

# TalkingPoints

## TIPS & TRICKS

for implementing  
research-based best  
practices of family  
engagement



# 1

## Two way, real-time matters most

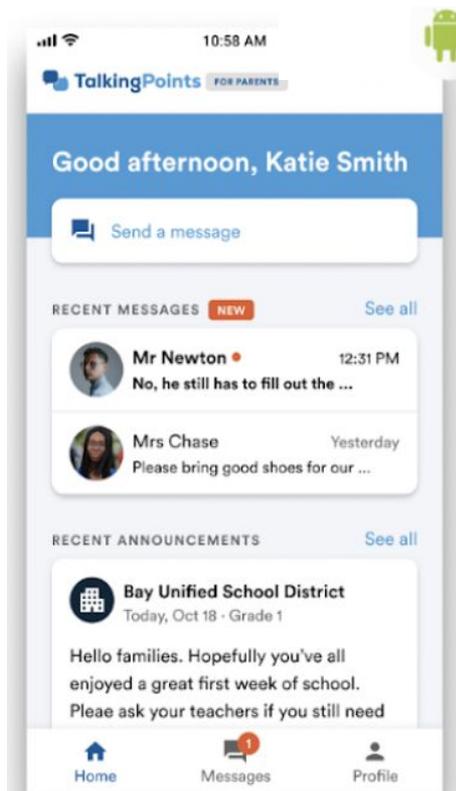
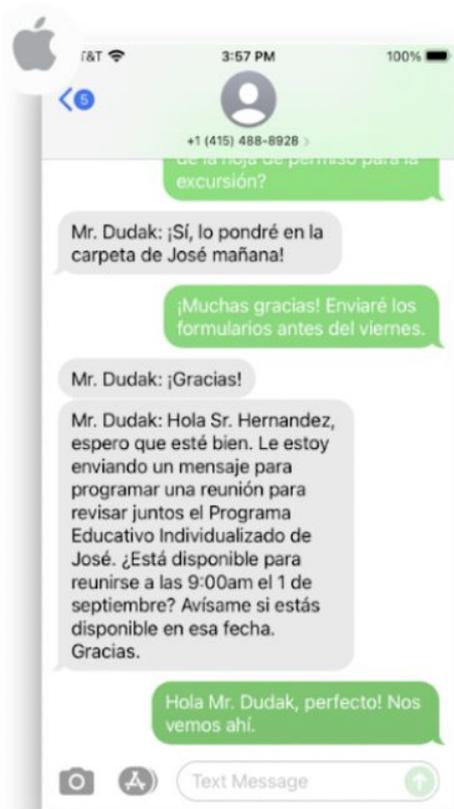
It is important that families initiate outreach, versus just responding.

Families should ask about progress and share context about the student's life.



# TalkingPoints can help

**Two-way, opt-in text message default:** Reach more families with zero-entry access via approachable technology, in a less-formal mode to encourage engagement and partnership. And encourage families, via text, to download the TalkingPoints Family mobile or web app, embedded with further accessibility features.

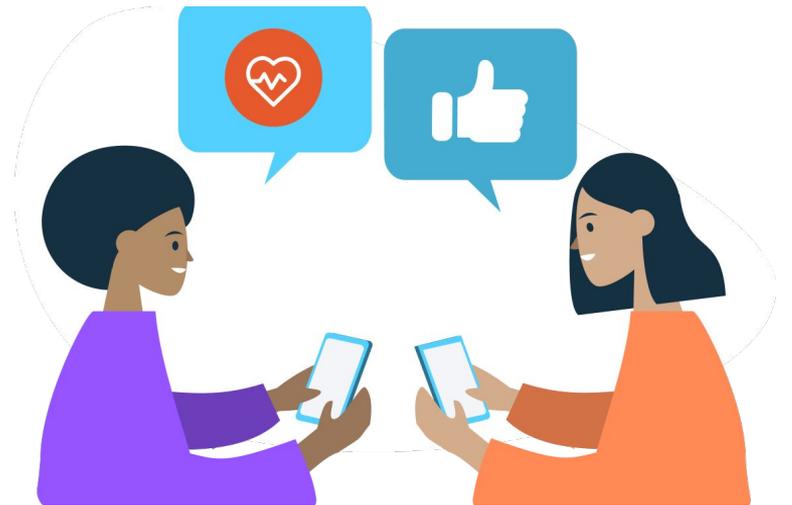


## 2

# Ensure open and ongoing engagement

Start before the first day of school.

Set up consistent and frequent communications with families.



# TalkingPoints can help

## TalkingPoints Scheduled and Recurring Messages: A

great way to ensure consistent and ongoing communication is to pre-schedule messages ahead of time. Consider a cadence that is frequent but not overwhelming for families. To create messages for recurring events, save time using the recurring messages feature.

