

Challenge & Solution

Charlotte County Public Schools faced parent frustration over frequent robocalls, inconsistent messaging across 25 schools, and outdated systems that made it difficult for families to find information. The district piloted ParentSquare before launching districtwide in August 2025, replacing its website provider with Smart Sites, for a modern, mobile-friendly, and ADA-compliant solution. Additionally, the district implemented Secure Document Delivery and tailored Smart Alerts to save time, lower costs, and provide timely information.

Results

- 99.5% parent contactability, with communication delivered in 60+ languages
- 5,000+ secure documents digitally delivered, saving staff valuable time
- Replaced robocalls with centralized, real-time alerts via text, email, and voice that families trust as their source of truth

Charlotte County Public Schools By the Numbers

(June 2025-January 2026)

Reach & Engagement

- 99.5% families reached
- 60+ languages spoken

Efficiency

- 5,029 secure documents delivered
- Time saved on administrative duties

Usage

- 500K+ messages
- 60K message threads

A district aligning communication for access and transparency

When communication systems became a source of parent frustration, Charlotte County Public Schools knew it was time for a change. Leadership set out to reduce message overload, break down silos between schools, and help families more reliably access timely, accurate information.

The district began by replacing outdated tools, including its previous website provider, and piloted ParentSquare at a high-communication elementary school in January 2025. Following strong early adoption, Charlotte County expanded ParentSquare districtwide in August 2025. The shift helped unify messaging, streamline operations, and create a more consistent, transparent communication experience for families across all 25 schools.

Streamlined alerts that put families first

With ParentSquare in place, Charlotte County centralized how urgent and time-sensitive information reaches families. The district uses Urgent and Smart Alerts to communicate quickly during critical situations so families receive accurate information directly from the district.

“If there’s a situation near a school, I can communicate with families within minutes,” said Claudette Smith, APIO, Public Information Officer. “Our goal is to ensure parents receive timely, accurate information directly from the school or district rather than hearing it first through social media.”

Whether responding to a soft lockdown or sending districtwide reminders, staff can target the right audiences across text, email, and voice to strengthen trust while keeping communication clear and controlled.

A smarter approach to family communication

Before ParentSquare, robocalls were the district’s primary communication tool, and families were vocal about their frustration.

“We were sending too many,” Smith explained. “I’d hear it from parents in the community—they wanted them to stop.”

To address message fatigue, Charlotte County set all users to the Daily Digest setting by default. Instead of receiving messages throughout the day, families receive one consolidated email at 6 p.m., creating predictability without sacrificing visibility.

“Now families know what to expect,” Smith said. “They get the information they need when they need it. And they actually read it.”

This shift helped the district strike a better balance between transparency and respect for families’ time, while still allowing for urgent messages to reach parents and caregivers, no matter their notification settings.

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Claudette Smith

APIO, Public Information Officer

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A strong launch, backed by clear expectations

Charlotte County’s rollout was intentionally visible and well-coordinated. Leading up to the districtwide launch, families saw ParentSquare messaging everywhere—from yard signs and banners to students wearing ParentSquare T-shirts at morning drop-off.

Behind the scenes, leadership introduced a districtwide communication best practices guide to set clear expectations for staff. The goal wasn’t just consistency; it was

confidence in their new school-home communications platform.

“We wanted consistency, but also ease,” Smith said. “And we didn’t want parents to be guessing.”

By pairing technology with guidance and training, the district made sure adoption felt supported instead of forced.

A unified web presence with Smart Sites

Alongside the ParentSquare rollout, the district also replaced its outdated website system with [ParentSquare Smart Sites](#) to bring websites and school-home communications into one cohesive, equitable platform.

The new sites are ADA-compliant, mobile-friendly, and designed to be easy for families to navigate. Each school manages its own website, supported through district oversight and ongoing communication.

By consolidating alerts, posts, and web updates into a single platform, the district reduced confusion and made it easier for families to find reliable information—especially during time-sensitive situations.

Secure Document Delivery, real savings

Charlotte County also adopted [Secure Document Delivery](#) to send report cards digitally—eliminating the need for printing, envelopes, and postage.

Staff were initially hesitant about the new process. As Claudette put it, “There was no way it could be that easy. But it was.”

With over 5,000 secure documents delivered so far, the district has saved hours upon hours of valuable staff time. Just as importantly, families receive timely, private access to critical academic information in the same platform they already use and trust.

What’s next: Tackling chronic absenteeism with ParentSquare Attendance Plus

Building on its communication foundation, Charlotte County recently added [ParentSquare Attendance Plus](#) to address chronic absenteeism. The platform gives staff real-time

visibility into attendance patterns, consistent documentation, and a clear process for assigning and tracking follow-ups across schools.

“Our goal is to raise attendance and make it easier for staff,” said Smith. “It’s about communication, documentation, and support—all in one place.”

The district aims to build on its already strong attendance rates by focusing on earlier outreach, improved coordination, and clearer data to support consistent attendance while keeping families engaged and informed throughout the process.

For Charlotte County, Attendance Plus represents the next step in using communication not just to inform families, but to support them.

“When you provide staff with a [unified platform that’s intuitive](#) and back it up with the right training, there’s really [no barrier to adoption](#). That’s what makes the difference.”

Claudette Smith

APIO, Public Information Officer

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