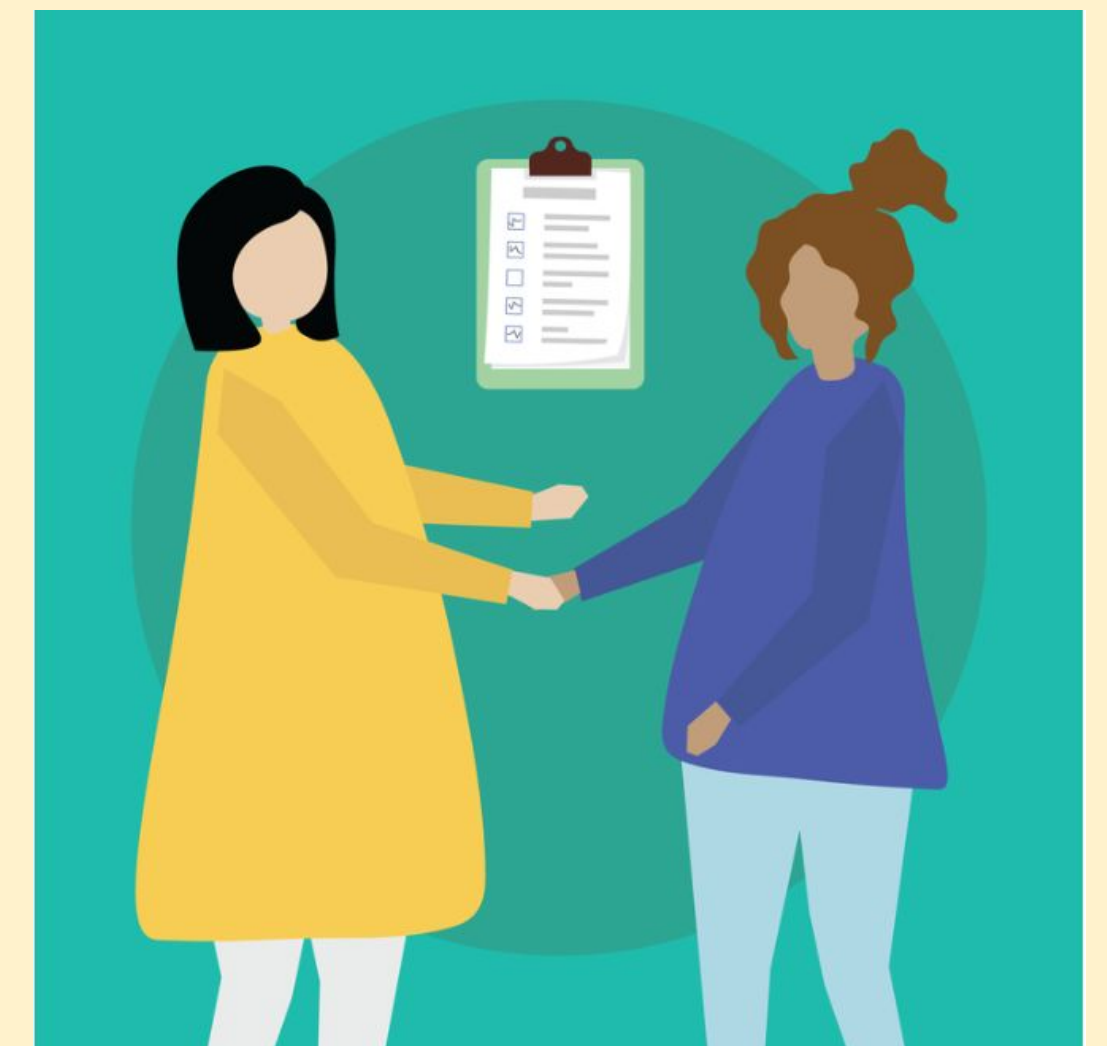
Admin, Teachers, Group Owners & staff with individual user permission to post

## How to Create an Appointment Sign Up Post?

Watch this [video \(5:41\)](#) to create an appointment sign up post and manage the schedule.



