



**INTRODUCING**  
**ALLHERE**

2023



## ABOUT US

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AllHere is an award-winning text messaging solution that reinvents school-to-family communication, creating personalized and engaging experiences between families and schools. Through 24/7 two-way, real-time communications, we engage with families to foster student recruitment, retention, and success. Using an intuitive chatbot, the personalized system combines conversational AI and proactive messages to support families in their preferred language. AllHere was founded in 2016 by a Harvard graduate and former teacher determined to create opportunity-rich lives for every child in America by providing families customized assistance to navigate their children's schooling. Supported by the Harvard Innovation Lab, AllHere is used by more than 8,000 schools across 34 states to guide more than three million students and families through their K-12 educational journey.



"ALLHERE FOR CHILDREN"



## MISSION

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Empower school systems to create meaningful interactions that inspire family engagement through real-time, personalized mobile messaging.

## VISION

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Pave the road to student success by engaging every family.



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## WHAT IS IT?

AllHere is a 24/7 text messaging system that facilitates two-way communication between families and school districts.

## WHAT DOES IT DO?

It provides a fast, easy way for families to receive answers to frequently asked questions about attendance, grades, transportation, schedules, calendars, and more.

## WHY IS IT USED?

To improve school attendance and foster students' academic success and personal growth.

## HOW DOES IT WORK?

The real-time, two-way texting solution engages families through proactive messaging in their preferred language.

## WHO BENEFITS?

The customer service support not only benefits students and families but allows educators more time to focus on hands-on instruction.





# CONVERSATIONAL AI

AllHere leverages state-of-the-art conversational AI for its chatbot - currently, a Large Language Model (LLM); however, even state-of-the-art AI models suffer from how to deal with sensitive/urgent topics and a “hallucination” issue, where a LLM model confidently makes up misinformation with no basis in reality. Left unchecked, “hallucinations” in the K-12 setting risk providing inaccurate information to end users.

We use a three-pronged approach to our application of AI: best-in-class **prompt engineering**, **retrieval-augmented generation**, and our proven **human-in-the-loop** strategy.



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# APPROACH

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- 1** Prompt engineering is an emerging practice in AI applications that leverages carefully-crafted, highly detailed instruction sets to guide the behavior of an AI model. Without the correct guidance, an AI model cannot consistently perform the required task. Perfecting its instructions ensures the AI model will act reliably and repeatably, respecting its limits and reducing its likelihood of generating misinformation.
- 2** Retrieval-augmented generation provides an authoritative source of truth that the AI model draws from when responding to a question. This approach takes the user's question, finds all relevant information and documents in the district's knowledge base, and provides those together with the question to the AI model. By providing a discreet set of facts that are hyper-relevant to the question, the AI model is dramatically less likely to generate misinformation.
- 3** Our human-in-the-loop approach to conversations with families is an acknowledgment that even state-of-the-art AI models are not perfect. While the technology is improving every day, there are and will continue to be situations in the K-12 space where a chatbot is not the right solution to lead a conversation. For example, in cases where a student may be having a mental health crisis, a threat of violence has been made, or other human-led action is required urgently, we believe no chatbot could adequately address the needs of that user. AllHere's team of human moderators work 24/7 to ensure all conversations are successful, jumping in any time the AI model is unable to fully address the needs of the guardian.



## INTUITIVE CHATBOT

From a technical perspective, AllHere's chatbot is powered by the GPT-4 model running on Microsoft's Azure platform, allowing it to flexibly scale enough to support an arbitrarily large user base with Microsoft-guaranteed 99.9% uptime and lightning-fast performance. AllHere-generated district- and school-level knowledge bases are indexed and stored in a cloud-hosted vector database. We leverage an industry-standard library called LangChain that brings together multiple AI-powered capabilities including integration with LLMs (GPT-4 today + new state-of-the-art models as they emerge in the near future). Responses are generated through our carefully-engineered prompts plus retrieval-augmented generation, and are moderated by our human staff.

