

MAY

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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May: End-of-Year Joy & Reflection



Theme: Wrapping the Year with Joy

Why May Matters

You made it. After months of lessons, events, conferences, performances, projects, and countless daily moments with students, May arrives with a sense of celebration and relief. Classrooms buzz with excitement. Families are preparing for ceremonies, field days, and final milestones. Summer is just around the corner.

This is the moment to celebrate how far students have come, and the incredible work educators and families have done together all year.

Behind the joy, there's a lot of coordination happening. Based on an analysis of **160,000+** ParentSquare posts during May 2025, communication this month centers on four major needs:

- Event logistics
- Graduation and promotion preparation
- Final academic updates
- Summer transition planning

At this time of year, ParentSquare becomes the **end-of-year coordination hub** — the place where families find everything they need to celebrate, prepare, and transition into summer. When communication is clear and organized, schools can focus on celebrating students, appreciating staff and families, and welcoming the start of summer

Your Goal for May

By the end of May, families should:

- Know exactly when and how to attend field days, ceremonies, performances, and promotions
- Have received clear graduation or transition checklists
- Complete final payments digitally (field trips, events, caps & gowns, summer programs)
- Access report cards, awards, or promotion letters securely
- Feel appreciated, recognized, and proud of their school
- See their district celebrate the people and moments that define its culture
- Provide feedback before summer begins
- Understand what's happening next (summer programming, fall previews)

In May, communication should make it easy for families to celebrate, reflect, and head into summer feeling connected to their school community.

May Checklist

Event & Field Day Coordination

- ☐ **Post** detailed field day logistics (attire, weather prep, supplies)
- ☐ Add all events to class and school **calendars**
- ☐ Use **RSVP post** for assemblies and ceremonies
- ☐ Send early dismissal **reminders** clearly and early

Promotion & Graduation

- ☐ Share promotion/graduation checklist via **Post**
- ☐ Deliver digital tickets (if applicable)
- ☐ Post cap & gown pickup times
- ☐ Use **ParentSquare Pay** for grad fees, prom, or event costs
- ☐ Send a final reminder post 48 hours before the ceremony

Final Payments & Summer Registration

- ☐ Collect final field trip fees and library fines via **Pay**
- ☐ Share summer school registration links
- ☐ Post payment deadlines with clear due dates
- ☐ Avoid "cash only" confusion by **centralizing digital payment**

Secure Academic Communications

- ☐ Share report cards via **Secure Docs**
- ☐ Deliver awards letters **privately**
- ☐ Send promotion/retention letters **securely**
- ☐ Use **Auto Notices** for personalized communication

Appreciation & Recognition

- ☐ Run a Teacher Appreciation spotlight series
- ☐ Post student milestone celebrations
- ☐ Highlight volunteers
- ☐ Share classroom reflection **photos**

Feedback & Reflection

- ☐ Send end-of-year family survey (**Forms**)
- ☐ Include 3-4 quick questions
- ☐ Poll families about summer needs
- ☐ Ask: "What should we keep? What should we improve?"

Summer Transition

- ☐ Share summer meal programs
- ☐ Preview fall dates and update your website calendar
- ☐ Share back-to-school timeline
- ☐ Post "See You in August!" message

"I love the fact that it's an all-in-one platform. You can easily create a newsletter or sign up for a big event. I especially like that parents can change their sign-up and are reminded automatically."

— KAREN GROVES

COLCHESTER SCHOOL DISTRICT, CT

Where to Communicate What



Channel Examples This Month

Channel	Examples This Month
ParentSquare Posts	Field day details, final reminders, appreciation posts
Secure Docs	Report cards, awards, promotion letters
Pay	Event fees, summer school registration
Forms	End-of-year surveys, RSVP collection
Newsletters	Year-end recap + summer preview
Smart Sites	Graduation page, summer programming hub



Spotlights

Spotlight 1: Showcase Your Culture

May is filled with moments worth celebrating — promotions, graduations, field days, performances, and the everyday milestones that mark a year of learning and growth.

