

MARCH

The Family Engagement Planner



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

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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MARCH – Academic Progress & Testing Prep



Theme: Growth Mindset & Readiness

March is one of the most demanding stretches of the school year. Academic deadlines, testing preparation, spring activities, and everyday classroom needs all overlap at once. Energy can dip, patience can wear thin, and even well-intentioned communication can start to feel scattered or overwhelming.

This is also when clarity matters most. Families aren't looking for more messages—they're looking for direction. They want to know:

- What academic deadlines and assessments are coming up
- Which actions are required—and which are not
- Where to find current, reliable information without searching through old posts
- How to access academic support early, as a normal part of learning—not just when something goes wrong

The goal this month isn't to push harder or communicate more. It's to reduce uncertainty, consolidate information, and help everyone—families, students, and staff—focus on what actually matters right now.

A Note to Leaders: You're Not Alone

If March feels long, you're not imagining it — and you're certainly not alone. Across districts, leaders describe this stretch as one of the most demanding parts of the year. The combination of academic pressure, spring restlessness, staffing realities, and constant decision-making can be draining.

This guide is designed to help you:

- Reduce unnecessary noise
- Focus communication on what matters most
- Support families, teachers, and students without adding more work

And remember: you're part of a broader community of educators navigating this season together. Whether it's swapping ideas in the [Facebook ParentSquare Educator User Group](#), picking up a fresh perspective in a [short webinar](#), or joining a peer session, small moments of connection can bring real energy during a long month.

March Focus Areas at a Glance

This month, effective family engagement centers on:

- Academic clarity and end-of-quarter readiness
- Clear academic timelines and testing schedules that are easy to find and understand
- Consistent expectations across classrooms and schools
- Visible, well-organized academic support and learning resources

The spotlights below show how to use ParentSquare to support those goals simply, respectfully, and with care.



✦ **Note:** Many of the tools and templates linked in this chapter are available to ParentSquare customers through our knowledge base.

March Checklist

Focus Area	Key Actions	ParentSquare Tip
Message Consolidation	☐ Identify which academic messages can be combined into newsletters or digests	Use scheduled newsletters instead of one-off posts
Schedule Certainty	☐ Publish one location for testing and grading information	Use Smart Sites as a reference hub
Alignment	☐ Reduce duplicate reminders from multiple senders	Coordinate district, school, and classroom messaging
Academic Support	☐ Share support and learning resources options before deadlines hit	Use Forms to route tutoring or help requests
Privacy & Precision	☐ Move sensitive or individualized info out of public channels	Use Secure Docs and targeted messages



Spotlight 1: Closing the Quarter Strong — With Clarity and Confidence

As the quarter winds down, families are juggling missing assignments, upcoming tests, and spring activities, often across multiple children. Clear communication helps everyone focus on the right priorities without feeling overwhelmed.

In March, clarity is a form of support. What this looks like in practice:

- Clear reminders about grading deadlines and missing work
- Centralized testing dates and key academic milestones
- Simple explanations of what families should prioritize now
- “Ask Your Child About...” prompts tied to learning goals and effort, not just outcomes
- Highlighting available supports like tutoring, office hours, or review sessions

This might include sharing short classroom highlights—projects, themed learning days (Pi Day!), or creative work—that help families see learning progress beyond grades.

How ParentSquare Helps

- Use **posts** and **newsletters** to consolidate end-of-quarter information
- Share consistent academic reminders across classrooms and schools
- Use **forms** to manage tutoring sign-ups, study groups, or extra help sessions
- Reduce follow-up questions by putting everything in one trusted place

Why it matters:

When expectations are clear, families feel more confident supporting learning — and staff spend less time fielding last-minute questions.



Spotlight 2: Testing Schedules Without the Chaos

Testing season often comes with heightened emotions — for students, families, and staff alike. How you communicate and house information can help create a calm, transparent, and supportive communication. What this looks like in practice:

- Sharing testing schedules early and clearly
- Explaining what assessments are (and aren't) used for
- Offering practical tips for supporting students at home
- Framing assessments as tools for understanding growth, not labels
- Reinforcing that effort, preparation, and well-being matter

Best Practice: Where Testing Information Lives

- **Smart Sites:**
 - Testing windows
 - Grade-level expectations
 - FAQs and support contacts
 - Information that may change over time
- **ParentSquare Posts:**
 - Announcements when information is posted or updated
 - Reminders as dates approach
 - Classroom-level nudges that point back to the same source

“Parents get specific and quick notifications about anything happening on campus. I am the testing coordinator, so it was great for me to send a quick text with reminders, and I think it improved our testing day attendance.”

