TalkingPoints

What's New for Back-To-School 2025

Realize FAMILY ENGAGEMENT as a SUPERPOWER to drive consistent, high-level, equitable STUDENT OUTCOMES

WELCOME

Let us know:

- your name
- your role
- what you hope to get out of our time together

Today we will cover

- The Universal Family Engagement Evolution
- New Features for SY 25-26
- Q+A

Effective family engagement is the most underutilized superpower when it comes to improving outcomes

2x

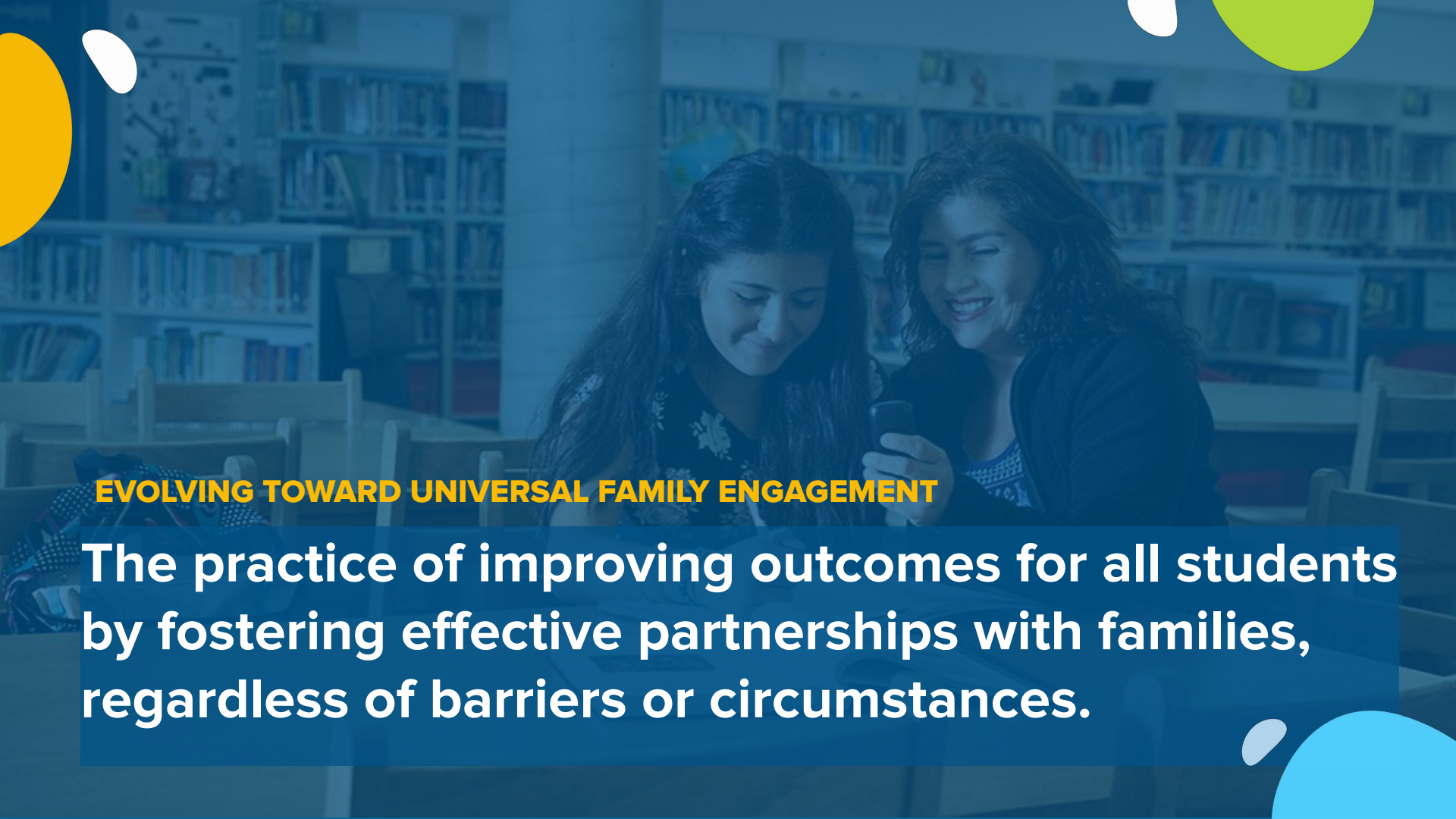
Research shows that family engagement is twice as likely to predict student success as family socioeconomic status

Mapp & Henderson (2002)

$1K+

Effective family engagement equates to an additional $1,000 per student in a school's annual budget

Houtenville & Conway, (2008)



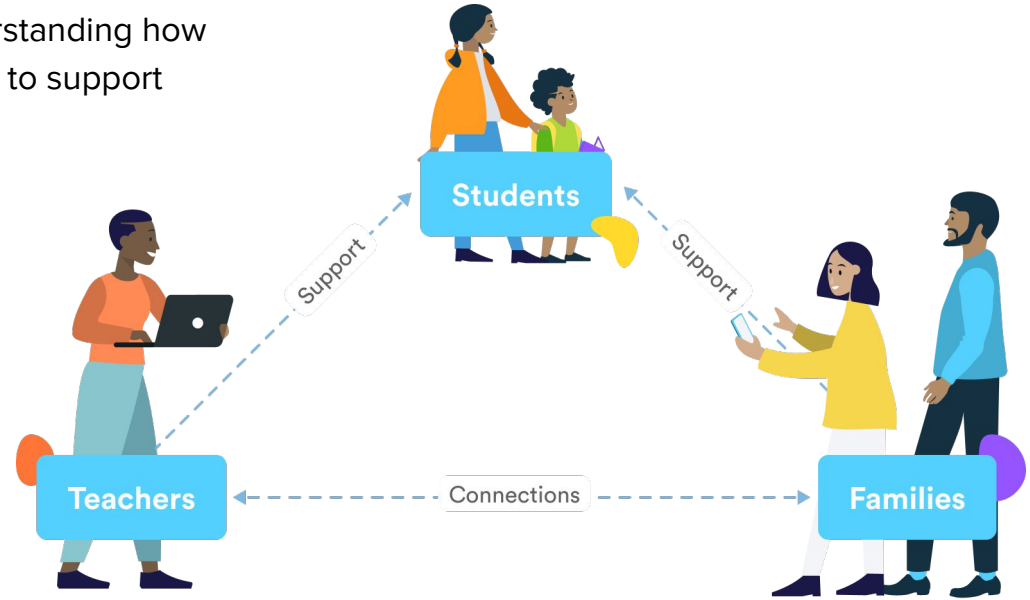
EVOLVING TOWARD UNIVERSAL FAMILY ENGAGEMENT

The practice of improving outcomes for all students by fostering effective partnerships with families, regardless of barriers or circumstances.

Strategy vs. Goal: Dual Capacity Framework

Dual Capacity Framework is a model for understanding how schools and families can collaborate effectively to support student learning.

It emphasizes the need for **educators and families** to develop both the **capacity** (skills, knowledge, and abilities) and the **relationships** necessary to work together in ways that improve educational outcomes.



Dr. Karen Mapp

HARVARD
GRADUATE SCHOOL OF EDUCATION

Strategy vs. Goal: Dual Capacity Framework Cornerstones

Capacity Building

Both educators and families need to develop the knowledge and skills to engage in meaningful partnerships.

Relational Trust

Strong, trusting relationships between schools and families are necessary to work toward the common goal of supporting the student.

Two-Way Communication

Two-way exchange of information is necessary to deeply understand the child's needs and progress to ensure effective support.

Shifting family engagement from a goal to a strategy

Family engagement needs to move from being a goal to an actionable strategies in support of district and school initiatives to drive student outcomes.

In the chat, please share one initiative that your school or district is focusing on to drive student outcomes for the 25-26 school year.

