



TRANSITION OF COMMUNICATION PLATFORMS ACROSS CCPS

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OVERVIEW

- **Why the transition?**
- **Summary of platforms new system will replace.**
- **Review of transition timeline.**
- **Communication timeline: internal and external.**
- **Stakeholder survey.**
- **Questions.**



Why the transition?

- CCPS is moving to a new communication platform, Apptegy, effective July 1.
- Apptegy is a one-stop tool for communication: website host, mass phone, text and email communication, two-way parent/teacher/coach communication and mobile app.
 - CCPS is currently using several communication platforms that require separate logins.
 - Apptegy platform provides CCPS administrative oversight of content, data, messaging, security, etc.
- Platform is easier for staff to manage and to update parents and the community.
 - Platform also supports social media account connection and post access.
- Contract with current providers ends June 30, 2026.



Why the transition?

- **Apptegy has a Maryland presence. Seven other LEAs use the platform including larger systems:**
 - **Baltimore City Public Schools.**
 - **Anne Arundel County Public Schools.**
 - **Harford County Public Schools.**
- **Current website design is outdated (launched January 2022).**
 - **Industry standard is redesign every 2–3 years.**
 - **Cost associated with current vendor to redesign (\$35,000).**
 - **Contract includes one annual redesign per year (competitors charge extra).**
- **Costs to remain with current platforms are higher.**
 - **Apptegy contract is about \$503,000, including implementation/initial set up and website content migration, and three-year agreement.**
 - **Utilizing existing budget funds that cover three current platforms.**



Website/app data

- **Between Jan. 1, 2026, through March 17, 2026, the CCPS website has had:**
 - 1.4 million views.
 - Over 100,000 calendar views; nearly 64,000 views of inclement weather page.
- **Current website**
 - High bounce back rate; users look at one page and leave the site.
 - Poor mobile experience (menus hard to navigate).
 - A 2025 Pew Research Center study noted 97% percent of adults in the U.S. access the internet through a mobile device.
- **Current mobile app**
 - Only 17,800 downloads for life of app (August 2022).
 - Push notifications not possible.



Apptegy will replace



SCHOOLMESSENGER

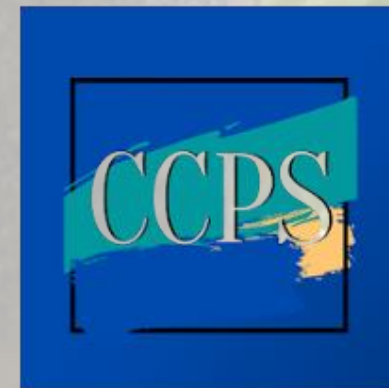


talkingpoints



FINALSITE

Mobile App



Access the latest news and information right from your mobile device with the Charles County Public Schools (CCPS) mobile app!



ClassDojo

Transition Timeline

- **Data integration from Synergy and Oracle: February–March 2026.**
 - CCPS providing data through current processes: secure exports from student and staff information systems (Synergy and Oracle).
 - Apptegy contract includes data privacy agreement legal requirements.
- **Office of Communications access to platform: March 2026.**
 - Initial training for school administrators and other building-level identified staff.
 - Training for other staff to be offered this spring/summer (including teachers on appropriate tools, such as Rooms).
- **Website content migration by Apptegy: March–June 2026.**
 - Internal goal of website/QA review: June 1 with July 1 launch.
 - Includes CCPS website, school and center websites.



Transition Timeline

- **Launch of mobile app: July 2026.**
 - **Push notifications.**
 - **CCPS alerts.**
 - **School-level alerts.**
 - **Access to two-way teacher to parent communication tool: Rooms.**
 - **Can blend CCPS calendar with specific school calendars.**
 - **App also beneficial to community stakeholders: push notification updates, including emergency message management.**
- **System launches live July 1 (contracts with other vendors end).**
- **Training schedule continues over summer into fall.**

Communication Plan: Internal and External

- Senior Leadership Team overview: December 2025.
- Principal overview : January–February 2026.
 - Power Hour, Principal Meeting.
- Board of Education of Charles County overview: March 2026.
- Parent/staff updates: April – June 2026.
- Parent/staff/community updates: continue over summer into 2026–2027 school year.
 - Targeting back-to-school for parents.
 - Teacher trainings targeting before new school year.



Stakeholder survey

- Office of Communications launched stakeholder survey.
 - Questions focused on how parents and staff access website, school websites, mobile app knowledge and use, and how school-to-home communication is done.
 - Results will drive set up of new platforms.
- Survey also asking parents about technology access/use.
 - Questions provided by Office of Technology.
- Survey is live with target close date of Friday, April 3.



Important note about transition

- Platform does not integrate into Synergy or Canvas.
 - ParentVue and StudentVue remain in place.
 - Synergy Mail remains (however, translation is not available through the product).
 - Platform is a communications-based tool: not a grade book or learning management system.
- Current newsletter platform (Smore) does not visually integrate into the platform.
 - Through HTML coding, email recipients see a newsletter right when they open the message – more inclined to read.
 - New platform does not have coding ability for Smore newsletters, but schools can provide a link to the content (one more step for the email recipient). Apptegy has a newsletter tool, but for an extra charge.



Questions/Feedback