Parent-Teacher Conference [Best Practices](#)





# Part 3:

# Training Resources & Support





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EXPECTED TIME: 45 MINUTES OR LESS

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## Admin 102 Learning Objectives

- Use the Data Dashboard to reach 100% Total Contactability
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- Configure features and change default settings on the Add-ons menu

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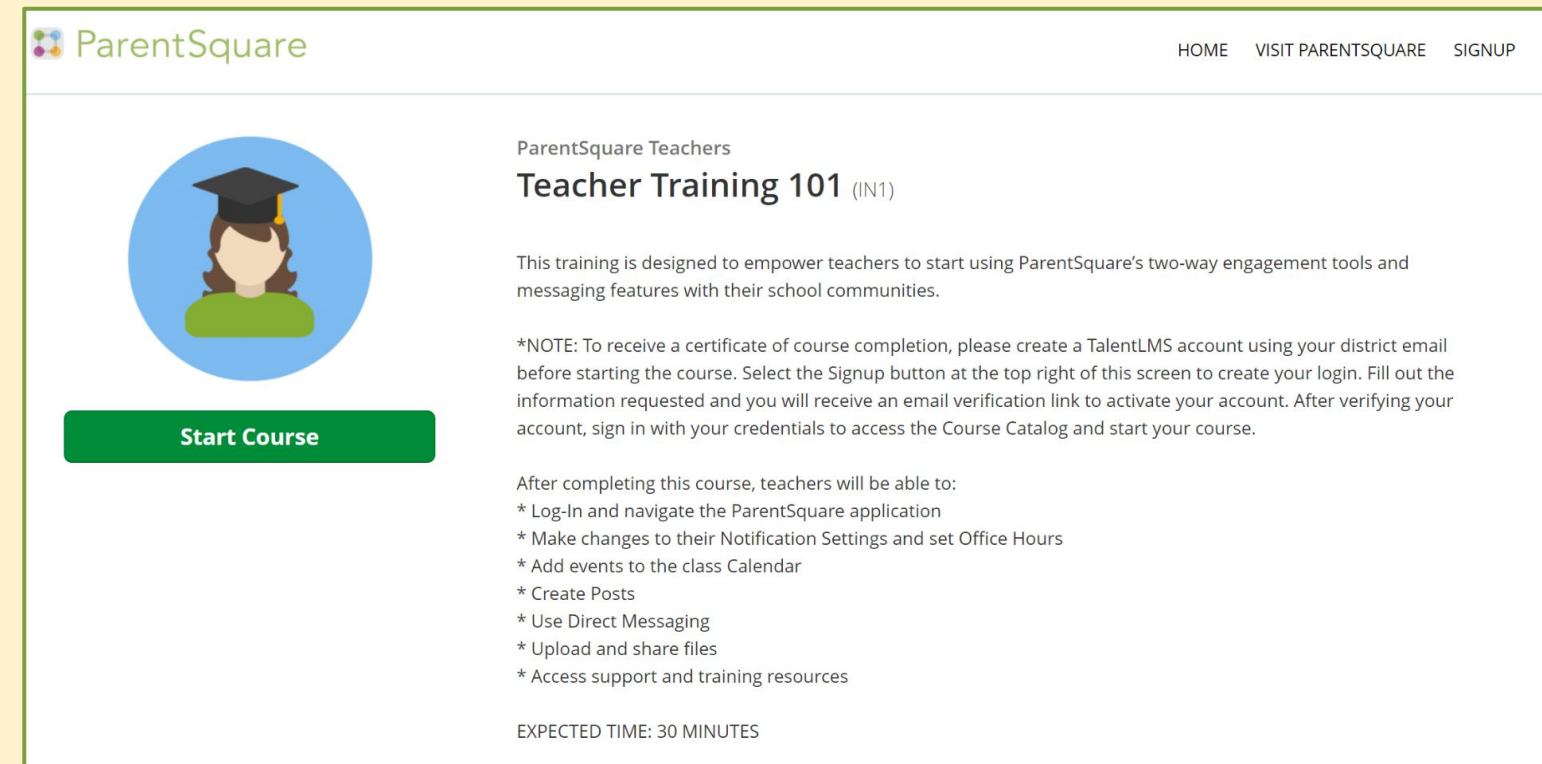
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- Calendar
- Q&A