It's also one of the best times of the year to share the story of your schools with your community. Consider using ParentSquare and your **social channels** to highlight:

- Graduation and promotion ceremonies
- Kindergarten and elementary “step-up” celebrations
- Field day and end-of-year events
- Student awards and recognitions
- Classroom reflections and favorite moments from the year

These posts don't just inform families — they showcase the culture of your schools. Photos, short videos, and student voices help families feel proud and help your wider community see the impact happening in your classrooms every day.

✦ **Pro Tip:** Encourage schools and teachers to capture and share a few favorite moments from the year: student projects, performances, or proud milestones. A simple photo collage or short video recap can become a powerful celebration of the school year.



Spotlight 2: Teacher Appreciation Week

Teacher Appreciation Week is May 4 - May 8th, 2026. Here are a few fun ideas to show some appreciation and love:

- Daily spotlight posts
 - Invite parent comments
 - Student gratitude video montage
 - “Thank You” DM templates
 - Nominate your favorite teacher to the ParentSquare Teacher Appreciation Awards by April 20th.
- [Learn more](#)

Spotlight 3: Graduation as a Multi-Step Workflow

May graduation posts often combine:

- Attire instructions
- Ticket info
- Arrival times
- Parking guidance
- Photo procedures

Instead of 5 separate messages, create:

- One master checklist **post**
- One **page on your website** with all the guest details
- One reminder **alert**



Spotlight 4: Field Day Without Chaos

The #2 topic in May is attire & preparation. Families need:

- What to wear
- What not to wear
- What to bring
- Weather reminders
- Dismissal details

Spotlight 5: Summer School = Multi-Step Process

Summer school planning often involves several moving pieces for families:

- Registration
- Payment
- Important Deadlines
- Confirmation and reminders

A single, organized post can help families know exactly what to do and when.



Data to Monitor

Metric	Why it Matters
Payment completion rate	Reduces office workload
Secure Docs open rates	Ensures families received final records
Event RSVP rate	Field day & ceremony planning
Survey completion rate	Drives improvement
Contactability	Critical before summer



Reflection Prompts



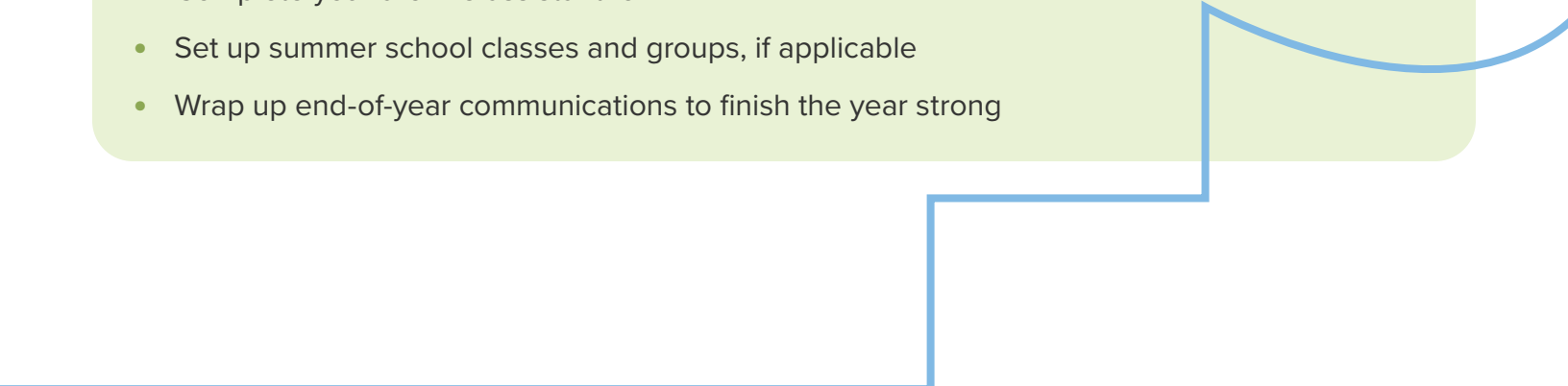
- Did families receive **clear, easy-to-follow logistics messages** for end-of-year events?
- Were graduation or promotion details **organized in one place**, making it simple for families to prepare?
- Did we reduce **paper forms and last-minute payment confusion** by using digital tools?
- Did every family **receive final academic updates securely and on time**?
- Did our communication help families **feel proud, celebrated, and connected to the school community**?
- Did we collect **helpful feedback from families** before summer begins?
- Did we take time to **highlight the joyful moments of the year — the achievements, traditions, and celebrations that make our schools special**?
- **What was one moment this year that reminded us why this work matters?**

