

Effective Communication with Culturally and Linguistically Diverse Families

Presentation to School Committee by
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October 12, 2022



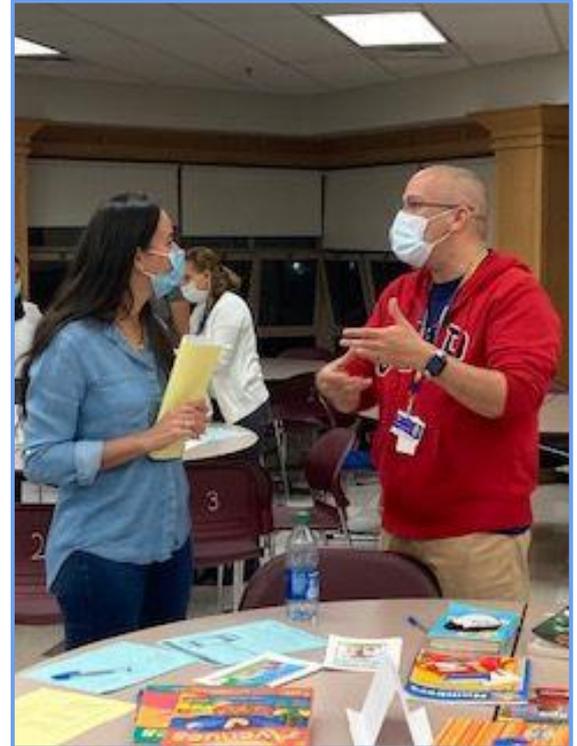
Why?



Effective Family Engagement

From DESE Vision and ELE Blueprint for Success:

- Provide resources to convey welcome
- Facilitates interaction as equals, and
- Invites two-way communication



Same Goal, Different Methods

Email- School Messenger



Seesaw-

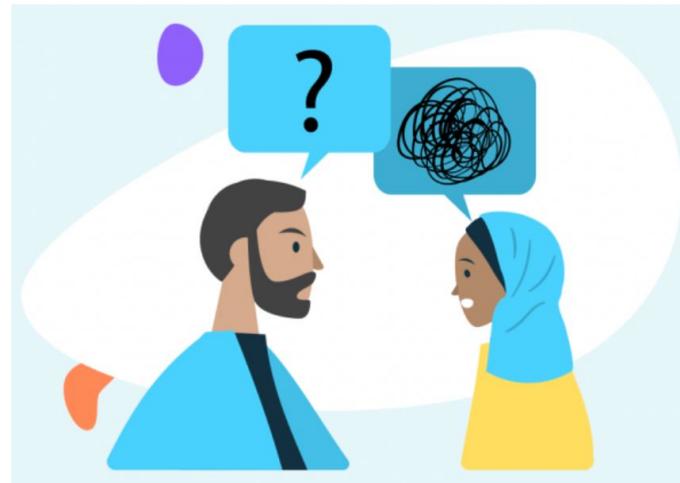


Talking Points



Tips for Translation

1. Be concise. English often translates into longer text.
2. Use simple sentences. Avoid compound ones.
3. Use active voice (as opposed to passive).
4. Use standard English word order: subject → verb → subject.
5. Avoid long noun strings.
6. Avoid humor in most cases.
7. Avoid jargon, slang, and idioms. Use only literal terms (i.e. “met” instead of “ran into”).
8. Avoid multiple meaning words (i.e. use “angry” instead of “mad”).
9. Use relative pronouns like “that” and “which.”





TalkingPoints

Meaningfully connecting
teachers and families for
student success



What TalkingPoints Does



Support

TalkingPoints is a two-way, multilingual family engagement messaging platform



Success

We translate communication in 100+ languages using a combination of AI and human translation



Empower

We are an edtech non-profit here to remove the language barrier for family engagement

Talking Points in Shrewsbury Schools, AY'21-22

- Purchased in fall of 2021, after 2+ years of ELE teachers using the free version.
- Rolled out starting in early November 2021, starting with the ELE teachers.
- Students in Talking Points are ELE families and families marked for translation/interpretation in PowerSchool.
- Use of Talking Points by SPS staff has spread through word-of-mouth.
- ELE teachers, classroom teachers, nurses, counselors, and building administrators are all using Talking Points to reach families.

