

OVERALL SNAPSHOT

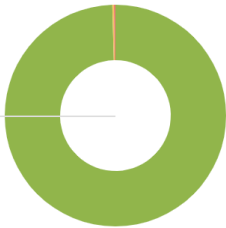
10,296
STUDENTS →

2,228
STAFF & TEACHERS →

13,001
PARENTS →

38
GUESTS →

99.5%
CONTACTABLE



10,296 STUDENTS' FAMILIES →

- CONTACTABLE 10,248 →
At least one student contact is contactable
- NON-CONTACTABLE 25 →
No student contact is contactable
- NO CONTACT INFO 23 →
There are no student contacts listed

LANGUAGES

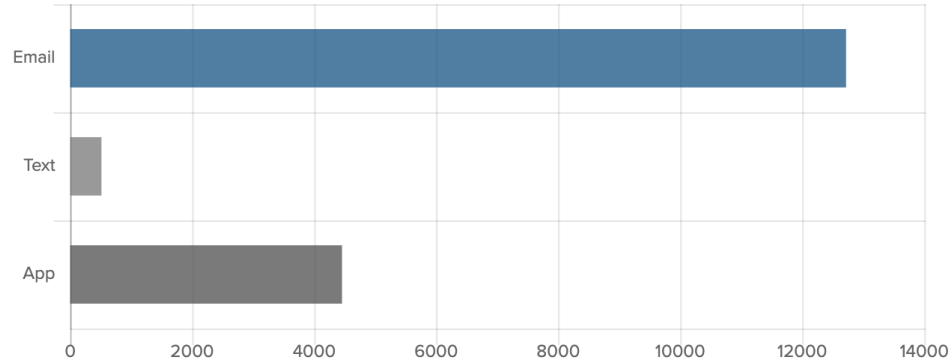


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Great! 99.5% of your students' families are contactable. You need to **fix only 40 family records to get to 100%.**

REACH & DELIVERABILITY

REACH METHODS



EMAIL

12,836 (99%) Parents with emails

12,718 (98%) Opted to receive emails

12,718 (98%) Receiving emails

0 (0%) Failed emails

APP

5,483 (42%) Parents with app

4,456 (34%) Receiving notifications

TEXT

12,753 (98%) Parents with phones

513 (4%) Opted to receive texts

513 (4%) Receiving texts

0 (0%) Failed texts

** all percentages are out of the total 13,001 parents in the District*

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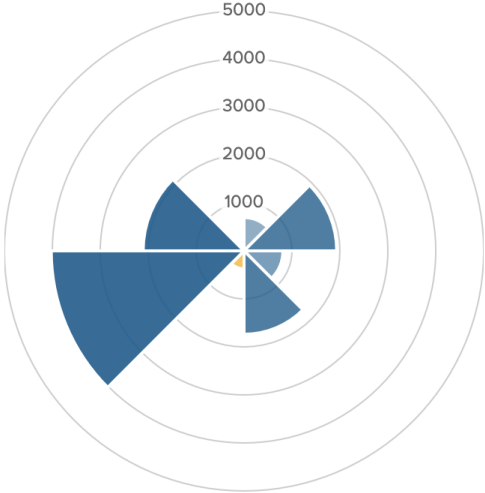
42% have downloaded the app

In your next newsletter make sure to highlight the benefits of downloading the app to increase engagement with parents. Here are some [posters](#) you can print and put up.

INTERACTION

5,960

OUT OF 13,001
PARENTS INTERACTED



COMMENTS

693 Commented

APPRECIATIONS

1,933 Appreciated

RSVPS

810 RSVP'd

VOLUNTEERS

1,737 Volunteered

ITEMS

375 Signed Up

FORMS / PERMISSIONS

4,022 Completed

PAYMENTS

2,105 Paid

POLLS

9 Voted

** all values are totaled starting from July 24, 2023*

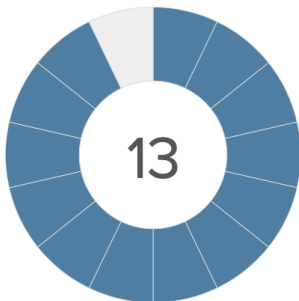
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Amazing! Give yourself a pat on the back

Typically there are 2 contacts per student. 46% parent interaction could mean that 92% of families are interacting!

