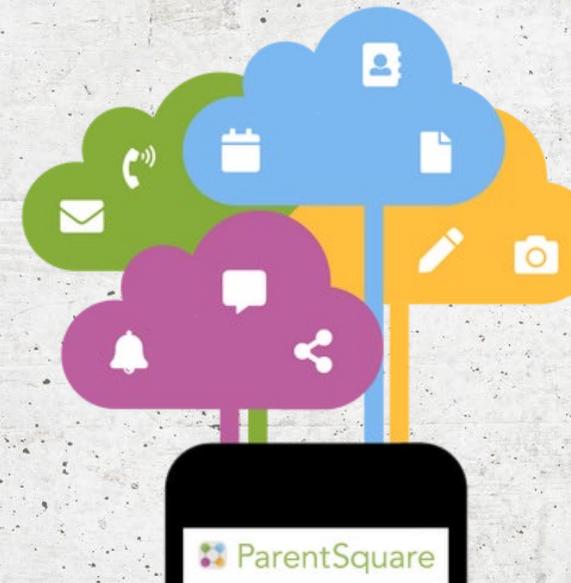




# ParentSquare for Families

Fresno Unified School District  
Department of Communications



# What is it?

Premier leading school to home communications platform for K-12 education. ParentSquare is the best fully unified product that engages every family with communications—all the way from the district office to the classroom teacher, and all in one place.

# Why did we get it?

To continue our work towards Fresno Unified's family goal – to increase inclusive opportunities for families to engage in their students' education. Also to respond to the preferences of our families based on data and feedback.



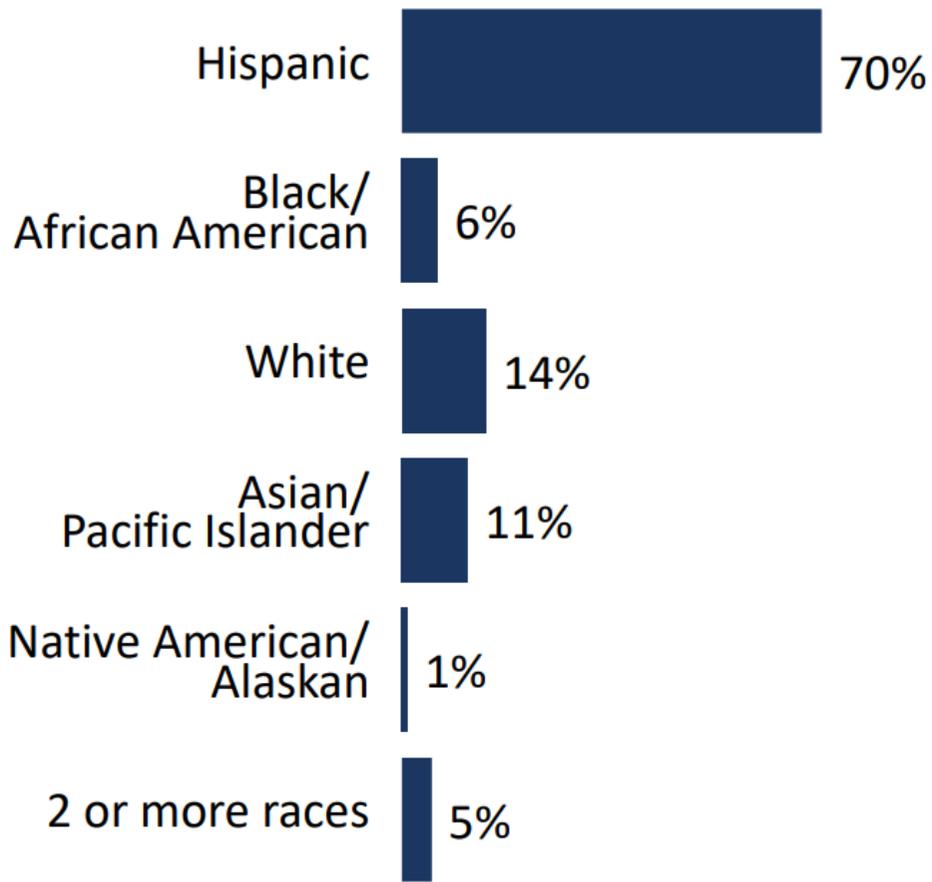
# Survey Specifics and Methodology

<b>Dates</b>	June 15-July 3, 2022
<b>Survey Type</b>	Dual Mode Parent/Guardian Survey
<b>Research Population</b>	Parents and guardians of students in Fresno USD
<b>Total Interviews</b>	733
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 4.0\%$ at the 95% Confidence Level (Half Sample) $\pm 5.2\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Languages</b>	English, Hmong, Spanish

