



# 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)*



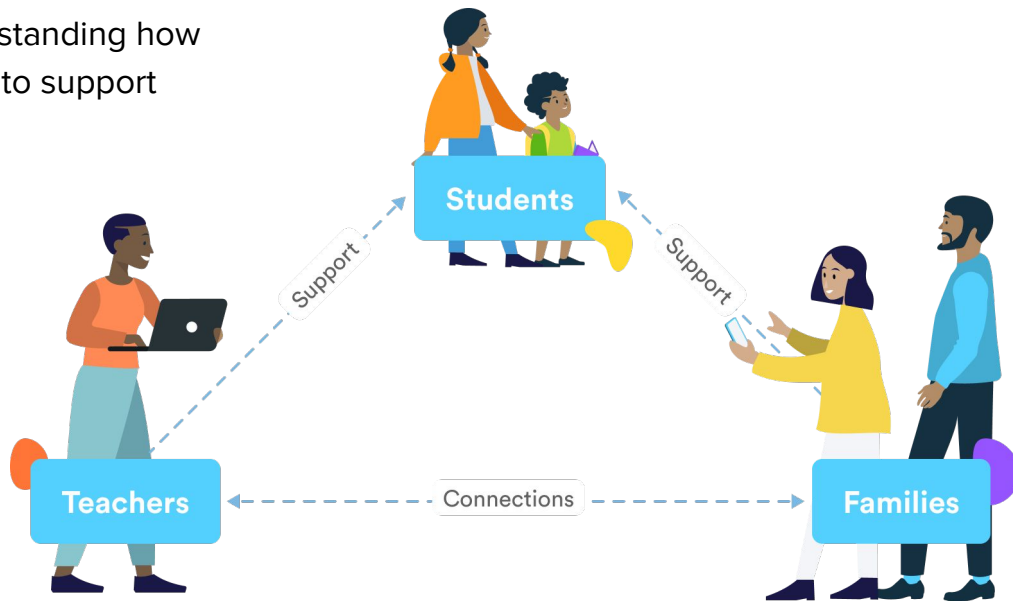
## **EVOLVING TOWARD UNIVERSAL FAMILY ENGAGEMENT**

**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



## 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.

### New event: multiple time slots

#### Event details

INVITEE(S) \*

Grade 2



EVENT NAME \*

NEW MESSAGE

Home

Announcements

Messages

Calendar

Analytics

Classes

Grade 1

Grade 2

Period 1

Language arts

Mr. Newton's class

Isaac Newton

Get help

SEE WHAT'S NEW

Calendar

VIEW TODAY

September 2024

SUN	MON	TUE	WED	THURS	FRI	SAT
1	2 LABOR DAY	3 FIRST DAY OF SCHOOL	4	5	6	7
8	9	10	11	12 BACK TO SCHOOL NIGHT	13	14
15	16 SEMESTER CHECK-IN: NOAH DAVIS SEMESTER CHECK-IN: SOPHIA BROWN SEMESTER CHECK-IN: OLIVIA WILSON	17 SEMESTER CHECK-IN: SEMESTER CHECK-IN: SOPHIA BROWN BASEBALL PRACTICE	18 SEMESTER CHECK-IN: LIAM JOHNSON SEMESTER CHECK-IN: SEMESTER CHECK-IN: SHOW AND TELL	19 SEMESTER CHECK-IN: SEMESTER CHECK-IN: ENRIQUE SMITH + 5 more	20	21
22	23 SEMESTER CHECK-IN: MAISON TAYLOR SEMESTER CHECK-IN: AVA MARTINEZ	24 BASEBALL PRACTICE	25 SEMESTER CHECK-IN: ETHAN ANDERSON SEMESTER CHECK-IN:	26 SEMESTER CHECK-IN: VANILLA THOMAS CHOIR PERFORMANCE	27	28
29	30	Oct 1	2	3	4	5