TalkingPoints
Back-to-School 2025!

What are you the most excited about? Add it to the chat.

TalkingPoints Expanded Family Engagement Foundations

Create an Event/Event Sign up and Calendar Sync

Quick Kudos

Positive Message Tagging & Tracking

Family Check-ins

Staff Announcements

Admin Personal Messaging

District Groups

NEW! TalkingPoints Attendance Improvement Plus package - Add on

Automated Daily Absence Messaging

Attendance Dashboard

Targeted Attendance Messages

Attendance Messaging Series

NEW! TalkingPoints Academic Improvement Plus package - Add on

Home Activity Suggestions

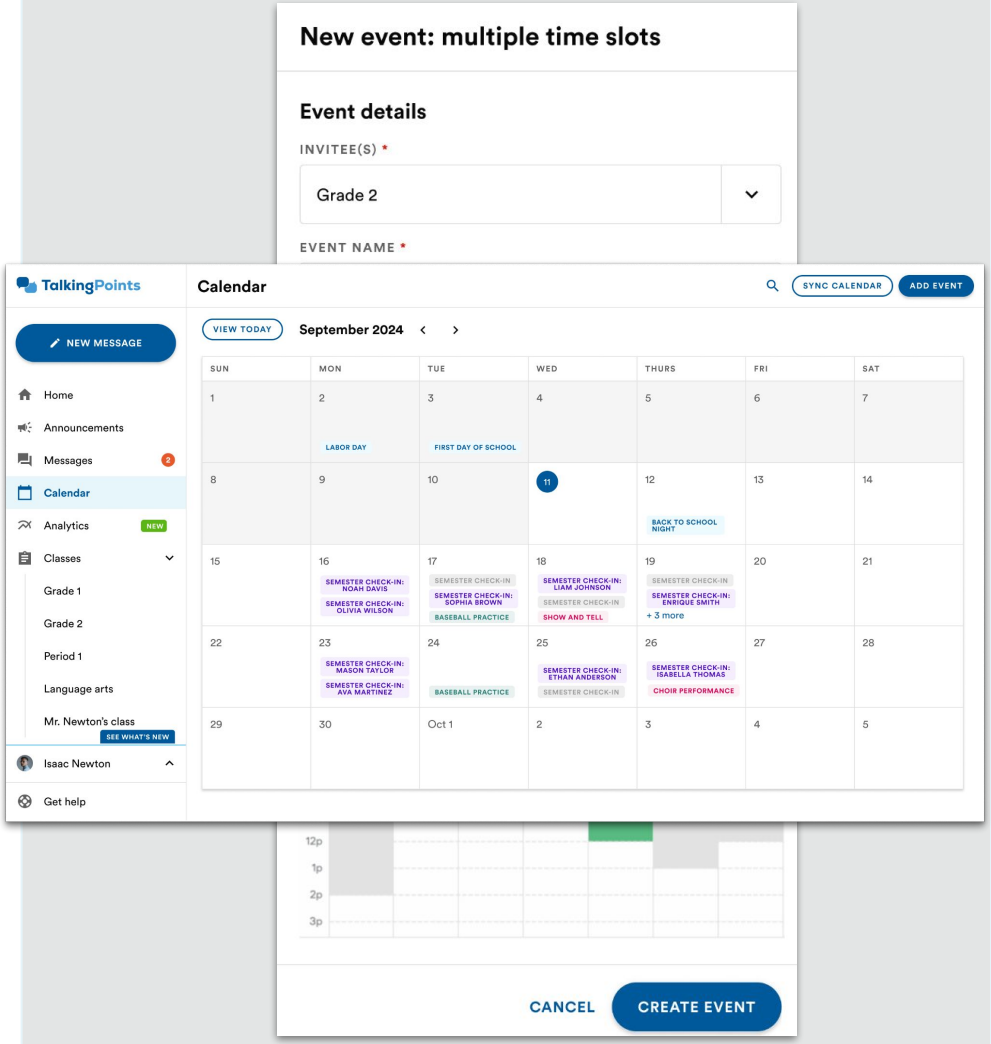
Expanded Family Engagement Foundations

FOUNDATIONS

TalkingPoints

Create an Event / Event Sign up

Enabling teachers to create events and families to sign up for them within TalkingPoints will foster engagement by creating opportunities for deeper connection.

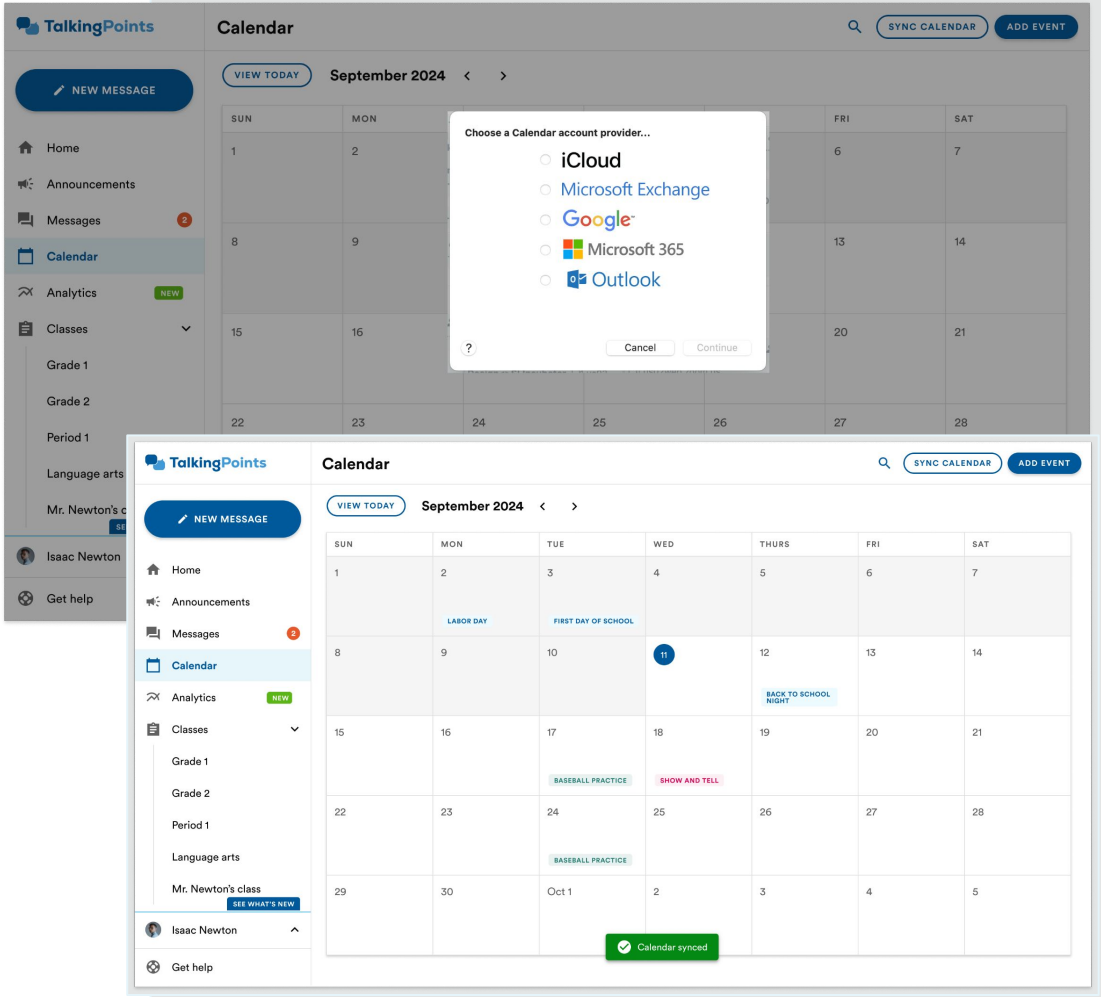


FOUNDATIONS

TalkingPoints

Teacher Calendar Sync

Enabling teachers to sync their calendar with the TalkingPoints calendars to more easily identify event blocks