Teacher Training 101 (Self-paced ~30min): [link](#)

Pre-Recorded Teacher 101 Webinar (31 min): [link](#)



## Teacher 101 Learning Objectives

- ➔ Log-In and navigate the ParentSquare application
- ➔ Make changes to their Notification Settings and set Office Hours
- ➔ Add events to the class Calendar
- ➔ Create Posts
- ➔ Use Direct Messaging
- ➔ Upload and share files
- ➔ Access support and training resources

Teacher Summer Camp – Weeklong On-Demand Series:





[Link to Archived Camps \(Aug 2023\)](#)



LIVE Webinars: *Training for Admin, Staff & Teachers*

[Link to 2023-24 Weekly Calendar & Registration](#)

### PARENTSQUARE TRAINING OFFERINGS

<p><b>NAVIGATE - PARENTSQUARE BASICS</b></p> <p>Begin your ParentSquare journey with our Navigate Training! In this training we cover the basics for getting started with ParentSquare. This 30 minute training covers the following topics:</p> <ul style="list-style-type: none"> <li>• Basic Navigation</li> <li>• Account Settings</li> <li>• Posts</li> <li>• Direct Messages</li> <li>• Live Q&amp;A</li> </ul> 	<p><b>PARENTSQUARE SKILL-UP</b></p> <p>Are you eager to enhance your abilities and reach new heights? Our Skill-up course is designed to help you refine and expand upon the skills you learned in our Navigate course- This 1-hour training covers the following topics:</p> <ul style="list-style-type: none"> <li>• Groups</li> <li>• Posts with Add-Ons</li> <li>• Appointment Sign-Ups</li> <li>• Live Q&amp;A</li> </ul> 
<p><b>ADVANCED FOR ADMIN</b></p> <p>Ready to chart your path to the top as a school admin? Our Advanced for Admin training will take a deeper look at admin specific features on the ParentSquare platform- This 1-hour training covers the following topics:</p> <ul style="list-style-type: none"> <li>• Data</li> <li>• Directory</li> <li>• Alerts (Smart &amp; Urgent)</li> <li>• Auto Notices</li> <li>• Live Q&amp;A</li> </ul> 	<p><b>CREATE &amp; CONNECT</b></p> <p>Tap into your creative side with our Create &amp; Connect training. This immersive training for admin is designed to empower you with the skills you need to create various engaging templates in ParentSquare. This 1-hour training covers the following topics:</p> <ul style="list-style-type: none"> <li>• Creating a Repository in the Add-Ons Tab <ul style="list-style-type: none"> <li>◦ Forms, Permissions, Newsletters</li> </ul> </li> <li>• Creating an Alert Library</li> <li>• Calendar</li> <li>• Q&amp;A</li> </ul> 