12p						
1p						
2p						
3p						

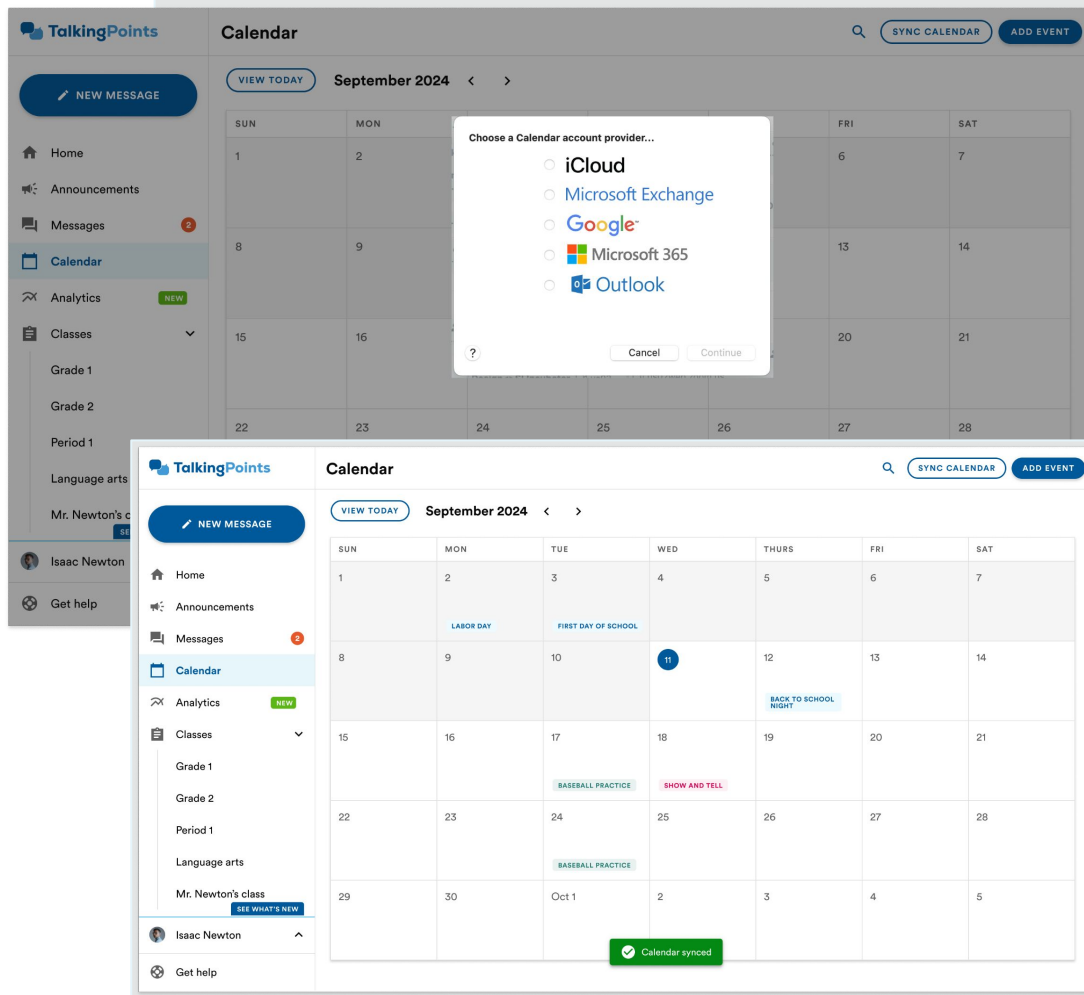
CANCEL

CREATE EVENT

# FOUNDATIONS

## TalkingPoints Teacher Calendar Sync

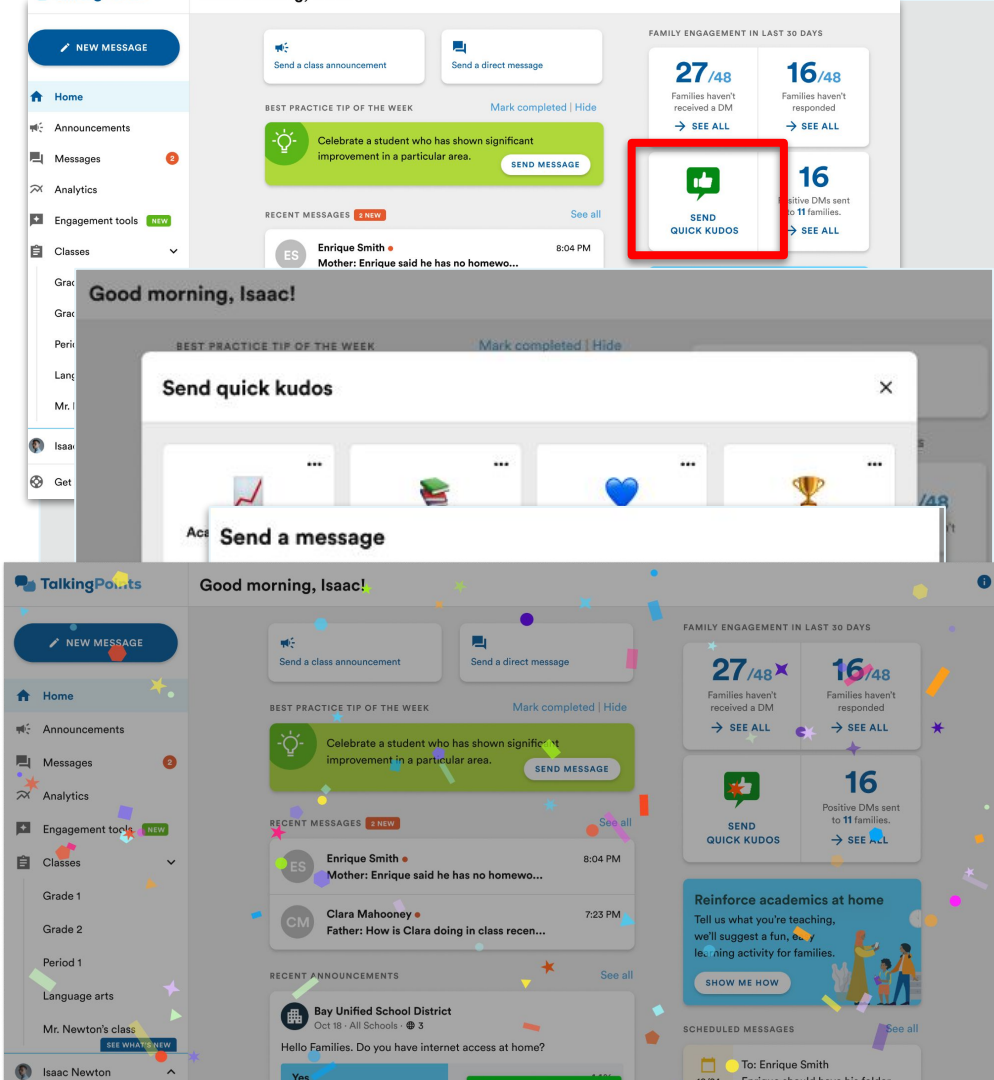
Enabling teachers to sync their calendar with the TalkingPoints calendars to more easily identify event blocks



# 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.

The screenshot displays the TalkingPoints interface with a sidebar on the left containing navigation options: Home, Announcements, Messages (with a red notification badge), Analytics, Engagement tools (marked as NEW), and Classes. The main content area is divided into several sections:

- NEW MESSAGE** button at the top left.
- Send a class announcement** and **Send a direct message** buttons.
- BEST PRACTICE TIP OF THE WEEK**: Celebrate a student who has shown significant improvement in a particular area. (Mark completed | Hide) **SEND MESSAGE** button.
- RECENT MESSAGES** (2 NEW) section showing a message from Enrique Smith to a mother at 8:04 PM.
- FAMILY ENGAGEMENT IN LAST 30 DAYS** summary cards:
  - 27/48 Families haven't received a DM (SEE ALL)
  - 16/48 Families haven't responded (SEE ALL)
  - 16 Positive DMs sent to 11 families (SEE ALL) - This card is highlighted with a red box.
- SEND QUICK KUDOS** button.
- Reinforce academics at home** button.

Below this, the **Positive messages** section is shown, featuring a **Tag & send positive messages** guide with instructions on how to tag and track positive messages. To the right, a table titled **Families who received a positive direct message** for Grade 1 over the last 30 days (Year-to-date) is displayed, with a **DOWNLOAD** button.

STUDENT NAME	CLASS	POSITIVE MESSAGES	ACTIONS
