

Tool: Comparison of Family-School Communication Technologies

Introduction and Table of Contents

This tool is designed to provide an at-a-glance comparison of 22 different technologies across each of the seven areas of consideration mentioned in the *Collaboration Guide: Essential Tech for Family-School Communication*, which can be found at [PTA.org/FamilySchoolTech](https://www.pta.org/FamilySchoolTech).

We highly suggest perusing the full set of landscapes, but you can use the following table of contents to quickly navigate to the areas of consideration that are most important to your school community.

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Family-School Communication Technologies: Content Landscape

In this landscape, we broke content down into three areas: personalized student information, learning amplifiers and general school updates and events. These areas were based upon the feedback received from parent, teacher and school leaders regarding the content that they use most and expect to find on their family-school communication platforms. This content gives families a window into their child’s in-school experience, by sharing both academic progress and classroom, school and district updates.

Most platforms offer a variety of personalized student information, including and specifically data related to assignments and student grades. Fewer platforms were able to offer an option to track student behavior, which was a feature that both parents and teachers deemed a *nice-to-have*. Within learning amplifiers, it is key to note that some platforms are unique in that they focus on providing at-home engagement activities, typically integrated with the school’s curriculum.

Messaging and Texting Services			
Product Name	Personalized Student Information	Learning Amplifiers	Classroom, School & District Updates/Events
Bloomz	<ul style="list-style-type: none"> Individualized student schedule Attendance Behavior tracking Assignment updates 	<ul style="list-style-type: none"> Rubrics 	X
ClassDojo	<ul style="list-style-type: none"> Attendance Behavior tracking Assignment updates 	<ul style="list-style-type: none"> Rubrics Suggested at-home activities 	X
ClassTag	<ul style="list-style-type: none"> Assignments LMS Notifications 	<ul style="list-style-type: none"> Suggested at-home activities 	X
EverydayLabs	<ul style="list-style-type: none"> Attendance 	<ul style="list-style-type: none"> Features not available 	<ul style="list-style-type: none"> Feature not available
FastTalk	<ul style="list-style-type: none"> Relevant student information provided to families by staff if requested. 	<ul style="list-style-type: none"> Suggested at-home activities 3x/week aligned to ELA state learning standards, Mathematics curricula and social and emotional learning. 	<ul style="list-style-type: none"> Inquiries regarding updates and events can be addressed upon parent request.

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Let's Talk	<ul style="list-style-type: none"> Relevant student information provided to families by staff if requested. 	<ul style="list-style-type: none"> Personalized academic updates and reminders available if requested by families. 	<ul style="list-style-type: none"> Inquiries regarding updates and events can be addressed upon parent request.
ParentSquare	<ul style="list-style-type: none"> Individualized student schedule Attendance Behavior tracking Grades Progress Reports/Report Cards Assignment updates 	<ul style="list-style-type: none"> Features not available 	X
PowerMyLearning	<ul style="list-style-type: none"> Features not available 	<ul style="list-style-type: none"> Suggested at-home learning activities sent 1X/week 	<ul style="list-style-type: none"> Feature not available
Ready4K-ParentPowered	<ul style="list-style-type: none"> Features not available 	<ul style="list-style-type: none"> Suggested at-home learning activities sent 3x/week 	<ul style="list-style-type: none"> Feature not available
Remind	<ul style="list-style-type: none"> Relevant student information provided to families by staff if requested. 	<ul style="list-style-type: none"> Personalized academic updates and reminders available when prompted by teacher(s) 	X
SchoolCNXT	<ul style="list-style-type: none"> Attendance 	<ul style="list-style-type: none"> Personalized academic updates and reminders available when prompted by teacher(s) 	X
Talking Points	<ul style="list-style-type: none"> Feature not available 	<ul style="list-style-type: none"> Personalized academic updates and reminders available when prompted by teacher(s) 	X
Learning Management System (LMS)			
Product Name	Personalized Student Information	Learning Amplifiers	Classroom, School & District Updates/Events

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Altitude Learning	<ul style="list-style-type: none"> • Behavior tracking • Assignment update 	<ul style="list-style-type: none"> • Features not available 	X
Blackboard	<ul style="list-style-type: none"> • Individualized student schedule • Attendance • Grades • Assignment updates 	<ul style="list-style-type: none"> • Rubrics 	X
Brightspace by D2L	<ul style="list-style-type: none"> • Individualized student schedule • Assignment updates • Grades 	<ul style="list-style-type: none"> • Grade • Grades • Rubrics 	X
Canvas	<ul style="list-style-type: none"> • Individualized student schedule • Attendance • Grades • Assignment updates 	<ul style="list-style-type: none"> • Rubrics • Personalized Mastery Paths 	X
Edmodo	<ul style="list-style-type: none"> • Individualized student schedule • Assignment Updates • Grades • Behavior Tracking 	<ul style="list-style-type: none"> • Features not available 	X
ItsLearning	<ul style="list-style-type: none"> • Individualized student schedule • Attendance Assignment Updates • Grades 	<ul style="list-style-type: none"> • Features not available 	X
Schoology	<ul style="list-style-type: none"> • Individualized student schedule • Attendance • Grades • Assignment Updates • Standards Mastery • Assessment Management • Badging / ePortfolio 	<ul style="list-style-type: none"> • Rubrics 	X
Seesaw	<ul style="list-style-type: none"> • Grades • Assignment Updates 	<ul style="list-style-type: none"> • Features not available 	X

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Unified Classroom	<ul style="list-style-type: none"> • Individualized student schedule • Attendance • Assignment Updates • Grades • Standards Master • Assessment Management • Badging / ePortfolio 	<ul style="list-style-type: none"> • Rubrics 	X
Student Information System (SIS)			
Product Name	Personalized Student Information	Learning Amplifiers	Classroom, School & District Updates/Events
Infinite Campus	<ul style="list-style-type: none"> • Attendance • Grades • Assignment updates • Graduation Plan • IEP/504 Plans • Unofficial transcripts • Health records (immunizations, medications, etc.) • Student registration and fees • State test scores 	<ul style="list-style-type: none"> • Features not available 	X

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PowerSchool	<ul style="list-style-type: none"> • Individualized student schedule • Attendance • Grades • Assignments/Gradebook management • Graduation Plan • Behavior Tracking • Health records (immunizations, medications, etc.) • IEP/504 Plans • Transportation information • Transcript • State test scores • Online enrollment and Fee Management 	<ul style="list-style-type: none"> • Rubrics 	X
Single Sign-On (SSO)			
Product Name	Personalized Student Information	Learning Amplifiers	Classroom, School & District Updates/Events
Clever	<ul style="list-style-type: none"> • Individualized student schedule • Behavior tracking 	<ul style="list-style-type: none"> • Features not available 	X

Family-School Communication Technologies: Accessibility & Ease of Use Landscape

In this landscape, we examined platforms’ accessibility through the lens of ADA compliance, language accessibility, device access and friction reducers. These areas improve the usability of a platform by making it more inclusive and intuitive for the end user. With that said, few platforms were able to meet all areas of accessibility.

