



# TalkingPoints Impact Report

**SY 2016 - 2017**

June 19, 2017

Prepared by:  
TalkingPoints

## Overview

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TalkingPoints makes it easy for any parent to be engaged in their child's education, especially in low-income and diverse, immigrant communities. We help teachers and parents build relationships, shift mindsets and understand what effective parent engagement looks like through a multilingual communication platform with two-way translated messages and educational content that meaningfully connects parents and teachers. We serve low-income, high-need immigrant and/or English Language Learner students. To date, TalkingPoints has enabled 120,000 family members to have more than 3 million conversations about school with their students' teachers, 60% of them non-English speaking.

We conducted an End-of-Year parent and teacher survey to measure the impact TalkingPoints had on building strong parent-teacher partnerships in low-income, immigrant communities.

### Research Questions

- What are the barriers to building strong parent-teacher partnerships?
- Does TalkingPoints change teachers and parents' mindsets and behaviors?
- Does TalkingPoints change patterns of parent-teacher interactions?
- What type of impact is TalkingPoints having in the classroom?

### Methods

We conducted a survey involving 3000+ parents and teachers at the end of SY 2016-2017. Parents and teachers participated from 15 schools in California and New York with over 70% of students qualifying for the free/reduced price lunch program. We translated the survey into parents' home languages and sent the survey questions through SMS messages. Teachers completed the survey online.

### Findings

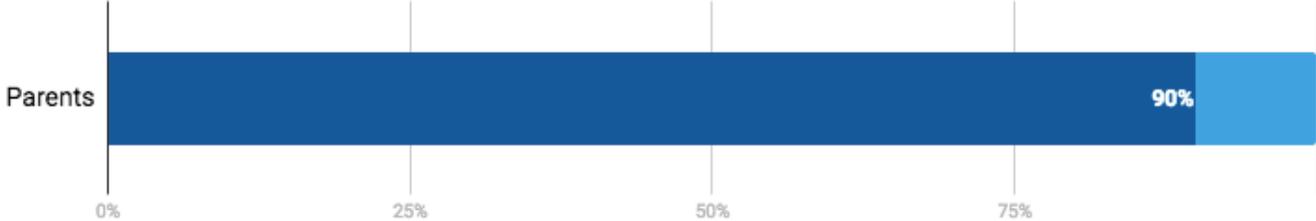
Survey results show that TalkingPoints is helping teachers reach the hardest to reach parents by getting rid language and technological barriers and involve them in their children's education. 80% of teachers reported seeing positive changes in their students' behaviors and performance in class through building stronger relationships with their families.

Parents also reported positive changes in their feelings about the school community and behaviors since using TalkingPoints. 90% of families reported feeling better connected to their schools and 85% of families reported having more conversations about school with their children at home.

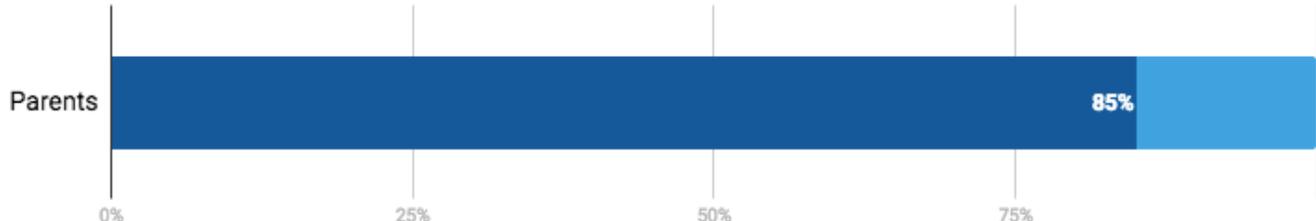
# Parent Survey Results

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- **90% of parents** reported feeling more included in the school community since using TalkingPoints.



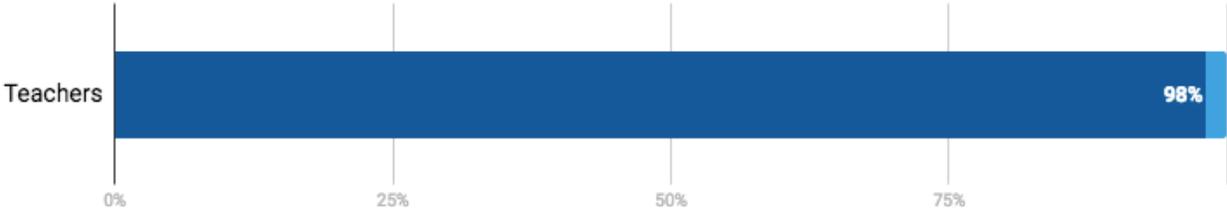
- **85% of parents** reported having more conversations about school with their child at home since using TalkingPoints.



# Teacher Survey Results

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98% of teachers were able to connect with parents they have not been able to before, and build stronger relationships using TalkingPoints.



80% of teachers saw improvements in student behavior and performance since using TalkingPoints.