<input type="checkbox"/> Lizzy McMurphy	Grade 1	13	
<input type="checkbox"/> Caesar Ortega	Grade 1	12	
<input type="checkbox"/> Aaron Tyler	Grade 1	12	
<input type="checkbox"/> Katia Ritter	Grade 1	8	

A **Send a message** modal is open, showing a tip: "Sending positive messages helps build strong relationships with families and students. Tagging your positive messages can help you keep track of who could use a positive interaction next." It includes a **Family contacts** dropdown, a **Write** text area, and buttons for **GO TO IT**, **View templates**, **CANCEL**, **SCHEDULE**, and **SEND**.

# FOUNDATIONS



## 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.

The image is a composite of three screenshots from the TalkingPoints application. The top screenshot shows the main interface with a sidebar on the left containing links to Home, Announcements, Messages, Analytics, and Classes. The main content area is titled 'Family check-ins' and includes a 'How to get started' section with three steps. Below this are two cards: 'Welcome back to school' and 'First week check-in', each with a 'TRY IT' button. The bottom screenshot is a modal window titled 'Family check-ins' that appears over the main content. It contains a 'MESSAGE IDEA' section with a pre-filled message template: 'Welcome to the new school year! I'm [teacherName], and I'm excited to have [studentFirstName] in my class. I look forward to a great year where we all work together and learn a lot. To get started, what are your hopes and goals for [studentFirstName] this year? I'd love to hear from you!'. At the bottom of the modal are three buttons: 'PERSONALIZE', 'RETRY', and 'USE MESSAGE'. The middle screenshot is partially obscured by the modal window.

