psesd
excellence & equity in education
Puget Sound Educational Service District

ATTENDANCE AWARENESS TOOLKIT 2019-2020

ATTEND. ACHIEVE. SUCCEED.

EVERY DAY COUNTS, EVERY STUDENT MATTERS

ATTENDANCE AWARENESS TOOLKIT
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FROM THE SUPERINTENDENT

ATTEND. ACHIEVE. SUCCEED.

The Puget Sound Educational Service District (PSESD) is one of nine regional educational agencies serving school districts in Washington. PSESD's charge as an anti-racist, multicultural institution is to ensure success for each child and eliminate the opportunity gap by leading with racial equity. We work in partnership with educators, schools, districts and community-based organizations in our daily work toward our End.

Attendance has proven to be a critical component of academic opportunity and impacts key predictive milestones from early learning through postsecondary, including third grade reading, ninth grade achievement, high school graduation, and postsecondary persistence. Furthermore, systemic barriers to attendance disproportionately impact students of color and students impacted by poverty.

Institutions must interrogate the degree to which the spaces we share with students and families truly embrace and partner with our most vulnerable populations.

In our effort to provide regional support and partnership around this important issue, PSESD has launched three initiatives focused on improving attendance and engagement: (1) Attendance Toolkit, (2) Regional Call to Action: Attendance Challenge, (3) Professional Development.

ATTEND. ACHIEVE. SUCCEED.

1. The Attendance Toolkit is inspired by the amazing work done by Attendance Works, the PSESD Early Warning Systems program, and the Communications, Government and Public Relations Department. On our website you will find print and web versions of our toolkit, including a turn-key media toolkit with customizable resources, and strategies for schools, community organizations, out of school time programs, businesses, and faith leaders.

2.The Attendance Challenge is a regional call to action aimed at rallying school districts, schools, and community organizations to take action around this important issue. Specifically, the challenge, in alignment with Attendance Works, urges leaders to (1) Publicly Prioritize Attendance, (2) Mobilize Key Staff, Students and the Broader Learning Community, (3) Commit to Identifying & Eliminating Barriers, and (4) Driving with Data by Using Disaggregated Attendance Data Linked to Learning. ***We are specifically asking superintendents and organization leaders to take 5 minutes to visit our website and sign the challenge.*** Consider participating in the video challenge. More details about each of these components are included in this toolkit.

3. Professional Development: PSESD is committed to providing learning opportunities and communities of practice. Please visit our website for updated professional development opportunities.

Thank you for your consideration in taking on this challenge and for your continued work in strategically bridging gaps to co-create welcoming spaces with students and families in our region.

Every Day Counts,
Every Student Matters

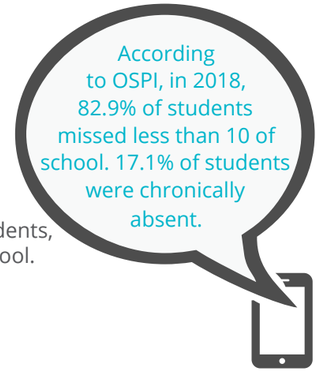
Sincerely,

John P. Welch,
Superintendent

WHAT THIS TOOLKIT IS, HOW TO USE IT AND WHEN

■ WHY ATTENDANCE & CHRONIC ABSENCE?

Attendance has been proven to be one of the most powerful predictors of academic achievement and can have a dramatic impact on key milestones, including third grade reading, ninth grade achievement, high school graduation, and postsecondary persistence. Chronic absenteeism is missing 10% of school, regardless of the reason. A focus on chronic absenteeism examines the link between loss of class time and academic achievement. An awareness of chronic absenteeism and its potential impact will empower students, families, and communities to make informed decisions regarding missing school.



■ WHO SHOULD USE THIS TOOLKIT?

The purpose of this toolkit is to rally communities around the cause of improving attendance. We encourage all school and district staff, as well as community organizations, religious institutions, local businesses, healthcare providers, and family members to use this toolkit to improve attendance among the youth in your community.

■ CAN WE MAKE CHANGES?

In an effort to support school districts in our region, this toolkit was developed by PSESD's Communications and Public Relations team in partnership with the Early Warning Systems program.

The information found in this plan includes resources from Attendance Works, OSPI, and original content and images from PSESD. Use of the materials from these sources has been granted to school districts and organizations in the Puget Sound Region. Please credit Attendance Works and PSESD with our logos and/or a line reading "used with permission of Attendance Works and PSESD," as appropriate.

Districts are encouraged to customize the messaging with district-specific information.