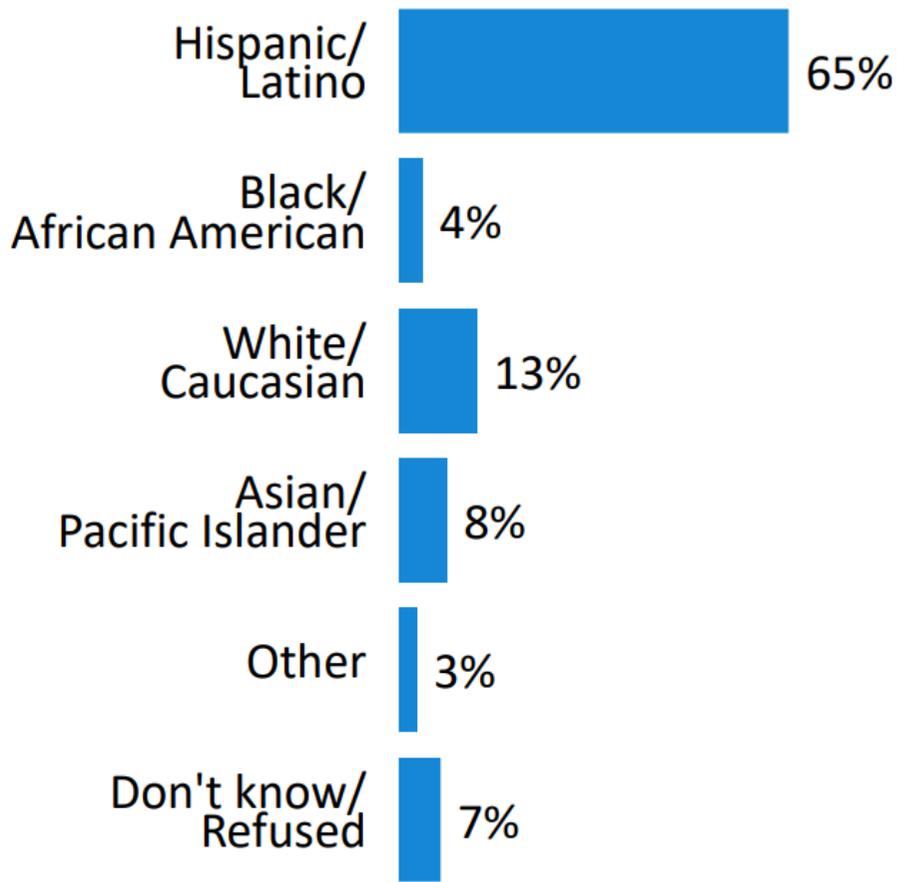
*(Note: Not All Results Will Sum to 100% Due to Rounding)*

