

# Possip School Impact Report

for School Year 2023-24

*Prepared by*



# INTRODUCTION FROM POSSIP'S CEO



**Shani Dowell**  
Founder & CEO

## OVERVIEW

Over the past year, Possip has continued to deepen our impact on schools and communities while also expanding our reach and depth. As ever, we are focused on feedback and perspective making places better.

We continued to grow the 1,000+ places we worked with and over 5 million opportunities we offered people to share their perspectives over the year. In addition to Possip's standard (and trademarked) Pulse Checks, we grew to serve our partners through:

- [Long-Form Surveys](#)
- [Principal-Facing Resources](#)
- [Possip Membership Portal](#)
- [Data-Driven Insights and Papers](#)

This year I'm again inspired by the way our customers use the perceptions and data they gather to improve their practices for everyone in their community.

Shani Dowell, CEO

## STORIES OF IMPACT

### Increased Teacher Retention

An LEA in TN used Possip to pulse their staff. Over the course of the year they were able to celebrate wins and identify specific needs in schools with staff satisfaction and happiness. They improved staff satisfaction year-over-year by more than 10 percentage points.

### Improved Communication

Ten Texas districts used Possip to engage with the families of Emerging Bilinguals. They increased their feedback and insights from families of Emerging Bilinguals by over 10x.

### Decreased Bullying, Increased Inclusion

In a small town in Tennessee, feedback from Possip was instrumental in the creation of an inclusive workshop for families centered around bullying. The workshop worked to help the school community define, identify, and spread resources to help parents support their children.

### Increased Safety, Faster Decision-Making, opportunity

In an urban school in Texas, Possip's real-time feedback highlighted family concerns about the cost of a proposed uniform policy. As a direct result, the school implemented a new protocol to mitigate those concerns: they decided to provide uniforms for all students in the first year of the new policy. This helped them easily implement the policy that addressed safety concerns while mitigating barriers.

### Improved Academic Enrichment Opportunities

At a school in South Carolina, families expressed concerns about the lack of access to high quality reading materials outside of school. The feedback gathered through Possip prompted the school to launch a partnership with their local library to bring a bookmobile to campus regularly.

### Increased Attendance

In an urban, multi-lingual Tennessee school, attendance rates were dropping. This school used Possip's Attendance Checks to regularly engage with students and families that were chronically absent. Through their engagement they were able to improve attendance rates by at least 1 percentage point.



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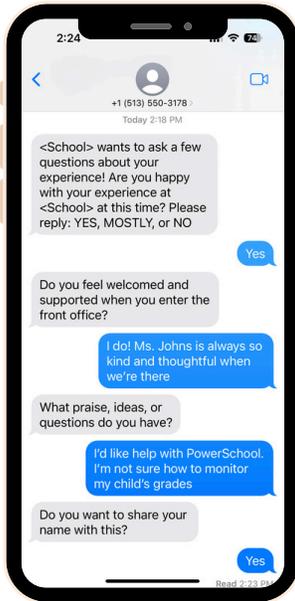
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*About*

# HOW POSSIP WORKS

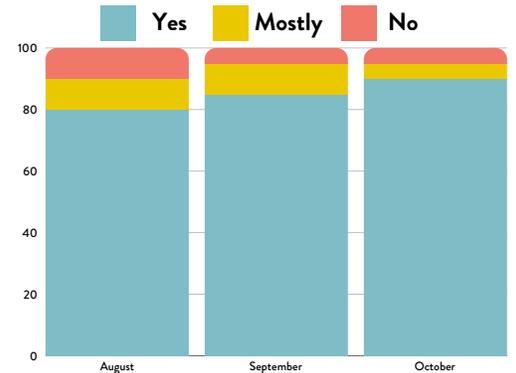
Pulse Checks® by Possip give leaders the real-time information they want quickly and easily.

## Pulse Check in Action!



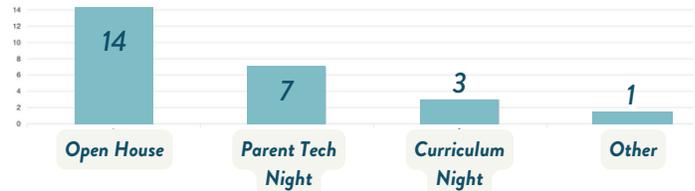
Custom data reports unique to your school or district!

