TalkingPoints

INTERACTIVE SESSION: Co-designing Equitable Solutions using AI and Technology to Help All Students Succeed

Friday, February 21st | **8:00am** - 8:50am EST | Location: **Roswell**

Nancy Lee Bromberger
VP Strategic Partnerships

54th ANNUAL INT'L CONFERENCE
NABE
Atlanta 2025

THE CHALLENGE:

Producing consistent, high-level student outcomes so all students leave K-12 with opportunities for a bright future

TalkingPoints

> Research shows that **family engagement** predicts a student's academic success with high school graduation and postsecondary enrollment **TWICE** as much as the family's **socioeconomic status**.

Mapp & Henderson, 2002

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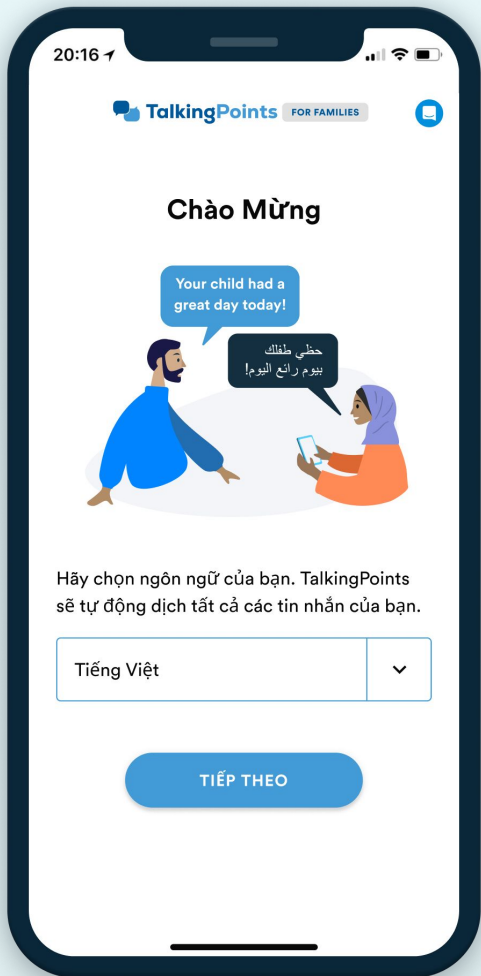
Welcome

안녕하세요

Nancy Lee Bromberger

Founding Team

TalkingPoints' Universal Family Engagement Platform

As a nonprofit, our mission is to drive student success by unlocking the potential of families to fuel their children's learning, especially in underserved communities.

Strengthen the home - school connection

Today we will cover

- ✓ **Removing barriers for families**

- ✓ Changing mindsets and behaviors

- ✓ Co-designing solutions using AI and technology to increase the visibility of underserved students

- ✓ Help us shape the future

Removing barriers and building trust

Language

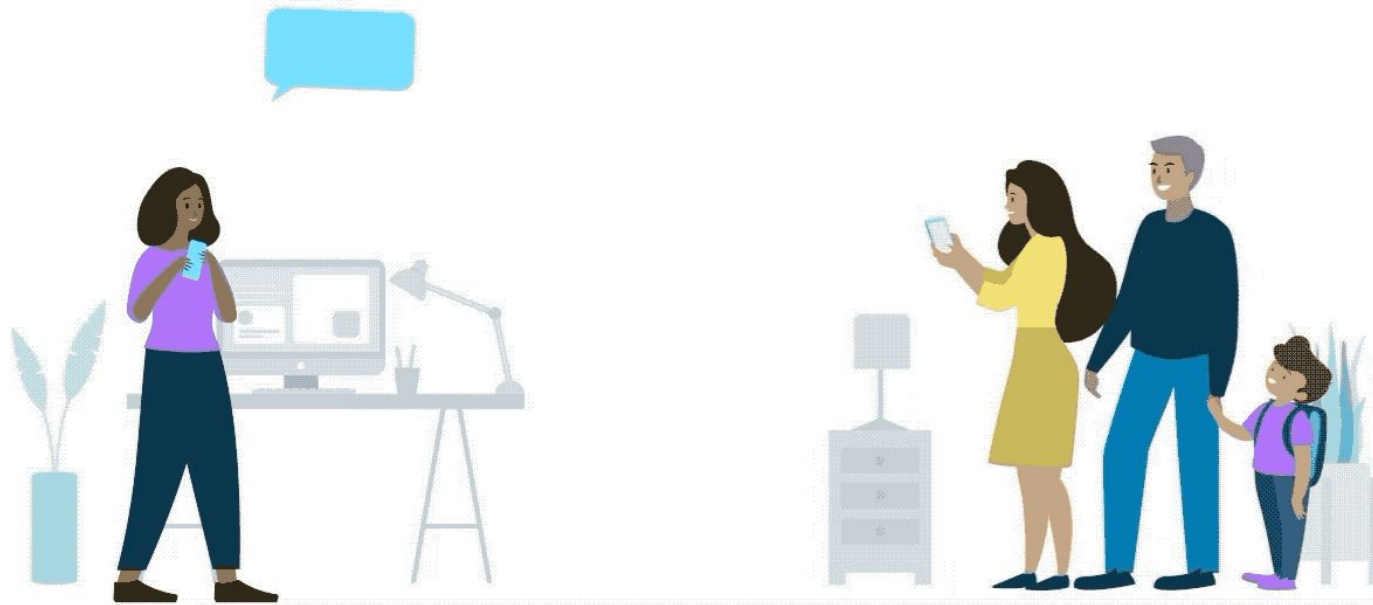Technology & Access

Capacity & Time

Culture & Experiences

Mindsets

Understanding

TalkingPoints

How TalkingPoints Works

TalkingPoints

Engage with families in 150+ languages

Spanish

Portuguese

Arabic

Chinese (Simplified)