# Nearly seven-in-ten students of respondents are identified as Hispanic, as are nearly two-thirds of respondents.

Student Race/Ethnicity

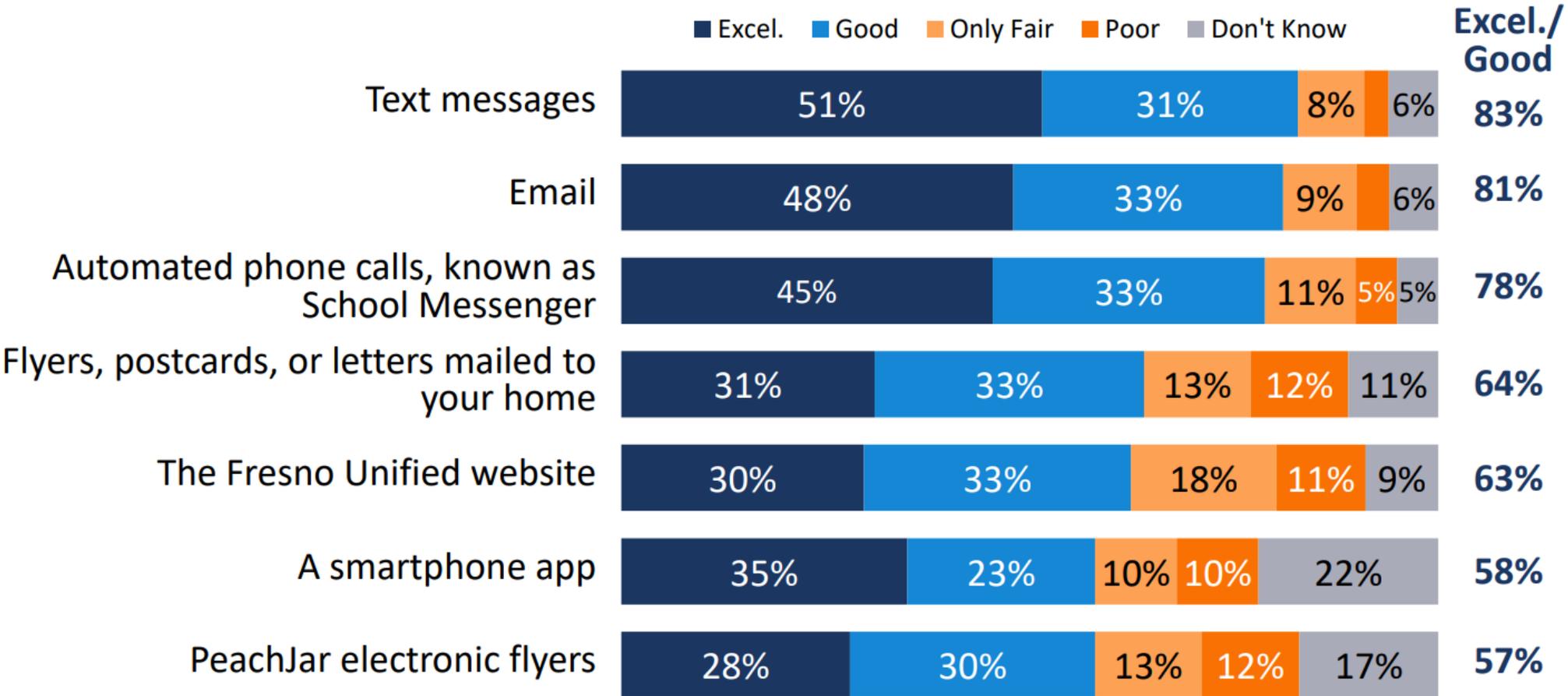


Parent Race/Ethnicity



# Text messages, email, and automated calls, top the list of ways for Fresno USD to communicate—and with nearly every subgroup.

*Please tell me if (each) would be an excellent, good, only fair, or poor way for the District to provide information to you.*



# Texts, emails, and automated calls are top communication sources with nearly all subgroups

- Text messages; email; and automated phone calls, known as School Messenger are the top sources of communication with virtually all subgroups analyzed. These sources are generally followed by flyers, postcards, and letters mailed to your home; the Fresno Unified website; and a smartphone app. Below are the top overall sources by Latino respondents, English learners, and those who say they are dissatisfied with District communication or receive too little communication.

(Total Excellent/Good)

	Total	Latino	English Learners	Dissatisfied with comm.	Receive too little comm.
Text messages	83%	83%	84%	64%	74%
Email	81%	79%	81%	61%	70%
Automated phone calls	78%	79%	85%	56%	71%
Flyers, postcards, and letters mailed to your home	64%	66%	77%	52%	61%
FUSD website	63%	65%	68%	33%	44%
Smartphone app	58%	57%	65%	39%	50%
PeachJar Electronic flyers	57%	54%	55%	36%	50%



# Why should you care?

- Auto-translate language capability
- User preferences
- Private messages
- Intuitive interface makes it easy to navigate even with low tech skills
- Easier to have your voice heard
- Data that leads to improved educational experience for both families and students





# What you need to know today

- Pilot phase 2022-2023
- Full implementation 2023-2024
- FREE training (English & Spanish) available at [fresnounified.org](https://fresnounified.org)
- Contact your school first

Communications Office  
[communications@fresnounified.org](mailto:communications@fresnounified.org)  
(559) 457-3733



# Download the app



iOS



Android

For the best user-experience!

