MEMORANDUM

To/From: Members of the Board of Education
Subject: Use of Communication Application

WHEREAS, The Montgomery County Public Schools is committed to parental engagement; and

WHEREAS, The Montgomery County Board of Education has articulated that commitment in Policy ABC, Parent and Family Involvement, which states “[r]esearch indicates that family involvement in education has a positive effect on student learning and healthy development and is an important strategy in reducing achievement gaps. Additionally, meaningful and effective home-school partnerships help to ensure a safe and respectful learning environment.” and

WHEREAS, Strong partnerships between parents, families, and Montgomery County Public Schools are an essential component to students’ academic success; and

WHEREAS, Families have expressed a need for more direct and targeted communications and dissemination of information; and

WHEREAS, Communication methods have continued to evolve, and families increasing rely on their phones for vital communications; and

WHEREAS, Allowing parents to choose to receive informational texts through an application (“app”) would increase the individualization of communication that is fundamental to meaningful family engagement; and

WHEREAS, Should the Board convene an ad hoc committee on communication and engagement, the use of communication apps as a vehicle for ongoing contact between schools and families would be well suited to the work of the committee and should be a part of any committee charge; now therefore be it

Resolved, That the Montgomery County Board of Education requests that the superintendent of schools research and identify a text messaging communications app for parents and families (who will have the ability to opt out) to be made available by the start of the 2019–2020 school year.

LCW: Ish