

# POSSIP

Annual Impact Report

2022 - 2023

Possip®



# A Message from Our Founder

August 30, 20223

As Possip enters our 6th school year, I am hopeful.

Our mission at Possip - enlisting frontline feedback to strengthen schools - means we get the earliest pulse. Across the more than 1,200 schools we serve I can report that the joy and optimism we are hearing this year is unique!

As a mom, I'm also optimistic. The pandemic hit when my son was in 1st grade and my daughter was in 4th grade. They, like all our kids, went through a lot. Today I see in them a strength, perseverance, and resilience that will propel this generation to accomplish great things.

Our schools are both a mirror and a window into what is possible for kids. This Annual Report gives us the opportunity to reflect on the innovative ways our partners are building the strength, perseverance and resilience necessary to lead. We know that schools are stronger when we - parents, students, and staff - choose to work together towards that goal.

Here's to an exciting year of joy, learning, and growth.

*Stronger academics, operations,  
culture, stability, and equity.*

**Shani Dowell**

*CEO & Founder of Possip*

Make schools stronger by routinely  
**measuring** and **enlisting** the perspective  
of families, staff, and students.



# The Why Behind Possip

## Our Vision

We help people, schools, and organizations live up to their greatest potential by enlisting the voices of their diverse and dispersed communities.

## Our Mission

Possip gives you the pulse of your people to make your organization stronger. We use routine, multi-lingual SMS Pulse Check™ surveys to give you the power of feedback and information from those at the front lines.

## Our Story

As a teacher and organizational leader, Shani Dowell had seen the need to hear from students, families and staff. She also saw the many barriers to students, staff members, and families sharing. Possip was founded in 2017 and over the past 5 years has given over a million people across 34 states the power for their voice to shape schools and organizations.



I firmly believe that parent voice, with the possible exception of student voice, is the most important thing that we can get.

- *Kayleigh Colombero, Étoile Academy Charter School*



# How Possip Works for Our Customers

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## **1** *Pulse Check™*

Parents, staff, or students receive recurring surveys via text-message or email in 100+ languages

## **2** *Feedback*

Participants provide praise, feedback, and questions

## **3** *Data*

Possip creates actionable reports for school and district administrators

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# Who We've Heard

**213,496**  
voices heard.

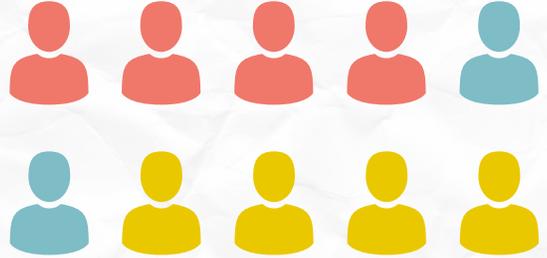


**1,751**  
total organizations.



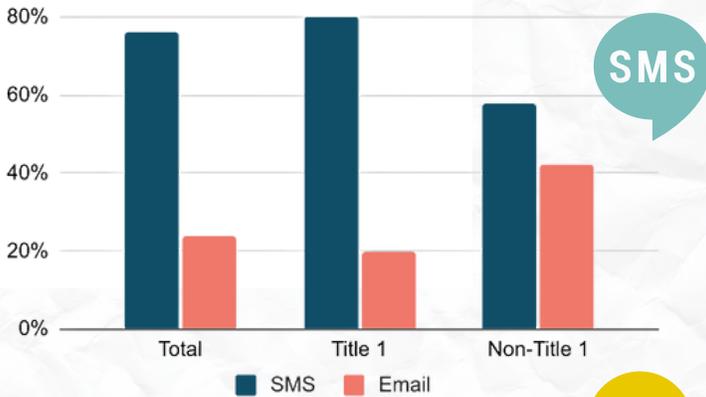
*186% growth in the number of schools we serve*

**4 Out of 10 Parents and 6 out of 10 staff** replied over the course of the year.



*Compared to typical survey response rates of ~10%*

## 76% OF RESPONSES ARE VIA SMS!



**36%** of respondents had students at elementary schools



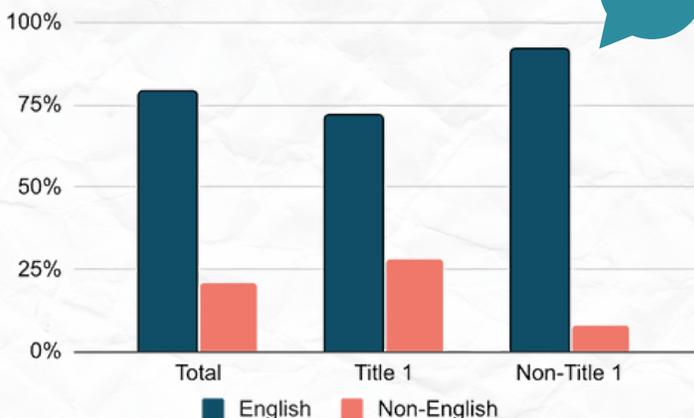
**16%** of respondents had students at middle schools