Vietnamese

Russian

Haitian Creole

Somali

French

Amharic

Ukrainian

Dari

Pashto

Hindi

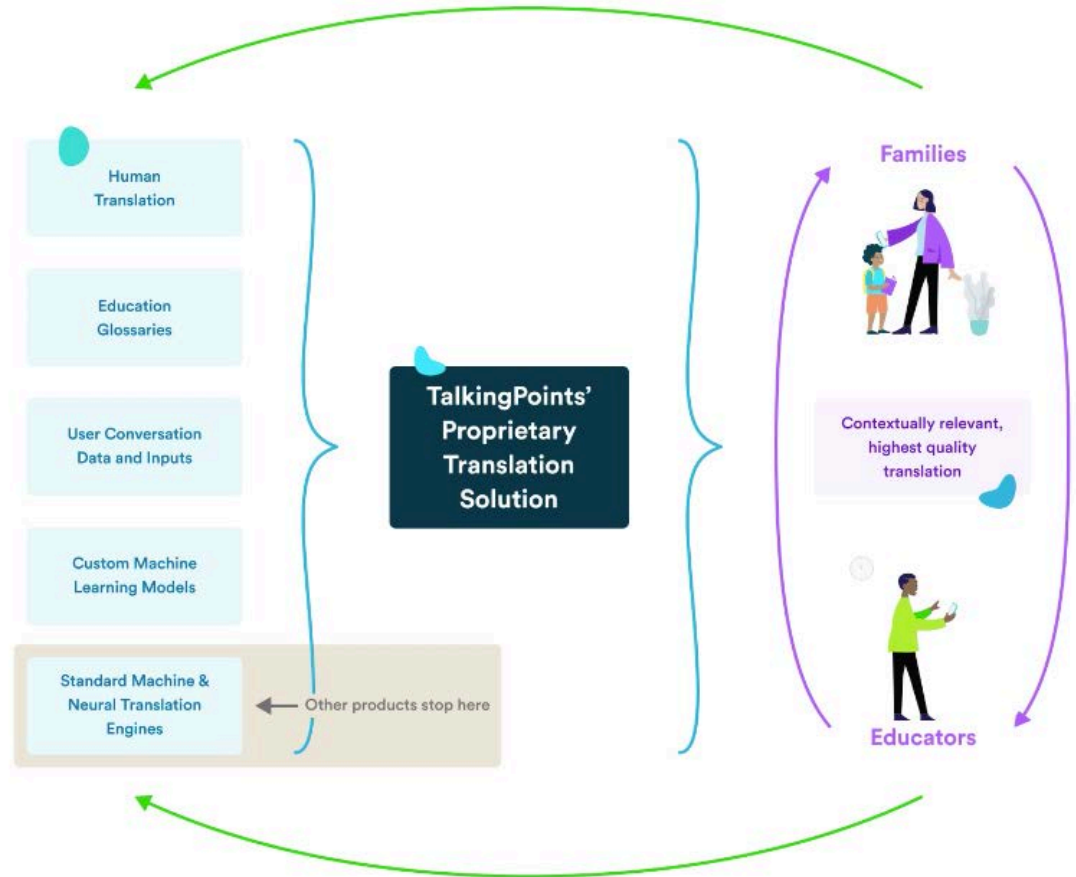Urdu

Korean

Tagalog

Karen S'gaw*

Marshallese*

Chuukese*

Cabo Verdean*

and many more...

Hi! Maria has a great day today.

¡Hola! María tiene un gran día hoy.