When it came to ADA compliance, less than half of the platforms offered speech-to-text, text-to-speech options, customizable font, etc. On the other hand, there are a significant number of platforms that have made it a priority to increase their language accessibility by ensuring that the interface or platform itself is available for users to navigate in their preferred language. Lastly, we looked at automatic enrollment and app availability as friction reducers. Around half of the platforms provide automatic parent enrollment, which eliminates the barrier of having to “sign-up.”

Messaging and Texting Services					
Product Name	Parent Users per Student	ADA Accessibility Features	Language Accessibility	Device Access	Friction Reducers
Bloomz	Unlimited	<ul style="list-style-type: none"> Speech-to-Text 	<ul style="list-style-type: none"> Platform available in 100+ Languages 	<ul style="list-style-type: none"> Mobile Device Desktop/Laptops IOS, Android Mobile-Responsive Website 	<ul style="list-style-type: none"> Automatic parent enrollment App available but download not required
ClassDojo	Unlimited	<ul style="list-style-type: none"> Features not available 	<ul style="list-style-type: none"> Platform available in 30+ Languages 	<ul style="list-style-type: none"> Mobile Device Desktop/Laptops IOS, Android Mobile-Responsive Website 	<ul style="list-style-type: none"> Automatic parent enrollment not available App available but download not required
ClassTag	Six	<ul style="list-style-type: none"> Text-to-speech (TTS) 	<ul style="list-style-type: none"> Platform available in 100+ Languages 	<ul style="list-style-type: none"> Mobile device Desktop/Laptops IOS, Android Mobile-Responsive Website 	<ul style="list-style-type: none"> Automatic parent enrollment App available but not required

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EverydayLabs	Unlimited	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Mobile device • Mobile responsive website (teachers only) • Desktop/Laptops (teachers only) 	<ul style="list-style-type: none"> • Automatic parent enrollment • No app available or required
FastTalk	Unlimited	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Platform available in 100+ languages 	<ul style="list-style-type: none"> • Mobile device (SMS Text) 	<ul style="list-style-type: none"> • Automatic parent enrollment • No app available or required
Let's Talk	Not Applicable	<ul style="list-style-type: none"> • Speech-to-Text • Text-to-speech (TTS) • High Contrast Version available 	<ul style="list-style-type: none"> • Platform available in 13 languages (additional languages can be embedded upon request) 	<ul style="list-style-type: none"> • Mobile Device • Desktop/Laptops • Available on IOS, Android • Available on Mobile-Responsive Website 	<ul style="list-style-type: none"> • Enrollment not required because no user account needed to access Let's Talk • App available but not required
ParentSquare	Unlimited	<ul style="list-style-type: none"> • Text-to-speech (TTS) • High Contrast Tool • Alt Text for images 	<ul style="list-style-type: none"> • Platform available in English and Spanish (content available in 100+ Languages) 	<ul style="list-style-type: none"> • Mobile Device • Desktop/Laptops • Available on IOS, Android • Available on Mobile-Responsive Website 	<ul style="list-style-type: none"> • Automatic parent enrollment • App available but not required
PowerMyLearning	Four	<ul style="list-style-type: none"> • Text-to-speech (TTS) 	<ul style="list-style-type: none"> • Platform available in 100+ Languages 	<ul style="list-style-type: none"> • Mobile device • Desktop/Laptops • Mobile-Responsive Website 	<ul style="list-style-type: none"> • Automatic parent enrollment • No app available or required
Ready4K-ParentPowered	Unlimited	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Mobile Device • Desktop/Laptops • IOS, Android • Mobile-Responsive Website 	<ul style="list-style-type: none"> • Automatic parent enrollment • No app available or required

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Remind	Unlimited	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Platform available in 6 Languages 	<ul style="list-style-type: none"> • Mobile Device • Desktop/Laptops • IOS, Android • Mobile-Responsive Website 	<ul style="list-style-type: none"> • Automatic parent enrollment • App available but not required
SchoolCNXT	Unlimited	<ul style="list-style-type: none"> • Speech-to-Text • Text-to-speech (TTS) 	<ul style="list-style-type: none"> • Platform available in 100+ Languages 	<ul style="list-style-type: none"> • Mobile Device • Desktop/Laptops • IOS, Android • Mobile-Responsive Website 	<ul style="list-style-type: none"> • Automatic parent enrollment • App available but not required
Talking Points	Five	<ul style="list-style-type: none"> • Text-to-speech (TTS) • Fully ADA compliant 	<ul style="list-style-type: none"> • Platform available in 100+ languages • Fully translated parent app • "Plain English" in-product readability flag for teachers 	<ul style="list-style-type: none"> • Mobile Device • Desktop/Laptops • IOS, Android • Web app for teachers and admins • Web app for parents (launching this fall) • Mobile-Responsive Website 	<ul style="list-style-type: none"> • Automatic parent enrollment • App available but not required.
Learning Management System (LMS)					
Product Name	Parent Users per Student	ADA Accessibility Features	Language Accessibility	Device Access	Friction Reducers
Altitude Learning	Three	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Desktop/Laptops • Mobile-Responsive Website 	<ul style="list-style-type: none"> • Automatic parent enrollment not available • No app available or required
Blackboard	Information not provided	<ul style="list-style-type: none"> • Text-to-speech (TTS) 	<ul style="list-style-type: none"> • Platform available in 22 Languages 	<ul style="list-style-type: none"> • Mobile Device • Desktop/Laptops • IOS, Android • Mobile-Responsive Website 	<ul style="list-style-type: none"> • Automatic parent enrollment • App available but not required

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Brightspace by D2L	Unlimited	<ul style="list-style-type: none"> • Speech-to-Text • Text-to-speech (TTS) 	<ul style="list-style-type: none"> • Platform available in 14 Languages 	<ul style="list-style-type: none"> • Desktop/Laptops • IOS, Android • Mobile-Responsive Website 	<ul style="list-style-type: none"> • App available but not required
Canvas	Unlimited	<ul style="list-style-type: none"> • Text-to-speech (TTS) (Content pages and assessments only) 	<ul style="list-style-type: none"> • Platform available in 37 Languages 	<ul style="list-style-type: none"> • Mobile Device • Desktop/Laptops • IOS, Android • Mobile-Responsive Website 	<ul style="list-style-type: none"> • Automatic parent enrollment • App available but not required • Accessibility checker for students, parents, and teachers
Edmodo	Unlimited	<ul style="list-style-type: none"> • Immersive reader available 	<ul style="list-style-type: none"> • Platform available in 17 Languages 	<ul style="list-style-type: none"> • Mobile Device • Desktop/Laptops • IOS, Android • Mobile-Responsive Website 	<ul style="list-style-type: none"> • Automatic parent enrollment not available • App available but not required
ItsLearning	Unlimited	<ul style="list-style-type: none"> • Features not available 	<ul style="list-style-type: none"> • Platform available in 18 Languages 	<ul style="list-style-type: none"> • Mobile Device • Desktop/Laptops • IOS, Android • Mobile-Responsive Website 	<ul style="list-style-type: none"> • Automatic parent enrollment not available • App available, but not required
Schoology	Unlimited	<ul style="list-style-type: none"> • Text-to-speech (TTS) – Assessment delivery • Customizable font size 	<ul style="list-style-type: none"> • Platform available in 7 Languages 	<ul style="list-style-type: none"> • Mobile Device • Desktop/Laptops • IOS, Android • Mobile-Responsive Website 	<ul style="list-style-type: none"> • Automatic parent enrollment not available • App available, but not required
Seesaw	Unlimited	<ul style="list-style-type: none"> • Customizable font size 	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Mobile Device • Desktop/Laptops • IOS, Android • Mobile-Responsive Website 	<ul style="list-style-type: none"> • Automatic parent enrollment not available • App available but not required