TOTALS

STUDENTS

328

CONTACTS

353

TEACHERS

384

ADMINS

2

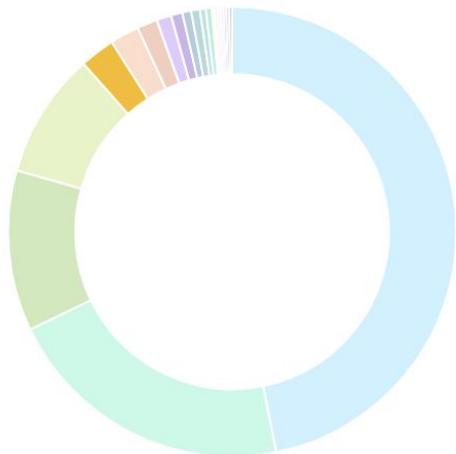
MESSAGES [?]

7,438

SPS Statistics from November 2021 - May 10, 2021

CONTACTS BY LANGUAGE

DOWNLOAD 



Portuguese	47 %
English	21 %
Spanish	12 %
Arabic	9 %
Chinese (Simplified / Mandarin)	3 %
Telugu	2 %
Korean	1 %
Vietnamese	1 %
Russian	< 1 %
Tamil	< 1 %
Haitian Creole	< 1 %
Albanian	< 1 %
Hindi	< 1 %
Bengali	< 1 %
Hebrew	< 1 %
Nepali	< 1 %
Persian (Farsi)	< 1 %
Punjabi	< 1 %
Turkish	< 1 %
Japanese	< 1 %

STUDENTS ?

365

CONTACTS ?

401

TEACHERS ?

391

ADMINS ?

2

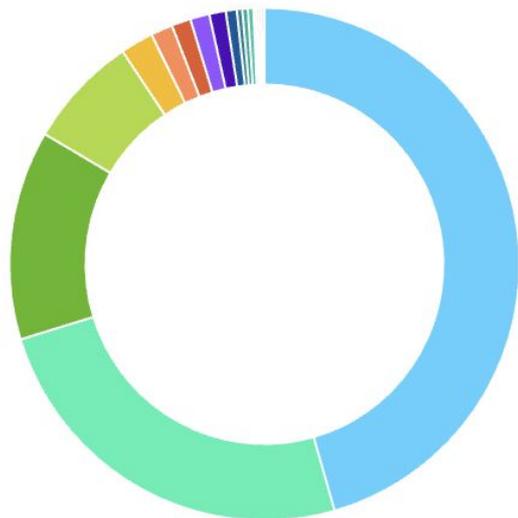
MESSAGES ?

1,307

SPS Statistics from August 30, 2022 - October 11, 2022

CONTACTS BY LANGUAGE

[DOWNLOAD](#) 



Portuguese	46 %
English	25 %
Spanish	13 %
Arabic	7 %
Chinese (Simplified / Mandarin)	2 %
Korean	1 %
Hindi	1 %
Telugu	1 %
Russian	1 %
Vietnamese	< 1 %

Albanian	< 1 %
Hindi	< 1 %
Bengali	< 1 %
Hebrew	< 1 %
Nepali	< 1 %
Persian (Farsi)	< 1 %
Punjabi	< 1 %
Turkish	< 1 %
Japanese	< 1 %