Translation to Understandability

TalkingPoints' Proprietary Translation Solution

Human Translation

Education Glossaries

User Conversation Data and Inputs

Custom Machine Learning Models

Standard Machine & Neural Translation Engines

← Other products stop here

Families

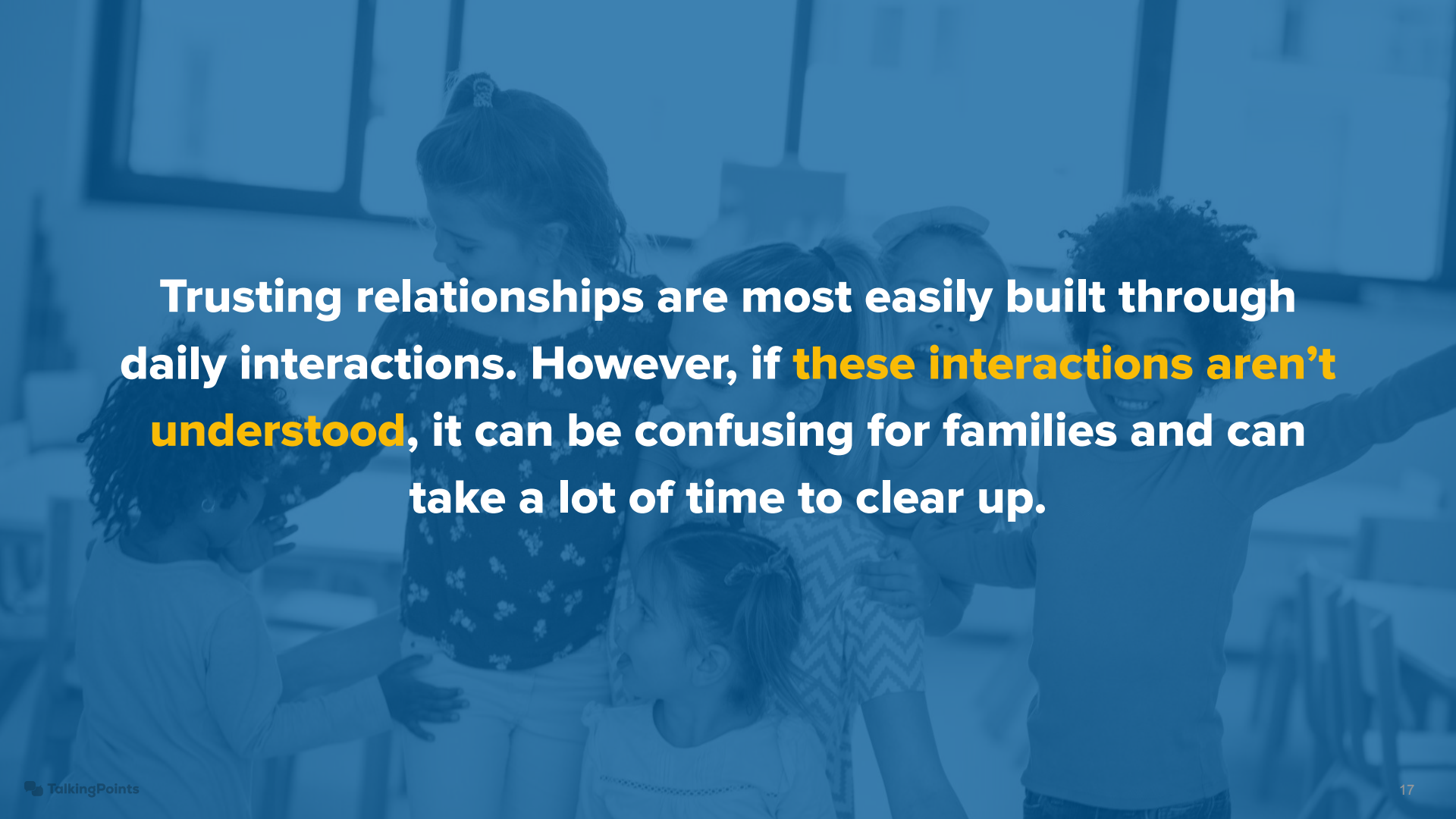Contextually relevant, highest quality translation

Educators

TalkingPoints

Communication isn't effective or equitable if the messages don't make sense to each and every family member.

Today we will cover
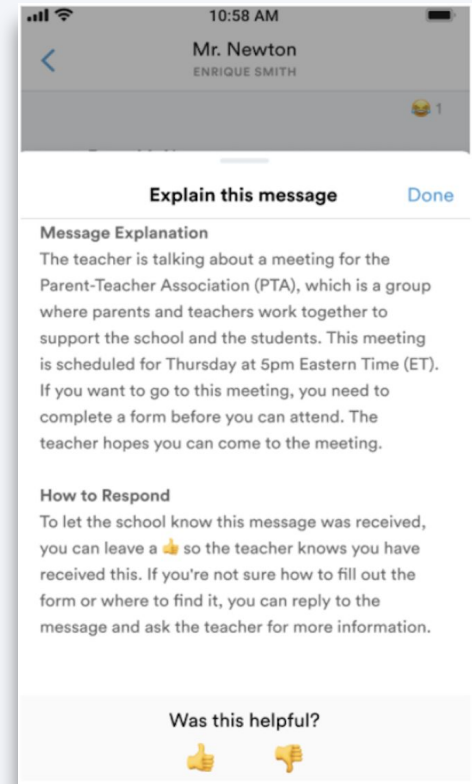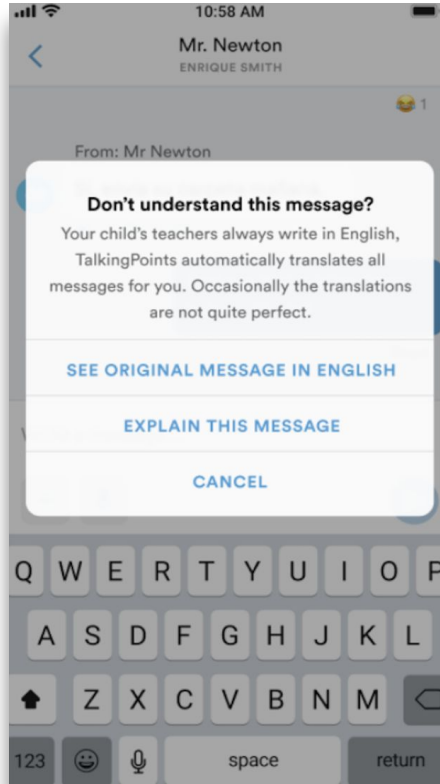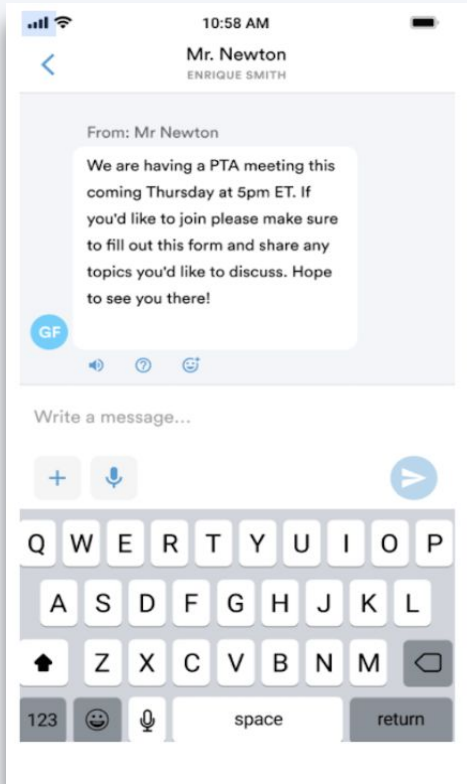