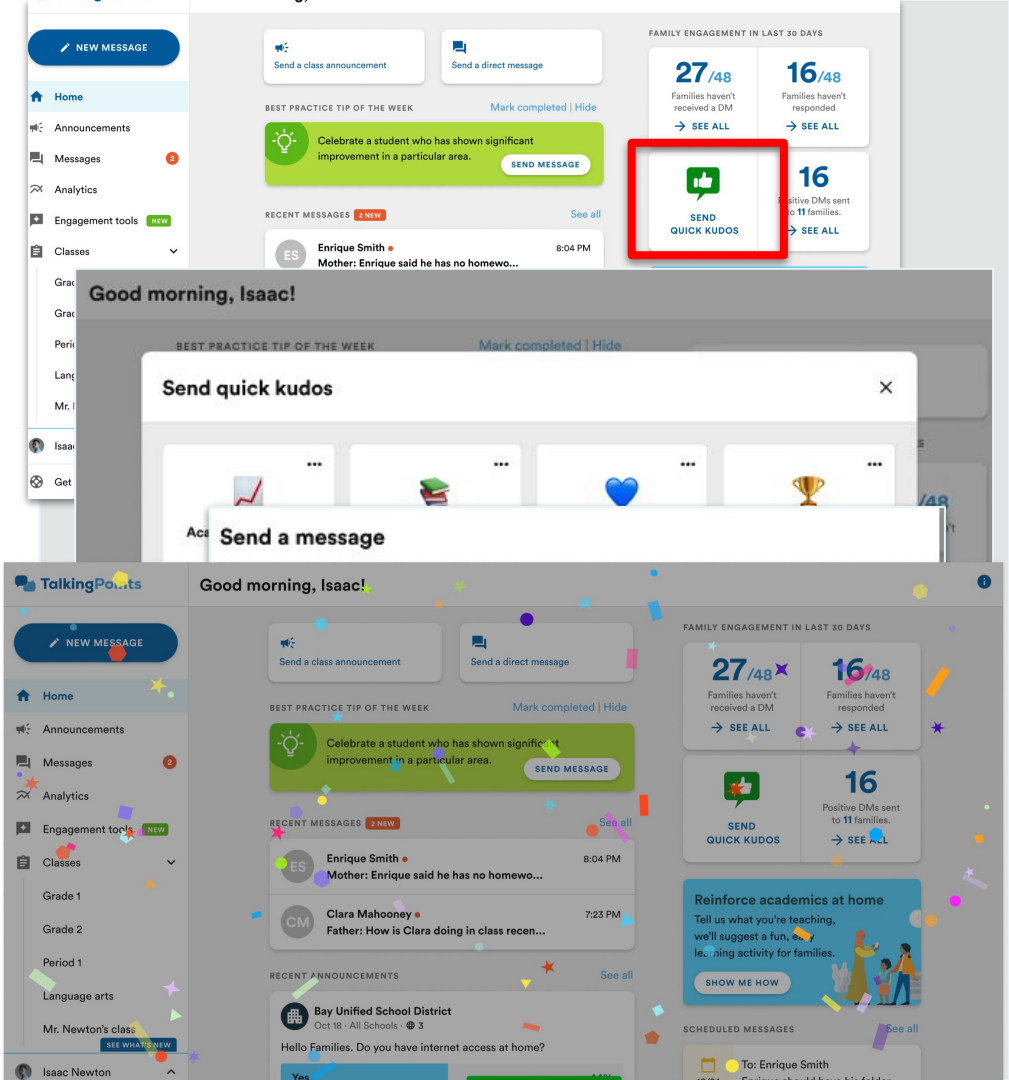


FOUNDATIONS

TalkingPoints

Quick Kudos

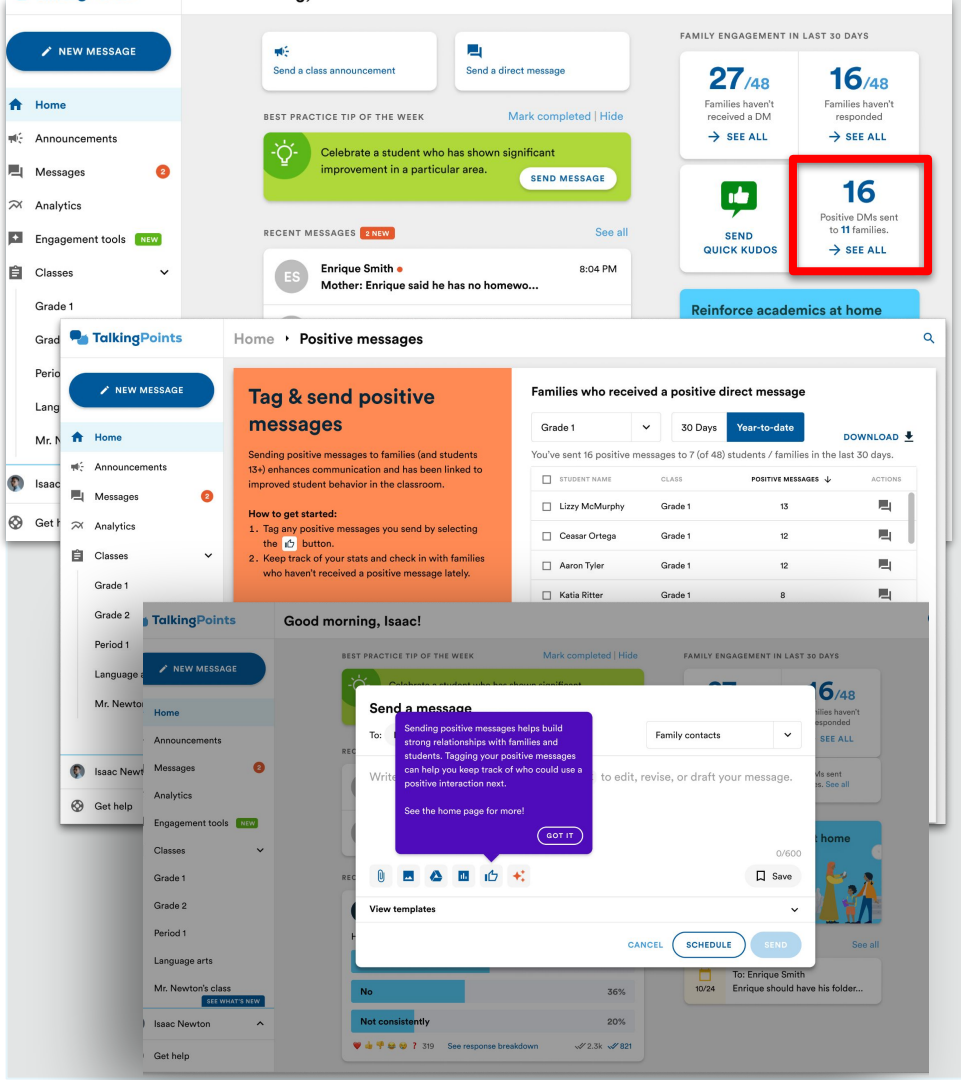
Communicating seamlessly about behaviors is a core need for elementary school teachers/families. Focusing on positives encourages good behavior and encourages students to see the value in their positive actions in school. When students' behavior is positive, they are more engaged in learning.



FOUNDATIONS

TalkingPoints
Positive Message Tagging & Tracking

Tagging messages as positive allows for easier monitoring of who has received positive messages and which students/contacts may benefit from a positive interaction.



