

GROTON BOARD OF EDUCATION
COMMUNICATIONS COMMITTEE
SPECIAL MEETING MINUTES
MARCH 20, 2025 @ 6:00 P.M.
REMOTE MEETING

Members Present: Jay Weitlauf-Chairperson, Adrian Johnson, Jennifer White

Also Present: Matthew Shulman, Rebecca Beyus, Anne Marie Mancini

1. Call to Order - J. Weitlauf called the meeting to order at 6:00 p.m.
2. Discussion re: Budget Communications – R. Beyus provided an overview of past district communications regarding the budget, which have included featuring the budget and superintendent's presentation on the district website, appearing on *Welcome to Groton* through GMTV, and sending notifications via ParentSquare about meetings and public hearings. The discussion emphasized maintaining a factual and neutral tone in budget communications.

The district plans to continue all existing outreach efforts and developing a printed flyer highlighting key budget points. Additional ideas included creating an infographic and/or video to present the budget in a more visual format.

J. Weitlauf suggested featuring Groton Public Schools and the budget on Joe De La Cruz's cable program. Other suggestions included clearly breaking down budget increases into key points, incorporating a QR code linking to more information or a feedback form, and ensuring that messaging remains concise and goal-oriented. The communication should emphasize how the budget supports students, the main drivers of increases, overall goals, and the district's quality of education relative to cost—highlighting that Groton Public Schools remains below the state average and surrounding districts in expenditures, even with increases.

3. Update from Communications Specialist – R. Beyus provided an update on recent and ongoing communications projects and initiatives, including key focus areas. The update included a district snapshot of parent engagement on ParentSquare, highlighting report card distribution via ParentSquare and increased engagement compared to last year, and attendance communications. Additionally, the district is exploring new ParentSquare features. The update also highlighted enhancements to the FHS Program of Studies and the creation of banners for the Career Pathways program. (See attached document.)
4. Adjournment - The meeting adjourned at 7:04 p.m.



Communications Update

March 20, 2025

Recent Projects

- School Matters District Newsletter
- Attendance Communications Enhancements
- Report Card Distribution
- Strategic Plan Survey
- Career Pathways and Digital FHS Program of Studies
- 2025-2026 K Registration and Spring Magnet Lottery
- FY 26 Budget



