

USING GEN AI TO GET PARENTS ENGAGED IN THEIR CHILDREN'S EDUCATION

SoftServe was instrumental in Mesquite ISD's customer engagement, creating the AI-powered platform to personalize education and connect parents and students, showcasing their innovation and AI expertise.

The challenge

Mesquite faced the widespread issue of learning gaps, particularly magnified by the COVID-19 pandemic. The district needed to bridge the communication and involvement gap between schools and families to support personalized learning and improve student outcomes. This challenge is shared by schools nationwide, seeking to enhance parental engagement and tailor education to individual student needs.

The solution

SoftServe collaborated with Google Cloud to craft a customized solution for Mesquite ISD, utilizing Google Cloud's AI/ML capabilities, specifically Vertex AI, to develop the platform. This innovative solution provides personalized learning experiences and facilitates parental engagement through tailored activity suggestions, leveraging data insights to enhance educational outcomes.

The result

The collaboration led to the creation of a Family Activity Suggestions feature, generating nearly 2,000 activities based on 400 student interests. The platform has engaged close to 27,000 users and issued over 234,000 tailored suggestions, with positive feedback from parents and educators. This success showcases the platform's ability to personalize education.

Through the innovative platform, Mesquite ISD has significantly improved parental engagement and personalized learning. The AI-driven Family Activity Suggestions has already seen remarkable adoption, with over 27,000 users and positive feedback, illustrating the platform's effectiveness in enhancing the educational ecosystem for students, parents, and educators alike.

About Mesquite ISD

Mesquite Independent School District (Mesquite ISD) in Texas stands out for its innovative use of technology to enhance education. They are recognized for their platform, a unique AI-driven solution designed to personalize learning and increase parental engagement, setting a new standard in educational strategies and student success.

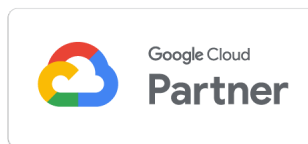
Vertical/horizontal solution: Education

Primary project location: United States

softserve

About Softserve Inc.

SoftServe is a leading digital services company specializing in software development and consultancy services.



Products

Google Cloud Platform