FOUNDATIONS

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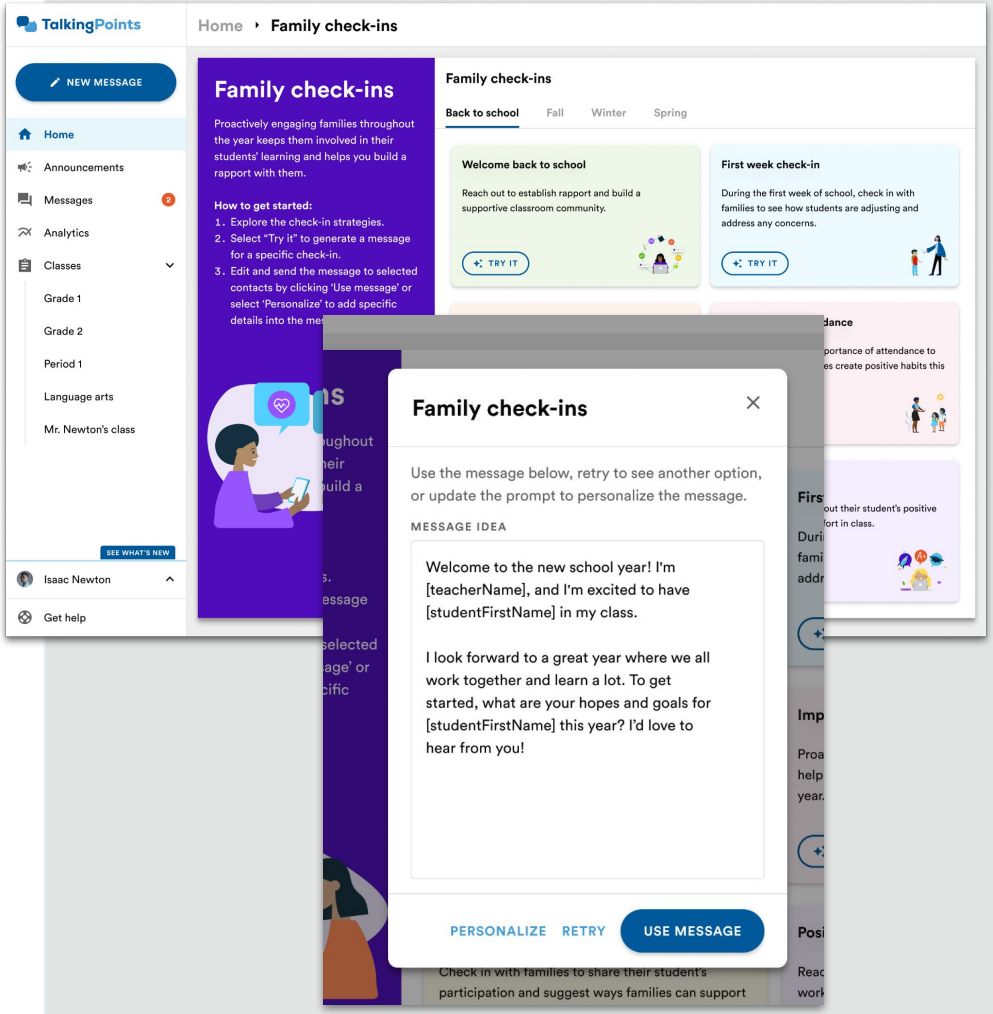
Family Check-in

Quick-click topical, research-based information sharing and gathering based on key moments throughout a school year that help partner families and schools in supporting students' general well-being.



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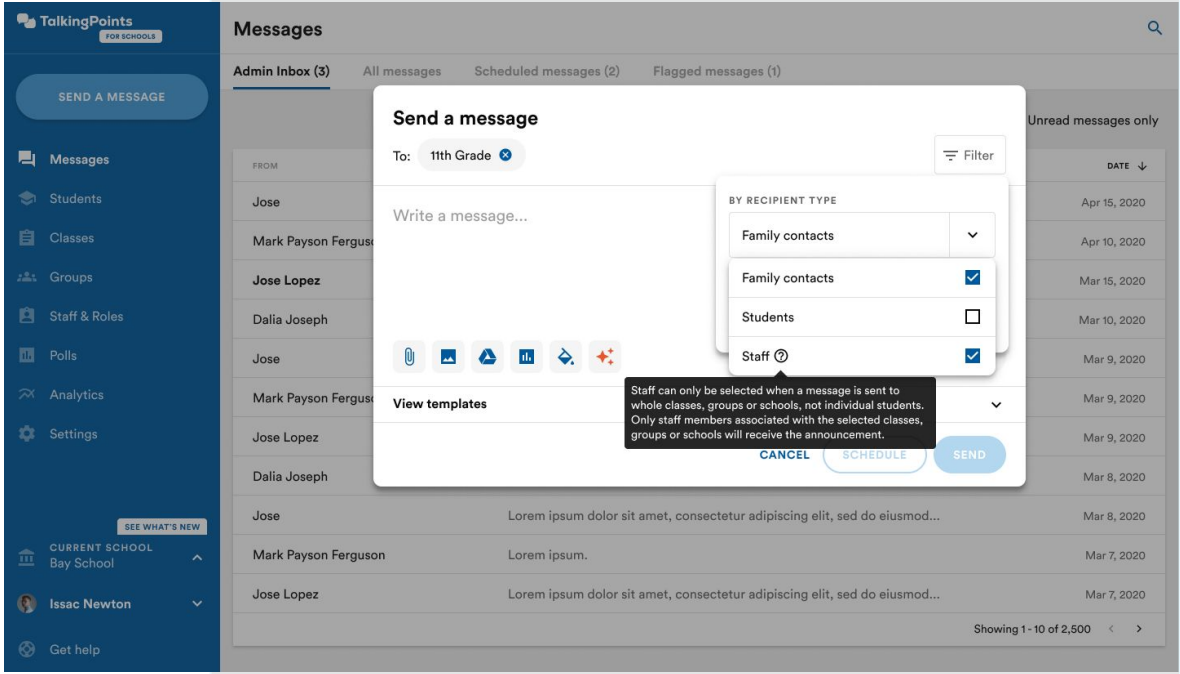
Staff Announcements

Admins can now include staff in announcements sent to families and/or students or they can send announcements just to staff through TalkingPoints.



FOUNDATIONS

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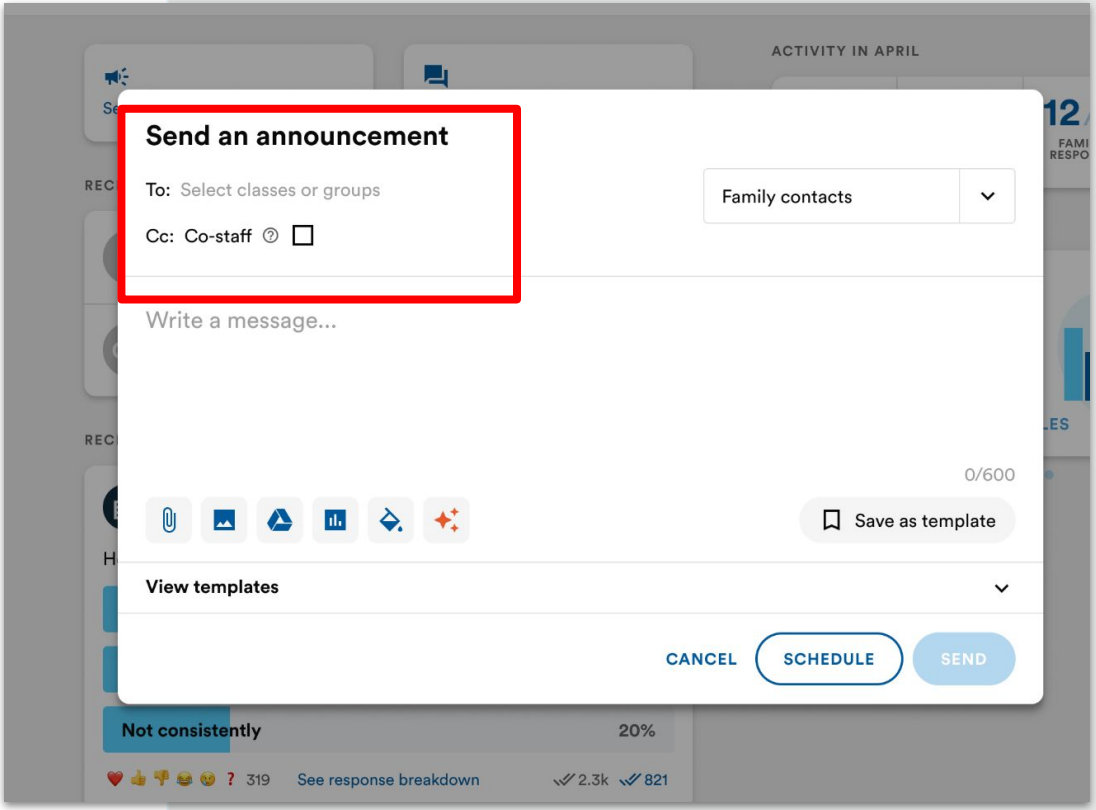
Co-staff Announcements

