

FEBRUARY

The Family Engagement Planner



A Month-to-Month Guide Full of Ideas,
Templates, and Routines That Work



ParentSquare

Introduction: Why Family Engagement Matters



ParentSquare began with a simple, deeply held belief: **every family—no matter their schedule, language, or background—deserves to feel connected to their child’s school life.**

What started as a grassroots effort in just four local schools has since grown into a platform that supports over 20 million family-teacher connections across the country.

But along the way, I’ve learned something important: **technology alone isn’t enough.** True family engagement doesn’t happen by accident—it takes intention. It takes systems, routines, and a shared commitment to making families feel seen, heard, and valued.

That’s why I started this guide.

Whether you’re a district leader, a school administrator, or a teacher in the classroom, my hope is that this month-by-month roadmap helps you move beyond one-way updates—and into real, ongoing partnership with the families you serve.

And like ParentSquare itself, this is a **living guide**—built to evolve with your feedback, questions, and ideas.

Inside, you’ll find templates, tools, and practical ideas—but more than that, you’ll find heart. Because our goal isn’t just to communicate better. **It’s to build something better—together.**

Let’s begin.



Anu Vaid
Founder & President



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FEBRUARY – Celebrating Equitable Engagement



Theme: Belonging Through Access, Clarity & Participation

February is one of the busiest months of the school year. Analysis of more than 149,000 ParentSquare posts from February 2025 shows that schools primarily use the platform to coordinate classroom celebrations, conferences, book fairs, and extracurricular logistics.

This month, family engagement is less about launching new initiatives and more about ensuring every family can fully participate in what's already happening.

Belonging in February looks like:

- Clear expectations around celebrations and events
- Accessible scheduling for conferences and activities
- Language access for time-sensitive logistics
- Consistent, predictable communication that families can trust

When communication is clear, accessible, and well-timed, families feel confident — and confidence is the foundation of belonging.

Your Goal for February

By the end of the month, families should:

- Feel informed and prepared for classroom celebrations and school events.
- Successfully schedule and attend conferences, book fairs, and activities.
- Receive communications in their preferred language and format.
- Understand how to participate in extracurriculars and upcoming programs.
- Know the logistics around re-enrollment and course selections for next year.

Note: Many of the tools and templates linked in this chapter are available to ParentSquare customers through our knowledge base. [Reach out here](#) to request a preview or learn more.

February Checklist

Focus Area	Key Actions	ParentSquare Tip
Classroom Celebrations	□ Share clear expectations for Valentine's Day or classroom events □ Clarify class lists, allergy guidelines, and timelines	Use Posts + Attachments so details aren't lost in comments or images
Conferences & Book Fairs	□ Open conference sign-ups early □ Share Book Fair dates, family nights, and eWallet info	Use Appointment Sign-Ups and Forms for smooth scheduling
Extracurricular Logistics	□ Share schedules, locations, and reminders for sports and activities □ Post last-minute updates clearly	Groups + Calendar events keep info centralized
Attendance Momentum	□ Celebrate students who are on track via positive messages □ Schedule home visits with Tier 3 students and track progress with Task Lists	ParentSquare Attendance Plus helps identify chronic absenteeism patterns and track interventions
February Payments	□ Collect Valentine's sales, activity fees, prom tickets, or early registrations	Use ParentSquare Pay to reduce paper and follow-ups
Re-Enrollment & Planning	□ Share clear "help us plan for next year" messages □ Launch course selection, program interest, or intent-to-return forms (as applicable) □ Reinforce timelines and next steps before spring decisions	Use Forms to collect confirmations and Smart Sites to centralize timelines, FAQs, and updates in one place

Spotlight: Attendance and a Sense of Belonging

Attendance Is a Connection Opportunity

Reducing chronic absenteeism starts with rethinking how we connect with families. Forward-thinking districts are discovering that consistent attendance is best achieved through proactive engagement.

By complementing standard notifications and letters with timely, proactive communication, you empower families with the context and clarity they need to understand absenteeism. When schools and families communicate effectively, they become true partners in student success.

“The success of attendance intervention relies on delivery, not just drafting. Positive outcomes happen when families are engaged early and with empathy.”

— ALEX MEIS

SENIOR DIRECTOR, PARENTSQUARE ATTENDANCE

Why It Matters

Students are more likely to attend school consistently when their families feel informed, respected, and supported. Early clarity around expectations, timely outreach when absences begin, and communication that feels human rather than punitive all contribute to a stronger sense of belonging.