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Unified Classroom	Unlimited	<ul style="list-style-type: none"> Text-to-speech (TTS) – Assessment delivery Features not available 	<ul style="list-style-type: none"> Platform available in 7 Languages 	<ul style="list-style-type: none"> Mobile Device Desktop/Laptops IOS, Android Mobile-Responsive Website 	<ul style="list-style-type: none"> Automatic parent enrollment not available App available, but not required
Student Information System (SIS)					
Product Name	Parent Users per Student	ADA Accessibility Features	Language Accessibility	Device Access	Friction Reducers
Infinite Campus	<ul style="list-style-type: none"> Information not available 	<ul style="list-style-type: none"> Features not available 	<ul style="list-style-type: none"> Feature not available 	<ul style="list-style-type: none"> Mobile Device Desktop/Laptops IOS, Android Mobile-Responsive Web 	<ul style="list-style-type: none"> Automatic parent enrollment not available App available but not required
PowerSchool	Unlimited	<ul style="list-style-type: none"> Immersive Reader – Available on IEP / 504 forms 	<ul style="list-style-type: none"> Platform available in 18 Languages 	<ul style="list-style-type: none"> Mobile Device Desktop/Laptops IOS, Android Mobile-Responsive Website 	<ul style="list-style-type: none"> Automatic parent enrollment not available App available, but not required
Single Sign-On					
Product Name	Parent Users per Student	ADA Accessibility Features	Language Accessibility	Device Access	Friction Reducers
Clever	Unlimited	<ul style="list-style-type: none"> Customizable font size 	<ul style="list-style-type: none"> Platform available in 5 Languages 	<ul style="list-style-type: none"> Mobile Desktop/Laptop 	<ul style="list-style-type: none"> Automatic parent enrollment not available App available, but not required

Family-School Communication Technologies: Communication Capabilities Landscape

The communication capabilities in this landscape encompass the features available for sending and receiving information and personalized communication. We focused on the platforms' two-way communication options, communication methods, notifications, message attachments, automatic translation and coordination.

Having reliable communication options was at the core of all stakeholder conversations; it was especially important for parents and teachers, as they were the ones most frequently communicating. Though most platforms varied slightly in the communication features they offered, most of them were able to offer two-way communication and multiple communication methods. Significantly less platforms had invested coordinating features such as, volunteer request and sign-ups, and parent-teacher conference scheduling.

Messaging and Texting Services						
Product Name	Two-Way Communication Options (unless otherwise stated)	Communication Method	Notifications	Message Attachments	Automatic Message Translation	Coordination
Bloomz	<ul style="list-style-type: none"> • Parent-Teacher • Teacher- Group of Parents • Administrator-Parent • School Group/Club Leader-Parent 	<ul style="list-style-type: none"> • SMS • Email • App • Robocall • Website Alert 	<ul style="list-style-type: none"> • Customizable Notification Settings • Emergency Alerts • Override all Preferences 	<ul style="list-style-type: none"> • Photos • Videos 	<ul style="list-style-type: none"> • 100+ Languages 	<ul style="list-style-type: none"> • Volunteer Request & Sign-Up • Parent-Teacher Conference Scheduling
ClassDojo	<ul style="list-style-type: none"> • Parent-Teacher • Teacher- Group of Parents • Administrator-Parent (Only if admin is added to the class) • School Group/Club Leader-Parent • Teacher-Student 	<ul style="list-style-type: none"> • Email • App • Mail • Website Alert 	<ul style="list-style-type: none"> • Customizable Notification Settings 	<ul style="list-style-type: none"> • Photos • Videos • Voice Recordings • Stickers • Bitmojis 	<ul style="list-style-type: none"> • 30+ Languages 	<ul style="list-style-type: none"> • Features not available

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ClassTag	<ul style="list-style-type: none"> ● Parent-Teacher ● Teacher- Group of Parents ● Administrator-Parent ● School Group/Club Leader-Parent ● Parent-to-parent (can be disabled) ● Administrator – Staff ● Teacher-Student 	<ul style="list-style-type: none"> ● SMS ● App ● Email ● Robocall ● Website Alert 	<ul style="list-style-type: none"> ● Customizable Notification Settings 	<ul style="list-style-type: none"> ● Photos ● Videos ● Voice Recordings 	<ul style="list-style-type: none"> ● 100+ Languages 	<ul style="list-style-type: none"> ● Volunteer Request & Sign-Up ● Parent-Teacher Conference Scheduling ● Event RSVPs
EverydayLabs	<ul style="list-style-type: none"> ● Administrator-Parent (one-way) 	<ul style="list-style-type: none"> ● SMS ● Mail 	<ul style="list-style-type: none"> ● Customizable Notification Settings not Available 	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Text (English & Spanish), Mailing any language 	<ul style="list-style-type: none"> ● Features not available
FastTalk	<ul style="list-style-type: none"> ● Parent-Teacher ● Teacher-Group of Parents 	<ul style="list-style-type: none"> ● SMS 	<ul style="list-style-type: none"> ● Customizable Notification Settings not Available 	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● 100+ Languages 	<ul style="list-style-type: none"> ● Features not available
Let's Talk!	<ul style="list-style-type: none"> ● Parent-Teacher ● Parent-Administrator 	<ul style="list-style-type: none"> ● SMS ● Email ● App ● Voice Calling 	<ul style="list-style-type: none"> ● Customizable Notification Settings 	<ul style="list-style-type: none"> ● Photos ● Videos 	<ul style="list-style-type: none"> ● 90+ Languages 	<ul style="list-style-type: none"> ● Features not available
ParentSquare	<ul style="list-style-type: none"> ● Parent-Teacher ● Teacher- Group of Parents ● Administrator-Parent ● School Group/Club Leader-Parent ● Parent-to-Parent (can be enabled) ● Teacher-Student 	<ul style="list-style-type: none"> ● SMS ● Email ● App ● Robocall ● Social Media 	<ul style="list-style-type: none"> ● Customizable Notification Settings ● Emergency Alerts ● Override all Preferences 	<ul style="list-style-type: none"> ● Photos ● Videos 	<ul style="list-style-type: none"> ● 100+ Languages 	<ul style="list-style-type: none"> ● Volunteer Request & Sign-Up ● Parent-Teacher Conference Scheduling ● Event RSVPs ● Forms / Permission Slips