Are you happy with your experience at your school at this time?



What events would help your child successfully start their new grade level?

- 1) Open House; 2) Parent Technology Support Night;
- 3) Curriculum Night; 4) Other, please share



### STAFF

"I appreciate our leadership's efforts to provide [Possip's] forum for feedback and especially acknowledge the follow-up conversations to actively address the concerns of the staff."

-Teacher in IL

### SCHOOL LEADER

"We've been able to utilize these [Possip] reports to strengthen our communication methods and information shared with our families, as well as give positive feedback to our staff. Love POSSIP!"

-School Leader in OH

### FAMILY

"Thank you [to school leaders] for reaching out to close the loop after the last Possip survey. I feel heard and that my concerns were addressed."

-Family Member in TN

# HOW POSSIP WORKS

Possip helps schools engage their community through routine text message and email Pulse Checks. Armed with a quick pulse on their community and access to resources and best practices, leaders can make decisions and build stronger schools. Pulse Checks require nothing to download and offer translations in more than 100 languages.

## BENEFITS FOR FAMILIES, STAFF, AND STUDENTS

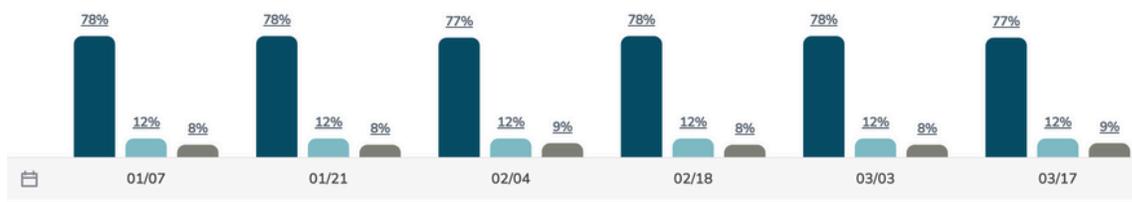
- Provides opportunities to share feedback, praise, or needs in less than 1 minute
- Invites responses through text or email in respondents' preferred language
- Does not require an app or login



### Sentiment Question Results:

"SUNRISE ACADEMY is using POSSIP to ask a few questions about your student's experience. Are you happy with SUNRISE ACADEMY at this time? Please reply: YES, MOSTLY, or NO to get a new question! (Reply STOP to unsubscribe)"

● Yes ● Mostly ● No  
Click the percentages to view a list of the respondents.



Possip Report  
in action!



## BENEFITS FOR SCHOOL LEADERS

Scan Here to Download  
a Full Sample Report



- Summarizes data and highlights the most pressing needs
- Spotlights praise and categorizes feedback
- Offers tailored, actionable recommendations
- Allows for easy follow up
- Provides seamless integration with your SIS
- Allows you to ask your community customized questions

# FAMILY PULSE CHECKS

Schools and districts ask families a series of questions in the language of the person (over 100 languages).

## Sentiment Question

Are you happy with your school this week? Please reply: Yes, Mostly or No



Yes

Mostly / No

What praise, ideas, or questions do you have?

What feedback do you want to share?

## Custom Question

Are you planning on attending back-to-school night? Please reply: Yes or No.



*This question is selected or written by the customer!*

## Anonymity

Do you want to share your name?



Thank you! Share feedback any time!

# CUSTOM QUESTIONS SCHOOLS ASK

## Teacher/Staff Praise & Feedback

- In honor of Teacher Appreciation Week, is there a teacher or staff member you would like to recognize with praise? Reply with a comment for us to share with them.

## Event Attendance & Feedback

- Are there any barriers that prevent you from attending our family events? Please select all that apply: 1) Transportation 2) Language 3) Work 4) Time conflict 5) Childcare Challenges

## Beginning/Mid/End of Year Impressions

- What is something that exceeded your expectations first semester?

## Academic Performance & Evaluation Feedback

- What types of academic support would you like to see at school this year? Please respond with the number of all supports you would like to see provided. 1) Tutoring; 2) Advanced work; 3) Small group support; 4) Homework help; 5) Other

## Enrollment

- Will you be enrolling your student for the next school year? Please reply: Yes, Maybe, No or Graduating.