# FOUNDATIONS



## 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.

The screenshot shows the TalkingPoints interface for schools. On the left is a dark blue sidebar with navigation links: Messages, Students, Classes, Groups, Staff &amp; Roles, Polls, Analytics, and Settings. Below these is a section for the current school, "CURRENT SCHOOL Bay School", with a user profile for "Issac Newton" and a "Get help" link. The main area is titled "Messages" and has tabs for "Admin Inbox (3)", "All messages", "Scheduled messages (2)", and "Flagged messages (1)". A "Send a message" modal is open in the center. It has a "To:" field set to "11th Grade" and a "Filter" button. Below the "To:" field is a text input "Write a message...". To the right of the input is a dropdown menu titled "BY RECIPIENT TYPE" with options: "Family contacts" (selected with a checkmark), "Family contacts" (with a checkmark), "Students" (with an unchecked checkbox), and "Staff" (with a checkmark and a tooltip). The tooltip text reads: "Staff can only be selected when a message is sent to whole classes, groups or schools, not individual students. Only staff members associated with the selected classes, groups or schools will receive the announcement." Below the dropdown are icons for attachments (paperclip, image, video, audio, document, and a red star). At the bottom of the modal are buttons for "View templates", "CANCEL", "SCHEDULE", and "SEND". In the background, a list of messages is visible, showing "FROM" names like Jose, Mark Payson Ferguson, Jose Lopez, and Dalia Joseph, followed by message snippets and dates.

## FOUNDATIONS



## Co-staff Announcements

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

A screenshot of the 'Send an announcement' dialog box in the TalkingPoints app. The dialog box is white with a red border and is overlaid on a blurred background of the app's interface. The background shows a header 'ACTIVITY IN APRIL', a sidebar with icons, and a main content area with a bar chart and a progress bar labeled 'Not consistently' with a '20%' value. The dialog box contains the following elements: a title 'Send an announcement', a 'To:' field with the placeholder 'Select classes or groups', a 'Cc:' field with the placeholder 'Co-staff' and a question mark icon, a 'Family contacts' dropdown menu, a 'Write a message...' text area, a character count '0/600', a 'Save as template' button, a 'View templates' dropdown menu, and three buttons at the bottom: 'CANCEL', 'SCHEDULE', and 'SEND'. The 'SCHEDULE' button is highlighted with a blue border and a blue shadow.

Send an announcement

To: Select classes or groups

Cc: Co-staff ? ☐

Family contacts ▼

Write a message...

0/600

Save as template

View templates ▼

CANCEL SCHEDULE SEND

# FOUNDATIONS



## Admin Personal Messaging

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

The image shows a screenshot of the TalkingPoints web application interface. The interface is divided into a left sidebar and a main content area. The sidebar is dark blue and contains a 'SEND A MESSAGE' button, a 'Messages' section with links to 'Students' and 'Classes', and a 'SEE WHAT'S NEW' section with links to 'CURRENT SCHOOL Bay School' and 'Issac Newton'. The main content area is white and titled 'Messages'. It has tabs for 'Admin messages (3)', 'Personal messages (1)', 'All messages', 'Scheduled messages (2)', and 'Flagged messages (1)'. The 'Admin messages (3)' tab is selected, showing a list of messages from students to the admin. A 'Send a message' modal is open in the foreground, allowing the user to send a message. The modal has a 'To:' field with 'Enrique Smith' and 'Le Vu' selected, a 'From:' field with 'Select sender' and a dropdown menu showing 'Bay Elementary School', 'Mrs Miller', and 'Attendance'. The modal also has a 'Filter' button, a 'Save as template' button, and 'CANCEL', 'SCHEDULE', and 'SEND' buttons at the bottom. The background shows a list of messages with columns for 'STUDENT', 'MESSAGE', and 'DATE'.

