



TalkingPoints

Meaningfully connecting
teachers and families for
student success



What TalkingPoints Does

Support

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

Success

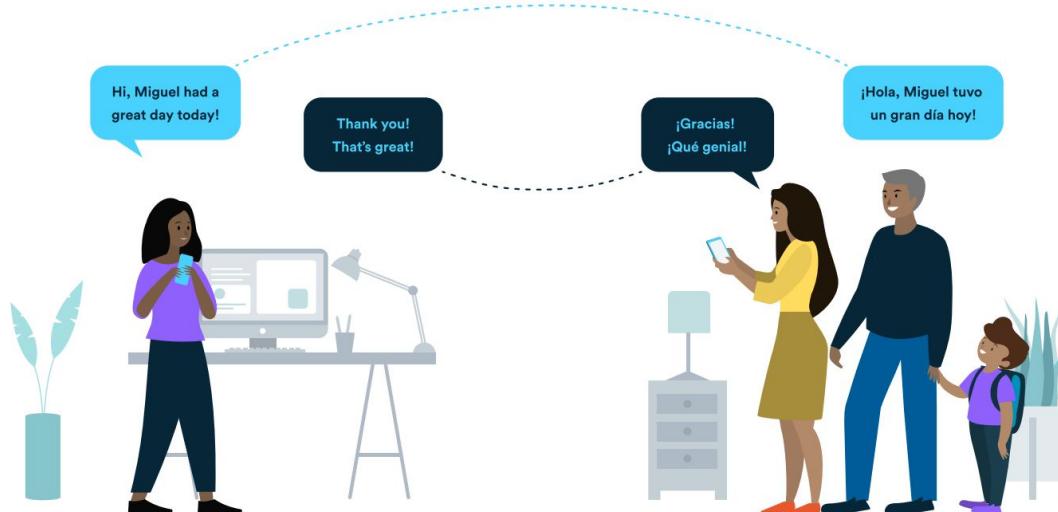
We translate communication in 100+ languages using a combination of AI and human translation

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, 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.



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

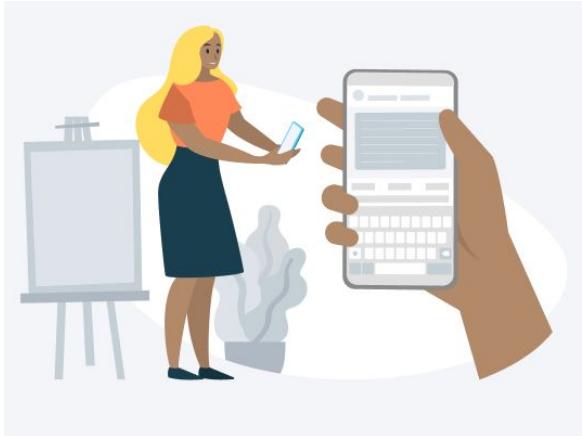
For Families

- 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	Lao
Chinese (Simplified)	Malay
Chinese (Traditional)	Romanian
Filipino (Tagalog)	Russian
French	Somali
Hebrew	Spanish
Hindi	Swedish
Indonesian	Thai
Italian	Turkish
Japanese	Vietnamese
	and many more...