Absences don't just interrupt learning. When students miss school, they may also miss routines, relationships, and shared experiences. Falling behind, academically or socially, can make returning feel harder, especially if students worry about catching up or standing out. Clear, supportive communication with families helps schools step in early, so small gaps don't quietly turn into disconnection.

Belonging starts when families feel informed and cared for, not surprised or scrutinized.



What the Data Shows About Language & Attendance

Across national and state-level studies¹, students from non-English-speaking households are consistently more likely to be chronically absent. English Learners experience higher absenteeism rates than their English-proficient peers, often by five to ten percentage points, depending on grade level and district. Newcomer and recently immigrated students are especially vulnerable, particularly in their first one to two years of enrollment.

This doesn't mean these families care less about school. In fact, research² consistently shows the opposite. **The gap is driven by barriers to access and understanding**, not disengagement.

Families are more likely to miss or misunderstand notices, encounter attendance expectations that differ from those in their prior school systems, or receive outreach only after patterns have already been established. When communication is delayed or one-directional, schools lose the opportunity to intervene early and constructively.

Why Early Outreach Works

Attendance improves most when schools reach out after the first few absences, not after chronic thresholds are crossed. Messages are more effective when they arrive in **families' home languages**, use supportive and non-punitive language, and invite conversation rather than compliance.

What This Means for February

February is a turning point. Routines are tested by weather, illness, and a busy calendar of events. Absences begin to compound, often without families realizing a pattern is forming.

Attendance messages that land early, in a family's preferred language, and with a supportive tone are far more effective than multiple absence notices sent after patterns are already established.

“Switching to ParentSquare has been an incredible experience. As we entered our first year using it, the improvement in communication and attendance has been clear. The platform's smart alerts and centralized hub make connecting with families a breeze. Plus, the impressive language translation feature ensures no one is left out. It's a must-have tool for schools aiming to foster stronger community ties.”

— DOUGLAS HOPKINS

PRINCIPAL AT NORTHWESTERN LOCAL, OH - 3910033

1 Reference: **Western Educational Equity Assistance Center**

2 Reference: **Western Educational Equity Assistance Center**

Spotlight: Re-Enrollment and Planning

In most public school systems, re-enrollment doesn't arrive as a single deadline or form. Instead, it unfolds through planning communication — course requests, program interest surveys, student information verification, and transition messaging.

February is when those signals begin to matter.

Clear, well-timed communication during this window helps families understand what to expect next and what they need to do, which, in turn, allows schools to plan staffing and schedules responsibly.

What Effective Planning Communication Looks Like

The most effective February planning messages follow these guidelines:

- Explain why information is being requested
- Use simple, consistent language
- Clear about timelines and arrives before decisions are needed
- Accessible in language and format
- Explicit about how planning supports students
- Invite questions instead of assuming understanding

This approach reduces follow-ups and helps families feel oriented rather than rushed.



How Schools Use ParentSquare for February Planning

- Share **course selection** or **program interest forms**
- Request **student information verification**
- **Communicate** grade-level or school transitions
- Answer family questions in one place
- Mirror timelines and FAQs on **Smart Sites**

✦ **Pro Tip:** Schools that communicate re-enrollment expectations early — and follow up with clarity instead of escalation — see higher on-time completion and stronger retention.

Private Schools

Private schools often complete formal re-enrollment in **January–February**, including intent-to-return forms and enrollment deposits. **ParentSquare Pay** allows schools to collect deposits within the same communication flow families already trust, and our partner, **Clad**, guarantees income schedules, whether parents pay on time or not, all backed by the highest-quality banking partners.



Tip: Help Families Stay Oriented as Spring Gets Busy

As spring approaches, families are asked to keep track of a lot — conferences, classroom celebrations, book fairs, activities, proms, move-up ceremonies, and early planning for next year. It can feel overwhelming, especially for families with multiple children.

A short reminder about notification preferences can help families stay focused on what matters most, without feeling buried by messages. When families know where to find information and how to respond, they are more likely to feel confident about their school and feel included as the year progresses.