— MEGAN BIRD

ASSISTANT PRINCIPAL,
SCOTTSDALE UNIFIED
DISTRICT, AZ

This approach avoids repeated reposting and ensures families always know where to look.

How ParentSquare Helps:

- Centralize testing information so families know where to look
- Use plain-language posts that translate well across languages
- Share grade-level or subject-specific guidance without overwhelming families
- Keep messaging consistent across district, school, and classroom levels

Why it matters:

When schedules are easy to find and expectations are consistent, families can plan ahead instead of reacting at the last minute.

Spotlight 3: Academic Belonging in Action

In March, academic belonging shows up in **how support is offered and how information is handled**. This is when schools can normalize help-seeking and reduce friction around academic support.

What This Looks Like in Practice

- Normalizing academic support as part of learning, not a signal of failure
- Highlighting tutoring, intervention, enrichment, and office hours
- Communicating respectfully and privately about individual needs
- Making it clear who families should contact—and how
- Reinforcing that progress looks different for every student

How ParentSquare Helps:

- Use **Secure Docs** to share IEP, 504, or testing accommodation information safely
- Send targeted messages to specific **groups** without broadcasting sensitive details
- Use **forms** to track accommodations, support requests, or program participation
- Ensure families feel informed, included, and respected

Why it matters:

When support pathways are visible and organized, families can act quickly without needing to ask around, or worrying about missing something important.

✦ **Pro Tip: Make Spring Information Easier to Find**

Sample Newsletter Blurb:

Staying Organized This Spring

Spring brings more schedules, forms, and deadlines. The **ParentSquare app** helps keep messages, forms, and events in one place, with customizable notifications. Urgent alerts will always come through.



Download the ParentSquare app: <https://www.parentsquare.com/app/>

Best practice: Include app reminders in newsletters rather than as standalone posts to avoid adding to message volume during a busy month.

Where to Communicate What

Channel Examples This Month

Channel	Examples This Month
ParentSquare Posts	Time-bound reminders that require action
Newsletters	Consolidated updates and end-of-quarter overviews
Social Media	Celebrations only. (Because social platforms don't guarantee who sees a post or when, they're not appropriate for deadlines or required actions.)
School Website / ParentSquare Smart Sites	Testing info, schedules, and reference material that may change
Forms and Sign-Ups	Tutoring, study groups, support requests

Reflection Prompts

These prompts focus on whether your March communication approach made deadlines, schedules, and support easier to navigate.

- Is there one clear place to find testing and grading information?
- Are reminders aligned across district, school, and classroom levels, or are we duplicating effort?
- Were sensitive or individualized academic communications handled privately and consistently?
- Are academic support options visible before problems escalate?



Data to Monitor

Metric	Why it Matters
Engagement with consolidated posts	Indicates clarity and relevance
Reduction in repeat questions	Signals effective consolidation
Form submissions for support	Shows accessibility of help
Newsletter delivery statistics	Confirms families are seeing key updates



Appendix:



From the Field: What Schools Communicated About Last March

Analysis of district, school, and classroom posts from last March shows that communication volume increased significantly, but much of it was clustered around a small number of recurring themes.

The most common March communication topics were:

- **Testing logistics and reminders:** Dates, testing windows, schedule changes, what students needed to bring, and last-minute clarifications.
- **Missing work and grading deadlines:** Notices about late or incomplete assignments, end-of-quarter cutoffs, and grade visibility.
- **Academic support opportunities:** Tutoring schedules, review sessions, office hours, and intervention programs — often shared reactively rather than proactively.
- **Calendar congestion:** Overlapping posts about assessments, events, activities, and spring programs competing for attention.
- **Follow-up and clarification posts:** Messages sent to correct, restate, or explain information that had already been shared elsewhere.