Messages Sent by Teachers Since 8/30/2022

TEACHERS

INDIVIDUAL MESSAGES

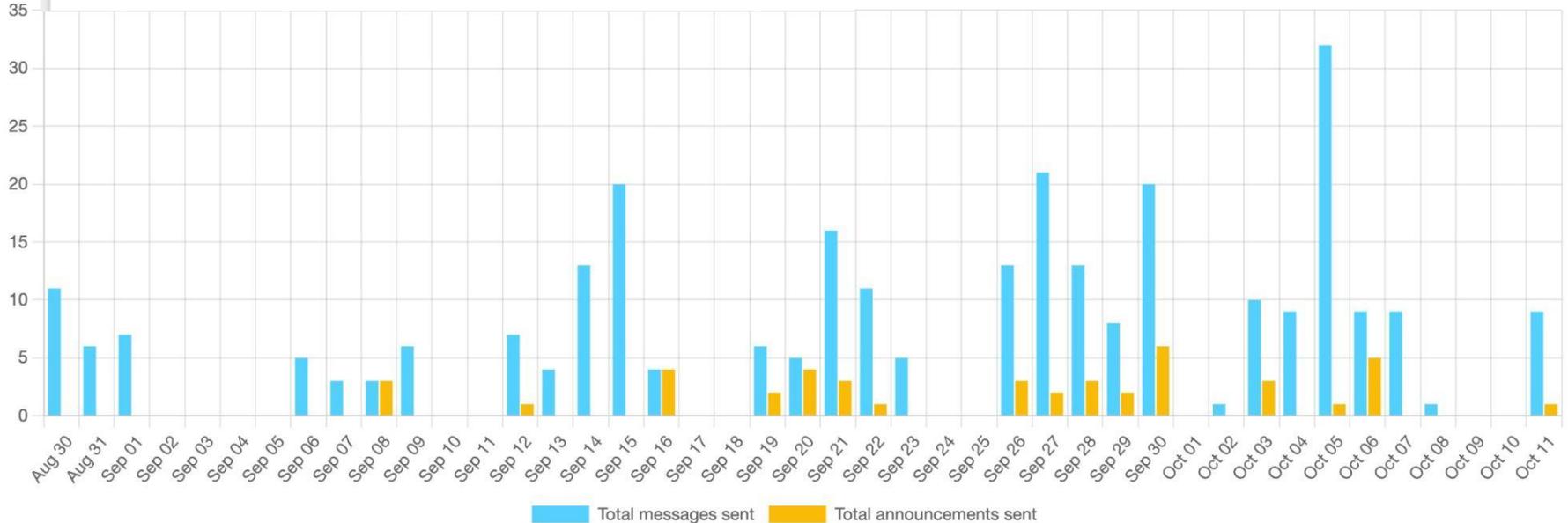
287

ANNOUNCEMENTS

44

FAMILIES REACHED BY ANNOUNCEMENTS [?]

