Cadre Members

Community Relations Members:
- Terri Dennis, Coordinator of Communications and Media Relations
- Trudi Boese, Graphic Designer
- Karen McMillan, Family and Community Engagement
- Paula Summers, Family and Community Engagement

ITS Members:
- Ethan Caren, Director of ITS
- Sabrina Thomas, Supervisor of Technology Services
- Linda Schriver, Technology Integration Specialist (webmaster)

Superintendent's Office:
- Kelly Watt, Chief of Staff

Current Challenges

- Direct Messages
  - Teachers, coaches, and sponsors cannot send text messages through district-provided platforms
  - Personnel have used non-approved platforms such as Band, Remind and Dojo - the District has blocked this due to statute and this has become a hardship on teachers and communicating and for our IT team to ensure we are in complaint with state statute - such as data protection and public records.
  - Most parents are working and not able to answer a personal email or pick up the phone for a robocall but can respond via a text message.

- Website
  - Do not have the ability to streamline communication to sync with the school website/app/social media. The current method takes several people and steps to make it look seamless (for example school closures for hurricanes).
  - ADA compliance
 - Need for language translations

Current Challenges

- Student and Staff Digital Safety
  - Lockdown Robocalls - need quick and easy access with the ability to pre-record messages
  - Attendance - the ability to send out attendance alerts in a timely manner
  - Stricter laws surrounding youth using social media - an app/option that allows students to download to safely stay connected with the school without having to download social media apps
  - Oversight between student-to-teacher conversations and parents-to-teacher conversations that school leaders can access

- Parents Told Us There Are Too Many Options
  - Too many tools in different platforms for parents to access information: **Current Communication Tools** - This document outlines a range of existing technologies currently in use or acquired by the district. Each tool listed could be replaced or integrated by adopting an all-inclusive communications platform.

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Stakeholder Input for Solutions

- Communication Feedback survey distributed in March of 2024 with 1,066 responses, demonstrated the desire of specific groups to communicate through text, as needed.

  - 60% of teachers
  - 76% of athletic coaches
  - 64% of extracurricular sponsors

- Superintendent's Teacher Advisory Council reviewed presentations and accompanying fliers from two platforms, Apptegy and ParentSquare, on April 8 and May 14. Feedback on both tools shared through a Google Form.

Overall, which program do you prefer?
15 responses

- Apptegy
- ParentSquare

73.3%
26.7%
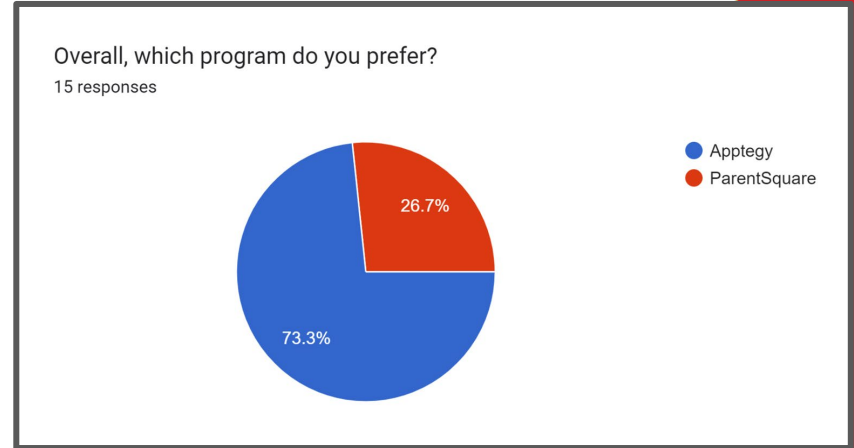
Stakeholder Input for Solutions

- Communication Cadre met separately with Communication and Instructional Technology leaders from Putnam and Sarasota (Apptegy) and Columbia (ParentSquare) school districts to ask questions on usage, implementation, roll-out, and gather feedback from end-users of the products.

- Based on survey results, feedback from the advisory council, and cadre meetings with both vendors, we would like to recommend to the school board the use of Apptegy for our new communication and website platform and move away from Blackboard (which was acquired by FinalSite) and Google Sites.

Proposed Next Steps

- Total Estimated Amount Spent Yearly on Communications Tools is $153,750.80

- With Apptegy, you can consolidate multiple tools and platforms into a single, integrated solution designed specifically for our K-12 schools and simplifying communication processes for our schools and families.

Jen Ragsdill,
Senior National Partnerships Manager at Apptegy

A Roadmap to Proposed Next Steps

Board Vote/Approval
September 5th

Launch new websites
and app
January 2025

Launch Rooms for
Parents/Guardians
August 2025

Board
Workshop
August 24th

Build out of websites
September-December

Train staff on Rooms
Summer 2025