As our moderators track the questions and answers, we continually update and improve the knowledge base. We can identify the source of each piece of information if the bot answers a question incorrectly and ensure that data is kept up-to-date. Additionally, we run periodic strategic reviews with the district to ensure those data sources themselves are known and up to date.



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# PROVEN SUCCESS

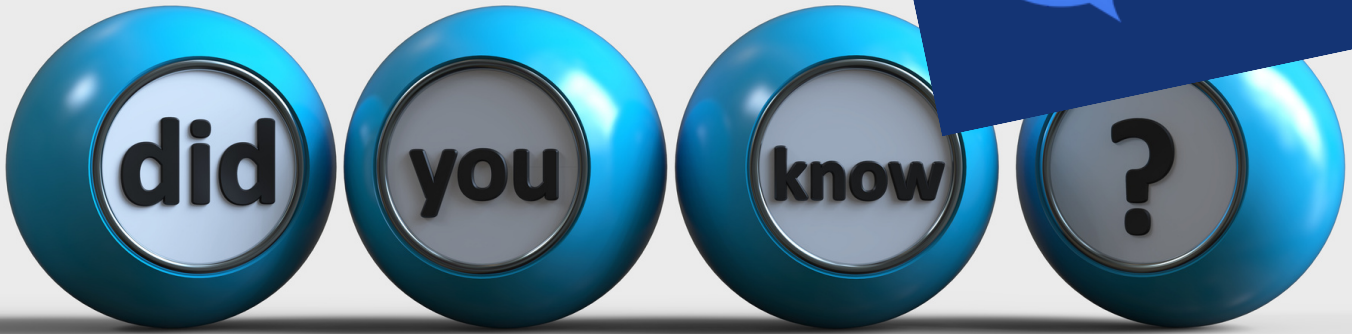
The impact of this is the only evidence-based application of conversational AI in K-12.

AllHere's unique, proven approach to leveraging state-of-the-art AI models with industry best practices, a dedicated team of human moderators and research-backed standards of evidence will provide an impeccable user experience for all district students and families, as well as drive the impact that districts seek around attendance, family engagement and student success.



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## FACTS

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**AllHere** is an intelligent, evidence-based mobile messaging system powered by AI to support enrollment and attendance.

**Interactive Nudges:** Proactive and specialized messaging campaigns proven by behavioral science drive positive impact and prevent problems before they arise.

**On-Demand Assistance:** Students and families text questions to the chatbot and receive accurate, rapid responses from a knowledge base that's customized to each district.

**Proactive Outreach:** Automated messaging campaigns nudge students towards success or poll them for information about where they need assistance, offering a holistic support system.

**24/7 Availability:** Always-there individual support helps students and families find the right resources and information exactly when they need it, with automated responses that can answer 85% of incoming messages in 2 seconds or less.

**Conversational AI:** The chatbot makes interactions fun through graphics and wit, mimicking human interactions and flexibly transitioning to staff when appropriate.



## FACTS Continued

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**A Research-Based Approach to Education Support Services:** The AllHere Advisor (AHA) automates and mimics proactive and reactive human conversation, drawing upon a customized knowledge base to ensure each family and student receives the right support at the right time.

The AI-powered platform is based on research on the positive impact of two-way texting. As our world is more mobile than ever before, communicating with students and families over text messages makes actionable information more accessible.

**Flexible Interventions:** Personalized outreach provides proactive intervention for enrollment and attendance, with built-in flexibility to fit every school district's targeted goals.

**Professional Development:** Implementation for teachers and staff is effortless, saving time and allowing them to focus on the most meaningful interactions.

**High Engagement:** Text messages get checked: They have a 98% open rate (compared to less than 25% for postal mail and email).

**Individualized Support:** The interactive library of responses has the system flexibility to be customized to align with individual districts' policies, protocols, and cadence.