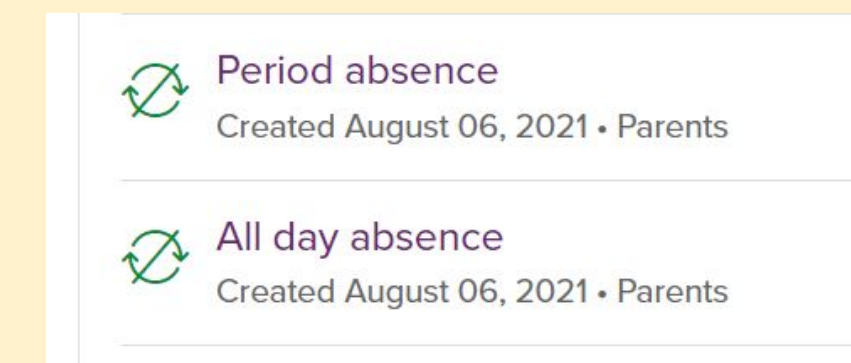
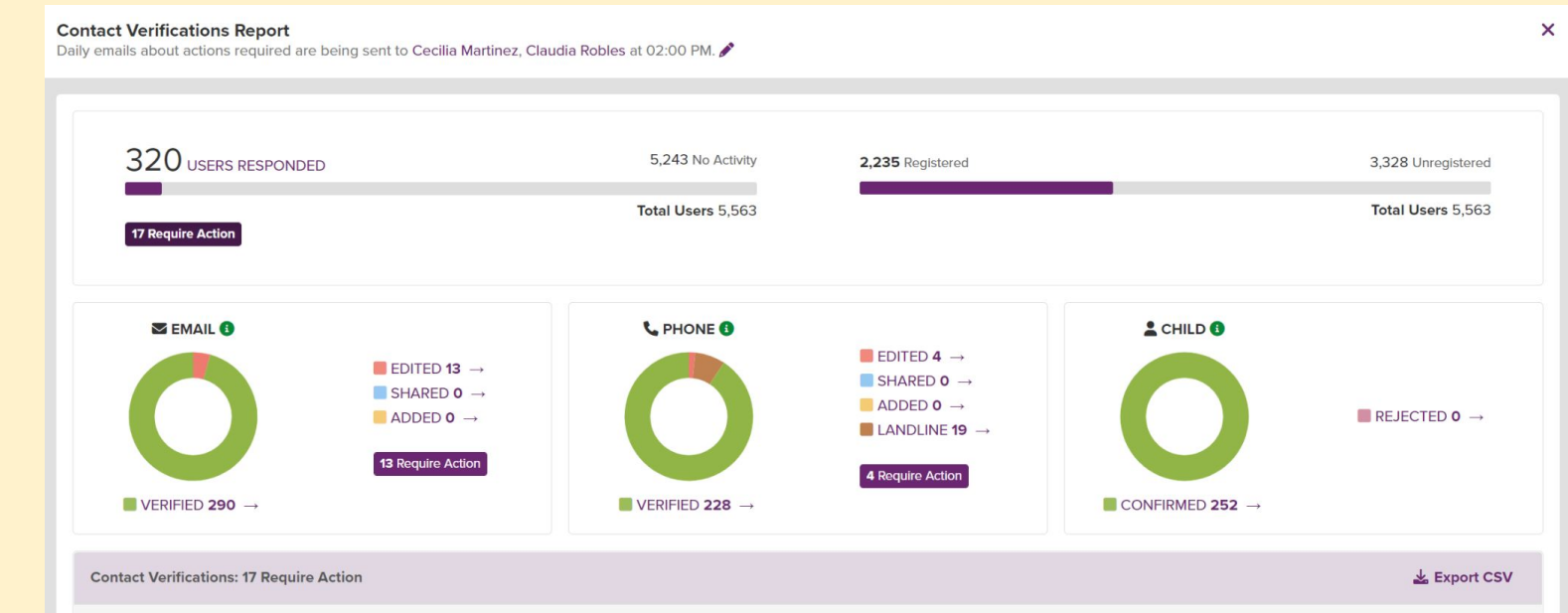
