



Family Engagement Drives Student Success

As the 2025-2026 school year comes to a close, this report is a chance to look back at the family engagement work that took place at Woodland School District this school year. Every direct message, every two-way conversation, every kudos sent home was a moment when a family felt seen and the school-family relationship grew a little stronger. Decades of research show that this kind of trust-building is one of the most powerful predictors of student success, with families and schools who communicate consistently seeing improvements in attendance, achievement, behavior, and well-being. Here's how this year unfolded for Woodland School District.

Woodland School District has had

1,061,676

points of communication so far this school year!

73,976

direct messages
sent by family

111,553

direct messages
sent by staff

58,959

direct messages sent by
school administrators

🌟🌟🌟 This year, your staff put real energy into reaching out to families, which is the foundation of every strong family-school partnership. The pattern in your data points to a clear opportunity for next year: building family participation so communication becomes more consistently two-way. Reminders to families about how to access TalkingPoints, more positive and relationship-centered outreach, and steady use of Family Check-Ins are practical ways your staff can invite more responses and deepen the trust they've already started building.

For deeper investment in staff practice, our [Professional Learning Services](#) offer tailored, research-backed sessions that help educators turn family communication into a consistent driver of student outcomes.

Curious about the research and stories behind this work? Take a look at [TalkingPoints' study](#) on attendance and behavior outcomes and Green Bay Area Public Schools' [success story](#), which shows what becomes possible when family engagement is treated as a shared, district-wide priority.

Woodland School District

2025-2026 End-of-Year Partner Impact Report

Family Reach and Two-Way Engagement

Family engagement starts with broad reach, and grows through consistent, personal outreach that invites families to respond. The metrics below tell the story of how that practice played out across Woodland School District this year.

99%

of families have received *any* messages

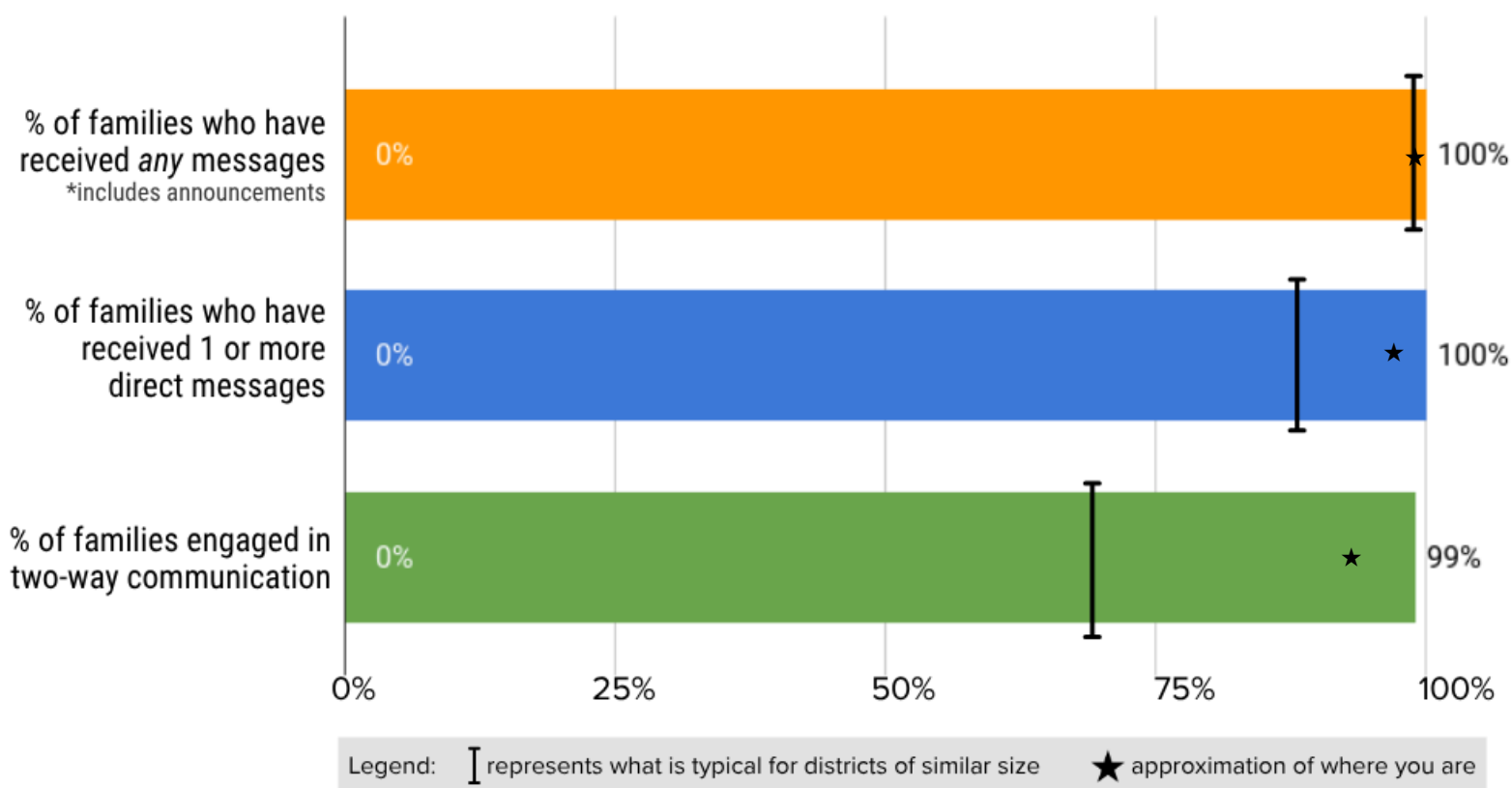
98%

of families have received 1 or more direct messages

93%

of families are engaged in two-way communication

Let's take a look at how your district's year compares to others of similar size and implementation year. On the chart below, you'll see colored bars showing the full range of results across comparable partners, along with the median value of the data set. This context is meant to highlight where your year stood out and where focused outreach could continue to move the needle as you plan for the year ahead.



We'd love to have you at **TalkingPoints Launch Strong**, our first-ever virtual learning event, on August 20, 2026. The [opening keynote](#) is free for all partners, and the exclusive professional learning session, [Every Message Matters](#), is a great way to set staff up to start the new school year ready to reach every family.

Thank you for the work your staff put into family engagement this year. Every message sent and every conversation sparked helped a family feel a little more connected to their child's school, and we're proud to have been part of it.

Email your Partner Success Manager for details about this data report!