

Category	0 = N/A	1 = Basic	2 = Functional	3 = Strong	Priority (1–5)	Score (1–3)	Weighted Score (1–15)
Platform Structure	No platform for a record	One general feed; limited targeting; messages may be missed	Some audience targeting (class/group); structure still mixed	Clear separation of school, classroom, and groups with precise targeting	1, 2, 3, 4, 5	1, 2, 3	
Message Delivery & Reach	Private groups but no oversight on what is been sent	Mass communication (delivered by email or app only)	Multiple channels (email, SMS, app) with basic translation	Multichannel (email, SMS, app, voice) with integrated multilingual and moderated two-way communication. Detailed delivery reports.	1, 2, 3, 4, 5	1, 2, 3	
Family Engagement	One-way information	One-way announcements; some reply capabilities	Two-way messaging; basic event coordination	Two-way messaging, Full participation tools (volunteering, RSVP, groups) with ongoing interaction	1, 2, 3, 4, 5	1, 2, 3	
Classroom Communication	School-wide or district messages only	Classroom updates rely on general posts or messages	Dedicated classroom communication with limited organization	Fully supported classroom space with updates, events, and parent visibility	1, 2, 3, 4, 5	1, 2, 3	
Usability	Too hard to understand or navigate. User gives up.	The platform/app is hard to navigate and learn. Users need to check often with support to understand how it works.	For most parts, users can figure out how to use the platform/app.	The platform/app is user-intuitive and it is reflective of school's real communication needs.	1, 2, 3, 4, 5	1, 2, 3	
Customer Support & Training	Self-service only	Limited support; no formal training	Standard support with onboarding and resources	Guided onboarding, responsive support, and ongoing training for staff	1, 2, 3, 4, 5	1, 2, 3	
Scalability & Integration	Manual data entry. Different login between schools.	School has to use import tools without support. Login between schools not always seamless.	Some integration (e.g., SIS sync), setup handled for the school	Automated SIS data sync, single-sign-on, supports district-wide coordination	1, 2, 3, 4, 5	1, 2, 3	
Total Cost & Value	Expensive, does not deliver much value	Cost may be low but requires paying for additional tools	Moderate cost with solid feature set	Strong value with broad features, reducing need for multiple systems	1, 2, 3, 4, 5	1, 2, 3	
SCORE							Total Score:

How to Use This Rubric

This rubric helps your team compare platforms based on what matters most to your school.

1. Set Priority (1–5)

Decide how important each category is for your school's needs:

- 1 = low importance
- 5 = most important

2. Score Each Platform (1–3)

Score how well each platform performs:

- 1 = basic
- 2 = meets expectations
- 3 = strong

3. Calculate the Weighted Score

Multiply your **Priority** × **Score** for each category.

Example:

Priority 5 × Score 3 = 15

4. Add the Total

Add all scores to compare platforms side by side.

Higher total = better overall fit for your priorities.