In addition to using this messaging through their own platforms, we encourage districts and partners to share, retweet and repost information shared through the PSESD social media platforms.

Facebook: **https://www.facebook.com/PSESD**
Twitter: **https://twitter.com/PSESD**

■ HOW DO WE ACCESS THE TOOLKIT?

In addition to this PDF, there is a web page dedicated to providing more in-depth and updated information: **psesd.org/attendancetoolkit**

INCLUSIVE COMMUNITY OUTREACH

Any communication you have with students and families in your community should be responsive, inclusive and culturally appropriate. Attending to culturally sensitive communication supports two of the four anti-bias domains: identity and diversity. Culturally relevant family engagement strategies communicate to students that their family identities are understood and valued. They also demonstrates respect for families with a diverse range of backgrounds and structures.

KEY MESSAGING

CUSTOMIZING YOUR ATTENDANCE MESSAGE TO YOUR AUDIENCE

KEY MESSAGES THAT EVERYONE — SCHOOLS, PRESCHOOLS, PUBLIC AGENCIES, COMMUNITY ORGANIZATIONS, FAITH BASED INSTITUTIONS, ELECTED OFFICIALS, AND PARENTS THEMSELVES — CAN USE TO HELP SPREAD THE WORD ABOUT THIS IMPORTANT ISSUE.

1. **Good attendance helps children do well in school and eventually in the workplace.** Good attendance matters for school success, starting as early as prekindergarten and throughout elementary school. By middle and high school, poor attendance is a leading indicator of dropout. Developing the habit of attendance prepares students for success on the job and in life.

2. **Excused and unexcused absences easily add up to significant time lost in the classroom.**
   - Students are at risk academically if they miss 10 percent of the school year, or about 18 days. Once too many absences have occurred, they can affect learning, regardless of whether absences are excused or unexcused.
   - Sporadic, not just consecutive, absences matter. Before you know it, just one or two days a month can add up to nearly 10 percent of the school year.
   - Avoid unnecessary absences. Some absences are unavoidable — occasionally, children get sick and need to stay home. What is important is getting children to school as often as possible.

3. **Chronic absence (missing 10 percent of the school year or more) does not just affect the students who miss school.** If too many students are chronically absent, it slows down instruction for other students, who must wait while the teacher repeats material for absentee students. This makes it harder for students to learn and teachers to teach.

4. **We need to monitor how many days each student misses school for any reason — excused, unexcused or suspensions — so we can intervene early.** Districts and schools use data to identify how many and which students are chronically absent so they can target extra supports that can improve attendance and interrupt a pattern of chronic absence. Absences represent lost opportunities to learn in the classroom.

Adapted by PSESD, with permission, from materials provided by Attendance Works (www.attendanceworks.org)

5. **Chronic absence is a problem we can solve when the whole community, along with parents and schools, get involved in improving attendance.** All of us can make a difference by helping students and families feel engaged in learning. Schools are setting the expectation that school attendance matters and working together to identify and help families overcome barriers of getting to school. Community partners are especially important for helping schools and families address and overcome tough barriers, such as limited access to healthcare, unstable housing, poor transportation or neighborhood violence.

6. **Relationship building is fundamental to any strategy for improving student attendance.** Students are more likely to go to school if they know someone cares whether they show up. Trusting relationships — whether with teachers, mentors, coaches or other caring adults — are critical to encouraging families and students to seek out help to overcome barriers to attendance.

7. **Reducing chronic absence can help close achievement gaps.** Chronic absence especially affects achievement for low-income students who depend more on school for opportunities to learn. Because they are more likely to face systemic barriers to getting to school, low-income children, many of whom are children of color, have higher levels of chronic absence starting as early as prekindergarten. Especially among older students of color, chronic absence could signal the need to reform inappropriate and biased student discipline policies and practices that are pushing students out of class.

TIPS FOR TALKING TO FAMILIES

Stress that good attendance will help their children do well in high school, college and at work.

1. Children can suffer academically if they miss 10 percent of the school year, or about 18 days. That can be just one day every two weeks, which can happen before you know it.

2. Some absences are unavoidable. We understand that children will get sick and need to stay home occasionally. The important thing is to get your children to school as often as possible, on time and to communicate with the school when your child will be absent.

3. Sporadic absences, not just those on consecutive days of school, matter. Before you know it — just one or two days a month can add up to nearly 10 percent of the school year.

4. If too many absences occur, whether they are excused or unexcused, it is still a problem because they represent too much lost learning time in the classroom.

5. Attendance matters as early as prekindergarten. Studies show many children who miss too many days in kindergarten and first grade can struggle academically in later years. They often have trouble mastering reading by the end of third grade.