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PowerMyLearning	<ul style="list-style-type: none"> ● Parent-Teacher ● Teacher- Group of Parents 	<ul style="list-style-type: none"> ● SMS ● Email 	<ul style="list-style-type: none"> ● Customizable Notification Settings 	<ul style="list-style-type: none"> ● Photos ● Videos 	<ul style="list-style-type: none"> ● 100+ Languages 	<ul style="list-style-type: none"> ● Features not available
Ready4K-ParentPowered	<ul style="list-style-type: none"> ● Teacher- Group of Parents (one-way) ● Administrator-Parent (one-way) 	<ul style="list-style-type: none"> ● SMS 	<ul style="list-style-type: none"> ● Customizable Notification Settings not Available 	<ul style="list-style-type: none"> ● Features not available 	<ul style="list-style-type: none"> ● 7 Languages 	<ul style="list-style-type: none"> ● Features not available
Remind	<ul style="list-style-type: none"> ● Parent-Teacher ● Teacher- Group of Parents ● School Group/Club Leader-Parent 	<ul style="list-style-type: none"> ● SMS ● Email ● App ● Robocall ● Voice Calling 	<ul style="list-style-type: none"> ● Customizable Notification Settings ● Emergency Alerts Override all Preferences 	<ul style="list-style-type: none"> ● Photos ● Videos ● Voice Recordings ● PDF Documents 	<ul style="list-style-type: none"> ● 90+ Languages ● Translated text-to-speech 	<ul style="list-style-type: none"> ● Features not available
SchoolCNXT	<ul style="list-style-type: none"> ● Parent-Teacher ● Teacher- Group of Parents ● Administrator-Parent ● Administrator-Group of Parents ● School Group/Leader- Parent ● Teacher- Student ● Parent-Parent (can be disabled) 	<ul style="list-style-type: none"> ● App 	<ul style="list-style-type: none"> ● Customizable Notification Settings 	<ul style="list-style-type: none"> ● Photo ● Video ● PDF Document 	<ul style="list-style-type: none"> ● 100+ Languages ● Translates text-to-speech (TTS) 	<ul style="list-style-type: none"> ● Features not available

Essential Tech for Family-School Communication

Talking Points	<ul style="list-style-type: none"> • Parent-Teacher • Teacher- Group of Parents • Administrator-Parent (one-way) • School Group/Club Leader-Parent 	<ul style="list-style-type: none"> • SMS • App 	<ul style="list-style-type: none"> • Customizable Notification Settings 	<ul style="list-style-type: none"> • Photos • Videos • Videos with translated captions • PDF Document 	<ul style="list-style-type: none"> • 100+ Languages • Translated text-to-speech • Videos with translated captions • Human translation 	<ul style="list-style-type: none"> • Features not available
Learning Management System (LMS)						
Product Name	Two-Way Communication Options (unless otherwise stated)	Communication Method	Notifications	Message Attachments	Automatic Message Translation	Coordination
Altitude Learning	<ul style="list-style-type: none"> • Parent-Teacher • Administrator-Parent • Teacher-Student 	<ul style="list-style-type: none"> • Email • Website Alert 	<ul style="list-style-type: none"> • Customizable Notification Settings not Available 	<ul style="list-style-type: none"> • Photos • Videos 	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Features not available
Blackboard	<ul style="list-style-type: none"> • Parent-Teacher • Teacher- Group of Parents • Administrator-Parent 	<ul style="list-style-type: none"> • SMS • Email • App • Website Alert 	<ul style="list-style-type: none"> • Customizable Notification Settings 	<ul style="list-style-type: none"> • Photos • Videos 	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Features not available
Brightspace by D2L	<ul style="list-style-type: none"> • Parent-Teacher • Teacher-Student 	<ul style="list-style-type: none"> • SMS • Email • App • Website Alert 	<ul style="list-style-type: none"> • Customizable Notification Settings 	<ul style="list-style-type: none"> • Photos • Videos 	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Features not available

Essential Tech for Family-School Communication

Canvas	<ul style="list-style-type: none"> ● Parent-Teacher ● Teacher- Group of Parents ● Administrator-Parent ● School Group/Club Leader-Parent ● Teacher-Student 	<ul style="list-style-type: none"> ● SMS ● Email ● Website Alert 	<ul style="list-style-type: none"> ● Customizable Notification Settings 	<ul style="list-style-type: none"> ● Photos ● Videos 	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Conference Scheduling
Edmodo	<ul style="list-style-type: none"> ● Parent-Teacher ● Teacher- Group of Parents ● Administrator-Parent 	<ul style="list-style-type: none"> ● Email ● App ● Website Alert 	<ul style="list-style-type: none"> ● Customizable Notification Settings 	<ul style="list-style-type: none"> ● Photos ● Videos 	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Features not available
ItsLearning	<ul style="list-style-type: none"> ● Parent-Teacher 	<ul style="list-style-type: none"> ● Email ● App 	<ul style="list-style-type: none"> ● Customizable Notification Settings 	<ul style="list-style-type: none"> ● Photos ● Videos 	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Features not available
Schoology	<ul style="list-style-type: none"> ● Parent-Teacher ● Teacher- Group of Parents ● Administrator- Group of Parents ● Administrator – Group of Teachers ● School Group/Club Leader-Group of Parents ● Teacher-Student 	<ul style="list-style-type: none"> ● Email ● App ● Website Alert 	<ul style="list-style-type: none"> ● Customizable Notification Settings 	<ul style="list-style-type: none"> ● Photos ● Videos 	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Features not available
Seesaw	<ul style="list-style-type: none"> ● Parent-Teacher ● Teacher- Group of Parents ● Administrator-Parent ● School Group/Club Leader-Parent 	<ul style="list-style-type: none"> ● SMS ● Email ● Website Alert 	<ul style="list-style-type: none"> ● Customizable Notification Settings 	<ul style="list-style-type: none"> ● Photos ● Videos 	<ul style="list-style-type: none"> ● 55 Languages 	<ul style="list-style-type: none"> ● Features not available
Unified Classroom	<ul style="list-style-type: none"> ● Parent-Teacher ● Teacher- Group of Parents ● Administrator-Parent ● School Group/Club Leader-Parent 	<ul style="list-style-type: none"> ● SMS ● Email ● Website Alert 	<ul style="list-style-type: none"> ● Customizable Notification Settings 	<ul style="list-style-type: none"> ● Photos ● Videos 	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Feature not available