ParentSquare

ParentSquare: District Snapshot

4,021

STUDENTS →

1,166

STAFF & TEACHERS →

4,961

PARENTS →

139

GUESTS →

100.0%

CONTACTABLE



4,021 STUDENTS' FAMILIES →

■ **CONTACTABLE 4,003 →**

At least one student contact is contactable

■ **NON-CONTACTABLE 18 →**

No student contact is contactable

■ **NO CONTACT INFO 0 →**

There are no student contacts listed

LANGUAGES

English

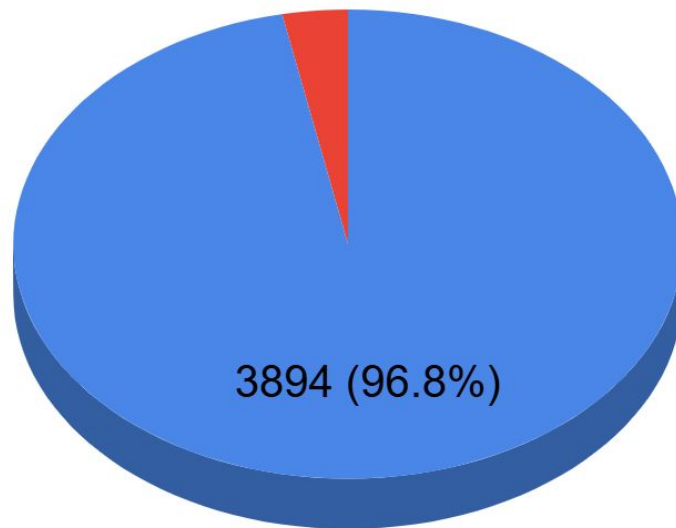


Other



ParentSquare: Parent Engagement

Total Unique Students: 4,021

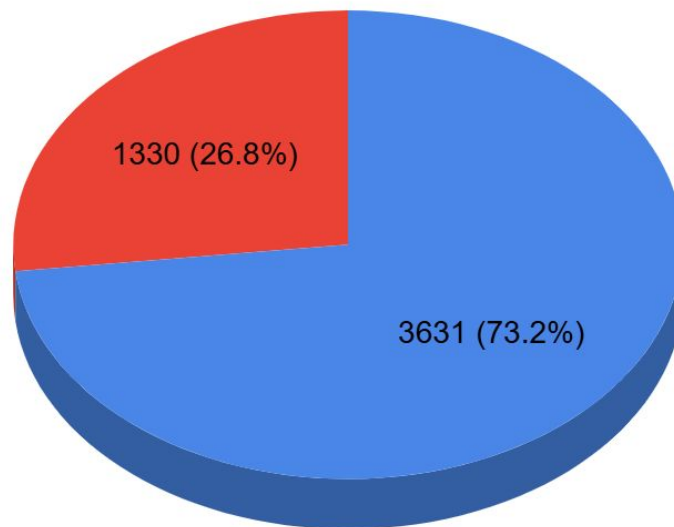


● Students w/ Registered Parent ● Students w/ No Registered Parent



ParentSquare: Parent Engagement

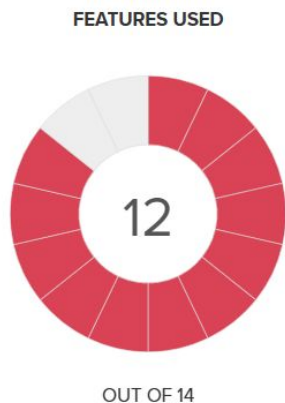
Total Unique Parents: 4,961



● Unique Parents Registered ● Unique Parents Unregistered



ParentSquare: Parent Engagement



796 Auto Notices

124,328 Direct Messages | 14,098 Threads

56 Forms / Permission Slips

0 Payment Items | 0 Posts

0 Polls

129 Posts Shared on Social

223 Smart Alerts

946 Calendar Events | 13 RSVP Requested

358 Files Shared | 296 Posts

5,161 Items Requested | 42 Posts

5,068 Photos / Videos Shared | 564 Albums

5,171 Posts

1 Secure Documents

** all values are totaled starting from July 16, 2024*

ParentSquare: T1 Elementary Report Cards

23-24 T1 Views
<i>Student report cards viewed by at least one parent T1 2023-2024 in PowerSchool</i>
CK - 145
CB - 116
MR - 137
NEA - 169
TR - 145



24-25 T1 Views
<i>Student report cards viewed by at least one parent T1 2024-2025 in ParentSquare</i>
CK - 315 = 89% (117% increase)
CB - 285 = 95% (145% increase)
MR - 365 = 90% (166% increase)
NEA - 340 = 88% (101% increase)
TR - 340 = 88% (134% increase)

ParentSquare: S1 GMS Report Cards

23-24 S1 Views
<i>Student report cards viewed S1 2023-2024 in PowerSchool</i>
213



24-25 S1 Views
<i>Student report cards viewed by at least one parent S1 2024-2025 in ParentSquare</i>
667 = 78% (213% increase)

ParentSquare: S1 FHS Report Cards

23-24 S1 Views
<i>Student report cards viewed S1 2023-2024 in PowerSchool</i>
6



24-25 S1 Views
<i>Student report cards viewed by at least one parent S1 2024-2025 in ParentSquare</i>
544 - 59%
(9133% increase)

ParentSquare: T1/S1 Report Cards Views

School	Delivered ParentSquare	Viewed ParentSquare	Viewed PowerSchool	Combined Unique Views	Unique Percentage
CB	301	285	49	292	97.00996678
CK	354	315	50	325	91.8079096
MR	405	365	55	371	91.60493827
NEA	372	340	101	350	94.08602151
TR	386	340	59	349	90.41450777
Total	1818	1645	314	1687	92.79427943
GMS	853	667	208	717	84.05627198
FHS	918	544	73	570	62.09150327



ParentSquare: Attendance Notes

- Parents now can respond to the ParentSquare Attendance Notification they receive about their child's absence and indicate why their child was absent.
 - Supports parent engagement and compliance with documentation
 - Complies with Board Policy 5113 - Attendance
 - "While a written note from a parent or guardian will likely be the most common form of documentation, other methods of reporting a student's absence are acceptable, such as a parent/guardian making a report in person to the designated school staff member, **through an online system with controlled access**, or via video chat."



ParentSquare: GPS Roadmap

- Attendance Plus Enhanced Attendance Tracking and Communications Platform
- ParentSquare Pay
- Community Groups
- Expand use of Engagement Tools: Forms and Secure Document Delivery



Career Pathways

FHS Program of Studies and Career Pathways

- Digital Program of Studies
- Career Pathways Banners and Materials
- Parent IB Webinar Session