## Attendance

- Your student has missed 5 or more days of school. What is the primary reason for your student's absences? Please answer with a number from the choices below and any additional explanation of the reason: 1) Sickness 2) Transportation 3) Suspension 4) Communication or language barriers 5) Other

## CUSTOM QUESTIONS SCHOOLS ASK STAFF

- Do you feel supported in your role at our school? Please reply: YES, MOSTLY, or NO. Also, please either share a way you have recently felt supported by the administration or a need/request that you have.
- How would you like to be celebrated when we hit goals such as a full school or content/grade team?

# WHO SCHOOLS HEAR FROM

1,236

Schools use Possip to collect and analyze family feedback

Instead of relying on one long annual survey, schools get their communities' input

8-14 times

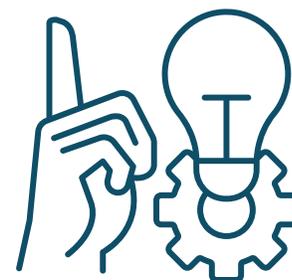
throughout the school year

198,348

Unique family voices heard with Possip

## DIVERSE REPRESENTATION

Families use 69 different languages with Possip, including English, Spanish, Arabic, Amharic, Tagalog, Somali, French, Lao, Burmese, and more!



**HIGHLIGHT QUOTE:** "Praise for the special education team at SCHOOL! They have been so helpful in navigating my son's IEP, and my son is progressing so much. He has never loved school-- until now! I am so thankful for everyone on the team, especially Mrs. Fuhs! "

**HIGHLIGHT QUOTE:** "Pues yo solo quiero agradecer a todo el personal .de todos en la escuela .pero en especial de Sara .en la oficina. .siempre q nesesito algo ella con mucho gusto me alluda y de muy buena manera ..sonriente siempre ..😊"

Well, I just want to thank all the staff, everyone at the school, but especially Sara, in the office. .whenever I need something she gladly helps me and in very good way ..always smiling ..😊

**HIGHLIGHT QUOTE:** " مدرسة تهتم بطفلي الذي يعاني من التوحد. يستمعون جيدا لاي اقتراح من طرف الاهل. ومتعاونين جدا اشكر اهتمامهم ووحسن اصغاءهم ومراستهم لي في كل شيء يخص طفلي المتوحد "

A school that cares for my child who suffers from autism. They listen carefully to any suggestion from the parents. They are very cooperative. I thank them for their interest, listening and writing to me about everything related to my autistic child.

We Serve

31 States  
+ D.C.



We have needed a deeper connection with stakeholders, this gives us that. I like this tool a great deal.



—Dr. Trenton M. Watson,  
Westwood High School Principal  
Memphis Shelby County Schools

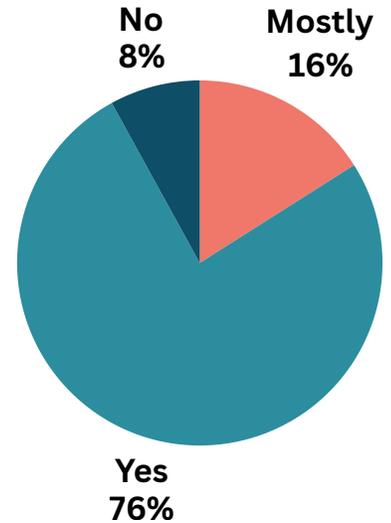
# FAMILY HAPPINESS IN SCHOOLS

## FAMILY SENTIMENT



Parents are happy with their schools about 76% of the time.

*Are you happy with your school this week?*



## RATIO OF TEACHER PRAISE TO FEEDBACK

**~2:1**

For every comment with concerns or questions about teachers, schools receive 2 comments praising teachers and school efforts!

“We love the staff and especially how everyone seems to know everyone! My daughter’s teacher (Mrs. S.) is **AMAZING!!!** She is always willing to work with her on her needs, and is a great communicator!”