Essential Tech for Family-School Communication

Student Information System (SIS)						
Product Name	Two-Way Communication Options (unless otherwise stated)	Communication Method	Notifications	Message Attachments	Automatic Message Translation	Coordination
Infinite Campus	<ul style="list-style-type: none"> ● Parent-Teacher (All two-way communication must happen via email) ● Teacher- Group of Parents (One-way) ● Administrator-Parent (One-way) 	<ul style="list-style-type: none"> ● Email ● App ● Website Alert 	<ul style="list-style-type: none"> ● Customizable Notification Settings 	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Feature not available
PowerSchool	<ul style="list-style-type: none"> ● Parent-Teacher ● Teacher- Group of Parents ● Administrator-Parent ● School Group/Club Leader-Parent 	<ul style="list-style-type: none"> ● Email ● App ● Website Alert 	<ul style="list-style-type: none"> ● Customizable Notification Settings not Available 	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Feature not available
Single Sign-On						
Product Name	Two-Way Communication Options (unless otherwise stated)	Communication Method	Notifications	Message Attachments	Automatic Message Translation	Coordination
Clever	<ul style="list-style-type: none"> ● Parent-Teacher ● Teacher- Group of Parents ● Administrator-Parent 	<ul style="list-style-type: none"> ● Email ● Website Alert 	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Photos ● Videos 	<ul style="list-style-type: none"> ● 6 Languages 	<ul style="list-style-type: none"> ● Features not available

Family-School Communication Technologies: Data Modernization and Privacy

In this landscape, we looked at data modernization and privacy through the lens of a platform’s interoperability with other platforms and its commitment to data and privacy standards.

Most schools use more than one platform to keep track of student information, which is why understanding what platforms can integrate with your Learning Management System (LMS) or (SIS) can help streamline your information and communication. Platforms differ greatly one which LMS and SIS they integrate with; however, most platforms comply with at least one data and one privacy standard.

Messaging and Texting Services						
Product Name	Single Sign-On	Integration Capabilities with Learning Management System (LMS)	Integration Capabilities with Student Information System (SIS)	Data Standards Compliance	Data Privacy Standards Compliance	Data Privacy Policy
Bloomz	X	<ul style="list-style-type: none"> Google Classroom 	<ul style="list-style-type: none"> Any SIS 	<ul style="list-style-type: none"> HTML5 oAUTH 2.0 OneRoster SAML Section 508 WCAG ARIA 	<ul style="list-style-type: none"> COPPA FERPA Student Privacy Pledge 	<ul style="list-style-type: none"> Privacy Policy
ClassDojo	X	<ul style="list-style-type: none"> Information not provided 	<ul style="list-style-type: none"> Information not provided 	<ul style="list-style-type: none"> Information not provided 	<ul style="list-style-type: none"> FERPA COPPA SOPIPA SOPIPA EU & UK GDPR Student Privacy Pledge Student Data Privacy Consortium 	<ul style="list-style-type: none"> Privacy Policy

Essential Tech for Family-School Communication

ClassTag	X	<ul style="list-style-type: none"> ● Google Workspace for Education ● Google Classroom 	<ul style="list-style-type: none"> ● PowerSchool ● Infinite Campus ● Aspen ● Ascender ● Clever ● Synergy ● Schoolwise ● ClassLink ● Aeries ● Google classroom ● eSchoolData ● SchoolTool ● Skyward ● BigSIS ● CSV upload ● SFTP handoffs via OneRoster 	<ul style="list-style-type: none"> ● CAS ● OAuth2.0 ● OneRoster 	<ul style="list-style-type: none"> ● FERPA ● COPPA ● SOPIPA ● State student privacy laws ● Student Privacy Pledge ● ISO 27-001 	<ul style="list-style-type: none"> ● Privacy Policy
EverydayLabs	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Any SIS ● Receive automated data transfers 	<ul style="list-style-type: none"> ● Information not provided 	<ul style="list-style-type: none"> ● FERPA ● Student Privacy Pledge ● Unicorn Signatory 	<ul style="list-style-type: none"> ● Privacy Policy
FastTalk	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Clever ● Any SIS that can generate a CSV 	<ul style="list-style-type: none"> ● Information not provided 	<ul style="list-style-type: none"> ● FERPA 	<ul style="list-style-type: none"> ● Privacy Policy
Let's Talk!	X	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Integration possible, but specific lists of SIS's not specified by vendor 	<ul style="list-style-type: none"> ● Information not provided 	<ul style="list-style-type: none"> ● FERPA ● COPPA ● SOPIPA ● ISO 27-001 	<ul style="list-style-type: none"> ● Privacy Policy

Essential Tech for Family-School Communication

ParentSquare	X	<ul style="list-style-type: none"> • Feature not available (slated for 2021-22 school year) 	<ul style="list-style-type: none"> • Aeries • Aequitas Q • PowerSchool • eSchoolData • SchoolTool • Infinite Campus • Synergy • Schoolwise • DASL • eSchoolPlus • Skyward • Illuminate • School Pathways • Renweb • BigSIS • Follett Aspen • Any SIS via API or SFTP 	<ul style="list-style-type: none"> • OneRoster 	<ul style="list-style-type: none"> • FERPA • COPPA • Children's Internet Protection Act (CIPA) • State student privacy laws • Student Privacy Pledge • iKeepSafe certification (pending) 	<ul style="list-style-type: none"> • Privacy Policy
PowerMyLearning	X	<ul style="list-style-type: none"> • Google Classroom 	<ul style="list-style-type: none"> • Clever 	<ul style="list-style-type: none"> • Information not provided 	<ul style="list-style-type: none"> • FERPA 	<ul style="list-style-type: none"> • Privacy Policy
Ready4K-ParentPowered	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Google Classroom 	<ul style="list-style-type: none"> • Any SIS • ChildPlus 	<ul style="list-style-type: none"> • N/A- Personally identifiable student information not obtained 	<ul style="list-style-type: none"> • N/A- Personally identifiable student information not obtained 	<ul style="list-style-type: none"> • Privacy Policy

Essential Tech for Family-School Communication

Remind	X	<ul style="list-style-type: none"> • Canvas • Schoology • Google Classroom • LMS that uses a regular LTI 	<ul style="list-style-type: none"> • Any SIS that can generate a CSV file • ChildPlus • Clever • ClassLink 	<ul style="list-style-type: none"> • Information not provided 	<ul style="list-style-type: none"> • FERPA • COPPA • ISO 27001:2013 certification • IMS TrustEd Apps Seal for Data Privacy • Student Privacy Pledge 	<ul style="list-style-type: none"> • Privacy Policy
SchoolCNXT	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Any SIS 	<ul style="list-style-type: none"> • Utilize any data standard associated with the District SIS 	<ul style="list-style-type: none"> • FERPA • COPPA • GDPR • All state level student privacy laws 	<ul style="list-style-type: none"> • Privacy Policy
Talking Points	X	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Clever • ClassLink • CSV upload 	<ul style="list-style-type: none"> • AccessiBe 	<ul style="list-style-type: none"> • FERPA • CSPC • COPPA • State student privacy laws • iKeepSafe certified 	<ul style="list-style-type: none"> • Privacy Policy
Learning Management System (LMS)						
Product Name	Single Sign-On	Integration Capabilities with Learning Management System (LMS)	Integration Capabilities with Student Information System (SIS)	Data Standards Compliance	Data Privacy Standards Compliance	Data Privacy Policy
Altitude Learning	X	<ul style="list-style-type: none"> • N/A; Already serve as LMS 	<ul style="list-style-type: none"> • Clever 	<ul style="list-style-type: none"> • OneRoster 	<ul style="list-style-type: none"> • ISO/IEC 27001:2013 • GDPR 	<ul style="list-style-type: none"> • Privacy Policy