Key Takeaway

In March, schools communicated **often** — but not always **efficiently**. The highest-performing districts were not the ones sending more messages, but the ones that:

- Consolidated academic information into predictable updates
- Centralized schedules and reference material
- Reduced duplicate reminders from multiple senders
- Shared support options before families had to ask

March communication works best when schools shift from broadcasting updates to **managing information flow**.

Sample Posts:

1. State Testing Window — What Families Need to Know

State assessments will take place **March 18–29**.

Testing days vary by grade.

What to know:

- Arrive on time
 - No materials needed from home
 - Make-ups available if absent
- 📌 View testing dates and details: [\[Link to Smart Site testing page\]](#)



✦ **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.

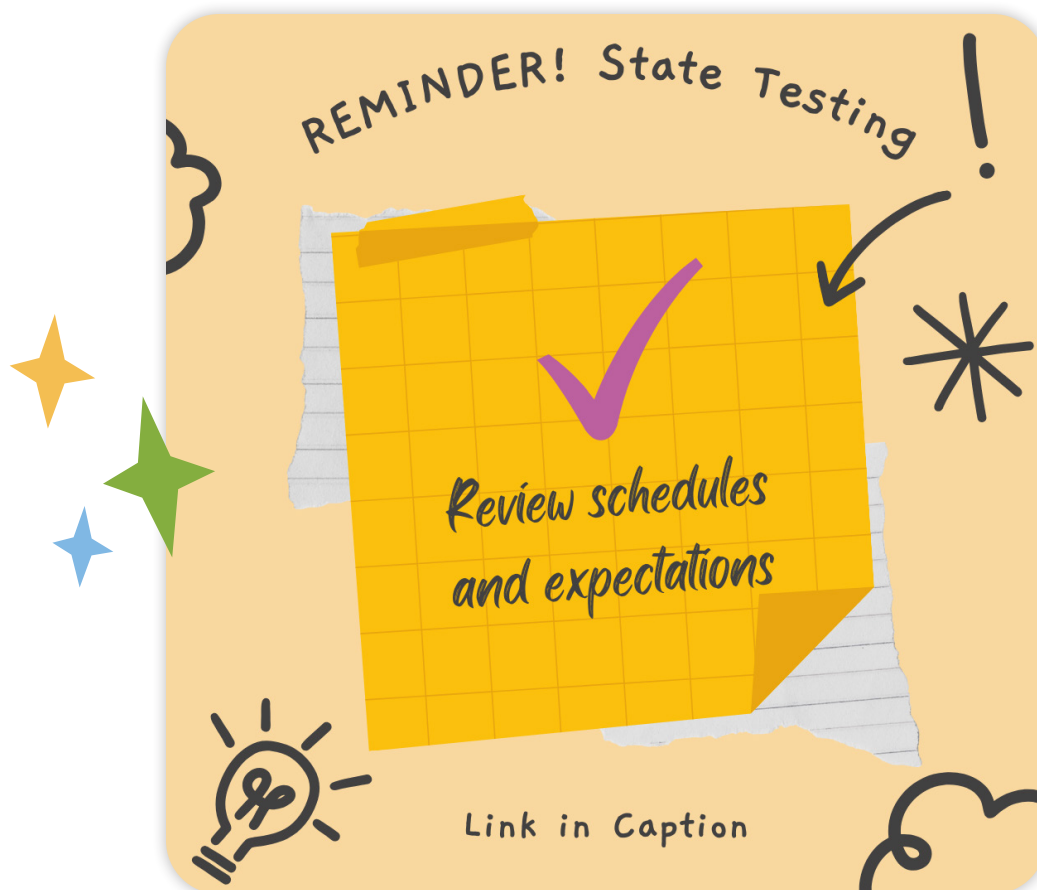
2. Reminder: Testing Begins Next Week

State testing begins next week for select grades.