ParentSquare gives families flexibility in how they stay informed:

- Notification digests help reduce inbox volume while keeping key updates in one place
- The **ParentSquare app** makes it easier to find forms, attachments, and details, and make easy mobile payments, when families need to respond

Families don't need the app to stay connected; messages can still come by email and/or text. The goal is simply to guide families to choose the setup that works best for them during a busy season, so staying informed feels manageable, not stressful.

"I really appreciate how all our conversations stay organized in one easy-to-follow thread. The daily digest is a lifesaver—it gives me time to catch up and respond to anything I missed."

— CHASE CHATFIELD

PARENT, MIDDLE SCHOOL TEACHER, AND ESPORTS ADVOCATE,
JACKSON CO SCHOOL DIST, MS - 2802160

67K RATINGS

4.6

★★★★★

Great App

★★★★★ Sep 9 · Brittanyblue89@
Parent app really do comes in handy. I love the fact that I can reach out to the teacher personally to ask questions.

Streamlined Communications

★★★★★ Sep 9 · Danibtobe
Streamlined communications on one platform. All teachers, administrators using one platform is gold.

ParentSquare

★★★★★ Sep 8 · Carm_14
ParentSquare is such an amazing app to use and communicate with your child's teacher and stay on top of what's going on with their school. So happy our school uses this app.

Parent Square is Amazing

★★★★★ Sep 16 · Mrs.Amy Owens
This app has truly helped my husband and I continuously stay updated with our son's current and future knowledge of what we need to know and has been exactly what I feel all parents should know. We are beyond grateful to be so involved. Thank you so much!

10/10

★★★★★ Sep 11 · Oretoad
ParentSquare makes it so easy to stay connected with my child's school! I love getting updates and reminders right on my phone. Big shoutout to Mina Elementary— we appreciate you!



Sample Message PIOs Can Share with Families

Spring brings a lot of school communication around events and planning. To help stay organized, many parents/guardians choose to switch ParentSquare to a daily digest to reduce noise, or download the ParentSquare app to keep forms, attachments, and event details in one place.

You'll always continue to receive urgent alerts.

 **Update your notification preferences** anytime

 Download the **ParentSquare app**



Where to Communicate What

Channel Examples This Month

Channel	Examples This Month
ParentSquare Posts	- Valentine's Day class guidance - Conference reminders - Book Fair logistics and links - Extracurricular schedules and updates - Attendance encouragement
Newsletters	"February at a Glance" overview - Key dates, events, and deadlines - Reminders for conferences and activities
Social Media	- Classroom celebration photos - Event highlights and reminders - Student participation moments
School Website / ParentSquare Smart Sites	Conference scheduling posts Book Fair event Event calendars and logistics Program and enrollment info
Forms and Sign-Ups	Conference appointments Volunteer shifts Event RSVPs Interpreter requests

Reflection Prompts

- Were February events clearly explained before they happened?
- Could families easily schedule conferences or attend events?
- Did our posts translate cleanly and avoid unnecessary complexity?
- Did we centralize logistics instead of scattering information?
- Did families know exactly where to go for February updates and next steps?



Data to Monitor

Metric	Why it Matters
Post engagement	Shows clarity and relevance of event communication
Conference sign-up completion	Indicates accessibility and ease of scheduling
Form completion rates	Measures follow-through on key tasks
ParentSquare Pay usage	Tracks participation in February activities
Attendance trends	Confirms momentum during a busy month
Group engagement	Reflects extracurricular connection

Appendix:

From the Field:

What Schools Communicated About Last February

Analysis of approximately **149,000 ParentSquare posts from February 2025** shows that February is a **high-volume, logistics-heavy month**. Schools primarily used ParentSquare to coordinate events, schedules, and participation — reinforcing the platform’s role as the operational backbone of family engagement.

What Schools Communicated About Last February:

- **General Communication & Reminders** – 26.0%
- **Classroom Events & Special Days** – 21.8%
- **Extracurricular & Event Logistics** – 16.2%
- **Parent-Teacher Conferences & Book Fairs** – 13.6%
- **Academics** – 11.9%

Key Takeaway: February is all about the practical.

Helping families *do things*: attend events, sign up for conferences, participate in celebrations, and manage busy schedules.



Subject: Valentine's Day in Our Classroom — What to Know

Please review the details below so everyone feels prepared and included:

- Thank you for helping make this a fun and smooth celebration for all students.



2. Conference Reminder

Subject: Schedule Your Parent-Teacher Conference

Conference sign-ups are now open. These conversations help us partner with you to support your child's learning and growth.

