

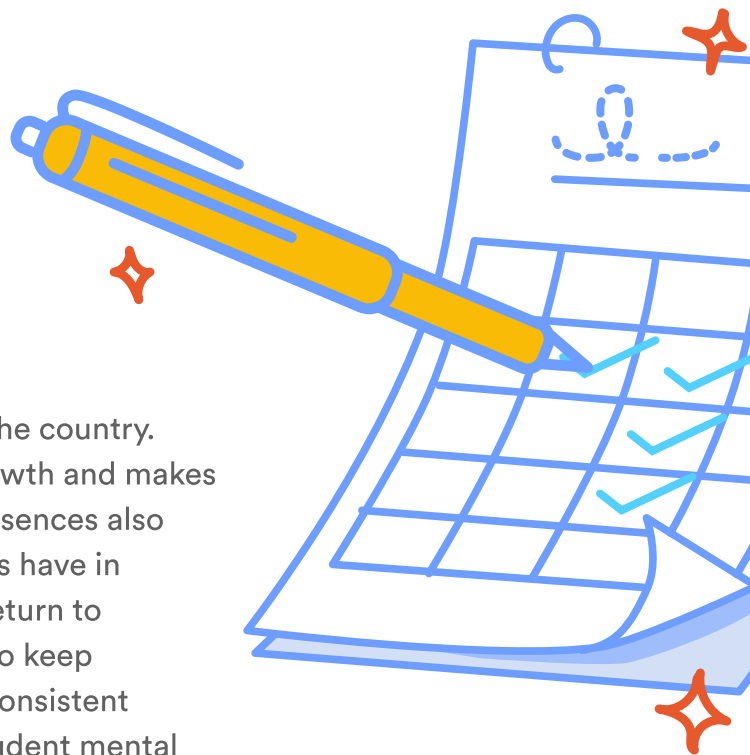


# Driving Student Outcomes

In today's educational landscape, there is an urgent and undeniable imperative to establish meaningful family-school partnerships. TalkingPoints recognizes the powerful role these partnerships play in improving critical student outcomes—attendance, academic achievement, and overall well-being. Explore the ways TalkingPoints transforms how students thrive by fostering trusting relationships between families and schools.

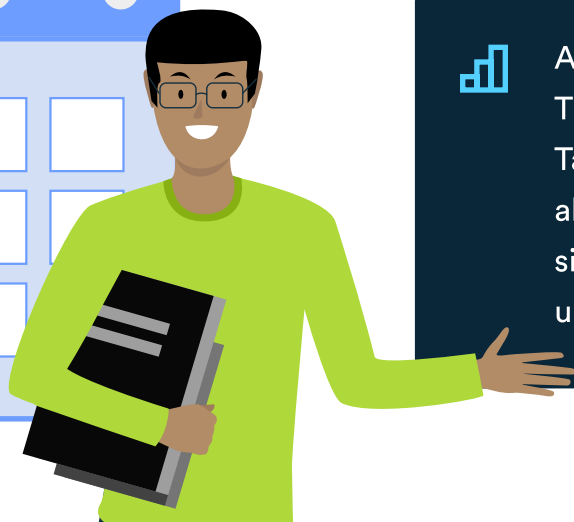
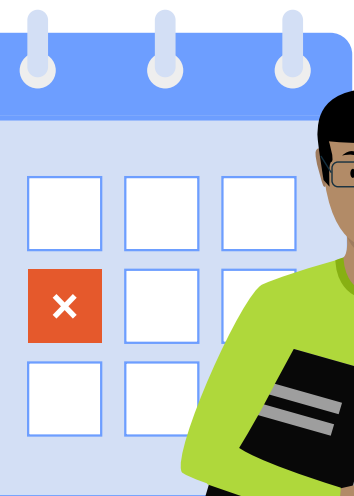
# Improving Student Attendance

Attendance has become a growing concern across the country. Chronic absenteeism disrupts student academic growth and makes it difficult to foster stable learning environments. Absences also limit the positive impact of every other effort schools have in place to support student success. During the slow return to full-time, in-person learning, guidance about when to keep kids home and when to send them to school was inconsistent and left many families without clarity. Declines in student mental health and well-being also negatively impacted attendance for many students. Additionally, mindsets about the importance of daily attendance seem to have shifted for many families.



## The TalkingPoints Solution

Schools and families have a shared priority to support student growth, which starts with getting kids to school on time and ready to learn. When attendance isn't consistent and strong, schools and families must work together to address root causes and get students back on track. TalkingPoints promotes building trusting relationships between schools and families. Those trusting relationships are needed to uncover the underlying reasons for student absences so schools and families can work together to address them. The TalkingPoints platform supports the following guiding principles for cultivating effective family-school partnerships crucial for positively impacting attendance.



A multi-year, causal study that meets the ESSA Tier 2 standard of evidence shows use of TalkingPoints in a large, diverse district decreased absenteeism rates overall by 15%, with even more significant improvements for traditionally underserved student groups. [Read more here.](#)

## ONE

### Share why attendance matters:

With TalkingPoints, teachers and schools can share resources with families that highlight the importance of attendance and how they can support their students in coming to school. Use our pre-loaded, research-based, best-practice message templates (or create your own) to save teachers time and ensure consistent, effective messaging across the school or district.

