

# Intradistrict Communication

DATE: December 7, 2023

TO: Principals  
Assistant Principals

FROM: Michael Anderson, Associate Superintendent  
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SUBJECT: Attendance Holiday Messaging Strategies

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As we approach winter recess and near the end of the second quarter, we would like to offer some messaging strategies to help maintain regular attendance. Absences tend to increase prior to and following a holiday break from school. By this point in the year some students are struggling to get to school on time or at all. Panorama is a great resource for delving into attendance data. It provides easy access to data showing which students are struggling with attendance. You can locate the attendance report in Panorama under Student Success for your school.

As a school you can be proactive by communicating early and often with families about dates and expectations surrounding the upcoming winter recess. Attendance Works provides the following ideas to help with communication:

- **Send a letter** out weeks before the longer winter break urging students and families to avoid unnecessary absences. (Sample [letter](#) included that you can modify for your needs.)
- **Let students and families know the date** when the break will start and when school will resume. (Resources provided for your use to post on Facebook or Instagram.)
- **Include the name and contact information for the school**, and organizations that can provide support to families if needed.
- Consider sharing health guidance flyers (Health guidance flyers from Attendance Works included)
- **Plan a special event** for the first day after the holiday break to welcome the students back to school. Send out text messages, phone calls, emails, social media notifications, etc. right before school resumes to remind them of special plans.

For more information on holiday messaging activities, review the holiday messaging guidance from Attendance Works [here](#).

Should you have questions or would like editable copies of the social media resources please contact Michelle Reyes at [michelle.reyes@jordandistrict.org](mailto:michelle.reyes@jordandistrict.org) or 801.567.8205.