6. Preschool is a great time to start building a habit of good attendance. Young children with poor attendance in preschool also lose out on valuable learning time and if chronic absence continues into kindergarten, it can pull down academic achievement.

7. By middle and high school, chronic absence is a leading warning sign that a student will drop out.

8. Too many absent students can affect the whole classroom, creating disruptions and slowing down instruction.

For student messaging, translations, flyers and more visit: **psesd.org/attendancetoolkit**

Adapted by PSESD, with permission, from materials provided by Attendance Works (www.attendanceworks.org)

WHAT IS FAMILY ENGAGEMENT?

Family Engagement is any way that a child's adult caretaker (biological parent, foster parents, siblings, grandparents, etc.) at home, at school, and in the community, effectively supports learning and healthy development.

FAMILY ENGAGEMENT CORE BELIEFS

1. All parents have dreams for their children and want the best for them.
2. All parents can support their children's learning.
3. Partnerships with families are essential to academic achievement.
4. The responsibility for building partnerships between school and home rests primarily on the school staff, especially school leaders.

HOW FAMILIES CAN SUPPORT STRONG ATTENDANCE

- Let your child know you believe school is important
- Set a regular bed time/curfew on school nights
- Have a plan for getting your child to school on time
- Notify the school if your child has prolonged absence due to illness
- Do not support children leaving school early during the school day
- Schedule appointments (doctor's visits) before and after school hours
- Plan family vacations during school vacations
- Have your child go to school, unless they are truly sick and cannot make it through the day
- Establish healthy eating habits so your child does not get sick as often
- Regularly check your child's attendance records
- Make sure your child does not miss more than 10 days per year

Adapted by PSESD, with permission, from materials provided by the U.S. Department of Education

ATTENDANCE ROOT CAUSES AND THEORIES OF ACTION

Root Cause	Theory of Action
Families do not understand the impact that school attendance has on their child's academic achievement.	If we **communicate with families, in various ways, the impact that school attendance has on academic achievement**, then we will have more families that understand why attendance is important, which will lead to increased school attendance.
Teachers do not feel that they have the capacity to build relationships with families and communicate attendance expectations.	If we **provide professional development for teachers** on how to build strong partnerships with families and communicate attendance expectations, then we will have more teachers that feel confident in developing home-school partnerships, which will lead to increased support from families.
Families don't believe that their efforts to support attendance will have a positive impact.	If we **provide families with tools, skills and resources** to support strong attendance, then we will have families that feel confident in supporting their child's success, which will lead to increased school attendance.
Families don't come to school to discuss their child's academic or attendance progress because they don't feel welcomed.	If we **create a welcoming and inviting school climate and culture**, then we will have more families that feel they are wanted at school, which will lead to increased participation at school events and attendance meetings.
Families have negative interactions with the school because their child is not meeting academic or behavior expectations (i.e. failing grades, suspensions, etc.)	If we **partner with families** to identify and provide the supports needed to ensure academic and behavior success, we will have more students and families that have positive school experiences, which will lead to increased school attendance.
Families have had negative experiences with school in the past.	If we **build effective relationships with families** (based on the Family Engagement Core Beliefs), then we will have increased trust between home and school, which will lead to improved home-school partnerships with families and increased school attendance.
Families do not attend school events because of language barriers.	If we ensure that we have **interpretation and translation at all family meetings**, then we will have more participation from our non-English speaking families, which will lead to more families understanding how to support strong school attendance.

Adapted by PSESD, with permission, from materials provided by the U.S. Department of Education

DUAL CAPACITY-BUILDING FRAMEWORK

Adapted by PSESD, with permission, from materials provided by Attendance Works (www.attendanceworks.org)

STRATEGIES FOR
EARLY LEARNING PROVIDERS

WHY PROMOTING ATTENDANCE MATTERS

Regular attendance allows students to maximize their early education:

Children who miss too many days tend to have weaker literacy and numeracy skills in kindergarten. This is especially true for children of low-income families.

Regular attendance is an important habit:

Children who are chronically absent in early learning are more likely to be chronically absent in elementary school.

Good attendance can be a measure of family engagement:

Early learning providers can assess the effectiveness of their support to families through their attendance.

How Early Learning Providers Can Make a Difference:

ENGAGE PARENTS POSITIVELY, PROACTIVELY AND OFTEN:
Use every opportunity to positively engage parents around attendance, including enrollment, orientation, meetings and daily interactions. Encourage families to share and exchange effective strategies for getting children up, ready and out the door in a timely manner.