**28%** of respondents had students at high schools



## RESPONSES IN OVER 67 LANGUAGES!



**330K+** actionable comments

# What We've Heard

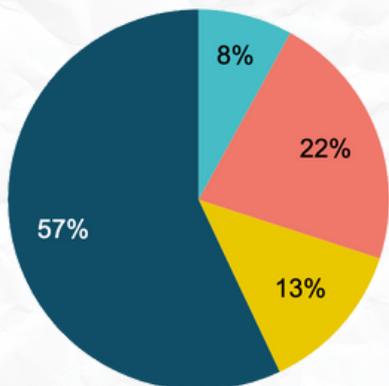
**73% OF RESPONDENTS SAID "YES" TO BEING HAPPY WITH THEIR CHILD'S SCHOOL**

16% "Mostly"  
11% "No"

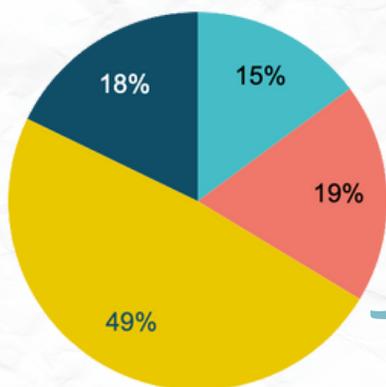


## PRAISE AND FEEDBACK

THERE WERE **4** PIECES OF PRAISE ABOUT TEACHERS AND STAFF FROM PARENTS FOR EVERY **1** PIECE OF FEEDBACK.



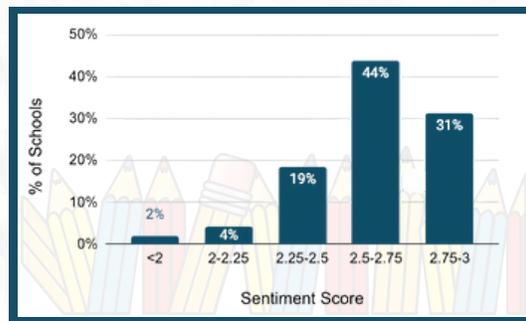
PRAISE



FEEDBACK

Teacher and Staff    Operations    Academics    Community and Culture

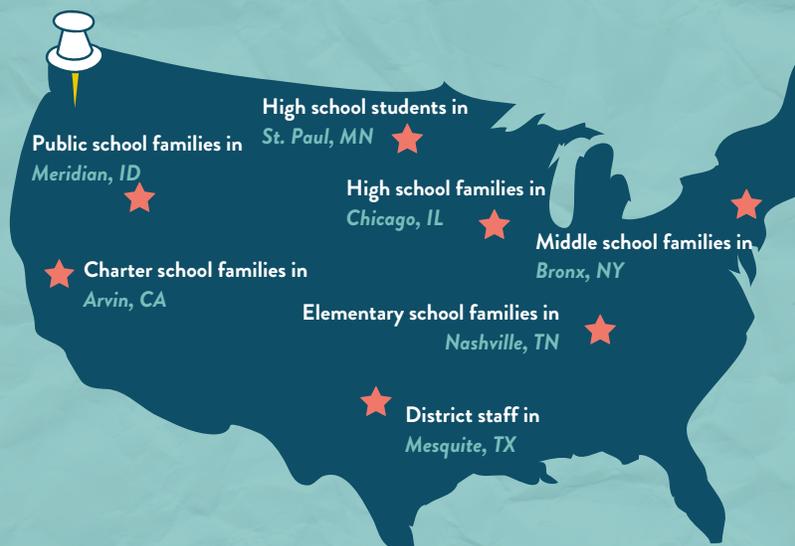
**2.6**  
AVERAGE SENTIMENT SCORE™



**75% OF ACCOUNTS HAD A SENTIMENT SCORE™ GREATER THAN 2.5**



## TOP THEMES FROM PARENT RESPONSES



# Where We've Been



CONNECTING AND GROWING OUR COMMUNITY

## SEPTEMBER 2022

TN-ECD, Chattanooga, TN  
TN - County Mayors, Economic  
Development

TXEdCon22 Conference,  
Dalla, TX  
Texas Public Schools

## OCTOBER 2022

Arkansas Public School  
Resource Center Conference,  
Little Rock, AR  
Arkansas Charter Schools

National Family Engagement  
Summit/Conference,  
Charlotte, NC  
Educators

Council of Great City Schools  
Conference, Orlando, FL  
Inner city public schools

NY Charter School  
Conference, Buffalo, NY  
New York Charter Schools Association

