

September 23, 2018

Dear Parents,

We believe that two-way communication between teachers and parents is an essential element of your child's schooling at GBTPS. But the challenge is how to "best" communicate home: Too few communiques, and important information doesn't get shared; too many, and critical information gets lost in the noise. Paper-based notices are familiar, but can get lost in backpacks, are expensive, and are one-way. The website is simple, but requires users to check for information rather than pushing it to you. Email is great, but some of our inboxes are already overflowing.

We've given a lot of thought to these problems, including surveying parents and other stakeholders about what you want from school communication. The good news is we found an answer: ParentSquare.

ParentSquare replaces the "robo call" alert system we used last year, but it does so much more. Think of ParentSquare as the best elements of Facebook—letting teachers post classroom news, media, and activities—but in a SECURE and managed environment. ParentSquare also provides for two-way communication, allowing you to message your child's teachers. The best thing about ParentSquare is that it lets you decide how you want to receive school communications: email, text, within the ParentSquare app, or all three. You can also choose to receive notices immediately, or in a daily digest.

While ParentSquare is new to the district and we're still ramping up our use of the service, you can log in now either at www.parentsquare.com or in the app for Android and iOS and start using it immediately. ParentSquare ties into our Genesis student database, so you should have received an invitation to register. These invitations were sent out to the guardian email addresses we have on file. If you have any technical support questions, you can email parenthelp@gbtps.org. Please include your name and your child's name when emailing the helpdesk.

Where ParentSquare is used for active communication about school and classroom happenings, the Genesis Parent Access portal (aka "the parent portal") provides a window to our student database. From within the portal you can see your child's schedule, attendance, grades and other important information. You can also use the portal to manage your contact information, such as updating phone numbers and email addresses. Invitations to the Parent Access portal went out at the start of the school year. If you never received yours or have other questions, please email parenthelp@gbtps.org.

ParentSquare and the Genesis parent portal are wonderful additions to our existing modes of parent communication and we look forward to using these tools to work with you in making your child's experiences at GBTPS the best they can be.

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