FEATURES USAGE

FEATURES USED



OUT OF 14

24,213 Auto Notices

20,381 Direct Messages | 6,330 Threads

83 Forms / Permission Slips

691 Payment Items | 32 Posts

1 Polls

18 Posts Shared on Social

4 Smart Alerts

110 Calendar Events | 17 RSVP Requested

415 Files Shared | 310 Posts

3,029 Items Requested | 44 Posts

4,507 Photos / Videos Shared | 254 Albums

4,993 Posts

0 Secure Documents

10,833 Volunteers Requested | 1,355 Posts

** all values are totaled starting from July 24, 2023*

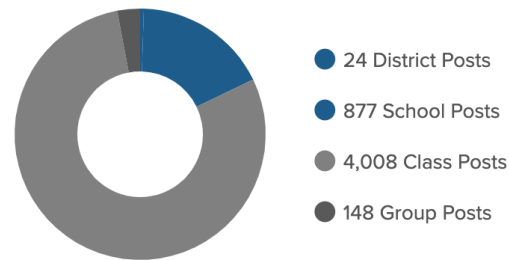
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You can get more use out of ParentSquare

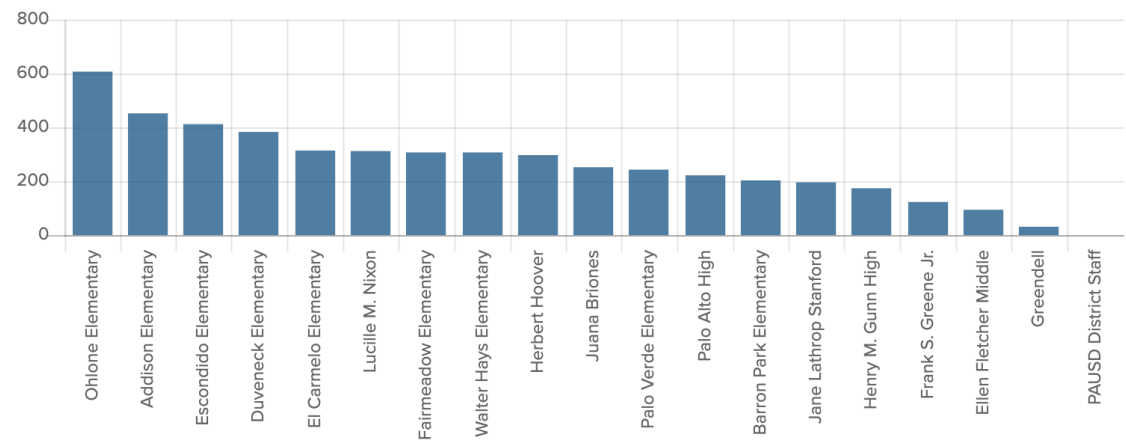
Let ParentSquare work hard for you and make your life easier, building a tighter community that loves you and your school. Click to read more about [Secure Documents](#).