—Elementary Parent

## TOP 5 FAMILY FEEDBACK TRENDS

1. Administration
2. Teachers and Staff
3. Teacher Communication: Student Progress & Grades
4. Student Behavior: Bullying
5. Extracurricular Activities

# STAFF PULSE CHECKS

## Sentiment Question

Are you happy with our organization this week?

Please reply: Yes, Mostly or No



Yes

What praise, ideas, or questions do you have?

Mostly / No

What feedback do you want to share?



## Custom Question

How would you like to be celebrated when we hit goals such as an organizations or department?

## Anonymity

Do you want to share your name?

Thank you! Share feedback any time!

## More Questions to Ask:

Do you feel supported in your role?  
Please reply: YES, MOSTLY, or NO. Also,  
please either share a way you have recently felt  
supported by the administration or a  
need/request that you have.

Do you feel a sense of belonging  
at our organization?  
Please reply: YES, MOSTLY, or NO and why.

## TEACHERS AND STAFF EXPERIENCE IN SCHOOLS

4,397

Unique staff voices  
heard with Possip

## Top 5 School Staff Feedback Trends

1. Administration
2. Teacher Workload
3. Teacher Morale
4. Staff Support
5. Communication

“Administration do a fantastic job listening and responding to staff. They are great problem solvers. They give excellent guidance. For the most part, all teachers are easy to speak to and are often flexible when they can be.”

Staff member in Illinois



# 2023-2024 POSSIP PARTNERS

## Arizona

Academy with  
Community Partners  
Virtual Prep  
Academy (VPA)

## California

ABLE Charter  
Aveson Schools  
Collegiate Charter  
High School of LA  
Connecting Waters  
Charter  
Excel Academy Charter  
Schools  
Fort Sage  
Granada Hills Charter  
Grow Academy Shafter  
High Tech High  
Graduate School of  
Education  
Palm Desert Middle  
Sol Aureus College  
Preparatory  
Steele Canyon

## Colorado

Delta High  
Delta Middle  
Garnet Mesa  
Elementary  
Rocky Mountain Prep

## Delaware

Las Americas ASPIRA  
Academy

## Florida

Burnett Middle  
KIPP Jacksonville  
Spark Pediatrics  
VPA

## Georgia

KIPP Metro Atlanta

## Idaho

VPA

## Illinois

Belvidere School District  
100  
Cather Elementary  
Chicago Public Schools  
Conklin Elementary  
Crown Community  
Academy of Fine Arts  
Great Lakes Academy  
Lawndale Community  
Academy  
Leslie Lewis Elementary  
Morton Elementary  
Regional Office of  
Education 33  
Stowe Elementary  
The Village Early  
Childhood Collaboration  
Illinois Virtual School &  
Academy

## Indiana

Believe Circle City  
Inspire Academy  
The Bloomington  
Project School  
VPA

## Iowa

Bergman Academy

## Kentucky

Learning Grove

## Louisiana

Élan Academy  
Charter School

## Maryland

Baltimore City  
Public Schools

## Massachusetts

Cambridge Public  
Schools  
Greater New  
Bedford Voc-Tech  
Veritas Prep

## Michigan

ACCEL  
Michigan  
Online School

## Minnesota

School District 622  
Spring Lake Park  
Schools

## Mississippi

Clarksdale Collegiate  
Leflore Legacy Academy  
RePublic Schools

## Missouri

Kairos Academies  
KIPP St. Louis

## Nevada

Nevada Virtual Charter

## New York

Columbia University  
Intellectus Prep  
KIPP NYC  
Lockport High  
New Dawn Charter  
Sage Collegiate

## North Carolina

Movement School  
Union Elementary

## Ohio

CAA Head Start  
Jefferson County  
Vocational  
Olentangy Schools  
Perry Local School  
District  
Plymouth-Shiloh Local  
School District  
St. William  
Elementary  
Pathfinder Career  
Academy of Ohio  
OHDELA  
Gateway