The screenshot displays the TalkingPoints interface. On the left is a navigation menu with options: Home, Announcements, Messages, Analytics (NEW), Classes, All Students, Mrs. DeLozier's Class, QA Class, and Mrs. DeLozier. The main content area shows an 'Edit message' dialog for 'Shakespeare Class'. The message text is: 'We are so excited to welcome [studentfirstname] back to school this year! The first day of school is Monday, September 4th. We will be sending a weekly message with information so you can get your ready for a great year.' Below the text are icons for linking, attaching, and sharing. An orange arrow points to the 'View templates' section, which shows a template with the date '12/10/2021 08:15 AM' and a calendar icon. At the bottom of the dialog are 'CANCEL', 'DELETE', and 'SEND NOW' buttons. A 'Schedule Send' modal is open on the right, showing a calendar for July 2023 with the 10th selected. The time is set to 08:00. Below the calendar, there are options for message frequency: 'Does not repeat', 'Weekly on Friday', 'Monthly on 2nd Friday', and 'Custom...'.

# 3

**Be  
intentional  
about a  
warm and  
welcoming  
tone**

The tone of conversations makes a difference.



# TalkingPoints can help

## Positive Message

**Templates:** Give staff quick access to role-specific, best practice-embedded positive message templates.

The screenshot displays the TalkingPoints interface. On the left is a dark blue sidebar with navigation options: Messages, Students, Groups, Classes, Staff, Family invitations, Polls, Analytics, and School Settings. At the bottom of the sidebar, it shows 'CURRENT SCHOOL: Bay School' and 'Albert Einstein'. The main area is titled 'Messages' and shows an 'Admin Inbox' with a list of students: Alex Lopez, Tyler Pearce, Leo Jaramillo, and Jamayra Duckrey. A 'Send a message' dialog box is open in the foreground. The dialog has a title 'Send a message' and a 'To:' field with 'Select recipients...'. Below this is a text area containing a pre-filled message: 'We are so excited to welcome [studentfirstname] back to school this year! The first day of school is Monday, September 4th. We will be sending a weekly message with information so you can get your child ready for a great year.' The text area includes a character count '226/600' and a 'Save as template' button. Below the text area are icons for link, image, video, audio, and file. A tabbed menu below the icons shows 'Attendance', 'Logistics', 'Positive messages' (selected), 'SEL', 'Other', and 'Teacher templates'. Below the tabs are three template preview cards, each with a 'Send' button. At the bottom of the dialog are 'CANCEL', 'SCHEDULE', and 'SEND' buttons. The background shows a table with columns for 'STUDENT' and 'DATE'.

# 4

## Authentic engagement matters

Conversations should be consistent, culturally responsive, and respectful.



# TalkingPoints can help

**TalkingPoints highest-quality translation:** We make communication understandable, accessible, and equitable. TalkingPoints is the **only platform that has always offered two-way enhanced translation**, powered by both human translators and machine-learning algorithms.

Since day one, our focus has been on building relationships between families and schools in under-resourced, multilingual communities with the greatest need for support. No smartphones, computers, or wifi required; **for families, getting started is as simple as texting.**



# 5

## Ensure accessibility

Interactions should:

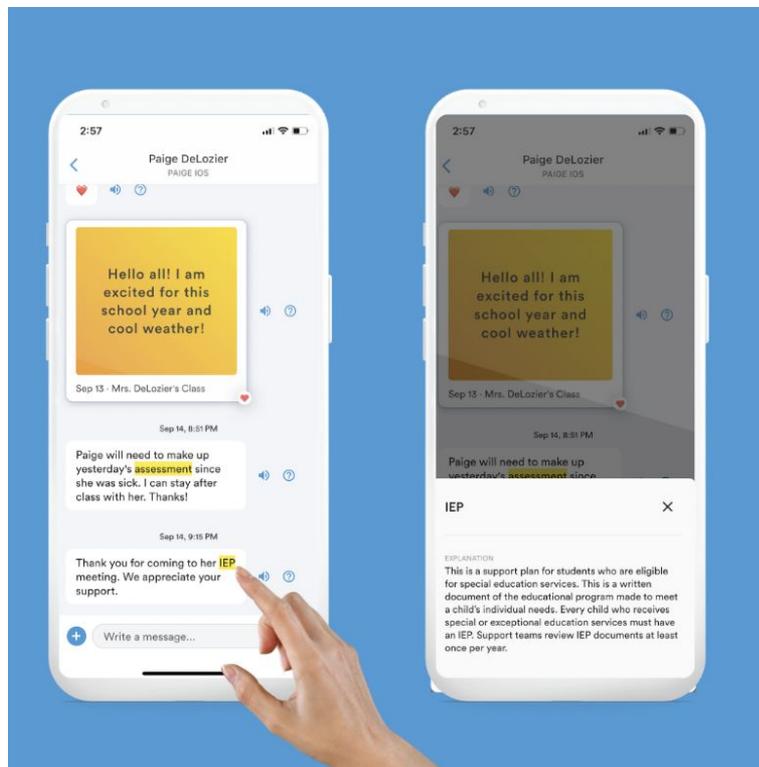
- Allow for multilingual communication
- Be understandable to the family
- Meet families where they are