143

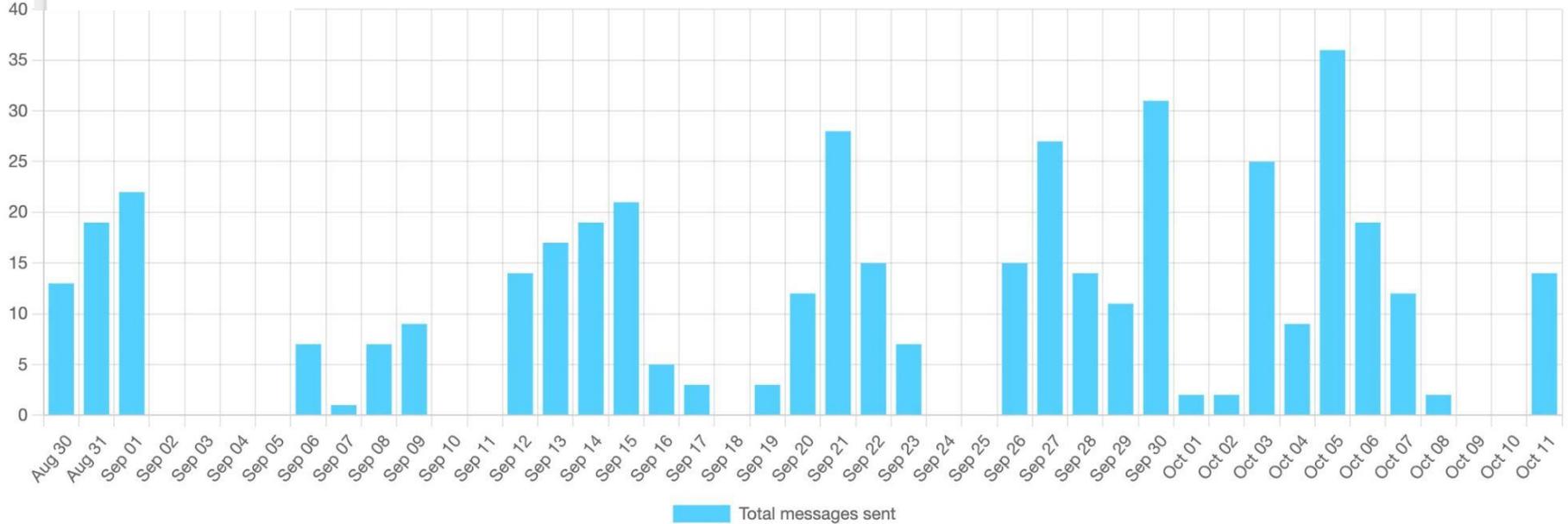


Messages Sent by Parents Since 8/30/2022

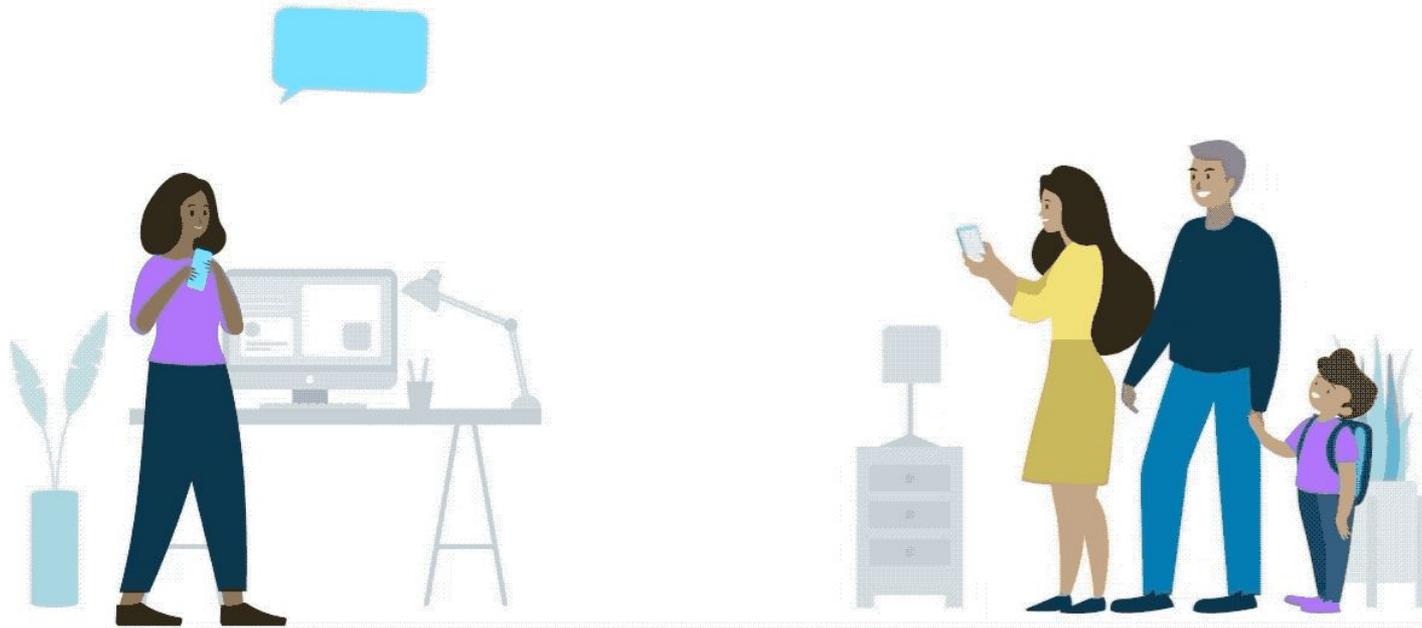
FAMILIES

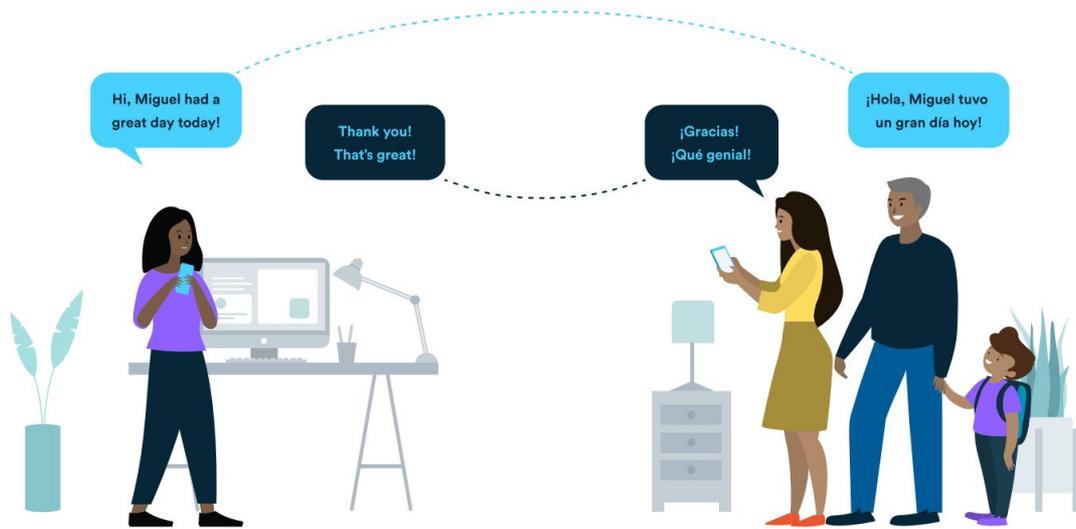
INDIVIDUAL MESSAGES

441



How TalkingPoints Works





For Teachers

- Educators message families in English via **mobile app** or **web browser**
- Messages automatically translate to the languages of your recipients
- Engage families through 1:1 messages or whole-class announcements

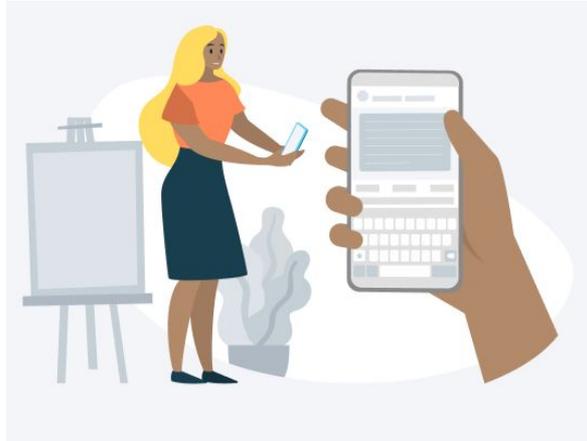
For Families

- Families receive + send messages in their home language via **SMS text message** or our optional + free **TalkingPoints for Parents mobile app**
- Families can send messages back in their home language, which will be translated to English for the teacher.

How families can engage via TalkingPoints

SMS text

- default mode of engagement
- no lift to get started
- TalkingPoints messages appear as text messages
- carrier rates apply
- no option to like messages, does not provide teacher with delivered or read receipts



TalkingPoints for Parents mobile app

- free + optional
- low-lift to get started
- all TalkingPoints messages in one place
- convenient with multiple kids
- “Help Me Understand” and text-to-speech for 40 languages
- gives likes, delivered receipts, and read receipts

Communicate with Families in 100+ Languages

Arabic

Chinese (Simplified)

Chinese (Traditional)

Filipino (Tagalog)

French

Hebrew

Hindi

Indonesian

Italian

Japanese

Lao

Malay

Romanian

Russian

Somali

Spanish

Swedish

Thai

Turkish

Vietnamese

and many more...



Talking Points Demo



Thank you!

If you have additional questions about Talking Points, please reach out to me.

cmanos@shrewsbury.k12.ma.us

Questions?



Diverse Needs, Flexible Tools

SCHOOL NAME 	STAFF	ADMINS	STUDENTS
Calvin Coolidge School	42	2	43
Floral Street School	45	2	36
Maj. Howard W. Beal School	54	2	37
Oak Middle School	87	2	76
Parker Road Preschool	18	2	4
Sherwood Middle School	86	2	48
Shrewsbury High School	165	2	103
Spring Street School	28	2	8
Walter J. Paton School	28	2	10