CREATE A WELCOMING AND ENGAGING ENVIRONMENT FOR BOTH STUDENTS AND FAMILIES:
Create fun activities that make children want to come and participate every day. Create a welcoming environment to engage families.

ADDRESS ATTENDANCE CHALLENGES RIGHT AWAY:
Reach out and create action plans with families facing attendance challenges.

DEVELOP DATA ROUTINES:
Keep accurate attendance records and review data trends with staff on a regular basis.

PARTNER WITH LOCAL ELEMENTARY SCHOOLS:
Engage with staff and administration at local elementary schools. Support families in making a successful transition to elementary school.

SOURCE: https://www.attendanceworks.org/wp-content/uploads/2017/08/Early-Childhood-Educators-2015.pdf

KEY MESSAGING FOR EARLY LEARNING PARTNERS

■ **OPPORTUNITES FOR EARLY LEARNING PROVIDERS TO MESSAGE IMPORTANCE OF ATTENDANCE TO FAMILIES**

Throughout the course of a school year, family support and teaching staff meet frequently with parents. Each meeting is an opportunity to increase awareness of the importance of promoting good school attendance for the long-term academic success of their children and the steps that they can take on their own and in partnership with others to get their students to school every day.

1

Preschool may seem like a time just to play, but it's really about building a foundation for your child to succeed in school.

2

If chronic absence continues into kindergarten, it can leave a child struggling to read in later grades. These students are more likely to be held back in a later grade and more likely to miss too much school when they're older.

3

We understand that children get sick and need to stay home sometimes. The important thing is to get your children to preschool as often as possible. Avoid absences whenever you can.

4

Share and discuss daily attendance.

5

Children who miss too many days of preschool can miss out on the important lessons learned there.

6

Preschoolers are learning to be students, and one of the most important lessons they can learn is showing up on time.

Adapted by PSESD, with permission, from materials provided by Attendance Works (www.attendanceworks.org)

STRATEGIES FOR **SCHOOLS**

SCHOOL DISTRICTS ATTENDANCE INTERVENTION

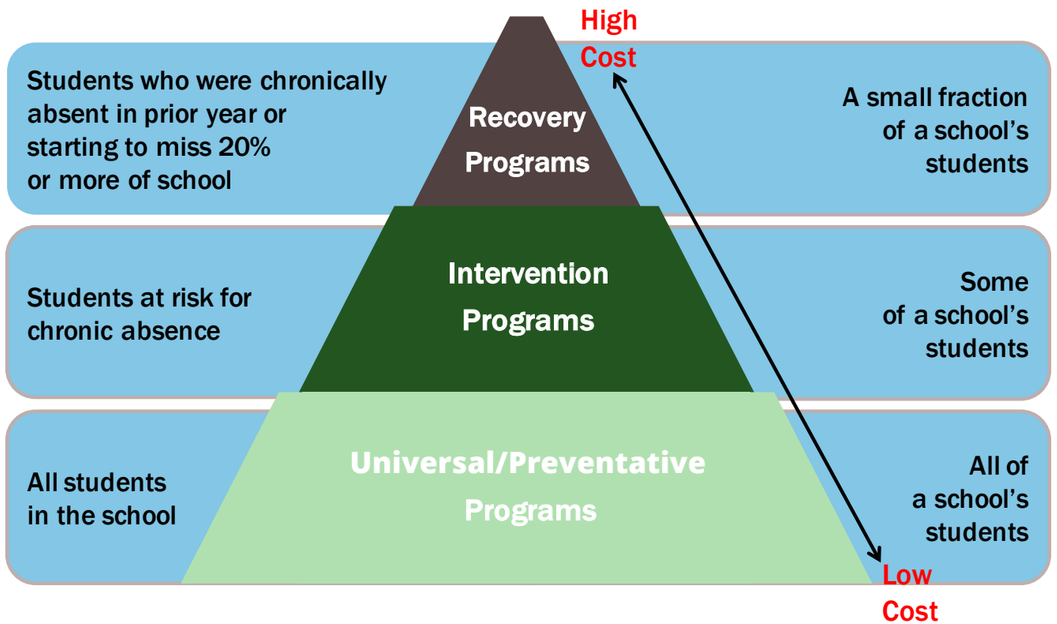
■ FIVE UNIVERSAL STRATEGIES FOR BUILDING A CULTURE OF HIGH ATTENDANCE EXPECTATIONS

Tackling Chronic Absence: 5 Universal Strategies for Building a Culture of High Attendance Expectations
(Baltimore City Public Schools Adapted from www.attendanceworks.org)

1. Recognize good and improved attendance
2. Intentionally and proactively engage students and families
3. Monitor attendance data and daily practices
4. Facilitate personalized and early outreach to students with attendance concerns
5. Identify programmatic responses to barriers to school attendance

Increased Attendance Involves a 3-Tiered Approach that Fits with Most Reform Efforts

A 3-TIERED APPROACH
A systematic and sustainable approach to reducing chronic absence requires a combination of universal and preventative programs that build a culture of attendance throughout the school and the community, early outreach that enables school and community staff to build relationships with families and stem absenteeism early on, and intensive intervention that focuses resources on the most high need families.