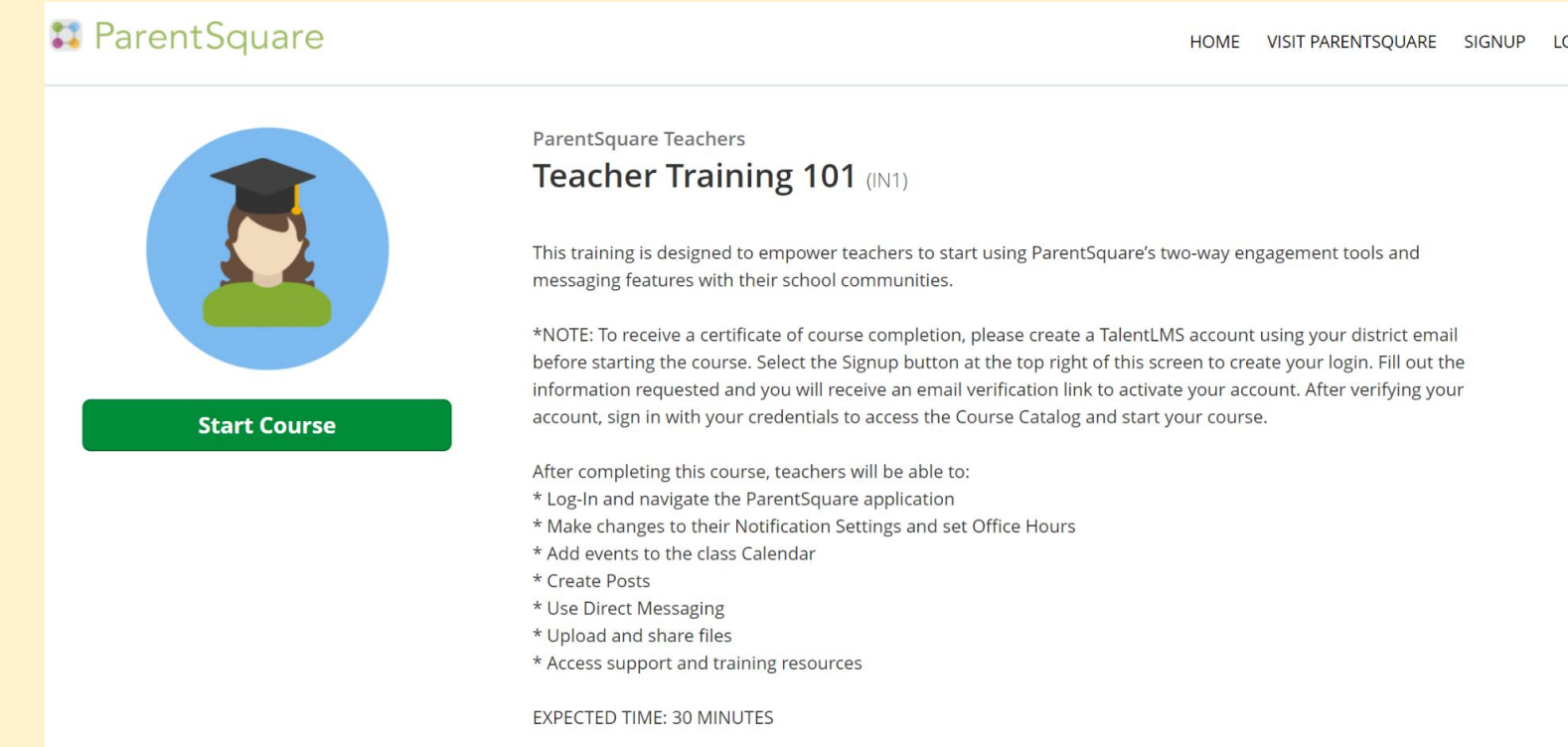