- Removing barriers for families

- **Changing mindsets and behaviors**

- Co-designing solutions using AI and technology to increase the visibility of underserved students

- Help us shape the future

Trusting relationships are most easily built through daily interactions. However, if **these interactions aren't understood**, it can be confusing for families and can take a lot of time to clear up.

TalkingPoints provides context and explains messages

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ELL students and families are usually seen as the ELL Department's responsibility.

How can we help shift mindsets so all departments and educators have a sense of ownership of all students, including ELLs?

Help ALL staff support ALL students with ALL families

District Administrators

Site Leaders

Counselors & Other Support Staff

Teachers

TalkingPoints

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TalkingPoints
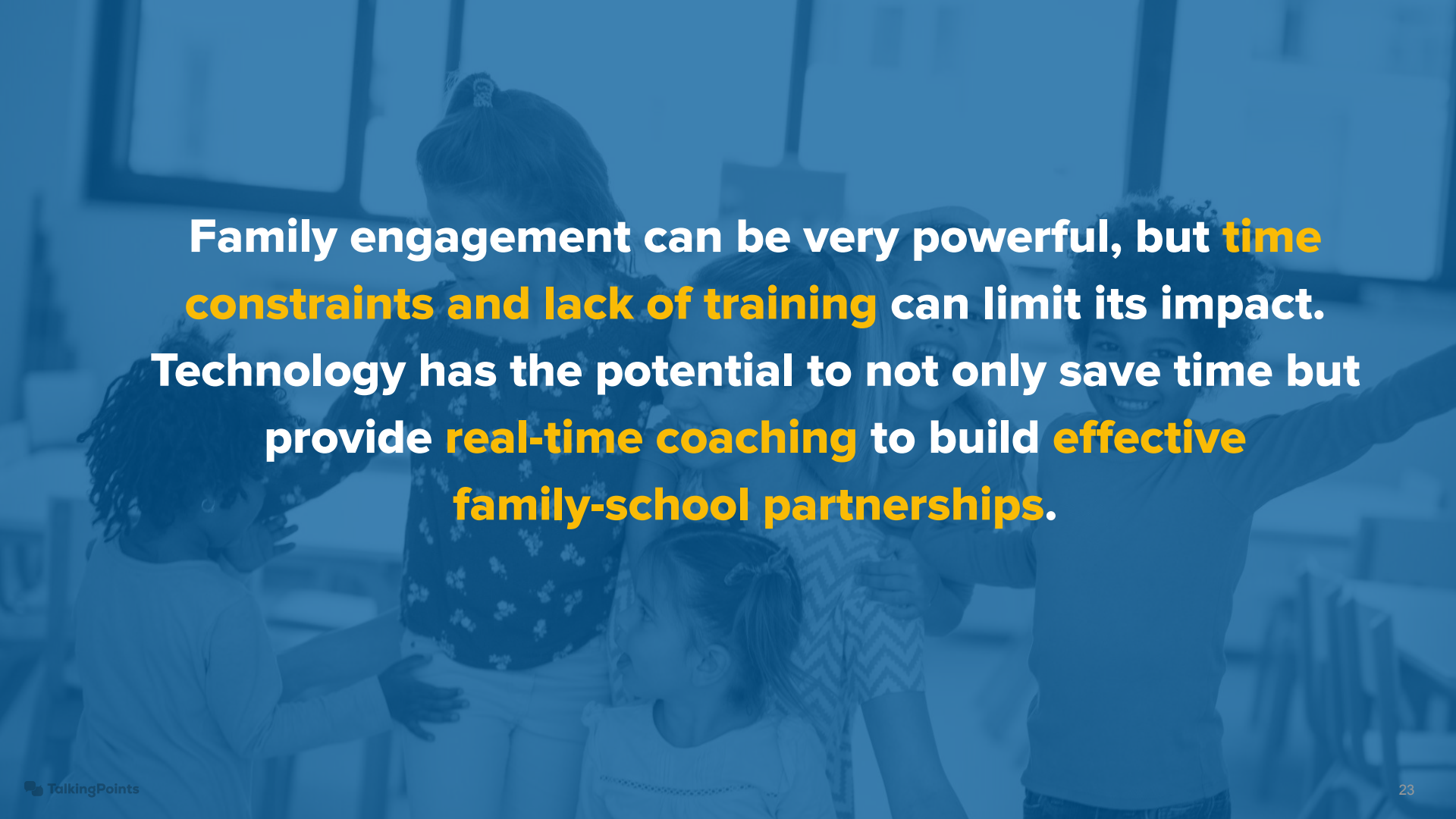
Technology's potential to accelerate progress

Reading at home and school attendance shot up with a cheap, easy solution: Texting

How Technology Can Link Teachers, Students, and Parents

Tech Can Open Doors for English-Language Learners to Express Themselves

Using Tech to Accelerate Learning: One Teacher's Story

ChatGPT is going to change education, not destroy it

Family engagement can be very powerful, but **time constraints and lack of training** can limit its impact. Technology has the potential to not only save time but provide **real-time coaching** to build **effective family-school partnerships**.