## Oklahoma

College Bound  
Academy  
KIPP OKC  
College Prep  
VPA

## Oregon

Rockwood  
Preparatory  
VPA

## Pennsylvania

Deep Roots  
Charter

## South Carolina

Liberty STEAM  
Charter  
SC Whitmore School

## Tennessee

Bellevue Middle  
Chattanooga Preparatory  
Donelson Middle  
East End Prep  
Empower Upper  
Cumberland  
Explore! Community  
School  
Fayetteville City Schools  
Grizzlies Prep Charter  
Hamilton County Schools  
Inglewood Elementary  
JE Moss Elementary  
KIPP Nashville  
LEAD Public Schools  
Linden Waldorf School  
Maxwell Elementary  
Memphis Shelby County  
Schools

Metro Nashville Public  
Schools  
Nashville Classical  
Park Avenue Elementary  
RePublic Schools  
Rutherford ATLAS  
Program  
STRIVE Collegiate  
TN SCORE

## Texas

Austin Achieve Public  
Schools  
Bloom Academy  
Charter School  
Brillante Academy  
Compass Rose Public  
Schools  
Edna ISD  
Étoile Academy  
Houston ISD  
Lake Dallas ISD  
Lyford CISD  
Shepherd ISD  
SP3 Awareness of  
Bilingualism  
Texas Education  
Authority (TEA)  
Big Spring ISD  
Bridgeport ISD  
Buena Vista ISD  
Dallas ISD  
Keller ISD  
Nacogdoches ISD  
San Antonio ISD  
Uplift  
YES Prep

## Washington

North Mason  
School District  
Ocean Beach  
School District  
Pinnacles Prep  
VPA

## Washington D.C.

Howard University  
Middle  
Mundo Verde

## West Virginia

VPA

## Wyoming

VPA

## ADDITIONAL PARTNERS

ACCEL Schools  
BES School Leadership Development  
Pearson

# POSSIP FAQs

## Does Possip need to replace my annual survey?

- It doesn't need to - but it can if you want. Depending on how you use customizable Bonus Questions, you can gather the information from your annual survey through Possip. In reality, most Possip Partners use Pulse Checks as a complement to their annual survey (which Possip can also do for you). With Pulse Checks, you can get real-time information and course correct throughout the year, and your families know that they will receive invitations on a regular schedule to share their praise or concerns.

## Does this replace my other communications?

- No. In fact, we find a strong system of outbound communication is an important lever for strong community engagement. Pulse Checks allow you to measure general sentiment about your school campus(es) and solicit feedback about specific topics from your community in the language they choose.

## How long until I get the responses back?

- Quickly! Within 3-5 business days you receive an organized recommendation report that highlights praise and categorizes needs, concerns, ideas, and questions. This is unique - as most survey platforms require weeks - and lots of people hours - to administer. You get to focus on what you do best - celebrating the good and problem solving.

## How do schools pay for Possip?

- Schools and districts find it manageable to pay for Possip using existing means. Depending on what type of feedback they plan to use, districts and schools pay for Possip in several ways including funds from Title I: ESSA, Parent Involvement; Title II Professional Development; Title III ELL; Title V: Innovative Programs; and PTO funds, grants, and discretionary funds.
- Many schools and districts see Possip tied to student recruitment and/or staff retention budgets. Potential school or district budget line items include:
  - Communications
  - Technology / Educational Technology / Technology Integration
  - Professional Development / Training Programs / Staff Development and Retention
  - General Administration
  - Specialized Instructional Materials / Special Programs
  - Parental Involvement Programs / Family and Community Engagement
  - Student Support Services / Student Well-being Programs
  - Attendance Improvement Programs / Attendance and Engagement Initiatives
  - School Climate and Culture Initiatives / School Improvement Planning
  - Community Outreach Programs / Strategic Partnerships and Community Outreach

# ABOUT

## POSSIP

- Possip gives leaders quick, actionable insights from their large and diverse communities. We do this by deploying routine, multi-lingual SMS Pulse Check® surveys and providing strategic advice and analytics.
- Learn more at <https://www.possip.com/>

## POSSIP Products

- Pulse Checks
  - For Engaging Families, Staff, and Students
  - For Promoting Attendance and Learning about Barriers
  - For Supporting Teacher Retention and Family Enrollment
  - For Quick Decision-making
  - For Preparing for a Bond Vote
- Long Form / Comprehensive Surveys
- Strategic Planning
- Data Packages
- Professional Development and Training for Families and/or Staff