Full documents, additional PowerPoint presentations, PDFs, and truancy information can be found at psesd.org/attendancetoolkit

Adapted by PSESD, with permission, from materials provided by Attendance Works (www.attendanceworks.org)

STRATEGIES FOR SCHOOLS TO BUILD A CULTURE OF ATTENDANCE

1 Emphasize attendance from day one
- Participate in attendance awareness month and use back-to-school night to communicate with parents
- Send home information and tips about attendance
- Engage parents in attendance awareness activities throughout the year

2 Engage Parents
- Create a welcoming environment that engages families
- Use parent-teacher conferences to talk about attendance
- Outreach to families that are not able to meet at schools

3 Promote a culture of attendance all year long
- Engage students in tracking their own attendance
- Greet students warmly, take attendance daily and check in with them when they come back after an absence
- Include attendance in home visits

4 Partner with community agencies
- Evaluate possible barriers to attendance, such as health, transportation and housing problems
- Engage community partners who can help
- Encourage your school to develop a sheet of resources for families who need support

Adapted by PSESD, with permission, from materials provided by Attendance Works (www.attendanceworks.org)

STRATEGIES FOR
OUT OF SCHOOL TIME PROVIDERS

WHY PROMOTING ATTENDANCE MATTERS

After school programs provide students with a safe, engaging opportunity to learn and build relationships. In fact, strong after school programs can have a positive impact on attendance and achievement.

How Out of School Time Programs Can Make a Difference:

BE A PART OF THE REASON STUDENTS COME TO SCHOOL:
Many children come to school just so that they can attend after-school enrichment activities.

ENCOURAGE STUDENTS TO ATTEND REGULARLY:
Share the importance of regular attendance and its impact on achievement.

SERVE AS A RESOURCE TO STUDENTS AND PARENTS:
Your interactions with parents and students matter. If your student was absent, find out why and how you can support them.

USE DATA:
Work with your partner schools/districts to gain access to data for students in your program through data sharing agreements. Routinely identify who in your programs is absent, and reach out to those students and families.

PARTNER WITH YOUR LOCAL SCHOOL:
If possible, work with school administration to join key staff meetings to be a part of conversations that pertain to students in your program. Your perspective is very valuable in identifying assets and strategies in supporting students and families.

SOURCE: https://www.attendanceworks.org/wp-content/uploads/2017/08/Out-of-school-time-providers-2015-1.pdf

5 TIPS
For Out of School Providers

1

Engage students in enriching activities
Make sure your program offers the kind of innovative activities that will keep students coming to your program and to school. Some children say they attend school just so they can attend after-school enrichment activities.

2

Serve as a resource for parents to support good attendance
Use your interactions with parents at pick-up time to share why attendance matters, and, if children are absent, find out about what might be getting in the way of attending school.

3

Use chronic absence data when developing new programs
Consider locating new programs in communities with high chronic absence rates, where students and families need help building good attendance habits and bringing absenteeism under control.

4

Encourage students to attend school regularly
Share the importance of regular attendance for academic achievement. Encourage staff to take the time to acknowledge and notice each child every day they attend the program and express concern if they are absent. Students are more likely to attend if they know someone cares.

5

Record program attendance accurately
Make sure that you emphasize good attendance in the after-school program. Keep regular records and examine the data for patterns.

Adapted by PSESD, with permission, from materials provided by Attendance Works (www.attendanceworks.org)

STRATEGIES FOR **FAITH LEADERS**

WHY PROMOTING ATTENDANCE MATTERS

Faith communities and schools both want to prepare children for the future. Local congregations are well positioned to help because you are often the first place families turn to for guidance. Chronic absenteeism can be an early sign of communities in distress, breakdown in family functioning or lack of a school's connection to the community. Chronic absenteeism can also stall efforts to break cycles of intergenerational poverty or boost local economies.

How Faith Leaders Can Make a Difference:

SUPPORT A PUBLIC MESSAGING CAMPAIGN TO CONVEY THE IMPORTANCE OF ATTENDANCE.

Distribute posters, handouts and stickers to promote attendance and share the adverse impact of missing too much school.