TalkingPoints Message Mentor

Send a direct message

To: [Select recipients]

Hi, I wanted to address some concerns I have about your child's behavior this week. He has been disruptive in my math class and has been throwing objects and chatting with his classmates while I am teaching. This has been very distracting for both him and his peers. It is very important that is addressed. Thank you.

1. Draft a message; for example about student's behavior

2. Click the *Message Mentor* button and it will suggest language reinforcing **learning**, **partnership** and **taking positive action.**

TalkingPoints Message Mentor

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Hello. I need to discuss concerns regarding [studentFirstName]'s behavior this week. [studentFirstName] has been disruptive in math, throwing items and chatting during lessons. This distracts [studentFirstName] and others, negatively impacting learning. Let's work together to address this issue and promote focus in class. Your support matters for [studentFirstName]'s success. Thank you.

CANCEL   REPLACE MESSAGE

1. Draft a message; for example about student's behavior

2. Click the *Message Mentor* button and it will suggest language reinforcing **learning**, **partnership** and **taking positive action.**

3. Replace the original with this new text, edit, or discard the suggestion.

TalkingPoints

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.

What additional supports are needed to help educators reinforce learning, partnership and taking positive action?

Many districts have increased their investments in translation and interpretation, and are usually for official documents and communications. It does not support everyday conversations or student's learning and progress.
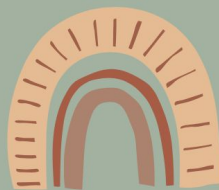
3rd Grade Classroom Newsletter

CLASSROOM NEWS

This week in 3rd grade we are exploring new concepts in Math and Science. We are looking at multiplication and how numbers relate to one another in different ways.

In Science we are exploring the solar system and learning about all the planets within it. Ask your child to share facts about planets! They love it!

TO-DO

- ✓ Read 15 minutes per day and write in reading log
- ✓ Study multiplication facts
- ✓ Red folder back to school on Friday

AFTER SCHOOL ACTIVITIES

Mondays
Soccer Club

Wednesdays + Fridays
Creative Art

Thursday
French Club

EVENTS

April 15 – 19
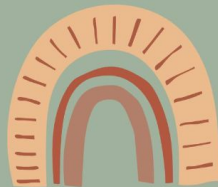Family-Teacher Conferences

May 24
Field trip to the planetarium!

May 27
No School

3er grado Aula

Boletín de noticias

NOTICIAS DEL AULA

Esta semana en 3er grado estamos explorando nuevos conceptos en matemáticas y ciencias. Estamos

viendo la multiplicación y cómo los números se relacionan con uno.

otro de diferentes maneras.

En Ciencia estamos explorando el sistema solar y aprendiendo sobre todos los planetas que contiene. ¡Pídale a su hijo que comparta datos sobre los planetas! ¡Les encanta!

POR HACER

- ✓ Leer 15 minutos por día y escribir en el registro de lectura
- ✓ Estudiar las tablas de multiplicar
- ✓ Carpeta roja de regreso a la escuela el viernes

DESPUÉS DE LA ESCUELA ACTIVIDADES

Lunes
Club de fútbol

Miércoles + Viernes
Arte Creativo

Jueves
Club francés

EVENTOS

15 - 19 de abril
Familia-Maestra
Conferencias

24 de
mayo ¡Viaje de
campo al planetario!

27 de mayo
No hay escuela

What challenges are present when families don't receive everyday documents in their home languages?

