

CAMBRIDGE PUBLIC SCHOOLS

22-67



135 Berkshire Street, Cambridge, Massachusetts 02141

April 26, 2022

TO THE HONORABLE MEMBERS OF THE SCHOOL COMMITTEE:

CONTRACT: Computer Software

RECOMMENDATION:

That the School Committee approve a contract with the following vendor, funds to be provided in accordance with the budget reference listed below. Procurement procedures for this purchase have complied with Chapter 30B of the laws of the Commonwealth of Massachusetts.

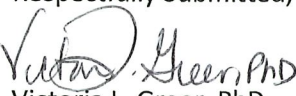
<u>Contractor</u>	<u>Period of Contract</u>	<u>Amount</u>
ParentSquare, Inc. 6144 Calle Real, Suite 200A Goleta, CA 93117	7/1/22 – 6/30/23	\$37,000.00

DESCRIPTION: This contract will provide a single, upgraded comprehensive communication management system for school-to-home communications. See attached supplemental information for additional details.

SUPPORTING DATA, RULES OF THE SCHOOL COMMITTEE: Chapter III, Section 12..." motions calling for the appropriation or expenditure of money require the affirmative vote of four members."

BUDGET REFERENCE:

Fund		Account		Dept.	
15000	General Fund	55804	Computer Software	892780	Information, Communication & Technology Services

Respectfully Submitted,

 Victoria L. Greer, PhD
 Superintendent of Schools

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SUPPLEMENTAL INFORMATION: ParentSquare Contract

Purpose: To provide a single, upgraded comprehensive communication management system for school-to-home communications.

Amount of Contract: \$37,000 (will replace existing systems = no new costs to the district)

Description/Scope of Services:

Cambridge Public Schools currently uses a variety of technology systems and platforms to communicate and engage with families and students, resulting in inconsistent, inequitable and inefficient communication practices that are challenging to measure.

As we strive to achieve consistent communication and increase engagement, particularly with families whose preferred language is not English, we have completed a comprehensive search and received an acceptable quote for a comprehensive communication platform.

Following a thorough research process, including stakeholder engagement, market research and bid process, ParentSquare was identified as meeting CPS' needs. Specifically, ParentSquare will provide a comprehensive platform through which recipients can receive communications in a clear and organized way and easily respond, when appropriate. The platform will allow recipients to choose how and when they receive district and school communications, allowing them to choose their preferred mode of communication (text, email, voice), language, and frequency/timing of communications.

The system will offer a seamless and consistent experience across schools, whether sending a communication to the entire district, a particular school, class or student, ensuring the intended recipients are receiving the communication in an effective and timely manner. Elementary, upper and high school educators will have similar functionality to communicate effectively with students and families. The platform will also streamline communication efforts for school and district staff, increasing efficiency and reducing burden.