# HIGHLIGHTS

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**MISSION-  
DRIVEN  
STARTUP**

**24/7 TWO-WAY  
COMMUNICATION**

**8000+  
SCHOOLS IN  
36 STATES**

**40+ TOP  
EDUCATION  
AND INDUSTRY  
AWARDS**

**SERVING 4  
MILLION K-12  
STUDENTS**

**AI-POWERED  
PERSONALIZED  
CHATBOT**

**FEMALE  
MINORITY-  
OWNED  
BUSINESS**

**PARTNERSHIP  
WITH HARVARD  
INNOVATION  
LAB**



## **BENEFITS TO FAMILIES**

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- Fast, easy way for families to receive answers to their frequently asked questions about grades, attendance, missed assignments, schedules, transportation, and more.
- Families receive 24/7 customer service support in a language they can understand, at a time that is convenient for them.
- Families receive text messages with personalized updates and tips to boost their child's engagement, attendance, well-being, and learning.
- Families will have a personal advisor to guide families through school, thus removing some of the obstacles that keep them from engaging.



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## **BENEFITS TO EMPLOYEES**

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- AllHere provides unprecedented support in real-time, streamlining communication with families.
- The system lessens the already taxing workload of school site and district personnel.
- Teachers, school leaders, data analysts, counselors, and other support staff can help students who need more hands-on and personalized support.
- Educators can stay one step ahead, with more time to focus on complex challenges that require hands-on instruction.
- AllHere complements teachers' existing communication tools.



## BENEFITS TO SCHOOLS

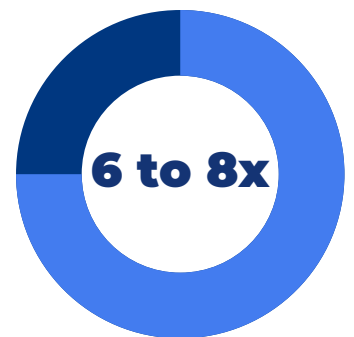
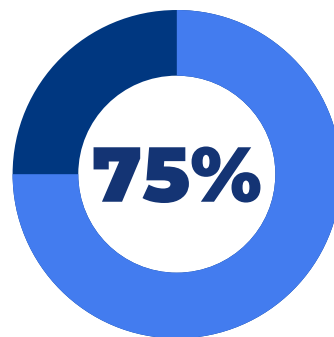
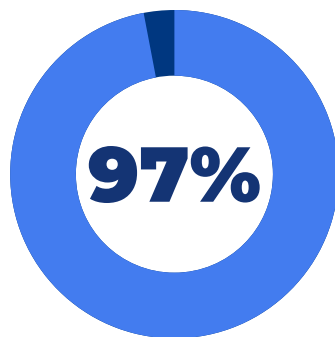
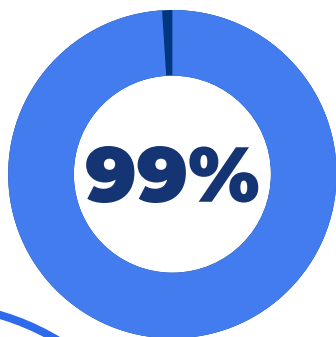
In addition to increasing attendance, reducing dropout rates, building parental engagement, and improving customer service, AllHere powered by AI can help districts and schools by:

- Administering surveys about topics ranging from technology connectivity to social and emotional learning.
- Using the results of surveys to connect students and families to educational support services, thus increasing the district's preparedness and performance.
- Assisting with enrollment by communicating with families with timely, targeted guidance about processes, deadlines, and criteria.



## HOW EFFECTIVE IS TEXTING?

- Text messages have a 99% open rate
- 97% of messages are opened within 15 minutes
- 75% of people prefer receiving texts over emails
- Texting has a six to eight time higher engagement than email





## PROVEN RESULTS

- Weekly, automated alerts to families about missed assignments, grades, and absences positively impacted student attendance and outcomes.
- Research on engaging parents through technology showed the following academic outcomes:
  - 17% increase in class attendance
  - 38% decrease in course failure
  - .23 point increase in GPA

**17%**

**38%**

**.23**





# CLIENTS





## ALLHERE AT WORK

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### **Louisiana Department of Education, Louisiana**

AllHere provides support for families experiencing homelessness and an increasing proportion of students throughout the entire state. AllHere integrates student-centered data for students, teachers, family members, administrators, and others to use the application to access relevant information, online tools, and community resources. Families also have access to a friendly Chatbot (called the “BeEngaged Bot”) that leverages the most current technology in analytics and Artificial Intelligence (AI) to provide access to student data, services, programs, and information offered by the Louisiana Department of Education. More than 637,000 students attend school in the state of Louisiana.