Teachers can now easily add co-staff to their announcements as well.



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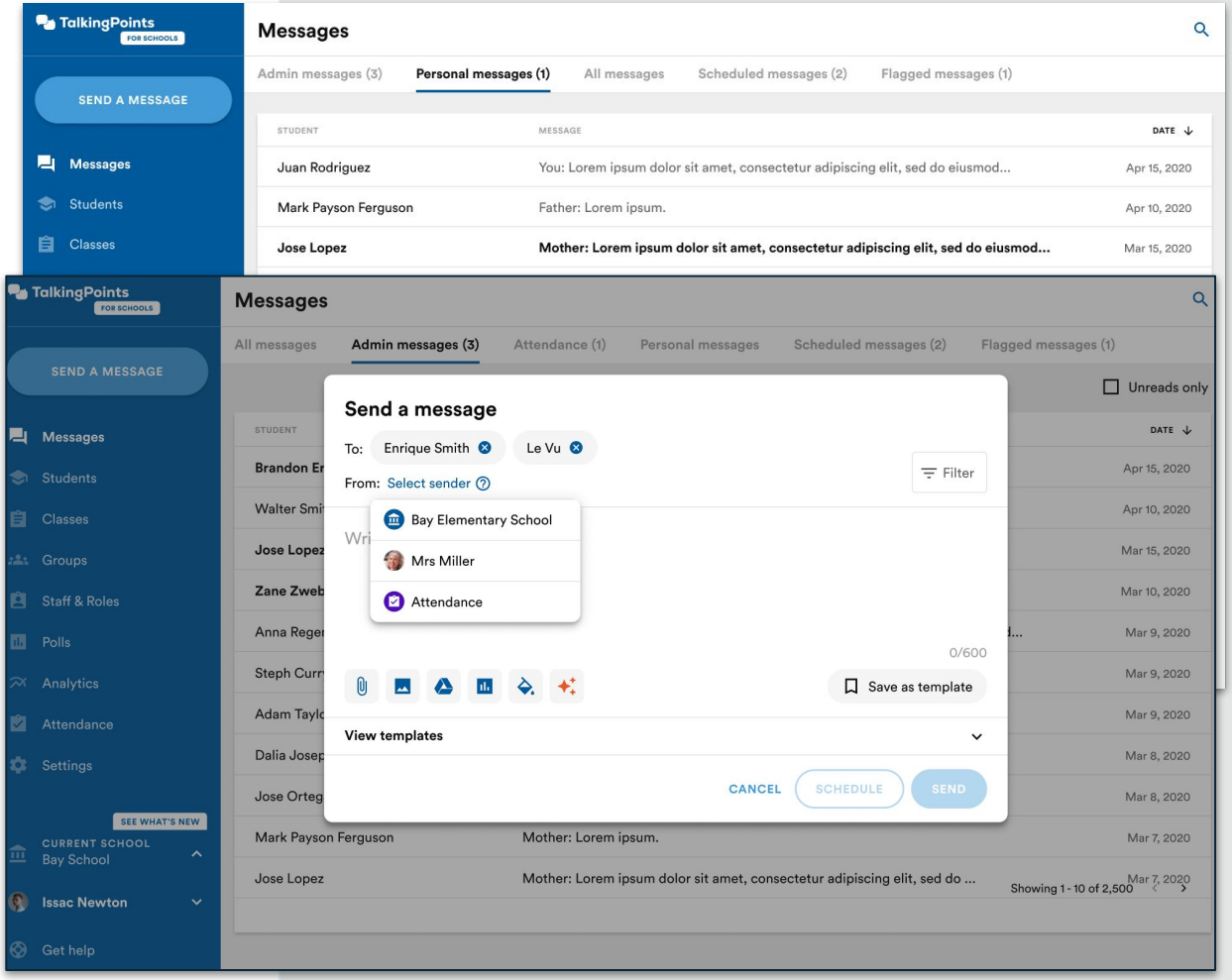
Admin Personal Messaging

Admin users will now be able to send messages as themselves or from the admin inbox.



FOUNDATIONS

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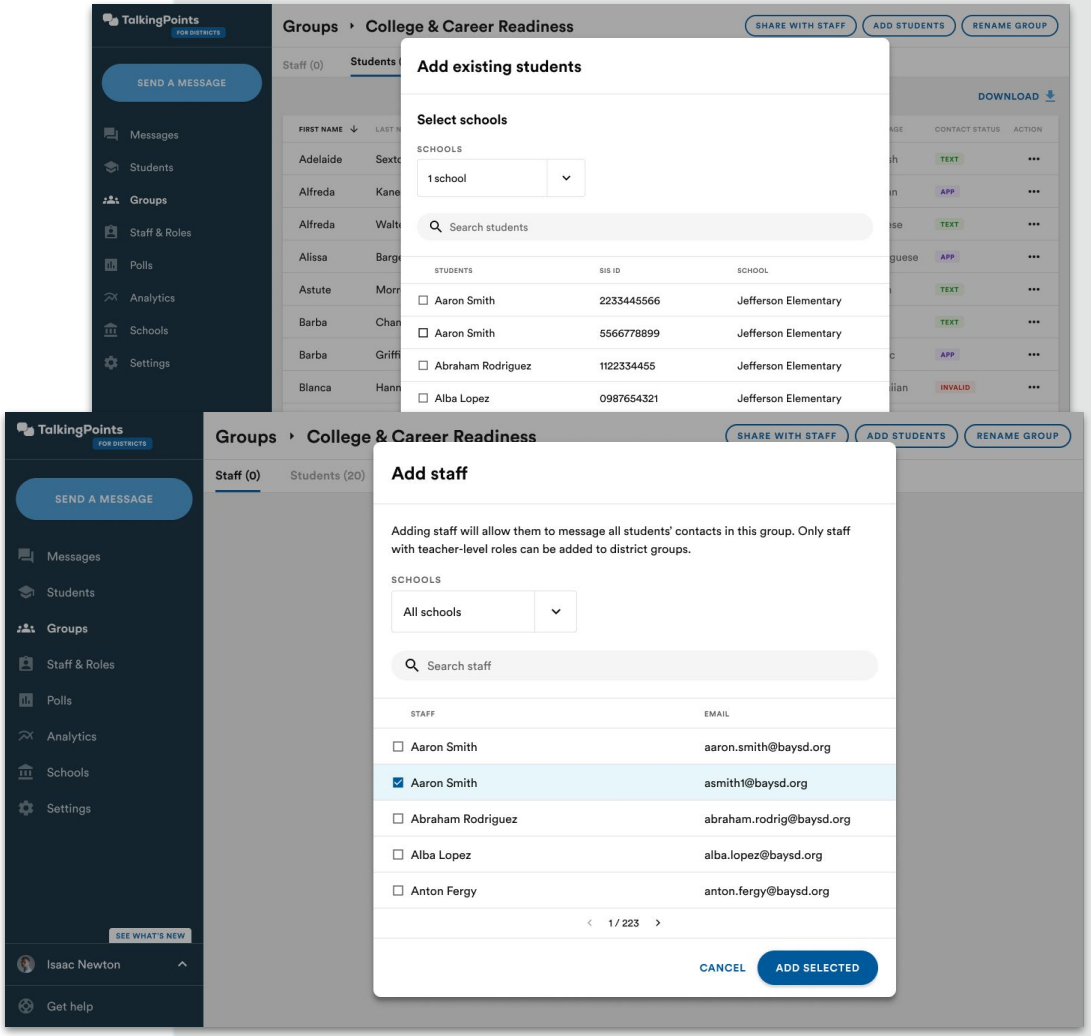
District Groups

Create district level groups and assign students from any school within the district **plus staff**.