# FOUNDATIONS



## District Groups

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

The image shows a composite of three screenshots from the TalkingPoints application. The leftmost screenshot is a vertical sidebar menu with a dark blue background. It contains a "SEND A MESSAGE" button at the top, followed by a list of navigation items: Messages, Students, Groups (highlighted), Staff & Roles, Polls, Analytics, Schools, and Settings. At the bottom, there is a "SEE WHAT'S NEW" button and a user profile for "Isaac Newton" with a "Get help" link. The middle and right screenshots show the "Groups" page for "College & Career Readiness". The top screenshot shows the "Add existing students" modal. It has a "Select schools" dropdown set to "1 school" and a search bar. Below is a table of students with checkboxes. The bottom screenshot shows the "Add staff" modal. It has a "SCHOOLS" dropdown set to "All schools" and a search bar. Below is a table of staff members with checkboxes. Both modals have "CANCEL" and "ADD SELECTED" buttons at the bottom right.

**TalkingPoints** FOR DISTRICTS

Groups › College & Career Readiness

Staff (0) Students (20)

**Add existing students**

Select schools

SCHOOLS

1 school

Search students

STUDENTS	SIS ID	SCHOOL
<input type="checkbox"/> Aaron Smith	2233445566	Jefferson Elementary
<input type="checkbox"/> Aaron Smith	5566778899	Jefferson Elementary
<input type="checkbox"/> Abraham Rodriguez	1122334455	Jefferson Elementary
<input type="checkbox"/> Alba Lopez	0987654321	Jefferson Elementary

**Add staff**

Adding staff will allow them to message all students' contacts in this group. Only staff with teacher-level roles can be added to district groups.

SCHOOLS

All schools

Search staff

STAFF	EMAIL
<input type="checkbox"/> Aaron Smith	aaron.smith@baysd.org
<input checked="" type="checkbox"/> Aaron Smith	asmith1@baysd.org
<input type="checkbox"/> Abraham Rodriguez	abraham.rodrig@baysd.org
<input type="checkbox"/> Alba Lopez	alba.lopez@baysd.org
<input type="checkbox"/> Anton Fergy	anton.fergy@baysd.org

1 / 223

CANCEL ADD SELECTED



# **TalkingPoints** **Back-to-School 2025!**

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

**TalkingPoints Expanded Family Engagement Foundations**

**Create an Event/Event Sign up and Calendar Sync**

**Quick Kudos**

**Positive Message Tagging & Tracking**

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**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**