JOIN SUPERINTENDENTS AND LEADERS ACROSS THE REGION IN THE ATTENDANCE CHALLENGE

Along with other community-wide efforts to reduce chronic absence.

RECOCGNIZE AND APPRECIATE IMPROVED ATTENDANCE.

VOLUNTEER IN SCHOOLS.

WORK IN SCHOOL DISTRICTS.

Your knowledge of the families and communities you serve could provide valuable perspective in supporting districts in understanding and addressing barriers.

SOURCE: https://www.attendanceworks.org/wp-content/uploads/2017/08/Faith-Leaders-2015.pdf

EXAMPLES OF WORK TO REDUCE ABSENTEEISM

1

Assisting schools in linking evidence-based practices to their school's family engagement attendance plan.

2

Providing schools with the implementation support needed to successfully implement and evaluate their family engagement activities.

3

Equipping team members (families, teachers, administrators, community partners) with core skills needed to function effectively as a team.

4

Evaluating existing family engagement practices and aligning activities to their school attendance goals.

Here are are some examples of their work. Full presentations can be found at:
psesd.org/attendancetoolkit

Adapted by PSESD, with permission, from materials provided by Attendance Works (www.attendanceworks.org)

ATTENDANCE AWARENESS MONTH

SUMMER. SEPTEMBER. SUSTAINABILITY.

Improving student attendance is an essential, cost-effective but often overlooked strategy for ensuring our students are on-track to learn and succeed. Chronic absence is a leading, early warning indicator of academic trouble and later dropout. The good news is that chronic absence is a problem we can solve. Too often, we don't realize how quickly absences add up: missing just two days every month can cause a child to fall behind. Help students stay in engaged during the summer months and establish good attendance at the beginning of the year.

SUMMER

- Summer provides the opportunity to prepare for the school year and set the tone for the rest of the year.
- Use the summer to build trusting relationships with families and to equip staff with skills that will improve students' attendance.
- Build excitement and momentum with students and families by engaging them in learning so they recognize that showing up every day helps build new skills.

ATTENDANCE AWARENESS IN SEPTEMBER #SchoolEveryDay #YouBelongHere

- The first month of school is the perfect time to build a sense of excitement about the school year and to introduce students and families to expectations about attendance.
- The first month can also be a gauge for the coming year and gives teachers and community partners the opportunity to step in and to stem early signs of chronic absenteeism.
- Key parent-focused events, such as Back to School Night and parent teacher conferences, can be excellent opportunities to reinforce messaging about the importance of good attendance.

BE SURE TO PARTICIPATE IN THE NATIONAL ATTENDANCE WORKS CAMPAIGN VIA SOCIAL MEDIA EVERY DAY IN SEPTEMBER USING THE **#SchoolEveryDay #YouBelongHere Hashtags**

SUSTAINABILITY

- Use positive relationships to engage students and families in attendance activities. Reach out to families who are not able to meet in a school setting.
- Celebrate good and improved attendance throughout the year.
- Develop strategic partnerships with districts and community partners to address specific attendance issues and to mobilize support.

KEY CONSIDERATIONS FOR EFFECTIVE OUTREACH AND INTERVENTION

- Trusting relationships with families are a critical component for making an impact, and taking the time to build these relationships is a worthwhile investment.
- Tailor intensive intervention strategies to student populations and unique barriers that families face.
- Home visits are a good way to build relationships with families, share school expectations, learn about students, and hear parents' hopes and dreams for their children.

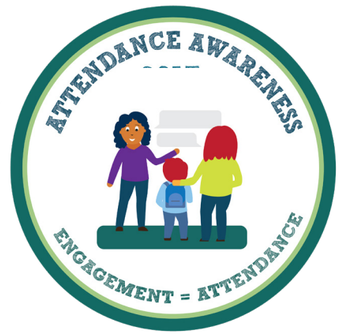
Adapted by PSESD, with permission, from materials provided by Attendance Works (www.attendanceworks.org)

ATTENDANCE AWARENESS MONTH

Join us for the sixth annual Attendance Awareness Month! Attendance Awareness Month is a nationwide event recognizing the connection between school attendance and academic achievement.

Participate in Attendance Awareness Month this September in one or all five of these ways:

1. Engage Parents and Students Right Away!
Parents and families are essential partners in promoting good attendance because they, ultimately, have the bottom-line responsibility in making sure their children get to school every day. When children are young, they are especially dependent upon adults or older siblings to help them get to school or preschool. Just as parents should focus on how their children are performing academically, they have a responsibility to set expectations for good attendance and to monitor their children's absences so that missed days don't add up to academic trouble. ***Start the conversation right away at the beginning of the year!***



2. Engage Your Local Media Contacts
Respond to reporters' calls and suggest stories on school attendance and what your organization or community is doing to reduce absenteeism.