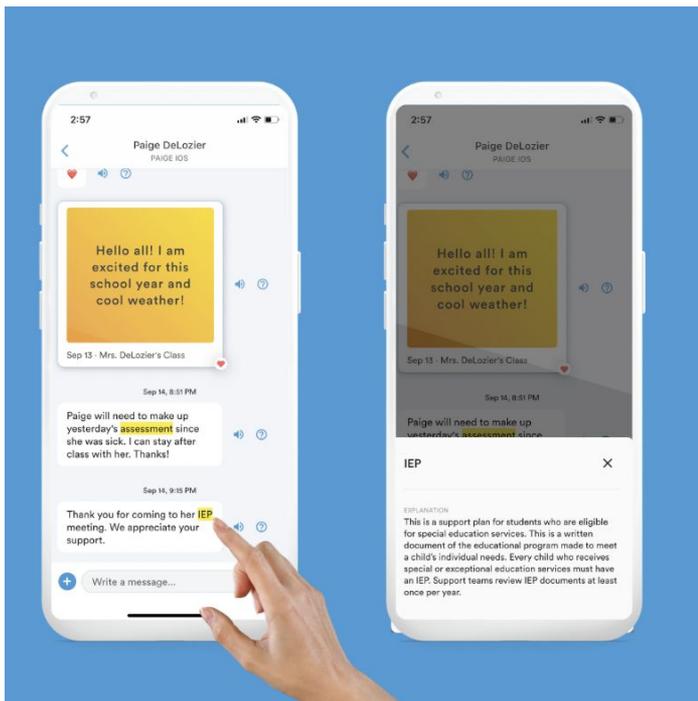
# TalkingPoints can help

## TalkingPoints equity and accessibility

**features:** In addition to two-way translated communication, TalkingPoints has built-in accessibility features meant to eliminate barriers to effective engagement for all families, providing equitable access to a strong school-family partnership.



# TalkingPoints can help



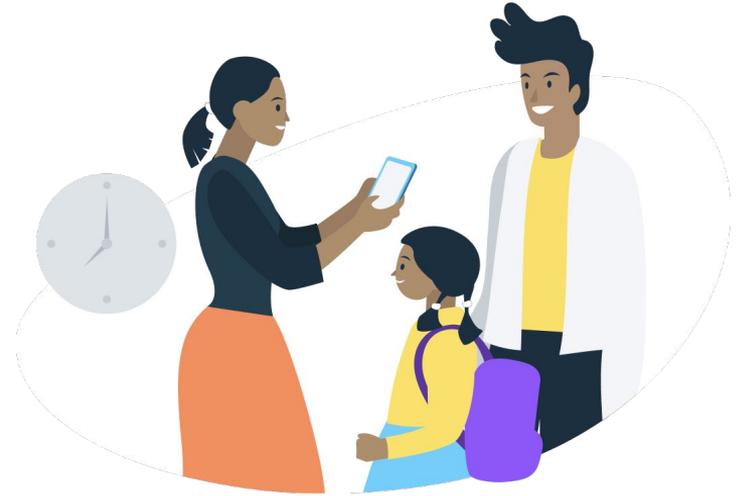
- Families can click and **see a definition of school terminology** without leaving the app
- Families can access an in-app **glossary** of common school terminology (academic vocabulary)
- Schools can send families **translated video captioning**
- School staff or family members can click for **human translation support**
- Teachers receive in-the-moment alerts and **guidance to support readability** in messages
- Busy families and those with limited literacy skills can use **text-to-speech and speech-to-text**

# 6

## Make it about learning

Conversation should be connected to what students are learning in school.

Encourage better conversations about learning at home, which motivates students.



# TalkingPoints can help

## TalkingPoints supports learning:

TalkingPoints' impact survey research findings confirm:

- Families want to know more about student progress and what they're learning
- Teachers want to know more about home circumstances
- Open, accessible, zero entry technology fosters authentic conversations and trusting relationships so the kinds of conversations schools and families need and want can be enabled in support of each and every student.