

Portsmouth Public Schools has long offered Parent Portal accounts for families. This is the student information platform used by Portsmouth Public Schools to keep parents and families engaged in their child's academic performance and progress. Beginning in 2024, all parents were required to have a Parent Portal account in order to complete the annual School Check-In as well as see real-time grade information, attendance data and assignments. Understanding that many of the division's students are being raised by parents or guardians who are not digital natives, the division wanted to use a brief and positive commercial that was fun in tone to help encourage families to register and download the app. Staff reached out to an elementary school to find a grandparent and child to star in the short video. The video lives on the division's Parent Portal page, and on YouTube, it has been viewed more than 1,290 times.