Please use the link below to choose a time that works best for your family. If language help is needed, sign up for a time slot marked "Translator available."



✦ **Pro Tip:** Use Canva to help create your post. [View](#) this template! When using Canva or other image tools, avoid placing essential text only inside the image. Text embedded in graphics can't auto-translate in ParentSquare. If your design includes text, repeat the same wording in the post description so every family can access it in their preferred language.

3. Book Fair Announcement

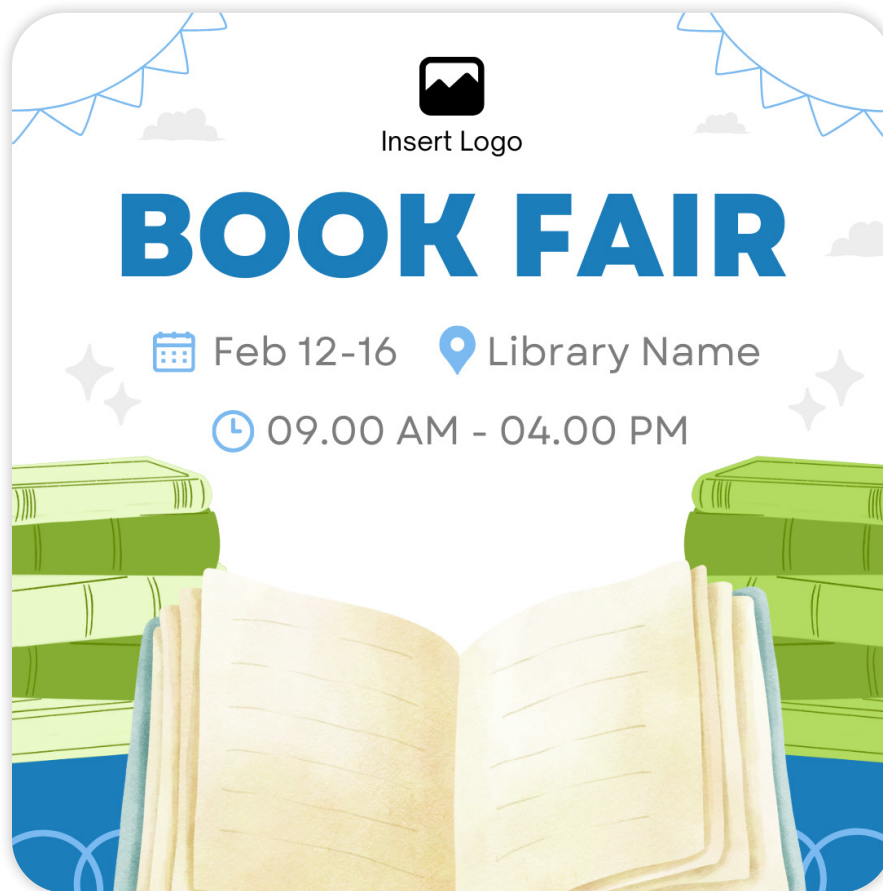
Subject: Scholastic Book Fair Is Coming!

Our Book Fair runs February 12–16.

Families can:

- Shop during school hours
- Attend Family Night on Thursday
- Set up eWallet for cash-free purchases

We can't wait to celebrate reading with our community!



✦ **Pro Tip:** Use Canva to help create your post. [View](#) this template! When using Canva or other image tools, avoid placing essential text only inside the image. Text embedded in graphics can't auto-translate in ParentSquare. If your design includes text, repeat the same wording in the post description so every family can access it in their preferred language.

AI Prompt Bank for February

-  "Write a clear ParentSquare post explaining Valentine's Day classroom expectations."
-  "Create a friendly reminder for families to schedule parent-teacher conferences."
-  "Draft a Book Fair announcement with dates, family nights, and Scholastic eWallet details."
-  "Rewrite this post to be shorter, clearer, and easier to translate."
-  "Create a supportive attendance reminder focused on routines and consistency."

Looking Ahead

March — next month, we shift our focus from coordination to academic clarity and testing readiness. As schedules stabilize, families are ready for guidance on learning goals, assessments, and how to support students at home.



Have Questions or Ideas?

Please submit to support@parentsquare.com with the subject: **Family Engagement Guide Question/Idea**. Thanks.