Essential Tech for Family-School Communication

Blackboard	X	<ul style="list-style-type: none"> N/A; Already serve as LMS 	<ul style="list-style-type: none"> Integration possible, but specific lists of SIS's not specified by vendor SIS Integration Types 	<ul style="list-style-type: none"> Information not provided 	<ul style="list-style-type: none"> FERPA COPPA CCPA 	<ul style="list-style-type: none"> Privacy Policy
Brightspace by D2L	X	<ul style="list-style-type: none"> N/A; Already serve as LMS 	<ul style="list-style-type: none"> Calsslink, PowerSchool Infinite Campus Skyward Others that adhere to IMS Global OneRoster and OneRoster REST Standards. Those not meeting the standards can be integrated via "D2L Standard CSV". 	<ul style="list-style-type: none"> IMS Global Competencies and Academic Standards Exchange (CASE) 	<ul style="list-style-type: none"> FERPA European Union's General Data Protection Regulation (GDPR) California Consumer Privacy Act (CCPA) Canada's Personal Information Protection and Electronic Documents Act (PIPEDA) 	<ul style="list-style-type: none"> Privacy Policy

Essential Tech for Family-School Communication

Canvas	X	<ul style="list-style-type: none"> N/A; Already serve as LMS 	<ul style="list-style-type: none"> Aeries Aspire Clever Classlink CSV File Exchange (SFTP)* Focus, InfiniteCampus PowerSchool ProgressBook Q (Aequitas) Qmlativ Sapphire Skyward Synergy 	<ul style="list-style-type: none"> Competencies and Academic Standards Exchange (CASE) Common Education Data Standards (CEDS) SIF Specification IMS Global (MasteryConnect system) EdFi 	<ul style="list-style-type: none"> FERPA COPPA CIPA Oneroster LTI (various) QTI Common Cartridge Thin Common Cartridge 	<ul style="list-style-type: none"> Privacy Policy
Edmodo	X	<ul style="list-style-type: none"> N/A; Already serve as LMS 	<ul style="list-style-type: none"> Clever 	<ul style="list-style-type: none"> Information not provided 	<ul style="list-style-type: none"> FERPA COPPA 	<ul style="list-style-type: none"> Privacy Policy
ItsLearning	X	<ul style="list-style-type: none"> N/A; Already serve as LMS 	<ul style="list-style-type: none"> PowerSchool Infinite Campus Skyward, Focus Clever Kimono ClassLink 	<ul style="list-style-type: none"> OneRoster 	<ul style="list-style-type: none"> ISO/IEC 27001:2013 and GDPR 	<ul style="list-style-type: none"> Privacy Policy
Schoology	X	<ul style="list-style-type: none"> N/A; Already serve as LMS 	<ul style="list-style-type: none"> Any SIS 	<ul style="list-style-type: none"> Competencies and Academic Standards Exchange (CASE) Common Education Data Standards (CEDS) SIF Specification OneRoster LTI QTI 	<ul style="list-style-type: none"> FERPA COPPA CIPA 	<ul style="list-style-type: none"> Privacy Policy

Essential Tech for Family-School Communication

Seesaw	X	<ul style="list-style-type: none"> N/A; Already serve as LMS 	<ul style="list-style-type: none"> Clever Classlink 	<ul style="list-style-type: none"> Data Student Privacy Pledge National Data Privacy Agreement 	<ul style="list-style-type: none"> Information not provided 	<ul style="list-style-type: none"> Privacy Policy
Unified Classroom	X	<ul style="list-style-type: none"> N/A; Already serve as LMS 	<ul style="list-style-type: none"> PowerSchool 	<ul style="list-style-type: none"> Competencies and Academic Standards Exchange (CASE) Common Education Data Standards (CEDS) SIF Specification OneRoster LTI QTI 	<ul style="list-style-type: none"> FERPA COPPA CIPA 	<ul style="list-style-type: none"> Privacy Policy
Student Information System (SIS)						
Product Name	Single Sign-On	Integration Capabilities with Learning Management System (LMS)	Integration Capabilities with Student Information System (SIS)	Data Standards Compliance	Data Privacy Standards Compliance	Data Privacy Policy
Infinite Campus	X	<ul style="list-style-type: none"> Information not provided 	<ul style="list-style-type: none"> N/A; Already an SIS 	<ul style="list-style-type: none"> Information not provided 	<ul style="list-style-type: none"> FERPA 	<ul style="list-style-type: none"> Privacy Policy

Essential Tech for Family-School Communication

PowerSchool	X	<ul style="list-style-type: none"> Any LMS 	<ul style="list-style-type: none"> N/A; Already an SIS 	<ul style="list-style-type: none"> Competencies and Academic Standards Exchange (CASE) Common Education Data Standards (CEDS) SIF Specification OneRoster LTI QTI 	<ul style="list-style-type: none"> FERPA COPPA CIPA 	<ul style="list-style-type: none"> Privacy Policy
Single Sign-On (SSO)						
Product Name	Single Sign-On	Integration Capabilities with Learning Management System (LMS)	Integration Capabilities with Student Information System (SIS)	Data Standards Compliance	Data Privacy Standards Compliance	Data Privacy Policy
Clever	X	<ul style="list-style-type: none"> Information not provided 	<ul style="list-style-type: none"> Google Powerschool 	<ul style="list-style-type: none"> Information not provided 	<ul style="list-style-type: none"> FERPA COPPA Applicable state laws that relate to the privacy of Student Data IMS Global TrustEd Apps Certified 	<ul style="list-style-type: none"> Privacy Policy

Family-School Communication Technologies: Training & Support

The training and support that we covered in this landscape included training available for basic and new features, types of support available and the language accessibility for support. Having accessible and reliable support is not only important to the end users but can also help increase overall usage.

Many of the platforms indicated that they had the capability of providing users with personalized support via chat, call and/or email, which was something that parents and teachers stated was important to them. However, both personalized and general support were not often offered in other languages aside from English. It is important to note that while these resources might be available on the platform’s website or app for all users to access, how parent and teacher users are trained is often up to the school and/or district.

