| | | | | Recommended |
|---|---|---|---|---|
| Vendor | SchoolStatus LLC | Appetegy, Inc | Active Internet Technologies LLC dba Finalsite | **ParentSquare** |
| Location | Atlanta, GA | Little Rock, AR | Glatonbury, CT | **Goleta, CA** |
| Minority Code | N/A | N/A | N/A | **N** |
| | | | | |
| Cobine Total Cost Price | $ 127,500.00 | $ 111,750.00 | $ 64,200.00 | $ 138,500.00 |
| Evaluation Score | 48.5 | 43.6 | 48.7 | 52 |

**Notes:** The Office of Data and Accountability is requesting approval to implement **ParentSquare,** a mass communication platform designed to strengthen engagement between schools and families. ParentSquare will allow teachers, principals, and district leaders to communicate directly with parents through phone calls, text messages, emails, and newsletters—ensuring consistent, clear messaging about student progress and district initiatives.

At Jackson Public Schools, we are committed to the continuous professional growth of our educators. **ParentSquare** will also support this commitment by enabling district leaders to conduct both formal and informal staff evaluations and provide timely feedback within a single, integrated system.

After attending presentations from all vendors, the committee voted to select **ParentSquare.** The platform offers a more inclusive, parent-friendly, and fully integrated engagement experience. It is especially strong in two-way messaging via SMS and offers robust multilingual support will support a seamless intergration from PowerSchool.

In contrast, **Finalsite** does not offer inclusive two-way SMS communication, which limits engagement with families who lack smartphones or consistent internet access.

**Apptegy** relies heavily on app-based interaction, which may create barriers for families without smartphones or those less comfortable with technology.

**SchoolStatus**, a platform previously used by the district, was not selected as it no longer meets the district's current technology requirements and requires some manual entries.

Minority Code
N - Non Minority M - Minority W- Woman B - Woman Minority