### **Prince George’s County Public Schools (PGCPS), Maryland**

Four and a half years ago, AllHere was selected to provide PGCPS with a solution for meeting the needs of the district’s 130,000 parents by ensuring that all student progress and opportunities for improvement can be safely and securely discussed via two-way text messaging. Regular nudges and weekly reminders about students’ progress are very effective at helping educators communicate progress data, and helping families keep students on track throughout the academic year.



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## ALLHERE AT WORK

### **East Baton Rouge Parish School System, Louisiana**

The second-largest school district in Louisiana selected AllHere to be its provider of digital family engagement communications that encompass updates for families regarding topics including student attendance, course progress, and student performance on assessments. The district also selected AllHere to provide 24/7 support to families via an automated two-way SMS chatbot. Families receive timely, relevant, and non-judgmental support messages on topics including course requirements, customized feedback on students' progress, digests with upcoming due dates, and more. During its launch day, there were 93,846 interactions with families discussing nearly 500 topics.

### **Lansing Public Schools (LPS), Michigan**

For more than three years, AllHere has provided LPS with a software solution that meets the learning acceleration and strategic stakeholder communication needs of the district's stakeholders by ensuring that all interventions are properly conducted, all families are reached, and barriers or "root causes" to academic struggles are identified via a chat that includes innovative visualizations of student-centered data. LPS is the 14th largest school district in Michigan.



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# SPOTLIGHT

## Forbes

AllHere's Joanna Smith On Tackling America's Education Problem ([read](#))

How A Black Female Edtech Founder Attracted \$12.1 Million In Venture Capital ([read](#))

From Climate Change To Chronic Truancy, Forbes' 30 Under 30 In Education Are Tackling Some Of The World's Toughest Problems ([read](#))

Bringing access and opportunity to the classroom and beyond ([read](#))

## BUSINESS INSIDER

Meet the 71 Black women who raised \$1 million or more in VC funding since 2021 ([read](#))

## BLACK THE #1 BLACK DIGITAL ENTERPRISE MEDIA BRAND

Black Female CEO of EDTECH Startup Raised \$8M to Fund AI-Powered Program to Manage Truancy in K-12 Schools ([read](#))

## crunchbase news

Exclusive: AllHere Raises \$8M Series A To Tackle Absenteeism In K-12 Schools ([read](#))

## EdSurge

AllHere Gets a 'Nudge' to Scale Low-Cost, Research-Backed Way to Improve Student Outcomes ([read](#))

## QuickTake by Bloomberg

Former Teacher Made an App to Reduce Chronic School Absences ([read](#))



# AWARDS



## FOUNDER

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**JOANNA SMITH-GRIFFIN**  
Chief Executive Officer

Joanna Smith-Griffin is the CEO and Founder of AllHere. An educator and former school family engagement director, Smith-Griffin has been immersed in education her entire career. She began working at the DC Promise Neighborhood Initiative, supporting cradle-to-college success. She then partnered with local communities while working at the Harvard EdRedesign Lab to reimagine place-based education and child development systems through its "By All Means" initiative. Her love of children led her to the classroom as a middle school math teacher and district family engagement leader in the Boston area. Throughout Smith-Griffin's career, her leadership and the efforts of dedicated technologists have propelled AllHere district and school partners to record-breaking academic gains. Analysts and education experts across the country regard AllHere as a national leader in family engagement it was recently recognized with the District Administration 2023 Top Ed Tech Product of the Year Award. Griffin-Smith holds a bachelor's degree in liberal arts and social sciences from Harvard University.