Messaging and Texting Services				
Product Name	Basic User Training	Advanced User Training	Technical Support	Support Languages
Bloomz	X	X	<ul style="list-style-type: none"> ● Live/Personalized Support: Email ● Written FAQs or Support Topics 	<ul style="list-style-type: none"> ● Feature not available
ClassDojo	X	X	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, and/or Email ● Written FAQs or Support Topics ● Live Virtual Trainings ● Self-Paced Videos 	<ul style="list-style-type: none"> ● Feature not available
ClassTag	X	X	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, and/or Email ● Written FAQs or Support Topics ● Live Virtual Trainings 	<ul style="list-style-type: none"> ● Feature not available
EverydayLabs	X	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, and/or Email ● Chat Support (algorithm bot) ● Written FAQs or Support Topics 	X
FastTalk	X	X	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, and/or Email ● Written FAQs or support topics 	<ul style="list-style-type: none"> ● Support available in Spanish

Essential Tech for Family-School Communication

Let's Talk!	X	X	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, and/or Email ● Written FAQs or support topics 	X
ParentSquare	X	X	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, and/or Email ● Written FAQs or support topics ● Self-Paced Videos ● Live Virtual Trainings 	X <ul style="list-style-type: none"> ● Parent help pages and videos in Spanish
PowerMyLearning	X	● Feature not available	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, and/or Email ● Written FAQs or Support Topics ● Self-Paced Videos ● Live Virtual Trainings 	X <ul style="list-style-type: none"> ● Parent support videos available in 11 languages
Ready4K-ParentPowered	● Feature not available	● Feature not available	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, and/or Email 	● Feature not available
Remind	X	X	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, and/or Email ● Chat Support (algorithm bot) ● Written FAQs or Support Topics ● Written FAQs or Support Topics 	X <ul style="list-style-type: none"> ● Support available in Spanish
SchoolCNXT	X	X	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, and/or Email ● Algorithm Bot ● Written FAQs or Support Topics 	● Feature not available
Talking Points	X	X	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, Video conference, and/or Email ● Written FAQs or Support Topics ● Chat Support (algorithm bot) ● Self-Paced Videos ● Live Virtual Trainings 	X
Learning Management System (LMS)				
Product Name	Basic User Training	Advanced User Training	Technical Support	Support Languages

Essential Tech for Family-School Communication

Altitude Learning	X	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, and/or Email ● Written FAQs or Support Topics 	<ul style="list-style-type: none"> ● Feature not available
Blackboard	X	X	<ul style="list-style-type: none"> ● Live/Personalized Support: Call and/or Email ● Written FAQs or Support Topics 	<ul style="list-style-type: none"> ● Feature not available
Brightspace by D2L	X	X	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, and/or Email ● Chat Support (algorithm bot) ● Written FAQs or Support Topics 	<ul style="list-style-type: none"> ● Feature not available
Canvas	X	X	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, and/or Email ● Written FAQs or support topics 	X
Edmodo	X	X	<ul style="list-style-type: none"> ● Live/Personalized Support: Email ● Written FAQs or support topics 	X
ItsLearning	X	<ul style="list-style-type: none"> ● Feature not available 	<ul style="list-style-type: none"> ● Written FAQs or support topics 	<ul style="list-style-type: none"> ● Feature not available
Schoology	X	X	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, and/or Email ● Algorithm Bot ● Written FAQs or Support Topics 	<ul style="list-style-type: none"> ● Feature not available
Seesaw	X	X	<ul style="list-style-type: none"> ● Chat Support (algorithm/bot) ● Live/Personalized Support: Email 	<ul style="list-style-type: none"> ● Feature not available
Unified Classroom	X	X	<ul style="list-style-type: none"> ● Live/Personalized Support: Chat, Call, and/or Email ● Algorithm Bot ● Written FAQs or Support Topics 	<ul style="list-style-type: none"> ● Feature not available

Essential Tech for Family-School Communication

Single Sign-On (SSO)				
Product Name	Basic User Training	Advanced User Training	Technical Support	Support Languages
Infinite Campus	X	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Live/Personalized Support: Call and/or Email 	<ul style="list-style-type: none"> • Feature not available
PowerSchool	X	X	<ul style="list-style-type: none"> • Live/Personalized Support: Chat, Call, and/or Email • Algorithm Bot • Written FAQs or Support Topics 	<ul style="list-style-type: none"> • Feature not available
Clever	X	X	<ul style="list-style-type: none"> • Written FAQs or support topics • Live/Personalized Support: Email 	X

Family-School Communication Technologies: Improvement & Evaluation Landscape

To capture each platform’s commitment to improvement and evaluation, we noted which shared engagement analytics with their customers, which had studies available that measured their impact and we asked for the design of their studies.

We discovered that most family-school communication technologies provide engagement analytics to power users and have done some type of impact study. However, it is key to note that we received little information regarding the design of these platforms' studies.

Messaging and Texting Services		
Product Name	Engagement Analytics Provided	Impact Studies Available
Bloomz	X	<ul style="list-style-type: none"> • A Correlational Study and Effect Size Analysis on School Performance • Case study: Driving Real Impact Through School-Parent Connections • Case Study: A ‘Lifeline’ For Distance Learning
ClassDojo	X	<ul style="list-style-type: none"> • Information not provided
ClassTag	X	<ul style="list-style-type: none"> • Case Study: Dove Schools of OKC Simplifies Complex Communication Methods • Case Study: Armadillo Technical Institute Relies on ClassTag Connect for Emergency Notifications and Vital Communications Amidst Destructive Wildfire • Case Study: Building School Community through Consistent Parent Engagement
EverydayLabs	X	<ul style="list-style-type: none"> • Research Briefs
FastTalk	X	<ul style="list-style-type: none"> • Impact Evaluations
Let’s Talk!	X	<ul style="list-style-type: none"> • Case Studies
ParentSquare	X	<ul style="list-style-type: none"> • Case Studies

Essential Tech for Family-School Communication

PowerMyLearning	X	<ul style="list-style-type: none"> • Case Studies
Ready4K-ParentPowered	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Research Summary
Remind	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Case study: Easy Admin Onboarding • Case study: How to get 100% of parents on Remind • Case study: How to reach diverse communities
SchoolCNXT	X	<ul style="list-style-type: none"> • Testimonials
Talking Points	X	<ul style="list-style-type: none"> • Case studies: Independence High School and Elk Grove Unified School District • CAImpact Study: WestEd Research Study • 2020 Impact Survey: Family Engagement, COVID-19, and Distance Learning Study • 2021 Impact Survey: Family engagement and its impact during distance learning: follow-up report • Impact Highlight: More about TalkingPoints' impact
Learning Management System (LMS)		
Product Name	Engagement Analytics Provided	Impact Studies Available
Altitude Learning	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Evidence of Impact • Partner stories
Blackboard	X	<ul style="list-style-type: none"> • Case Studies
Brightspace by D2L	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • Customer success stories
Canvas	X	<ul style="list-style-type: none"> • Case Studies