3. Write Op-eds and Blogs
Ask your superintendent, principal and/or school board member to submit an op-ed and/or write a blog post for your district website. Compose a commentary stressing the importance of attendance and the role a school or community is playing to reduce absenteeism. If you can't sell it as an op-ed piece, shorten it and offer it as a guest blog or a letter to the editor. Remember, TV and radio stations allow on-air commentaries.

4. Run Your Own Daily Social Media Attendance Campaign
Post 30 tweets, Facebook entries, Instagram photos about attendance data — one for every day in September. **Use the national hashtags: #SchoolEveryDay #YouBelongHere**

5. Attendance Action Map
Post your activities and events on the AttendanceWorks.org Attendance Action Map if your school or community is monitoring chronic absence. Fill out the participation form to submit your plans.

6. Sign The Attendance Challenge
Urge your school district or organization leadership to sign the Attendace Challenge at psesd.org/attendance-challenge.

For more information, including resources, visit psesd.org/attendancetoolkit

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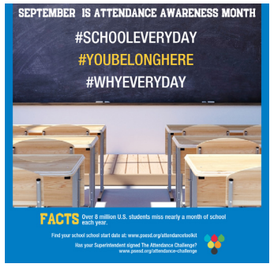
DELIVERING THE MESSAGE

HELP FAMILIES UNDERSTAND THE IMPORTANCE OF DAILY ATTENDANCE

Spread the message about good attendance at the beginning and throughout the school year. The Attendance Challenge is a call to action for superintendents & organization leaders across the Puget Sound region to commit to action around attendance. The challenge urges leaders to join the Attendance Challenge by accepting the attendance pledge.

■ SOCIAL MEDIA

Sample posts and media graphics



Adapted by PSESD, with permission, from materials provided by Attendance Works (www.attendanceworks.org)

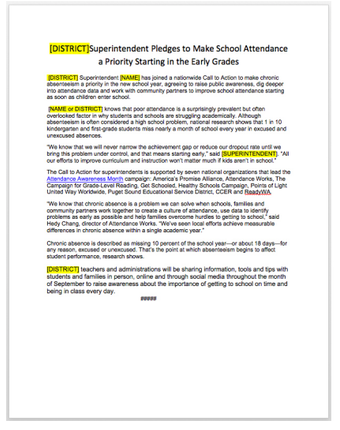
■ FLYERS AND POSTERS

Samples of Student Posters

Fast Facts

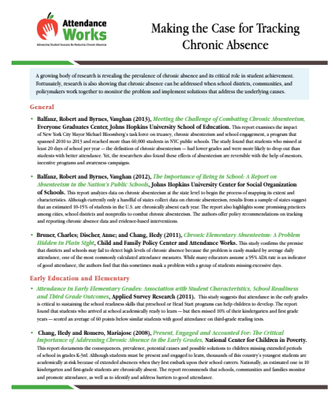
Five Myths of School Attendance

■ PRESS RELEASES



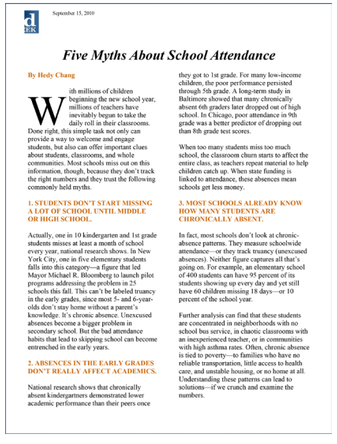
We suggest you send this in late August or early September just before the first day of school

■ ARTICLES



- Research Summary on Chronic Absence
- Present, Engaged and Accounted for

■ LETTERSANDEMAILS



Sample letters, emails and guides.

Full documents, graphics and content for social media, flyers, posters, press releases, articles, letters, and emails can be found at psesd.org/attendancetoolkit

Adapted by PSESD, with permission, from materials provided by Attendance Works (www.attendanceworks.org)

SAMPLE SOCIAL MEDIA POSTS

FACEBOOK

- September marks Attendance Awareness Month, but the campaign to end chronic absence starts now! Attendance is a bigger problem than you probably think. Learn more about chronic absence and join the Attendance Awareness Campaign today! http://bit.ly/2GRjinn

- When we reduce chronic absence, we improve graduation rates, increase academic achievement and give young people the best chance at success in their adult lives. Join the Attendance Awareness Campaign and make a difference for your community: http://bit.ly/2GRjinn

