

Support Starts at Home with Family:

Why LEAs Choose ParentPowered



Families play a key role in every student's success, but reaching and supporting them at scale can be a challenge, especially over the summer. ParentPowered helps keep learning going year-round by sending simple, grade-appropriate texts directly to families. These messages build strong learning habits at home through everyday moments.

Why ParentPowered?

- Evidence-based support to boost attendance, academics, and resilience.
- Easy, low-lift implementation for LEAs.
- Vetted by the Utah State Board of Education and aligned with ESEA standards.

How It Works

- LEAs upload phone number, language, grade, and date of birth into the dashboard.
- Families receive tailored texts, no apps or extras needed.
- Families can opt out at any time.

Ready to Partner?

Contact Susie Estrada at:
susie.estrada@schools.utah.gov

Proven Impact

2-3 months of added literacy growth, based on Stanford-led research.

Over 1.4M children served nationwide and **315M+** texts sent to families.

More than 90% of families saw improved learning, confidence, and connection.