

Family Engagement Foundations



Strong Family Partnerships. Better Student Outcomes.

Strong family-school partnerships begin with intentional, accessible communication. TalkingPoints [Family Engagement Foundations](#) helps educators at all levels connect with every family, every day.

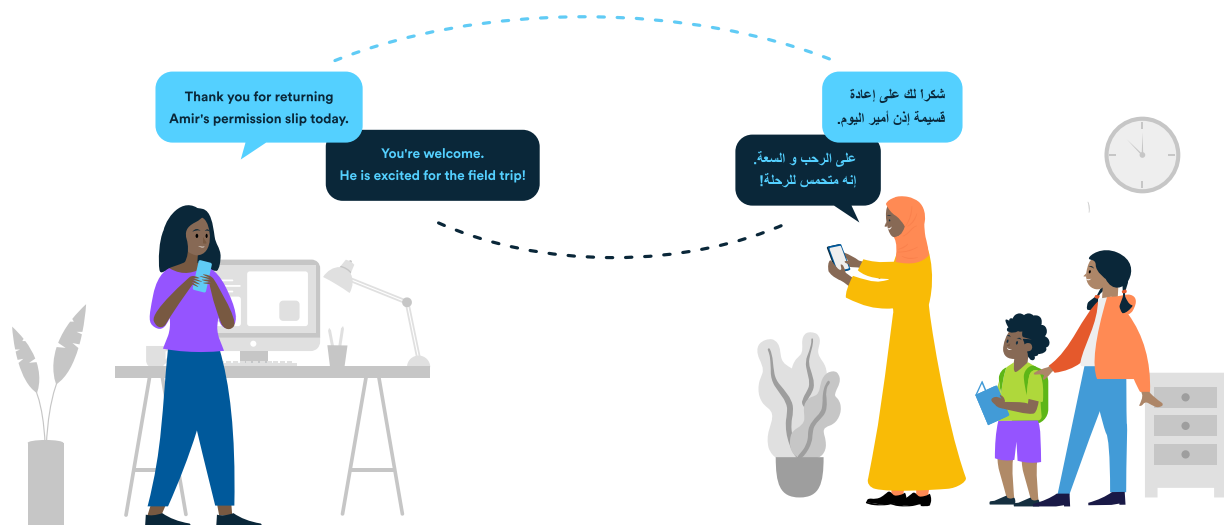
Built on a text-first communication model and industry-leading translation, TalkingPoints removes the barriers that often prevent families from engaging with schools. With built-in coaching support, AI-powered guidance, and actionable insights, the platform helps educators build trust and turn everyday communication into meaningful partnerships that improve attendance, learning, and student well-being.

How TalkingPoints Foundations Supports Schools, Districts and Families

Scaled Family Engagement

Reach and engage every family

- SMS text-first communication reaches families without requiring an app or login.
- Two-way messaging enables real conversations, building trust between educators and families.
- Family Check-ins make it easy for teachers to stay connected with families using pre-built messages aligned to key school moments.
- Built-in event scheduling and sign-ups simplify conferences and school events.
- Flexible messaging supports communication with families, students, staff, and groups.



Embedded Best Practices

Build staff capacity for family engagement and save valuable teacher time

- Quick Kudos make it easy for teachers to share positive updates about student progress.
- AI-powered positive message tracking helps educators maintain balanced communication with families.
- Built-in templates and best practice coaching guide teachers toward effective family engagement practices.
- Message Mentor uses specially-trained AI tools to help educators refine message tone and clarity before sending.

Data-Informed Guidance

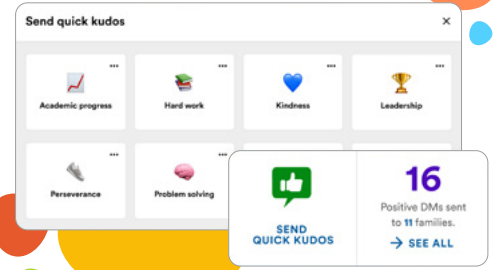
Strengthen engagement with actionable insights

- Real-time analytics track messaging activity and family engagement.
- Message insights help educators understand communication patterns.
- Polls and surveys collect direct feedback from families.
- Leaders gain visibility into engagement trends across classrooms and schools.

Leading K-12 Translation

Ensure every family can participate in school communication

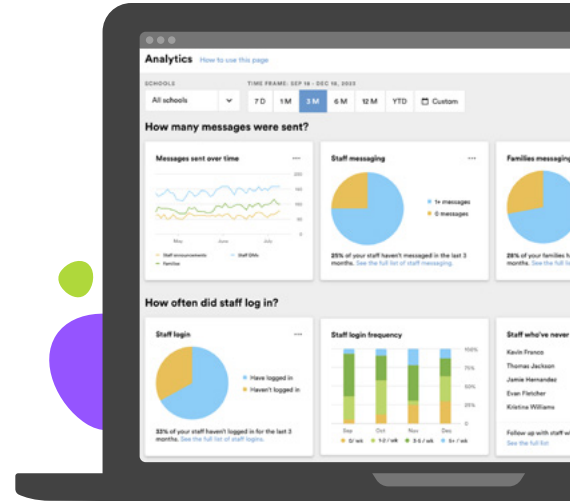
- Two-way translation enables communication in 150+ languages.
- Built specifically for K-12, using education-focused language families can easily understand.
- Families communicate in their home language via text, app, or web.
- Accessibility tools, such as speech-to-text and text-to-speech, help ensure inclusive communication.



WHY POSITIVE MESSAGING MATTERS



Research shows that a 4:1 ratio of positive to constructive messages builds trust, strengthening family-teacher partnerships, making it easier to partner with families if challenges arise.



Selected Best Overall Family Communications Platform for Teachers and Schools

Get Started with TalkingPoints Today

Activate the Superpower of Family-School Partnerships

[Click here](#) to learn more or request a demo!



TalkingPoints partners with districts across the country

1 in 4

US schools use TalkingPoints

1 in 4

US districts use TalkingPoints

24M+

Families, educators & students building relationships

1B+

Over 1 billion messages exchanged