Essential Tech for Family-School Communication

Edmodo	X	<ul style="list-style-type: none"> • Edmodo and Microsoft partner for success • Edmodo: One App to Rule Them All • Teachers collaborate for professional development, and student success.
ItsLearning	X	<ul style="list-style-type: none"> • Information not provided
Schoology	X	<ul style="list-style-type: none"> • Success Stories
Seesaw	<ul style="list-style-type: none"> • Feature not available 	<ul style="list-style-type: none"> • New York Times Article: Schools Clamored for Seesaw’s App. That Was Good News, and Bad News.
Unified School	X	<ul style="list-style-type: none"> • Case Studies
Student Information System (SIS)		
Product Name	Engagement Analytics Provided	Impact Studies Available
Infinite Campus	<ul style="list-style-type: none"> • Information not provided 	<ul style="list-style-type: none"> • Case Studies
PowerSchool	X	<ul style="list-style-type: none"> • Case Studies
Single Sign-On (SSO)		
Product Name	Engagement Analytics Provided	Impact Studies Available
Clever	X	<ul style="list-style-type: none"> • Information not provided

Family-School Communication Technologies: Cost Landscape

Cost plays a significant role in the decision-making process when selecting family-school communication technologies. To create a cost landscape, we asked each platform if they have a “free” option, how their overall cost model works, what their cost is on average, and if they have pricing plans.

Platforms appeared to be able to share information about their cost models and licensing agreements, but most were unable to share average cost or pricing plans. We did find that those who do not have pricing information publicly available can provide personalized quotes upon request.

Messaging and Texting Services				
Product Name	Free Option	Cost Model	Average Cost	Pricing Plans
Bloomz	X	<ul style="list-style-type: none"> Student 	<ul style="list-style-type: none"> \$3.5-\$9/Student (annually) 	<ul style="list-style-type: none"> Pricing plans
ClassDojo	X	<ul style="list-style-type: none"> Family 	<ul style="list-style-type: none"> Starts at \$4.99/ Family (monthly) 	<ul style="list-style-type: none"> Pricing Plans
ClassTag	X	<ul style="list-style-type: none"> Student District 	<ul style="list-style-type: none"> \$4/ Student (annually) 	<ul style="list-style-type: none"> Information not provided
EverydayLabs	No Free Option	<ul style="list-style-type: none"> Student 	<ul style="list-style-type: none"> \$3-\$5/Student (annually) 	<ul style="list-style-type: none"> Information not provided
FastTalk	No Free Option	<ul style="list-style-type: none"> District 	<ul style="list-style-type: none"> \$15/Student (annually) 	<ul style="list-style-type: none"> Information not provided
Let's Talk!	No Free Option	<ul style="list-style-type: none"> District 	<ul style="list-style-type: none"> \$3.50/Student (annually) 	<ul style="list-style-type: none"> Information not provided

Essential Tech for Family-School Communication

ParentSquare	No Free Option	<ul style="list-style-type: none"> • Student 	<ul style="list-style-type: none"> • Information not provided • Quote available upon request 	<ul style="list-style-type: none"> • Information not provided
PowerMyLearning	X	<ul style="list-style-type: none"> • Classroom • School • District • 	<ul style="list-style-type: none"> • Price starts at \$975/License (annually) 	<ul style="list-style-type: none"> • Pricing Plans
Ready4K-ParentPowered	No Free Option	<ul style="list-style-type: none"> • Student 	<ul style="list-style-type: none"> • Information not provided • Quote available upon request 	<ul style="list-style-type: none"> • Information not provided
Remind	X	<ul style="list-style-type: none"> • Student • School • District • 	<ul style="list-style-type: none"> • \$4/Student (annually) 	<ul style="list-style-type: none"> • Pricing plans
SchoolCNXT	No Free Option	<ul style="list-style-type: none"> • Student 	<ul style="list-style-type: none"> • \$3/Student (annually) 	<ul style="list-style-type: none"> • Information not provided
Talking Points	X	<ul style="list-style-type: none"> • Student 	<ul style="list-style-type: none"> • Information not provided • Quote available upon request 	<ul style="list-style-type: none"> • Pricing plans
Altitude Learning	No Free Option	<ul style="list-style-type: none"> • School • District 	<ul style="list-style-type: none"> • Standard implementation begins at \$15,000 per site 	<ul style="list-style-type: none"> • Information not provided
Blackboard	No Free Option	<ul style="list-style-type: none"> • Information not provided 	<ul style="list-style-type: none"> • Information not provided • Quote available upon request 	<ul style="list-style-type: none"> • Information not provided
Brightspace by D2L	No Free Option	<ul style="list-style-type: none"> • Student 	<ul style="list-style-type: none"> • Information not provided • Quote available upon request 	<ul style="list-style-type: none"> • Information not provided
Canvas	X	<ul style="list-style-type: none"> • Per user 	<ul style="list-style-type: none"> • Information not provided • Quote available upon request 	<ul style="list-style-type: none"> • Information not provided
Edmodo	X	<ul style="list-style-type: none"> • Per user 	<ul style="list-style-type: none"> • \$8/user (annually) 	<ul style="list-style-type: none"> • Pricing plan

Essential Tech for Family-School Communication

ItsLearning	No Free Option	<ul style="list-style-type: none"> • Student 	<ul style="list-style-type: none"> • Information not provided • Quote available upon request 	<ul style="list-style-type: none"> • Information not provided
Schoology	No Free Option	<ul style="list-style-type: none"> • Information not provided 	<ul style="list-style-type: none"> • Information not provided 	<ul style="list-style-type: none"> • Information not provided
Seesaw	X	<ul style="list-style-type: none"> • Student 	<ul style="list-style-type: none"> • Information not provided • Quote available upon request 	<ul style="list-style-type: none"> • Pricing plans (scroll to bottom for pricing chart)
Unified School	No Free Option	<ul style="list-style-type: none"> • Information not provided 	<ul style="list-style-type: none"> • Information not provided 	<ul style="list-style-type: none"> • Information not provided
Student Information System (SIS)				
Product Name	Free Option	Cost Model	Average Cost	Pricing Plans
Infinite Campus	No Free Option	<ul style="list-style-type: none"> • Information not provided 	<ul style="list-style-type: none"> • Information not provided 	<ul style="list-style-type: none"> • Information not provided
PowerSchool	No Free Option	<ul style="list-style-type: none"> • Information not provided 	<ul style="list-style-type: none"> • Quote available upon request 	<ul style="list-style-type: none"> • Information not provided
Single Sign-On (SSO)				
Product Name	Free Option	Cost Model	Average Cost	Pricing Plans
Clever	X	<ul style="list-style-type: none"> • Only charge app partners for integration 	<ul style="list-style-type: none"> • Starts at \$12/school (monthly) 	<ul style="list-style-type: none"> • Pricing plans