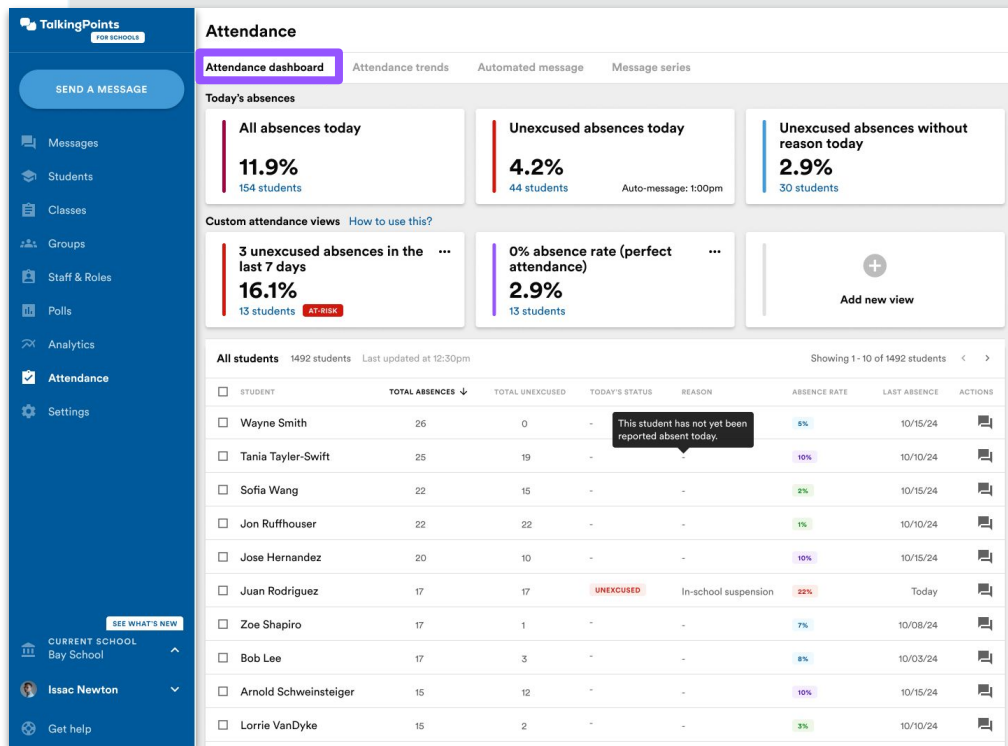
# **NEW!**

## **Attendance Improvement Plus**

# ATTENDANCE

## TalkingPoints Attendance Dashboard

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

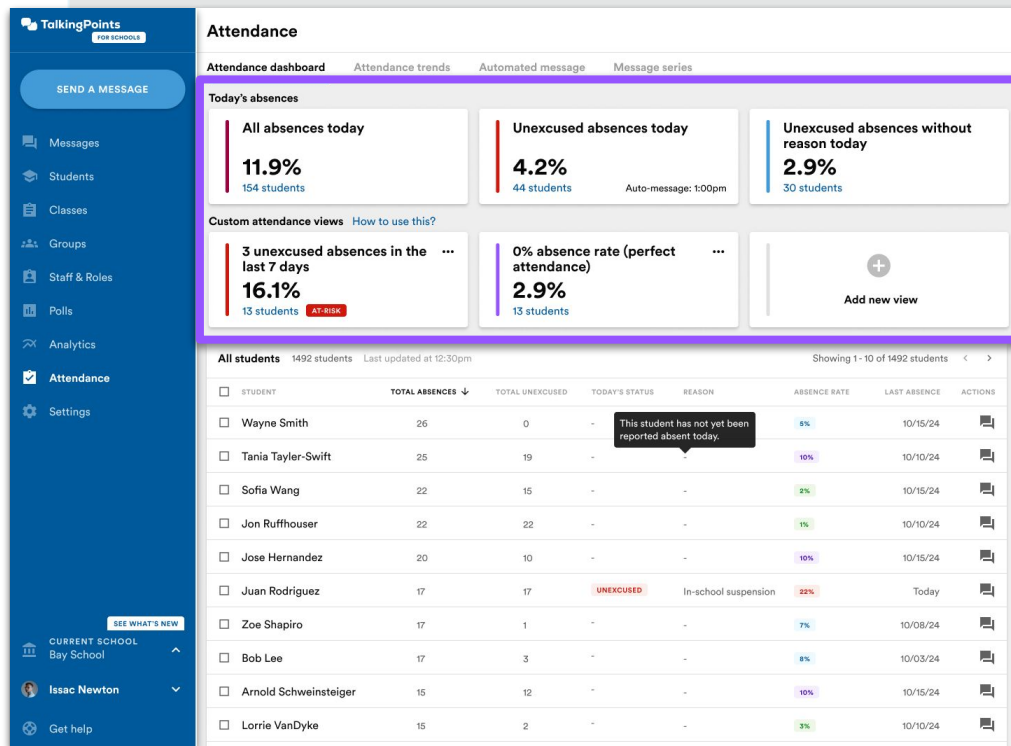


# ATTENDANCE



## Targeted Attendance Messages

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



# ATTENDANCE



## Targeted Attendance Messages

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

The screenshot displays the TalkingPoints Attendance dashboard for Bay School. A modal window titled "Add custom attendance view" is open, allowing users to configure a new view. The modal includes options for "Number of absences" (set to 5) and "Absence rate" (set to 2.9%). It also features a "Number display options" section with radio buttons for "Less than", "Exactly", and "More than". The "Time frame" is set to "Year-to-date". The "Absence type" is set to "Any". The modal includes a "Show all (default)" option and an "Update daily" option. A "Cancel" button and an "Add" button are at the bottom of the modal.

The dashboard background shows the "Attendance dashboard" with tabs for "Attendance trends", "Automated message", and "Message series". It displays "Today's absences" with a 11.9% rate for 154 students. A "Custom attendance views" section shows "3 unexcused absences in last 7 days" for 13 students, with a 16.1% rate and an "At-risk" label. A table of "All students" lists 1492 students, with columns for "STUDENT", "TOTAL", "ABSENCE RATE", "LAST ABSENCE", and "ACTIONS". A table of "Unexcused absences without reason today" shows a 2.9% rate for 30 students. A "Add new view" button is visible in the bottom right corner of the dashboard.