## TWO

### Discover underlying causes of absence:

Send universal, empathy-based messages to families before absences and immediately after a student is absent, ensuring families understand school staff's genuine care for students—no matter the circumstances. Our intuitive platform and accessible two-way messaging, combined with empathy-based messaging, make it easy and comfortable for families to share why students are absent. Empowering families to share insights in their own words fosters a partnership between home and school.



## THREE

### Identify patterns and take action:

Make it easy for front office staff to document reasons for student absences and identify trends across families, classrooms, grade levels, or schools. TalkingPoints' universally designed platform eliminates barriers to school-family engagement. Allowing families barrier-free access to explain the circumstances surrounding their children's absences means schools hear from more families, particularly of underserved students. Additionally, absence reporting through TalkingPoints is more manageable for staff because they can access an aggregate written record in one place. From there, schools can see trends in root causes and provide preventative and early intervention support for students and families to address absences.

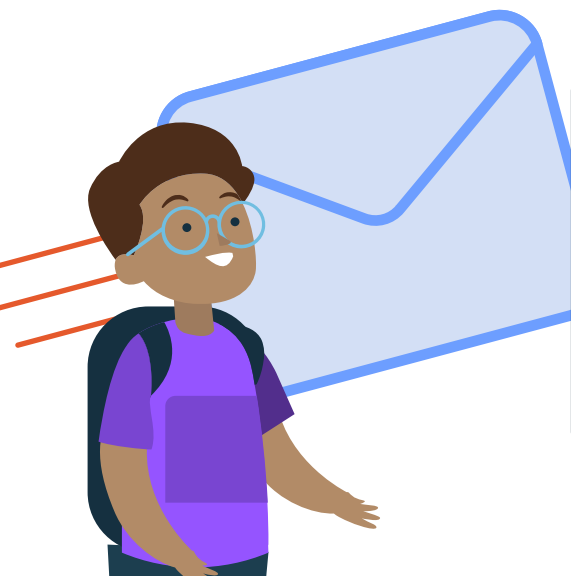
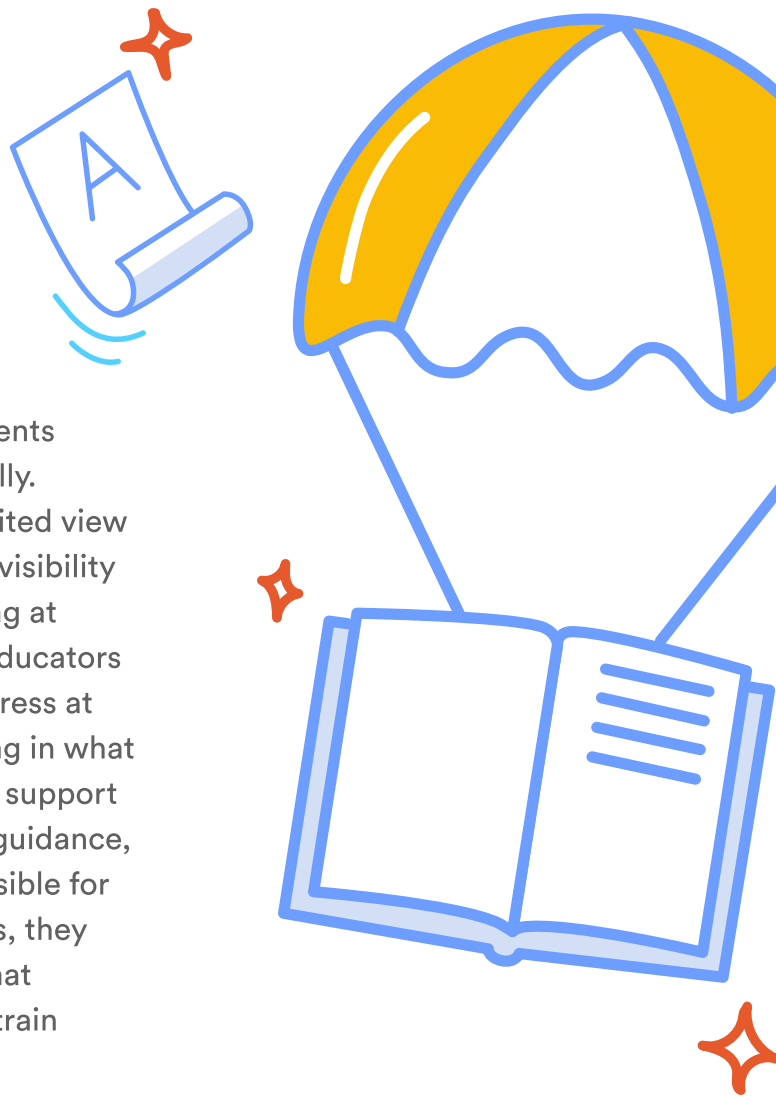
Attendance correlates to academic achievement: A 2011 study connected early attendance with third-grade reading proficiency, which is considered a key indicator of future academic success. And attendance rates are better in schools where parents feel welcomed and engaged and where they trust their children are safe. (Attendance Works)