# Supporting Teachers & Staff



## Recommendations for implementation and support

- Teachers: Plan to include 15-30 minutes for ParentSquare during Staff PD
  - Getting Started & Navigation Overview [Video](#) (5 mins)
  - Set implementation expectations
  - Share training resources: [Teacher Training 101](#) (20-30 mins)
  - Parent engagement tip: [5-Min Fridays!](#)
- Admin Assistants: Contact Verifications
  - Responsible for updating contact info requested by parents in Aeries
  - [Reach 100% Contactability with Contact Verifications](#)
- Attendance Specialists: Auto Notices for Absences
  - Responsible for checking Period (MS/HS) or All Day Absences (ES) for notes
  - [Aeries Attendance](#) and [Attendance Notice Summary & Parent Notes](#)



For Quick Reference:  
2022-23 Clerical  
Training [Slide Deck](#)

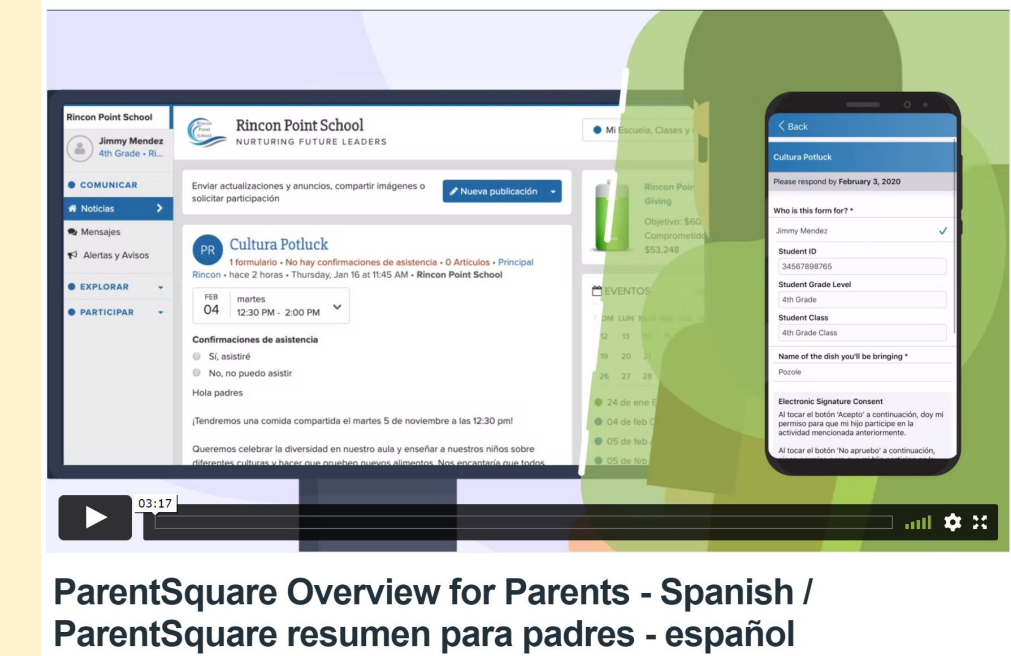


# Family Support Recommendations



While translation is available for several languages on the ParentSquare platform, most resources are in English and Spanish. OUSD instructions and videos are available in 6-7 languages.

- Post [QR Codes](#) in the office, near entrances and drop off/pick up locations
- Schedule in-person support for logging in to ParentSquare during first couple weeks of school – registration, drop-off/pick-up and back-to-school night
- Save and share “How to Log In for the First Time” (OUSD) [instructions](#) and [videos](#)
- Share ParentSquare Overview Videos in [English](#) or [Spanish](#)
- Send posts to [Welcome Families to ParentSquare](#) and [Encourage Families to Download the App](#)
- Host 20-minute workshops for these ParentSquare training modules
  - Present *Overview for Parents* videos in [English](#) or [Spanish](#)
  - Self-paced modules with videos: [Parent 101 \(English\)](#) or [Padre 101 \(Español\)](#)
  - Recorded parent webinars (training videos) in [English](#) and [Spanish](#)
- Encourage teachers to include ParentSquare info in their welcome letters
- Share additional [Parent, Guardian & Student resources](#) (English and Spanish)



*Parent training is designed to help families learn to navigate and use ParentSquare with two-way engagement in their school community.*