TalkingPoints Everyday Document Translation

Translate everyday "backpack" information schools send home

Consider things like newsletters, flyers, permission slips, and more! Staff simply attach a .pdf or .docx to their message and click on the Translate button.
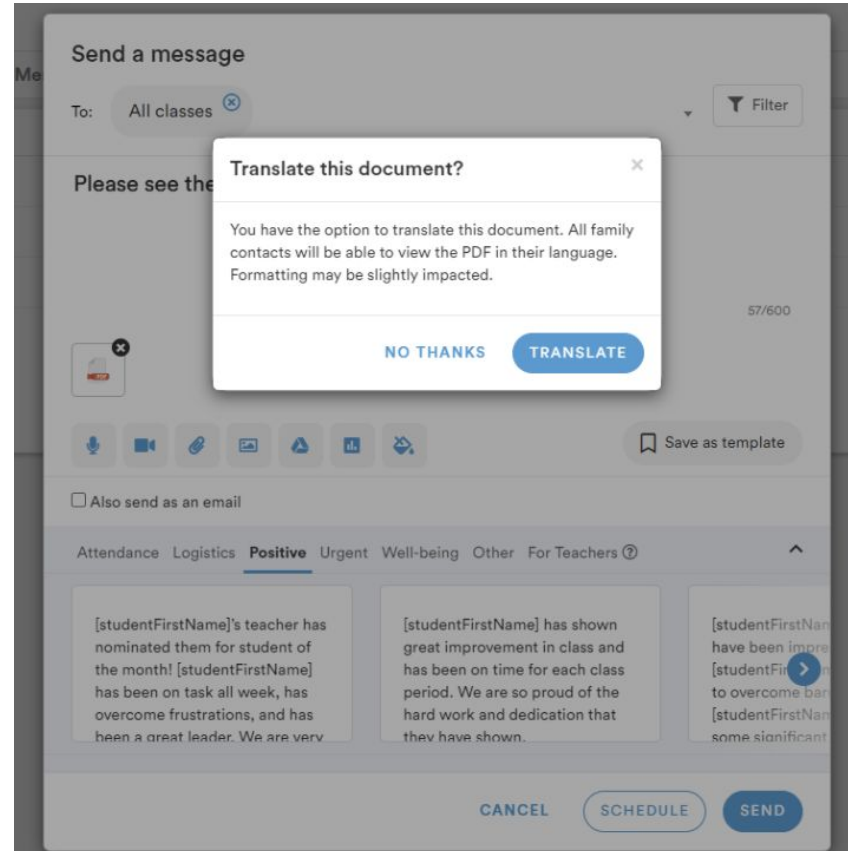
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- ✓ **Help us shape the future**

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You measure what you treasure. However, it is difficult to easily get to actionable data on family engagement.
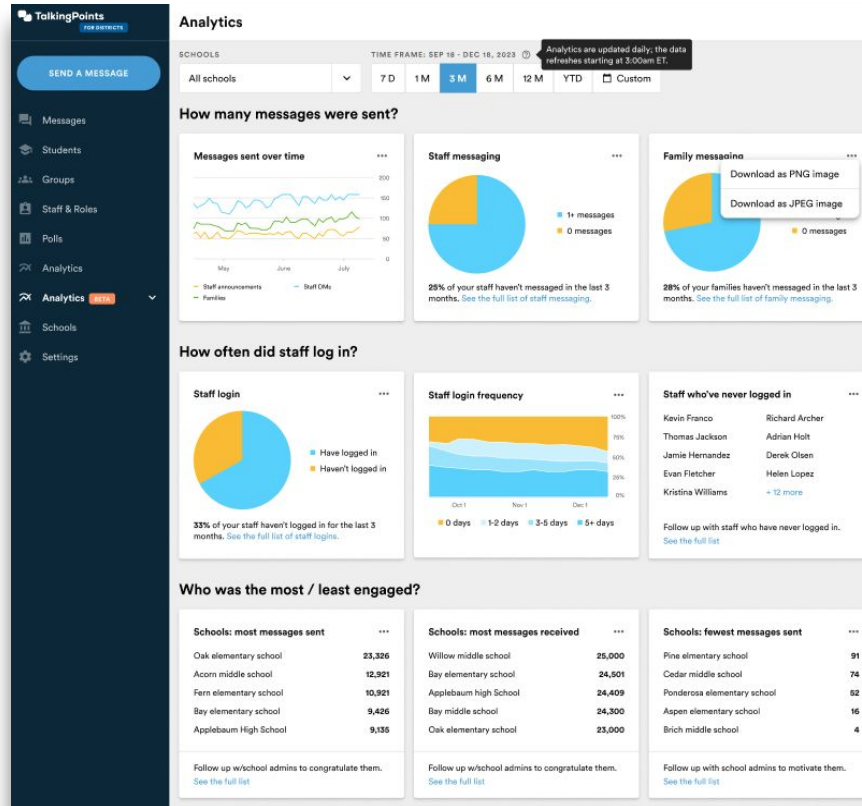
TalkingPoints Analytics

Answering questions like:

How many messages were sent? By whom? When?

How often did staff log in?

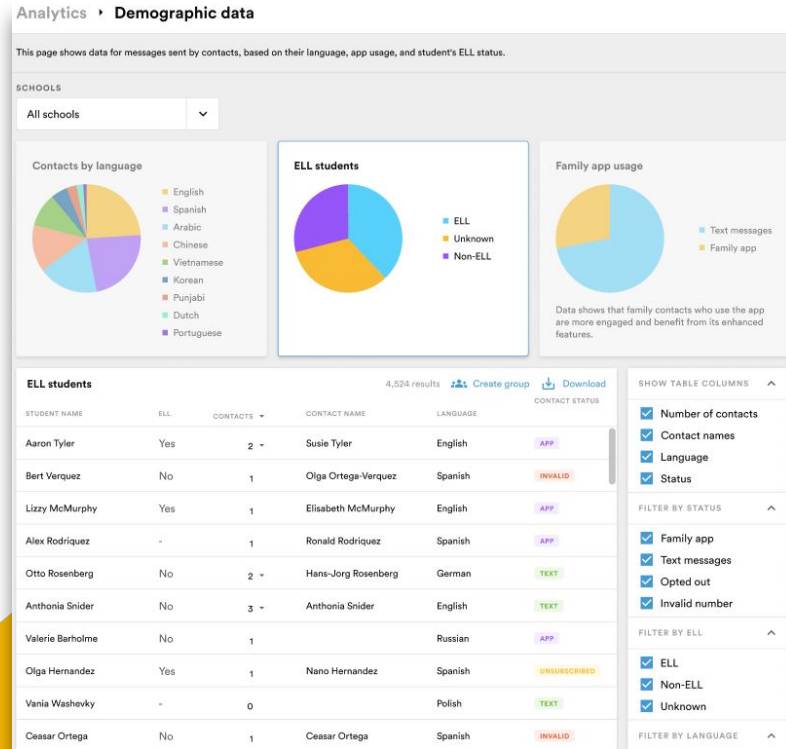Which schools/families were most/least engaged?