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Back-to-School 2025!

Explore new features and student outcome focused offerings to learn how they will help you maximize your **family engagement superpower**!

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NEW!
Attendance Improvement Plus

TalkingPoints

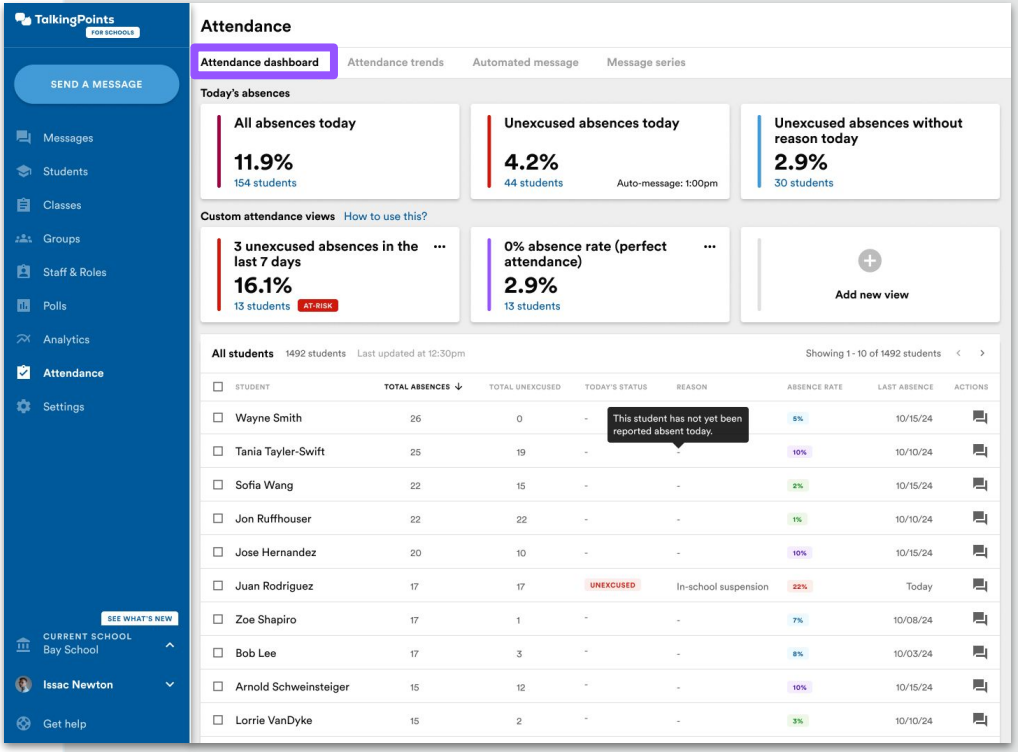
Attendance Improvement Plus upgrade and TalkingPoints Connector required

ATTENDANCE

TalkingPoints

Attendance Dashboard

Centralized experience for all attendance related features, including the most impactful details in an easy to navigate dashboard.



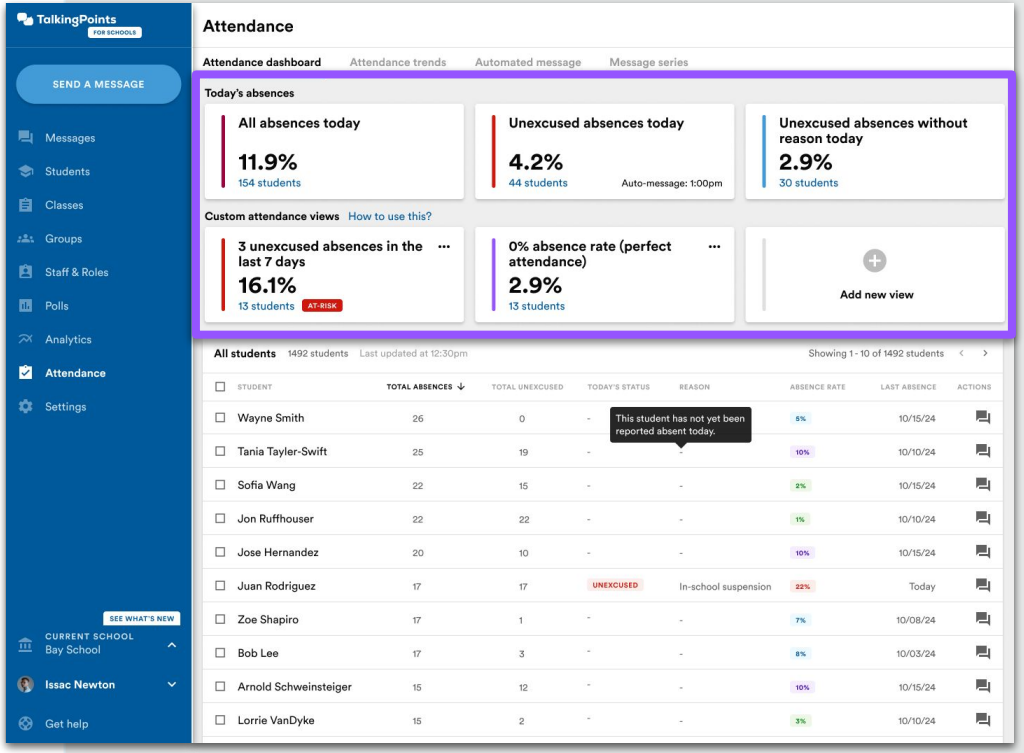
Attendance Improvement Plus upgrade and TalkingPoints Connector required

ATTENDANCE

TalkingPoints

Targeted Attendance Messages

Enabling schools to more easily identify & message families who fit into specific attendance tiers and to follow-up with appropriate intervention