# ATTENDANCE



## Targeted Attendance Messages

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

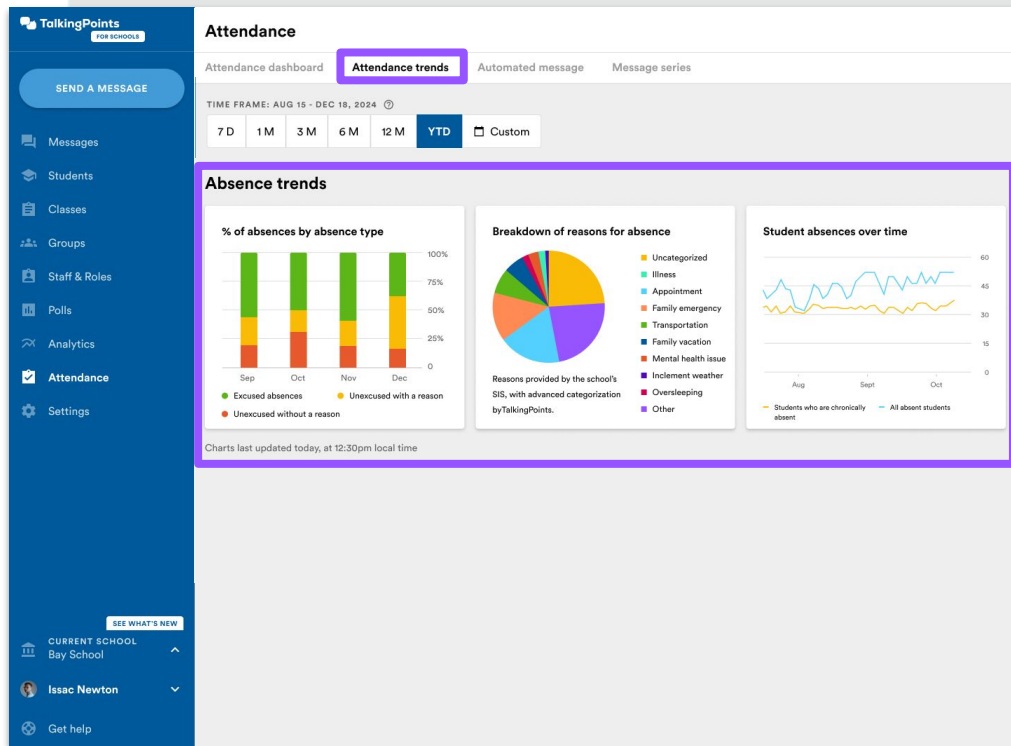
The screenshot displays the TalkingPoints Attendance dashboard. A sidebar on the left contains navigation links: Messages, Students, Classes, Groups, Staff & Roles, Polls, Analytics, Attendance, and Settings. The main content area is titled 'Attendance' and includes tabs for 'Attendance dashboard', 'Attendance trends', 'Automated message', and 'Message series'. Under the 'Attendance dashboard' tab, there are sections for 'Today's absences', 'Unexcused absences today', and 'Unexcused absences without reason today'. A 'Send a message' modal is open, showing a message template for targeted attendance. The modal includes fields for 'To:' (Enrique Smith, Le Vu) and 'From:' (Attendance). The message body reads: 'Dear [contactFirstName]. Today was [studentFirstName]'s fifth absence this school year. We would like to schedule a meeting with you to see if we can help in any way to improve their attendance to ensure that they will not fall behind in their classes.' Below the message body are icons for attachments and a 'Save as template' button. At the bottom of the modal are 'CANCEL', 'SCHEDULE', and 'SEND' buttons. In the background, a table lists students with their attendance status and percentage.

Student	Excused	Unexcused	Status	Reason	Percentage	Date
Dalia Joseph	9	2	UNEXCUSED	-	78%	Today
Wanya Kritmarsky	6	5	EXCUSED	Doctor	86%	Today
Peter Strauss	6	1	UNEXCUSED	-	86%	Today
Jose Lopez	5	4	EXCUSED	Theater dress rehearsal	87%	Today

# ATTENDANCE

## TalkingPoints 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.



# ATTENDANCE



## 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

**TalkingPoints**  
FOR SCHOOLS

**SEND A MESSAGE**

**Your inboxes**

- All messages
- Students
- Classes
- Groups
- Staff & Roles
- Polls
- Attendance**
- Settings

**SEE WHAT'S NEW**

**CURRENT SCHOOL**  
Bay School

**Issac Newton**

**Get help**

### Attendance

Attendance dashboard Attendance trends **Automated message** Message series

#### Automated daily message Off

How to use the automated daily message series:

- Set up a daily message that will automatically be sent to that day's absent students.
- Use the prepared message, or edit it to fit your voice! (Note: You can use shortcuts, like [studentFirstName], to automatically personalize your message for each student's family.)
- Select a time for the automated message to send each day. To select a time that works best for your school, consider when attendance records are updated each day and if you'd like the message to arrive in time for families to bring their student to school for part of the day.

**SEND TO \***

Select recipient group

- All absent students**
- All unexcused absences
- Unexcused absences without a reason

Let us know if you need any support in getting your student to school. We look forward to seeing [studentFirstName] back in school soon! Thank you!