TalkingPoints Analytics

Including demographic breakdowns by:

Home language of families

EL status

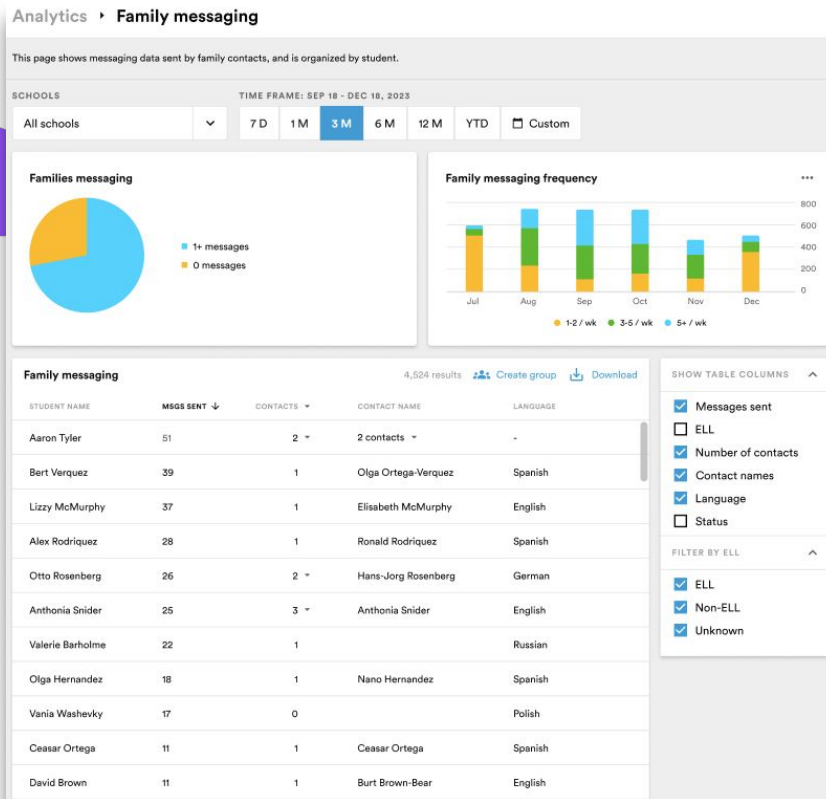Mechanism of preferred communications by families

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TalkingPoints Analytics

Family messaging patterns and trends:

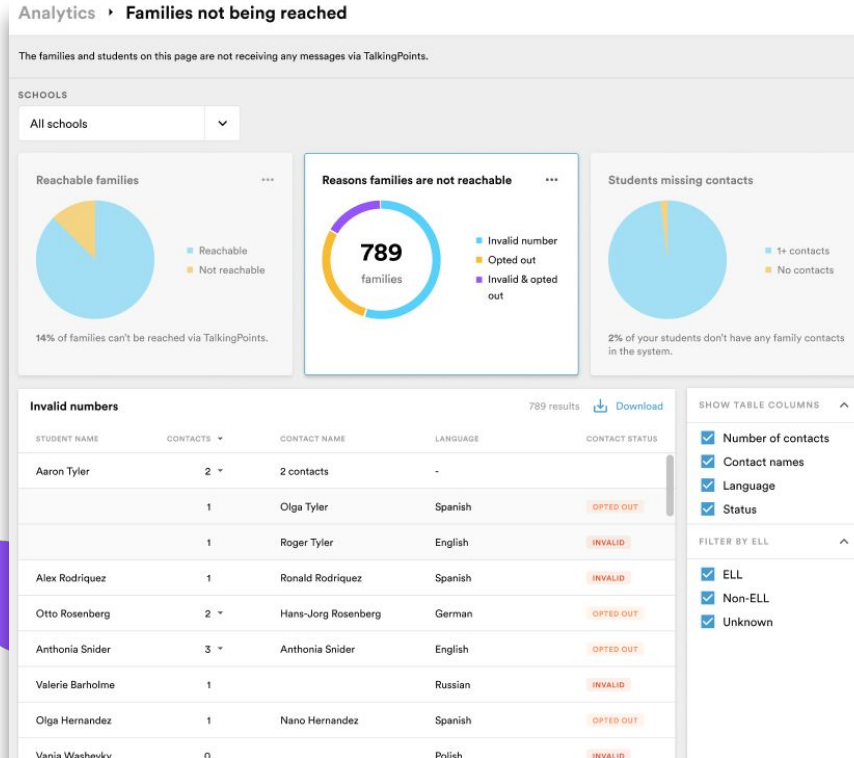Frequency

Sending vs. receiving rates

TalkingPoints Analytics

Who are you missing?

Who isn't receiving messages?

Why?

What would be most helpful to you to see in a report?

What else would you like to see?