DISTRIBUTION

POST DISTRIBUTION

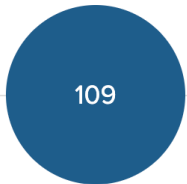


BY SCHOOL



TOP AUTHORS

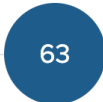
5
AUTHORS



Escondido PTA
Escondido Elementary



Paly PTSA
Palo Alto High



El Carmelo Elementary



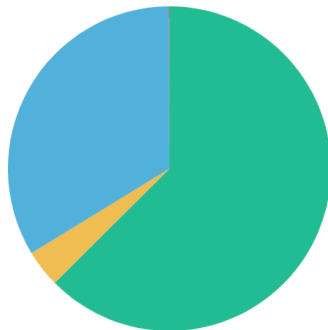
Addison Elementary

* all values are totaled starting from July 24, 2023

Oct 07, 2023 - Nov 07, 2023



█ Emails



545,103 emails sent to 18,658 users

█ Emails
█ Text Messages
█ App Notifications
█ Voice Calls

AVG. EMAILS

24,777 / Week Day

AVG. TEXT MESSAGES

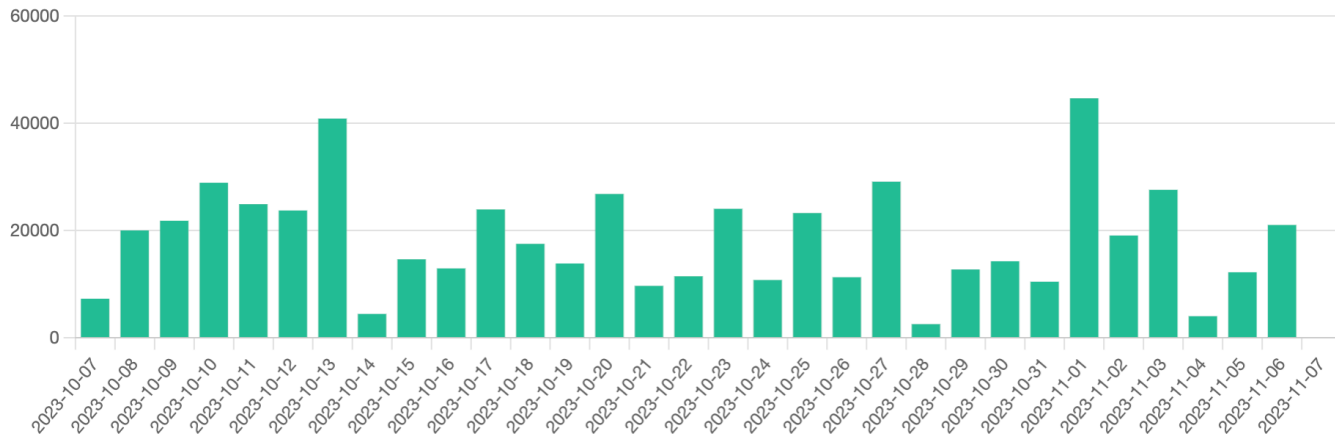
1,476 / Week Day

AVG. APP NOTIFICATIONS

13,329 / Week Day

AVG. VOICE CALLS

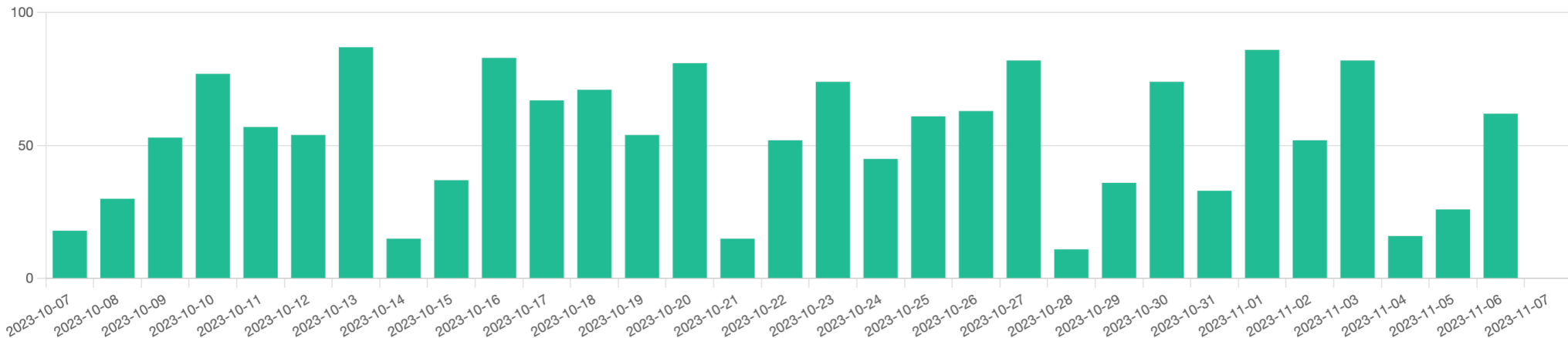
16 / Week Day



Oct 07, 2023 - Nov 07, 2023



Posts



POSTS

1,654

DIRECT MESSAGES

6,873

ALERTS

3

AUTO NOTICES 

265