Please review schedules and expectations:  [Link to Smart Site testing page]

Quick reminders:

- On-time arrival matters
- Encourage rest and breakfast



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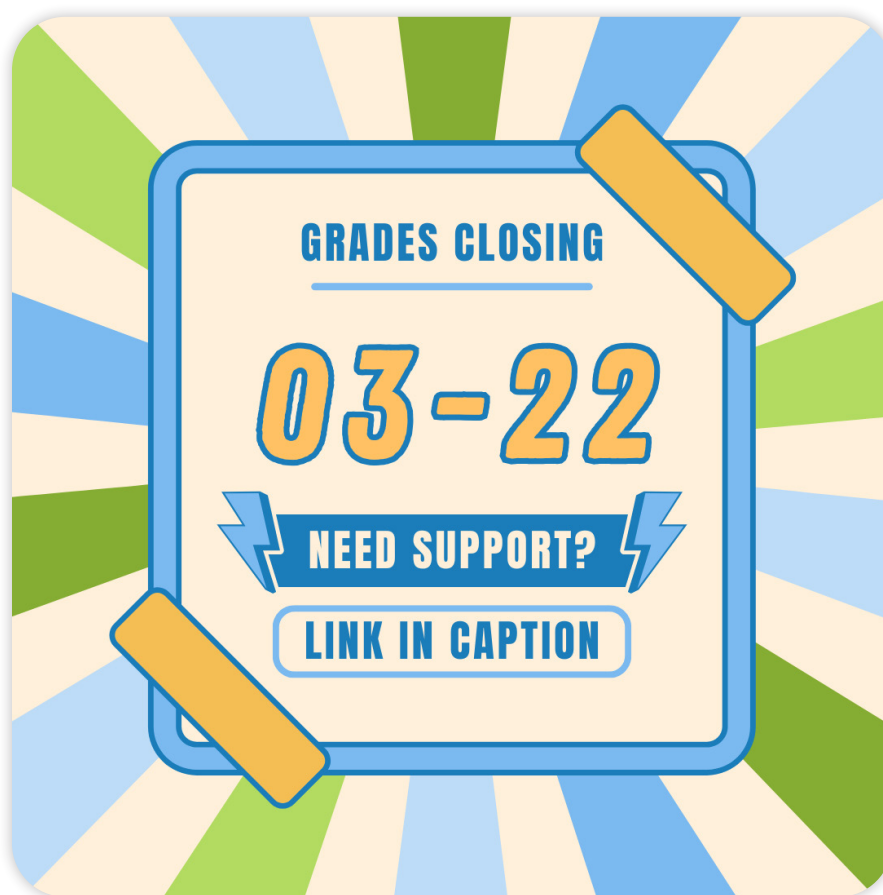
3. Mobile Post: Grades Closing Soon — Please Check Student Portals

The quarter ends soon.

Before March 22, please:

- Review grades and missing work
- Reach out to teachers with questions

Need support? View tutoring and office hours:  [Link to support page or form]



✦ **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.

4. Academic Support Available This Month

Academic Support Available This Month

Support options are available for students who need extra help, including:

- Tutoring
- Office hours
- Review sessions

Request or view support options here:  [Link to ParentSquare Form or support page]



✦ **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 March

1. Consolidated End-of-Quarter Update

Prompt: Write a concise ParentSquare post summarizing end-of-quarter academic deadlines for [school name]. Include grading close date, where families can check grades, and where to find support. Keep it neutral and under 150 words.

2. Testing Window Overview (Non-Urgent)

Prompt: Draft a ParentSquare post explaining the upcoming state testing window for families. Include dates, what students need to bring, and a link to a testing information page. Avoid urgency or motivational language.

3. Testing Reminder (Short)

Prompt: Create a short reminder post that testing begins next week. Keep it under 75 words and link to the main testing information page.

4. Academic Support Availability

Prompt: Write a brief ParentSquare post listing available academic support options this month and linking to a form for tutoring or office hours. Frame support as routine and available to all students.

5. Newsletter Consolidation

Prompt: Summarize all March academic reminders into a single newsletter section with clear headings and links. Avoid repeating details already posted elsewhere.



Looking Ahead:



March isn't about pushing harder. It's about finishing the quarter with intention — keeping communication focused, families informed, and students supported.

Small moments of clarity, consistency, and encouragement add up. And when schools communicate thoughtfully during the most challenging stretch of the year, families notice—not because it's louder, but because it's easier to follow.

Next up: **April – Transitions & Promotion Planning**, where clarity turns into preparation for what comes next.



Have Questions or Ideas?

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