Attendance issues are larger than ever. Current efforts to improve attendance are time and resource intensive and the scalable efforts are often more focused on record keeping than improving attendance.

ATTENDANCE

TalkingPoints

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

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 more

SCHOOL LEVEL
Elementary

MESSAGE STATUS
Ready for use

WEEK START DATE
8/19/24

Start here: Weeks of 8/19/24 and 8/26/24
No messages match your filter criteria.

Weeks of 9/2/24 and 9/9/24

ELEMENTARY

Attendance tip- If you tell us why your student is absent, we may be able to mark the absence 'excused' instead of 'unexcused'. This can be important for your student's record. Too many 'unexcused' absences can result in truancy. The next time your student is absent, send us a

SCHEDULE

Weeks of 9/16/24 and 9/23/24

ELEMENTARY

Attendance tip- Did you know that starting as early as Kindergarten, too many absences can cause children to fall behind in school? You can help your student succeed

ELEMENTARY

Attendance tip- Sometimes children do not want to go school if they are nervous about academic or social situations. You can help by listening to your student's

Attendance Improvement Plus upgrade and TalkingPoints Connector required

TalkingPoints

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

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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

Student attendance   Automated message   Message series

Today's absences

All absences today
11.9%
154 students

Unexcused absences today
4.2%
44 students   Auto-message: 1:00pm

Unexcused absences without reason today
2.9%
30 students

Custom attendance views   How to use this?

5 unexcused absences this school year
16.1%
13 students   AT-RISK

12 unexcused absences this school year
14.23%
428 students   AT-RISK

Add new view

Students missing 3+ days this week

Aaron Tyler	14
Bert Verquez	7
Lizzy McMurphy	4
Alex Rodriquez	4
Otto Rosenberg	4

+ 23 more

SEE THE FULL LIST →   MESSAGE

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Attendance Improvement Plus upgrade and TalkingPoints Connector required

ATTENDANCE

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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

Attendance Improvement Plus upgrade and TalkingPoints Connector required

How do you ensure that family engagement is truly effective?

Purposeful
Focuses intentionally on improving student outcomes

Inclusive
Advances equitable access for all students and families

Responsive
Adapts to evolving best practices and community needs

Enduring
Deepens trust and strengthens culture over time

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Universal Family Engagement

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

Purposeful
Focuses intentionally on improving student outcomes

Inclusive
Advances equitable access for all students and families
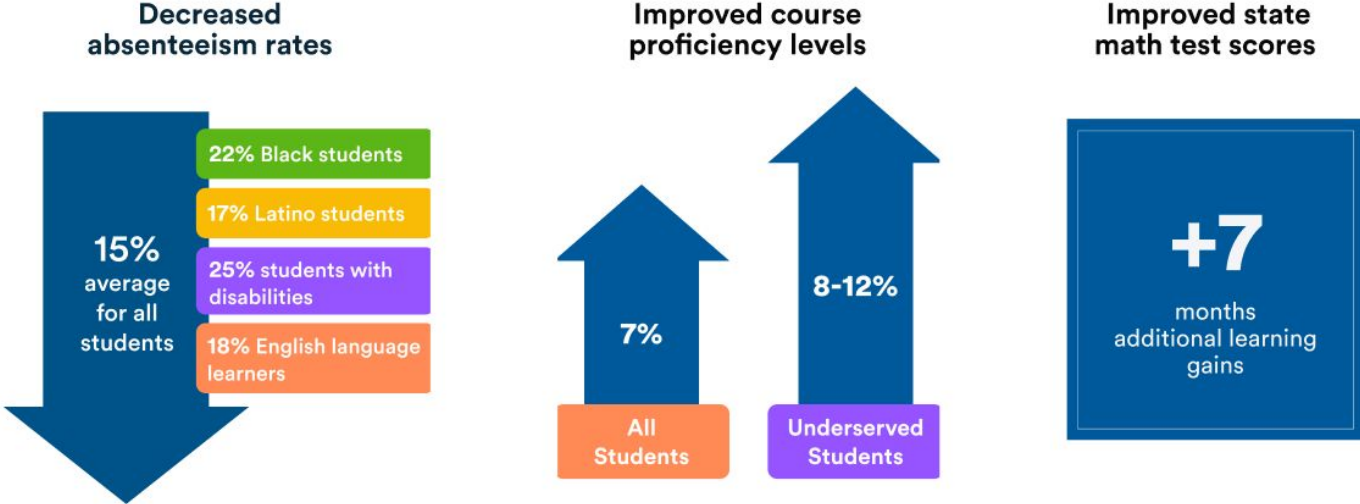
Responsive
Adapts to evolving best practices and community needs

Enduring
Deepens trust and strengthens culture over time

We have proven results

A third-party validated causal study shows TalkingPoints improved student academics and attendance

Decreased absenteeism rates

15% average for all students

22% Black students
17% Latino students
25% students with disabilities
18% English language learners

Improved course proficiency levels

7%
All Students

8-12%
Underserved Students

Improved state math test scores

+7
months additional learning gains

TalkingPoints

Partnering with schools & districts just like yours

2 in 3
US schools use
TalkingPoints

1 in 2
US districts use
TalkingPoints

5M +
Families & educators
building relationships

500M +
Over ½ billion
messages exchanged

Thank you!

Let's keep the conversation going,
partnerships@talkingpts.org

Nancy Bromberger
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VP Strategic Partnerships