Colorado Association of School  
Boards Fall Conference,  
Glenwood Springs, CO  
Colorado Association of School Boards

## NOVEMBER 2022

22nd Annual SC Charter  
Schools Conference,  
Spartanburg, SC  
SC Charter Schools

INAPEF Annual Conference,  
Indianapolis, IN  
Directors and board members of  
public education

TSBA Annual Convention,  
Nashville, TN  
TN School Boards

Ohio School Boards Association  
Conference, Columbus, OH  
Ohio school district governance teams

Illinois Association of School  
Boards Conference, Chicago, IL  
IL School Boards

## DECEMBER 2022

East TN Federal Programs  
Conference, Gatlinburg, TN  
TN School Board and Federal  
Program directors

## JANUARY 2023

Diverse Charter Conference,  
Kansas City, MO  
Influencers from DCSC member  
schools and networks, partners from  
the field and prospective members

TASA MidWinter  
Conference, Austin, TX  
Texas School Administrators

## FEBRUARY 2023

ESEA National Conference  
Title I, Indy, IN  
Federal Education Programs

AASA Conference, San  
Antonio, TX  
Public school superintendents

TSPRA Annual Conference,  
Fort Worth, TX  
Texas School Public Relations  
Association

## MARCH 2023

TNCASA, Concord, NC  
TN - Court Appointed Special  
Advocates



# CUSTOMER SPOTLIGHTS

## DISTRICT LEADERS

**BALTIMORE CITY**  
**PUBLIC SCHOOLS**

“The real-time immediate feedback and easy to use platform benefits our district and, most importantly, our families. While surveys are good tools, the use of SMS surveys removes barriers for families that have traditionally been underrepresented. We wanted to also make sure that families had multiple ways to share feedback.

So Possip was a game changer.”

- *Tina Hike-Hubbard, Chief of Communications, Baltimore City Schools*

**POSSIP'S PRIMARY USE CASE REMAINS SUPPORTING SCHOOL LEADERS TO ENGAGE ALL FAMILIES.**



## SCHOOL LEADERS

“Possip is a quick way for parents to give some input in a non-threatening way. They feel comfortable giving feedback through the platform.”

- *LaToya Cobb, Principal, Amqui Elementary*

## EDUCATOR SENTIMENT



“Our cabinet read all the comments in the export and even coded them and now we’re going to have a talk with all principals next week to highlight the schools with the highest happiness and give everyone a chance to learn from those principals and leaders.”

- *Laura Jobe, Chief of Communications, Mesquite ISD*

**PARTNERS ARE USING POSSIP TO  
SURVEY IN NEW WAYS, INCLUDING WITH STAFF.**

## EDUCATOR SUPPORT



“Staff voice is extremely important to be able to get a sense of what’s happening on the ground within schools. Hearing staff voice also allows you to be able to pivot, and make adjustments, to ensure that staff are supported, healthy and valued, and to make sure things stay functional.”

- *Dr. Diarese George, Founder and Executive Director, TECA*

# BOND REFERENDUM



Harlandale ISD partnered with Possip to understand community sentiment in advance of their 2022 bond. By asking a series of targeted questions to their families, staff, and community members, Harlandale was able to adapt their bond messaging and outreach based on the specific themes and trends uncovered. All three propositions of the Harlandale bond referendum passed.

**TOGETHER WITH OUR PARTNERS WE ARE  
INNOVATING WITH POSSIP.**

## STUDENT SENTIMENT



"Northwestern also uses its feedback methods [Possip] to ensure students feel supported at school. A recent survey of high school students indicated that 86% of them feel like they have a trusted adult they can turn to at Northwestern."

- *Kristen Bilkey, Superintendent, Northwest ISD*

# **BUILDING STRONGER SCHOOLS THROUGH THE POWER OF FRONT-LINE FEEDBACK.**

## **STUDENT ATTENDANCE CHECKS**

Seven schools across Metro Nashville Public Schools, including Antioch Middle School, partnered with Possip to complete required attendance assessments and help reduce the amount of truancy interventions needed.

Antioch was able to quickly learn about barriers to attendance from those families that would most benefit from intervention. Given the success of Possip Attendance checks last year, Antioch is preparing to re-start the program for the 22 - 23 school year.



**METRO  
NASHVILLE  
PUBLIC  
SCHOOLS**

# The People Powering Possip

24 Full Time Team Members, 30 Part-time Reporters



## Possip's Newest Members



**Sean Smith**

*Director of Sales and Partnerships*



**Mandy Wallace**

*Manager, Knowledge and Content*



**Kyle Sebastian**

*Sales Operation Manager*



**Bonnie Marschner**

*Customer Relationship Manager*



**Fernando Trigero**

*Junior Project Manager*

# POSSIP

## Building Stronger Schools

Ready to listen with Possip®

Find Us:

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Nashville



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