- Improving attendance is not rocket science, but it does take commitment, collaboration and tailored approaches to address the particular strengths and challenges of each school or community. Together, we can make a difference. http://bit.ly/2GRjinn

- Too often we think of reducing absences as the job of parents or school staff in the front office. However, communities across the country have started helping schools address chronic absence by building public awareness and leveraging resources. Join the cause! http://bit.ly/2GRjinn

- A growing body of research reveals the prevalence of chronic absence and its critical role in student achievement. This research also indicates that chronic absence can be addressed when school districts, communities, and policymakers work together to monitor the problem and implement solutions that target the underlying causes. Learn more here: http://bit.ly/2GRjinn

- Research shows that missing ten percent of the school, or about 18 days in most school districts, negatively affects a student's academic performance. That's just two days a month! Learn more about the problem of chronic absence. http://bit.ly/2GRjinn

- Students who live in communities with high levels of poverty are four times more likely to be chronically absent than those not living in poverty, often for reasons beyond their control, such as unstable housing, unreliable transportation and a lack of access to health care. http://bit.ly/2GRjinn

- For additional resources though **Attendance Works** go to: http://bit.ly/1oqfID7

TWITTER

- Get ready for your students' first day of school and be prepared every day this coming school year. http://bit.ly/2GRjinn **#Youbelonghere #SchoolEveryDay #WhyEveryDay**

- See what districts accepted the Attendance Challenge and get tools to use! http://bit.ly/2GRjinn **#Youbelonghere #SchoolEveryDay #WhyEveryDay**

- Reducing chronic absenteeism takes commitment, collaboration & tailored approaches. Will you help? http://bit.ly/2GRjinn **#Youbelonghere #SchoolEveryDay #WhyEveryDay**

- This September is Attendance Awareness Month, but the time to end chronic absenteeism is now! http://bit.ly/2GRjinn **#Youbelonghere #SchoolEveryDay #WhyEveryDay**

- Did you know? Students who miss too much school score lower on @NAEP tests in every state and city tested. http://bit.ly/2GRjinn **#Youbelonghere #SchoolEveryDay #WhyEveryDay**

- FACT: By 6th grade chronic absence is a clear predictor that students may drop out of school. http://bit.ly/2GRjinn #Youbelonghere #SchoolEveryDay #WhyEveryDay

- Did you know? Over 8 million U.S. students miss nearly a month of school each year. Let's reduce that number together. http://bit.ly/2GRjinn **#Youbelonghere #SchoolEveryDay #WhyEveryDay**

- Find out how you can improve attendance at your school. Together, we can solve chronic absence. http://bit.ly/2GRjinn **#Youbelonghere #SchoolEveryDay #WhyEveryDay**

- Students in low-income areas are four times more likely than peers to be chronically absent & miss key lessons early on in their education. http://bit.ly/2GRjinn **#Youbelonghere #SchoolEveryDay #WhyEveryDay**

- Students who are chronically absent in any year of high school are 7.4 times more likely to drop out. http://bit.ly/2GRjinn **#Youbelonghere #SchoolEveryDay #WhyEveryDay**

- Chronic absence affects all kids, not just those who are absent. Learn how to get more kids into the classroom. http://bit.ly/2GRjinn **#Youbelonghere #SchoolEveryDay #WhyEveryDay**

- Missing 10% of school days, just two days each month, can put children at risk of academic failure. http://bit.ly/2GRjinn **#Youbelonghere #SchoolEveryDay #WhyEveryDay**

- For additional resources though **Attendance Works** go to: http://bit.ly/1oqfID7

ABOUT EWS

It is essential that all students graduate prepared to access postsecondary pathways. According to the U.S. Bureau of Labor Statistics, by the year 2022, 63% of the fastest growing jobs in the U.S. will require a postsecondary education. The implementation of Early Warning Systems supports the work of identifying and eliminating opportunity gaps to ensure that all students graduate and access postsecondary pathways.

Early Warning Systems (EWS) is focused on schools and youth service institutions, shifting practices to include a proactive use of data with an implementation of coordinated, multi-tiered systems of support. Key indicators include attendance, discipline incidents, academic progress, social emotional, and climate measures. With attendance being a powerful predictor of future achievement, schools, community organizations, and youth service institutions can support students in reaching academic milestones by working collaboratively to address barriers to strong attendance and engagement. (http://www.psesd.org/EWS)

For more resources and information visit:
http://www.psesd.org/attendancetoolkit
http://www.psesd.org/attendance-challenge

CONTACT INFO

Questions about the Toolkit? Please contact one of us:

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