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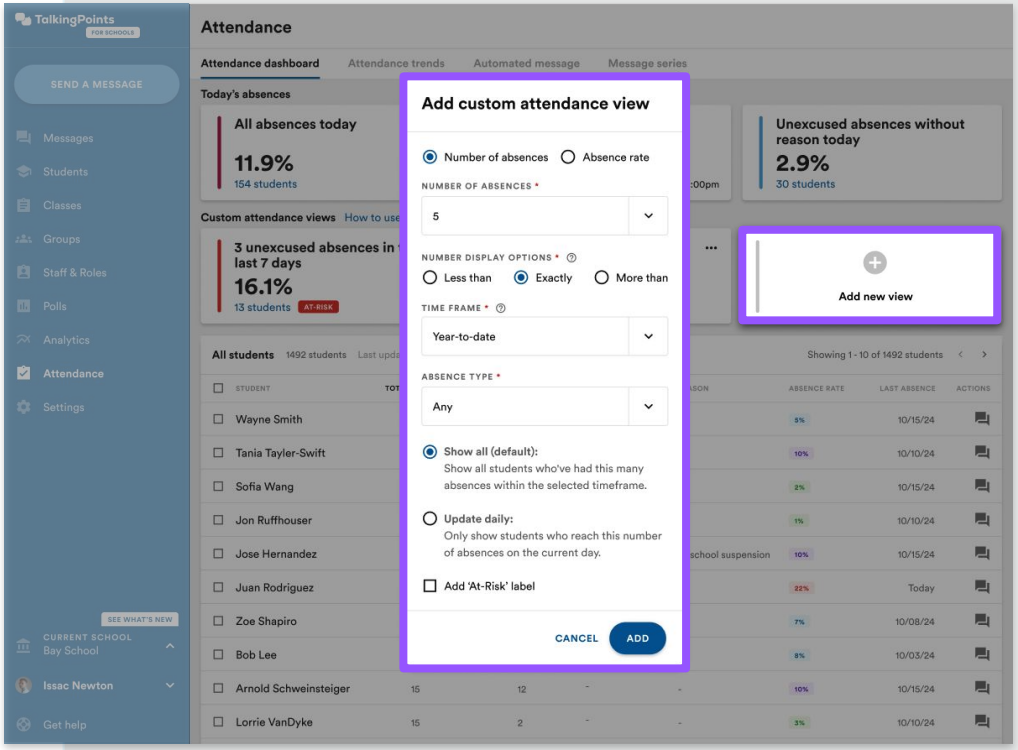

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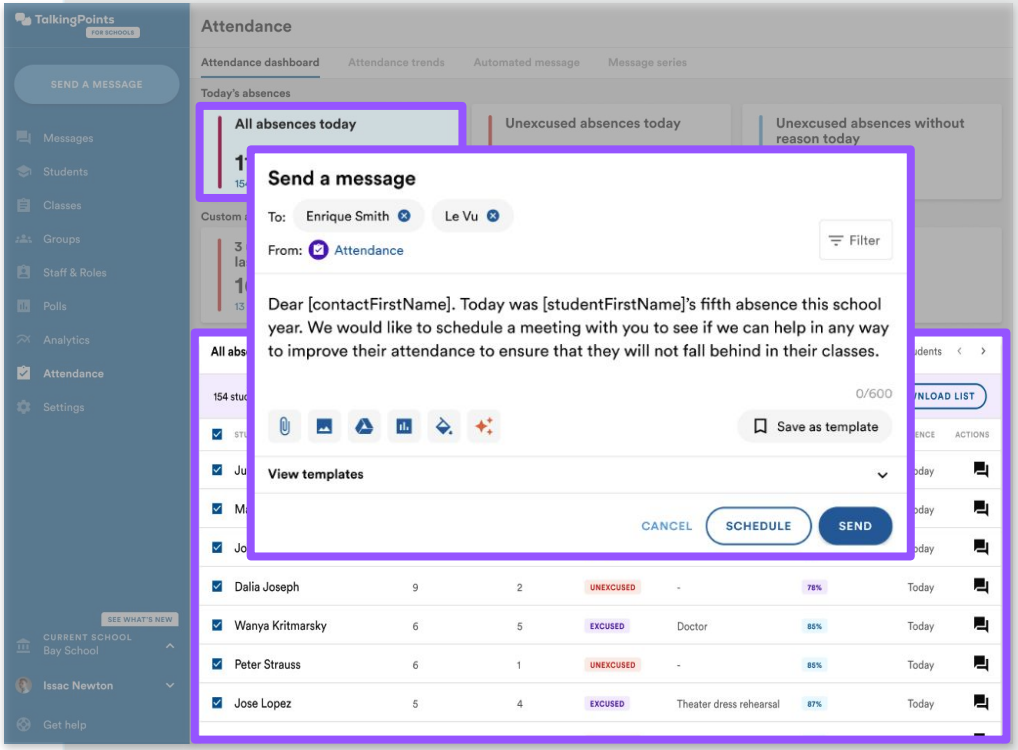

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ATTENDANCE

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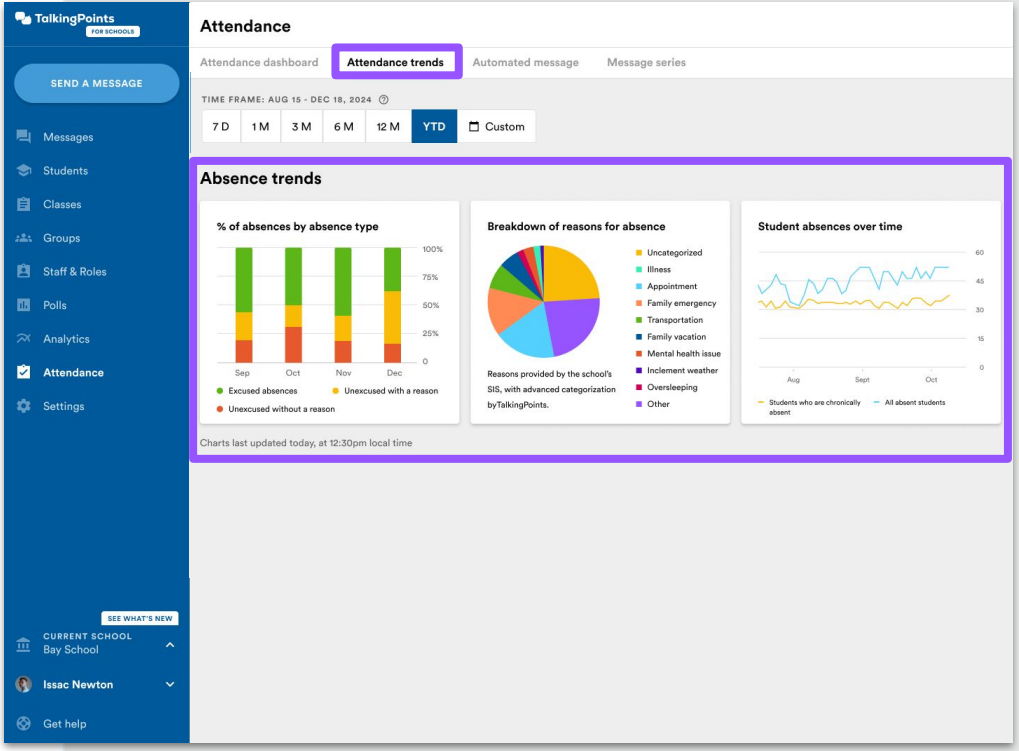
Attendance Trends

Identify absence patterns and understand root causes through dynamic, easy-to-read charts. Develop proactive, targeted strategies to support students and families before attendance issues escalate.



