

For Immediate Release
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NEWS RELEASE

New Partnership Unlocks the Digital Divide to Engage Thousands of California Families.

Parent Institute for Quality Education (PIQE) partners with SchoolCNXT, by CNXT Digital, to empower families to connect as schools open across 126 districts.

San Diego, CA – The Parent Institute for Quality Education (PIQE), an evidence-based family engagement nonprofit, and SchoolCNXT, the leading family connection and engagement platform, are partnering to connect families to critical necessities to support education, health, and well-being. The PIQE - SchoolCNXT partnership brings together deep knowledge in family engagement, technology, and community building to empower parents.

In the wake of the pandemic, the digital divide made equitable education even more challenging. The COVID-19 crisis brought attention to how the lack of access and digital literacy has further disenfranchised our most vulnerable communities, such as low-income, immigrant, and English Language Learner families.

Like many states around the country, California districts are refocusing their family engagement efforts. Come the new school year, the PIQE - SchoolCNXT partnership will roll out family engagement workshops, STEM workshops, and digital literacy programs across all 126 school districts. The goal is to bridge the divide and provide access to 10,000 of the hardest to reach families with SchoolCNXT's two-way communication platform – empowering every family to connect to community resources, education, and employment opportunities.

“Empowering parents is a critical need for our families and communities. While we have always recognized the importance of technology to help break down the barriers to engagement for families, the current environment has made the SchoolCNXT platform a must-have,” said Gloria Corral, the President & CEO of PIQE, “Together with SchoolCNXT, we will be able to not only connect and engage more families but create new strategies that empower our families to ensure their children reach their full potential.”

“While many of these families do not have access to computers, most have smartphones. Mobile technology has been integrated into everyday life, making it an effective communication platform.” said Paul Caliandro, Founder of SchoolCNXT. “Together, we will connect and engage more families leading to not only empowered parents but entire empowered parent communities.”

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PIQE is a national nonprofit serving families with evidence-based programs that engage, empower and transform parents to actively engage in their children's education and strengthen parent-school collaboration. In response to the pandemic and school closures, PIQE is supporting California families with online connectivity and navigation, bridging families to resources, and helping families to engage and be an active participant in their child's education. Learn more at www.piqe.org.

CNXT Digital provides comprehensive & equity-driven family engagement, communication, and program management solutions for districts and schools. The SchoolCNXT platform is an innovative, mobile-first family engagement tool that provides secure, two-way communication with translation for over 100 different languages. SchoolCNXT has continuously worked with district superintendents, principals, teachers, and families to develop the most intuitive, easy-to-use platform. Our text-to-speech capabilities are proven to engage even the hardest families to reach – resulting in more parent involvement, interaction, and participation in school as well as better actionable insights for administrators. Learn more at www.schoolcnxt.com

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