# Boosting Academic Achievement

Families often need help understanding what students are learning and how they should grow academically. Conversely, teachers and schools might have a limited view of what students experience at home. This lack of visibility makes it challenging for families to support learning at home and may result in missed opportunities for educators to adapt classroom approaches to accelerate progress at school. Additionally, school staff need more training in what guidance to give families about activities that best support student learning and development. Without clear guidance, families sometimes feel confused or overly responsible for doing homework with their children. In some cases, they may help in contradictory or disruptive ways to what students are learning in school, which can cause strain between children and their families.

## The TalkingPoints Solution

TalkingPoints bridges this information gap by empowering families and creating stronger connections between home and school. By facilitating a seamless exchange of insights between school and home, families are better able to help at home, and teachers have essential insights they can use to adjust classroom practices. This improved partnership fosters a system of support that enables students to reach their academic goals.



A multi-year, causal study showed direct student academic improvements based on using TalkingPoints. Gains made in state math test scores equated to an additional seven months of learning for the average student! [Read more here.](#)

## ONE

### **Build trust with consistent updates:**

Positive and proactive communication between home and school builds natural trust and partnership. Share translated video messages with families that provide insight into what students are learning in class and context into educational materials or homework assignments. When families feel they have consistent and reliable communication channels with teachers and schools, they are more likely to feel comfortable asking questions about their student's learning and sharing vital information that helps promote more substantial, targeted support for their child at school.

## TWO

### **Ensure you're reaching all families:**

TalkingPoints' engagement analytics dashboards help ensure every family regularly hears from teachers and school staff. Each student has academic progress to celebrate, and learning needs to support—not just those needing interventions. Informed and engaged families can amplify each and every student's academic growth.

## THREE

### **Encourage understanding:**

Empower families with suggestions for creating a home environment that reinforces the importance of education and learning as a top family priority. This can include establishing specific quiet hours for homework, removing distractions like television and phones, and discussing the importance of learning within the family. Ensure families know they don't need to be able to understand the academic content themselves to support their student's learning. Additionally, our TalkingPoints for Families app includes helpful tools such as an Ed101 feature that demystifies education terms so families can understand them and feel comfortable participating in their student's education.



**“I began using TalkingPoints to regularly communicate with parents in their native language, sharing updates on class activities and assignments, and offering resources for additional support. TalkingPoints has played a crucial role in building a supportive community that encourages language development, motivation, and active participation in the classroom, which has led to a significant improvement in student learning outcomes.” - Middle School ELL Teacher, MA**

# Elevating Student Well-being



Families don't always know how their students feel, act, or behave at school. Additionally, families may not know how to share vital information about their student's well-being at home with teachers and school staff. This lack of partnership between families and schools makes it more difficult to address student mental health issues and can lead to missed opportunities to support student well-being.

## The TalkingPoints Solution

Schools and families must establish open and collaborative communication channels to prioritize and nurture students' well-being and mental health. Students feeling supported at home and school reduces stress and improves mental health, particularly when they experience a coordinated effort from the adults in their lives. TalkingPoints strengthens the crucial partnerships between families and schools and guarantees students experience the systems of support that exist in their community.

### ONE

#### Create a culture of belonging:

Create an environment of encouragement and inclusion where students and families feel a sense of belonging and community. Translated audio and video messages can help promote opportunities for meaningful connection:

- Send a video introduction and classroom tour to welcome students and families to new classrooms or schools to help ease first-day anxieties.
- Highlight the systems of support that are available to students by having counselors, psychologists, and coaches introduce themselves to families with a video introduction.

“Family members are the experts on their children. Teachers and other school staff are the experts on how students learn in the group setting called school. When schools and families leverage these areas of expertise, students win.” (Dr. Karen Mapp; Harvard Family Engagement Learning Institute. 2023)

## TWO

### Build partnership with every family:

Exchanging information with families about their student's well-being and happiness at home or school is crucial. TalkingPoints analytics enable teachers and schools to quickly identify which families are or are not actively engaged so they can focus efforts on building partnerships with all families.

## THREE

### Learn from families:

Use TalkingPoints' preloaded translated message templates to ensure families receive frequent and consistent positive communications from teachers and schools. Provide families with a channel and encourage them to share student strengths and struggles or home circumstances that may impact the classroom so teachers can adjust support strategies or pull in additional resources.



Research finds a gap between the information educators and families need from one another to build strong family-school partnerships and support student well-being.

[Read more here.](#)

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Top three topics teachers wish parents would share:

- Social-emotional challenges (82%)
- Important family circumstances (77%)
- Behavioral challenges (70%)

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Top three topics families wish teachers would share:

- Missing homework (47%)
- Behavior (47%)
- Their child's academic progress (45%)



Learn more or request a demo at [partnerships@talkingpts.org](mailto:partnerships@talkingpts.org)