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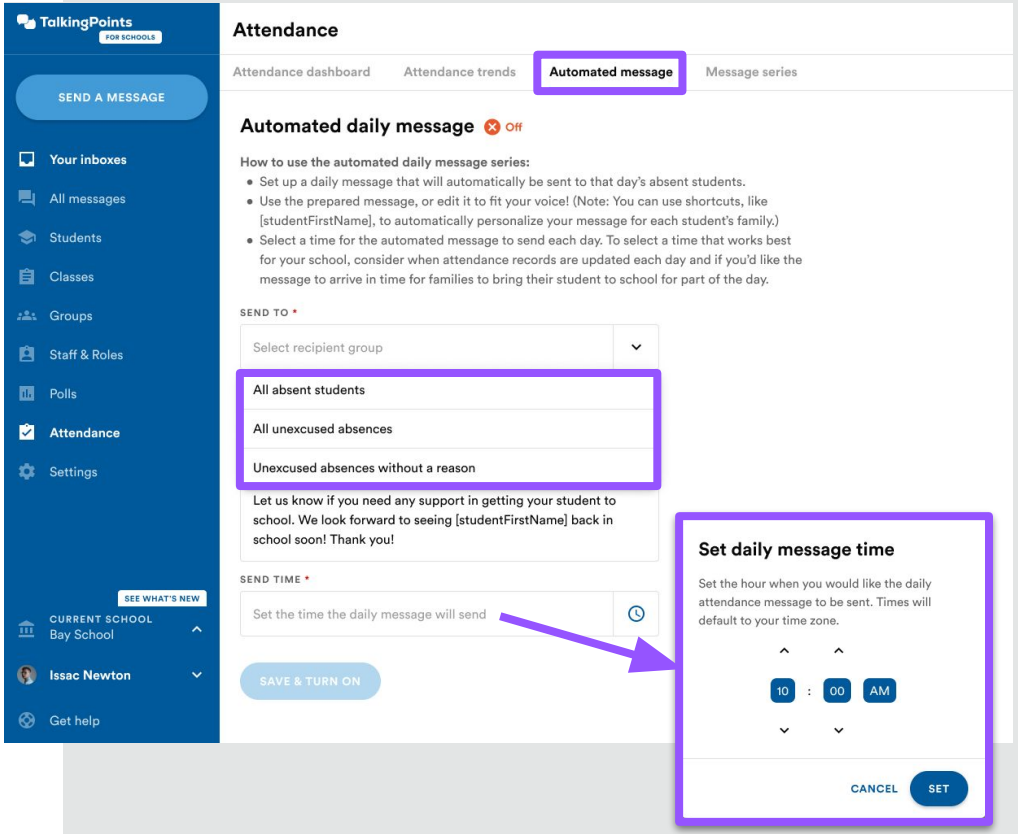
Automated daily absence messages

Enabling schools to more easily communicate with families about absent students, to identify reasons for absences, and to offer support to families who are having trouble getting their children to school



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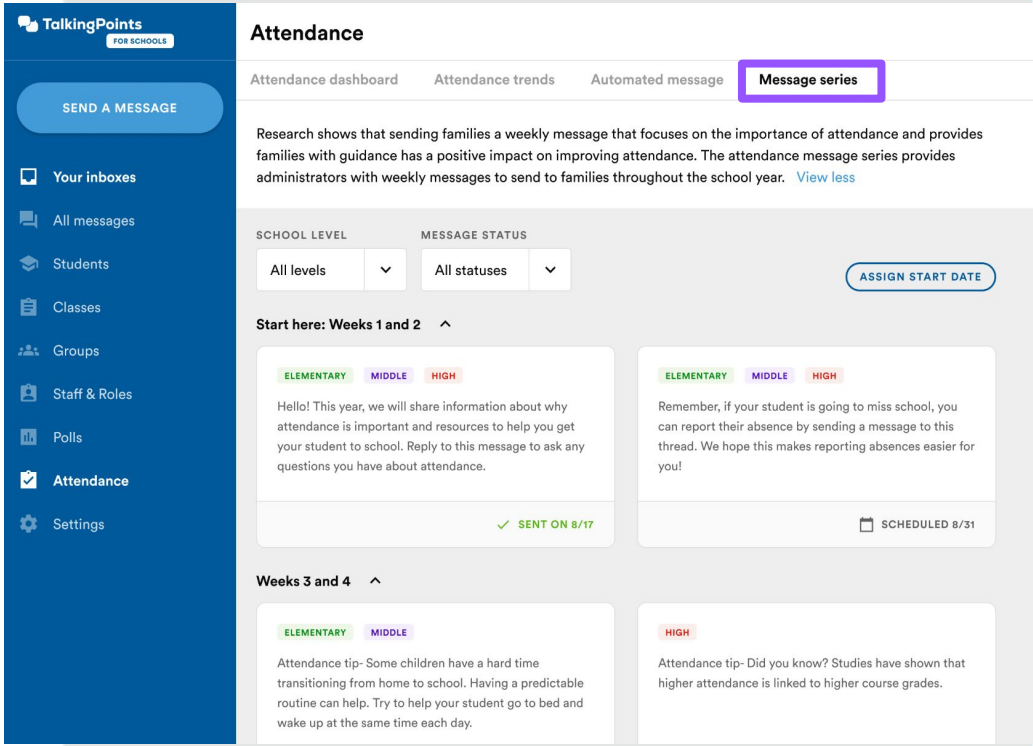
Attendance Messaging Series

Improve attendance by ensuring every family has equal access to knowledge about the importance of attendance and how to support better attendance

Research-based knowledge & guidance messages ready-to-enable in-platform once-per-week school-based messages, created universally for all families and ready to schedule for the year



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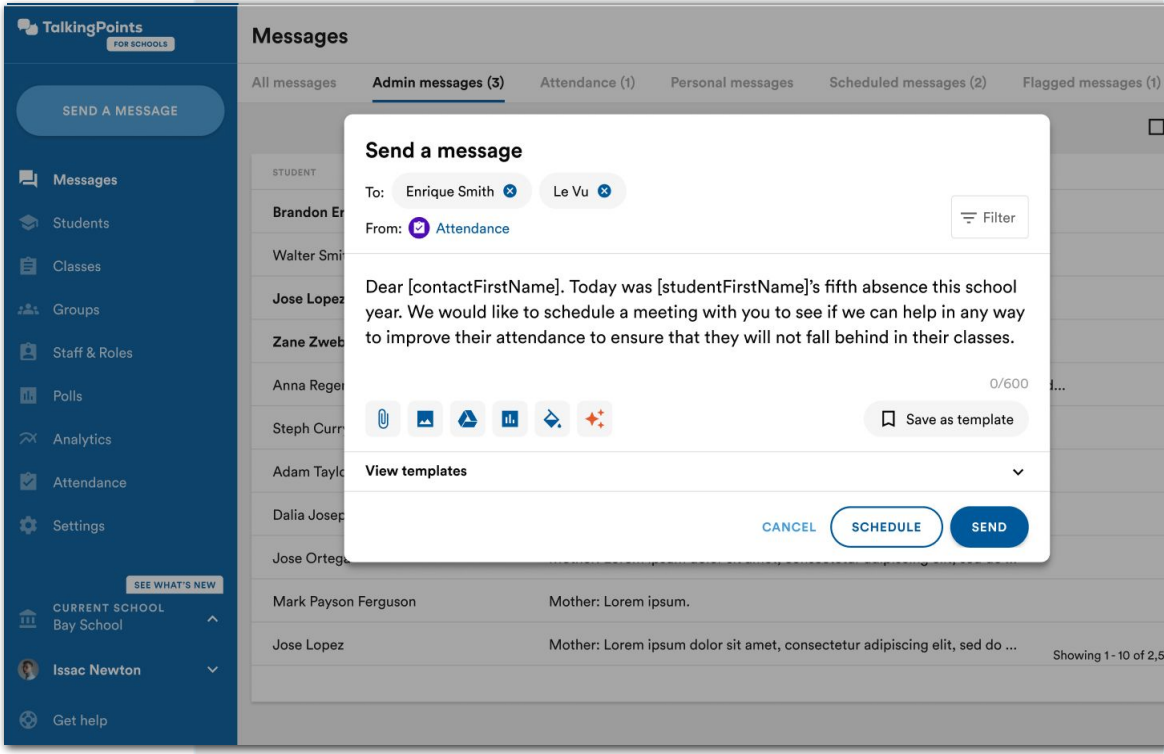
Attendance Inbox

Streamline attendance-related communications with families with the attendance inbox - separate from the school inbox.



Attendance Improvement Plus upgrade and TalkingPoints Connector required

Attendance Improvement Plus package

- New attendance outcomes-focused offering
- Add-on to TalkingPoints Foundations
- School-level offering
- Requires TalkingPoints Connector direct integration method
    - Enables sharing/syncing of attendance data
- Special Introductory Pricing for existing partners for the 2025-26 school year

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To learn more:

- Visit our What's New page
- Look here for detailed feature information & FAQs

Questions?

You can also email your Partner Success Manager or partners@talkingpts.org