Behind the Scenes: Preparing for Next Year

As the school year wraps up, ParentSquare prepares for the new year by **archiving posts** so families start fresh with a clean, relevant feed. This helps ensure families only see current announcements once students move into new grades and groups.

If your district syncs with a Student Information System (SIS), this step typically happens before the annual data rollover.

To get ready for the new school year, be sure to:

- Complete your archive assistant form
 - Set up summer school classes and groups, if applicable
 - Wrap up end-of-year communications to finish the year strong
- 

Staff Opportunity: ParentSquare Summer Camp



Summer is also a great time for staff to refresh their communication skills and prepare for the new school year.

Each year, ParentSquare hosts a **free virtual “Summer Camp” professional development experience** designed for teachers, office staff, and administrators. Participants learn practical tips, explore platform features, and connect with other educators working to strengthen school-home communication.

The camp experience typically includes:

- Short, self-paced training activities throughout the week
- Practical communication tips and platform best practices
- Optional “Campfire” sessions to ask questions and share ideas
- A 5-hour certificate of participation upon completion

Many districts encourage **new staff members** or teachers who may want a **refresher on using ParentSquare** to attend. It’s an easy way to build confidence and start the next school year ready to engage families.



Learn more:

Summer Camp 2026 (Staff Training)



Appendix:

What the Data Tells Us About May

Based on an analysis of over 160,000 ParentSquare posts from May 2025, communication during the final month of the school year centers on event logistics, celebrations, and year-end transitions.

Here is how schools most commonly used the platform in May:

General Communication & Logistics (29%)

The largest category includes administrative updates, deadlines, and general information for families. Common examples include:

- Summer school registration and payment deadlines
- Yearbook sales and pickup information
- Cap and gown pickup schedules
- Parent meetings for incoming grade levels

Event Preparation & Logistics (26%)

Schools frequently share detailed instructions for end-of-year activities and events. Examples include:

- Field day reminders (attire, sunscreen, water bottles)
- Event preparation details (what students should bring or wear)
- Assembly or performance attendance instructions
- Early dismissal reminders

Celebrations & Seasonal Messages (20%)

As the school year wraps up, many posts focus on appreciation and community celebration. Examples include:

- Teacher Appreciation Week messages
- Classroom thank-you notes
- End-of-year party coordination
- Summer farewell messages

Academic Updates (17%)

Focus on finishing strong. Examples include:

- Final exam schedules
- Benchmark testing reminders
- Study guides and homework reminders

School Administration & Updates (8%)

A smaller portion of communication includes formal administrative messages. Examples include:

- Safety reminders
- School policy updates
- Extracurricular schedules and announcements



Looking Ahead: Summer



May marks the final chapter of the school year — a time filled with celebration, reflection, and well-earned pride.

Students move forward to new grades. Teachers wrap up months of learning and growth. Families gather for ceremonies, field days, and the moments that mark the end of a meaningful year.

Behind the scenes, clear communication makes these moments smoother for everyone. When logistics are organized and information is easy to find, schools can focus on what matters most: celebrating students and the community that supported them along the way.

As summer begins, communication naturally becomes lighter. It's a chance to share resources, reflect on the year's highlights, and offer a glimpse of what's ahead in the fall.

Most importantly, May is a moment to recognize the culture you've built together — the traditions, relationships, and shared commitment that make your schools special.

Congratulations on another year of connection, growth, and partnership with families.

Enjoy the summer. We'll see you next year.



Have Questions or Ideas?

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