**SEND TIME \***

Set the time the daily message will send

**SAVE & TURN ON**

#### Set daily message time

Set the hour when you would like the daily attendance message to be sent. Times will default to your time zone.

10 : 00 AM

**CANCEL SET**

# ATTENDANCE



## 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

TalkingPoints  
FOR SCHOOLS

SEND A MESSAGE

Your inboxes

All messages

Students

Classes

Groups

Staff & Roles

Polls

Attendance

Settings

Attendance

Attendance dashboardAttendance trendsAutomated messageMessage series

Research shows that sending families a weekly message that focuses on the importance of attendance and provides families with guidance has a positive impact on improving attendance. The attendance message series provides administrators with weekly messages to send to families throughout the school year. [View less](#)

SCHOOL LEVELMESSAGE STATUS

All levelsAll statuses

ASSIGN START DATE

Start here: Weeks 1 and 2

ELEMENTARYMIDDLEHIGH

Hello! This year, we will share information about why attendance is important and resources to help you get your student to school. Reply to this message to ask any questions you have about attendance.

✓ SENT ON 8/17

ELEMENTARYMIDDLEHIGH

Remember, if your student is going to miss school, you can report their absence by sending a message to this thread. We hope this makes reporting absences easier for you!

SCHEDULED 8/31

Weeks 3 and 4

ELEMENTARYMIDDLE

Attendance tip- Some children have a hard time transitioning from home to school. Having a predictable routine can help. Try to help your student go to bed and wake up at the same time each day.

HIGH

Attendance tip- Did you know? Studies have shown that higher attendance is linked to higher course grades.

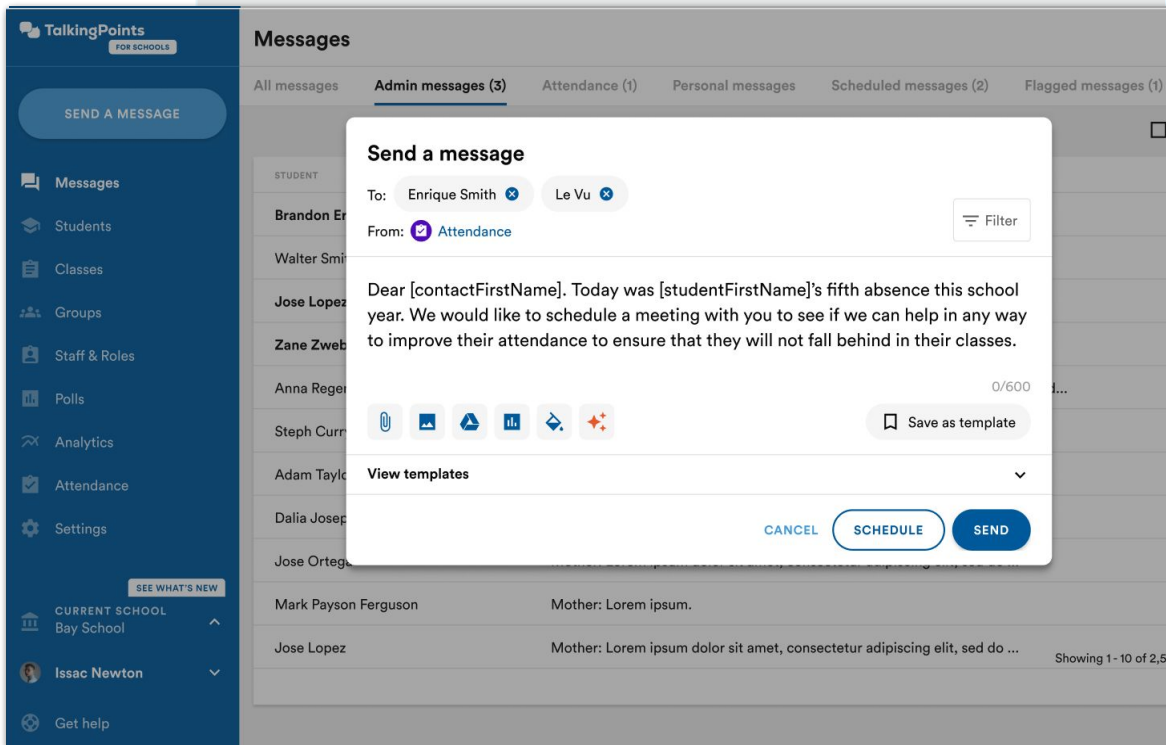
TalkingPoints

Attendance Improvement Plus upgrade and TalkingPoints Connector required

# ATTENDANCE

## TalkingPoints Attendance Inbox

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



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# 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](mailto:partners@talkingpts.org)*