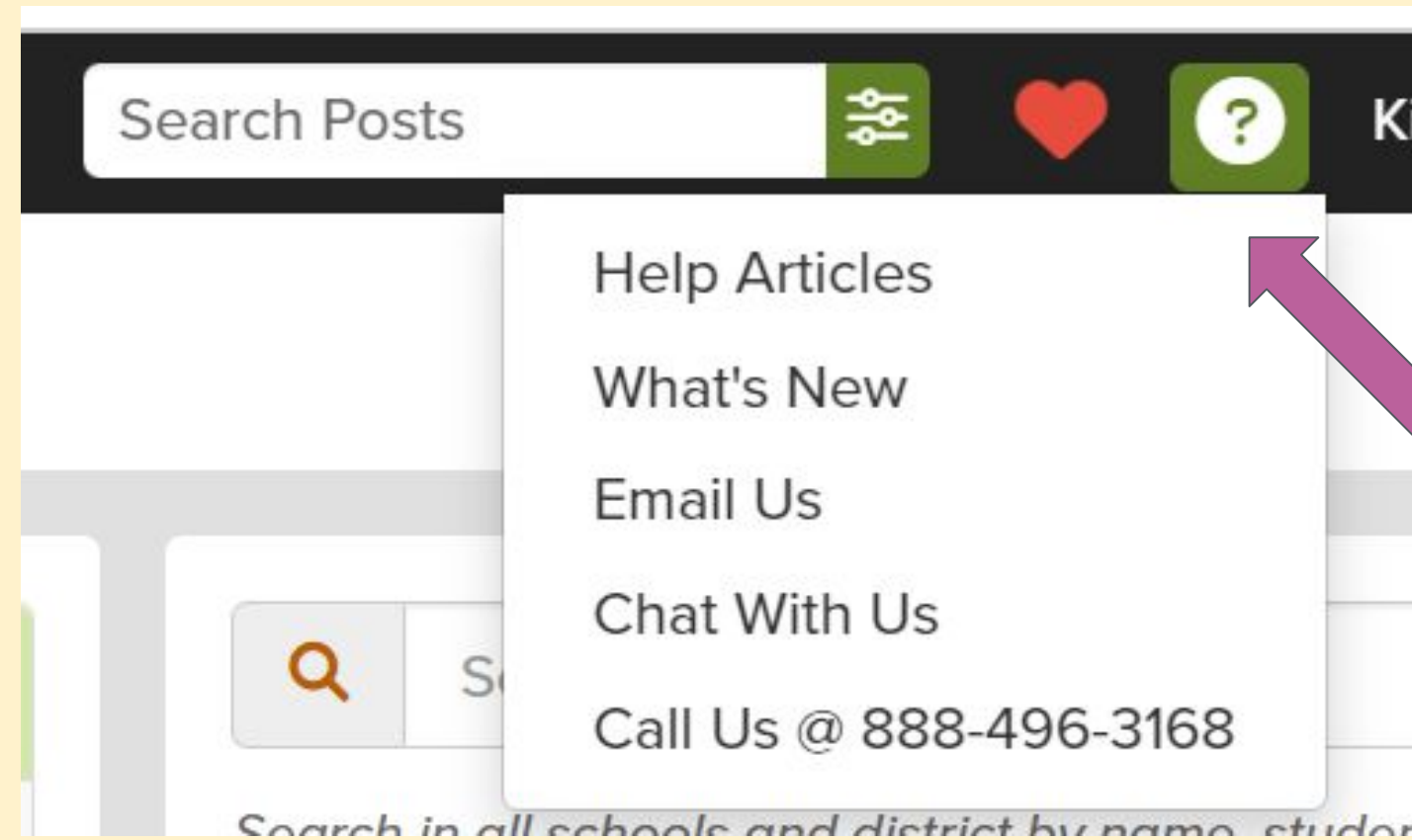


# ParentSquare Help



OAKLAND UNIFIED SCHOOL DISTRICT  
Community Schools, Thriving Students

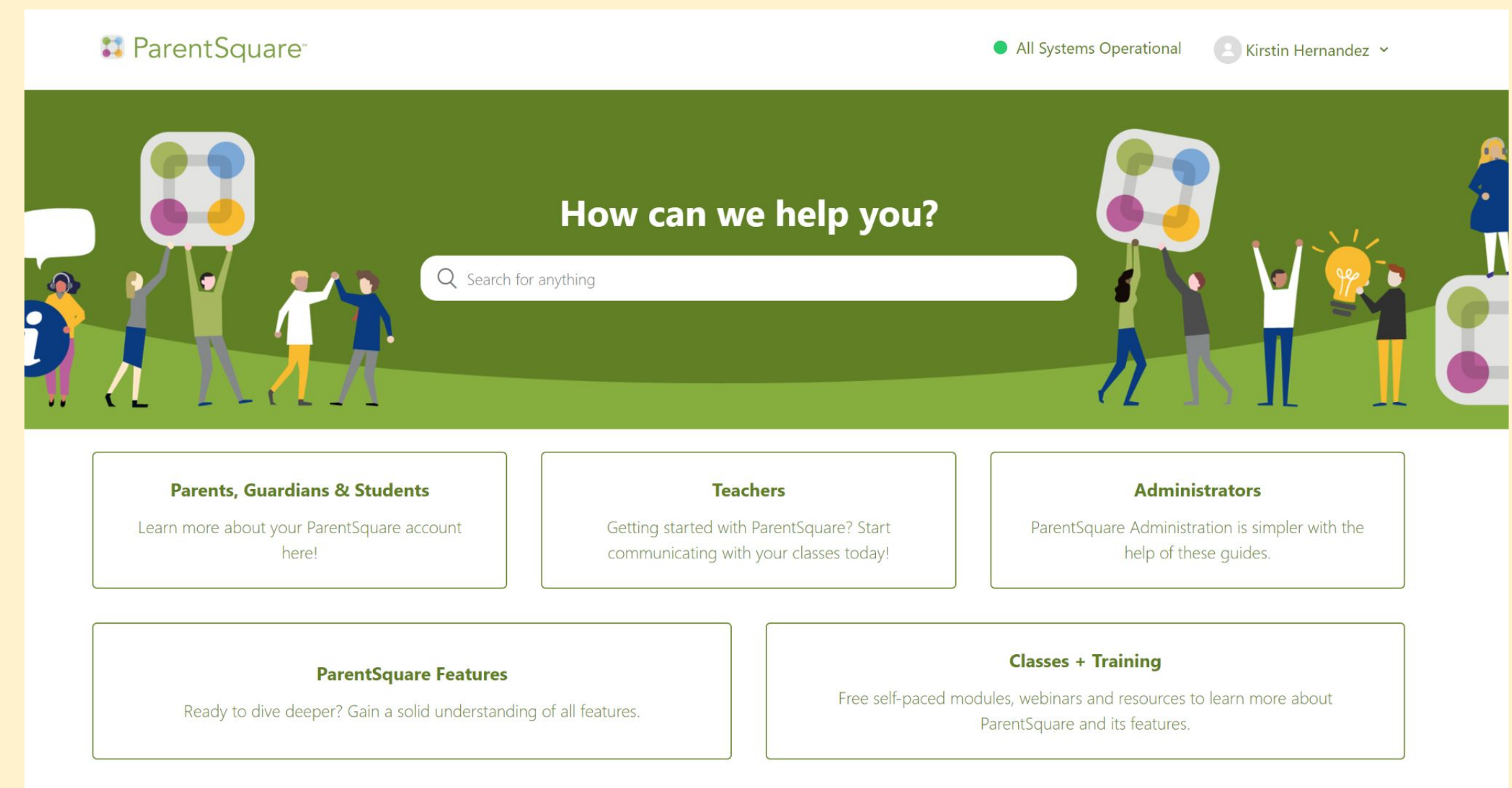
## ParentSquare Help



Click for help

## Bookmark this!

<https://parentsquare.zendesk.com/hc/en-us>



## OUSD ParentSquare Help

Submit ticket to:

[helpdesk@ousd.org](mailto:helpdesk@ousd.org)



## OUSD ParentSquare Office Hours

- Wednesday 7/27 3:30-4:00 PM via [Zoom](#) (ParentSquare Breakout Room)
- Mondays beginning 8/01 11:00-12:00 via [Zoom](#) (Weekly)
  - *Meeting ID: 897 2157 7294*
  - *Passcode: 440996*
- Friday 8/05 1:00-2:00 PM via [Zoom](#)
  - *Meeting ID: 876 4621 9507*
  - *Passcode: 809513*
- Weekly Drop-In Q&A for Admin Assistants (With Ms. Shelia White): Wednesdays 11:00-11:45 AM via [Zoom](#)
  - *Meeting ID: 88640719252*
  - *Passcode: 613815*

