

September Attendance Awareness Month

Principals: I have prepared some helpful information that you may choose to use to help improve attendance in your schools. Please use these materials according to your community's needs. Additional information is also available as you may see if. If you use these materials in your Newsletters, Social Media, marquis, etc., please give credit to the Attendance Works website. All of the information attached to the site is research based.

I have also included some Facebook and Twitter posts from the same site that may be helpful.

Thank you.

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<http://awareness.attendanceworks.org/resources/count-us-toolkit-2016/>

Attendance PSA's

www.attendanceworks.org

Social Media Tools: <http://awareness.attendanceworks.org/social-media/>

Video/Multimedia: <http://awareness.attendanceworks.org/resources/videomultimedia/>

Campaign for Grade Level Reading: <http://www.attendanceworks.org/tools/the-campaign-for-grade-level-reading/>

- School Readiness: Too many children showing up for school not ready for what school has to offer.
- Chronic Absence: Too many children missing too many days of school and too much instructional time.
- Summer Learning Loss: Too many children losing too much ground academically during the summer months.

Holiday PSA's

PSA 30 seconds

This holiday season, the best gift you can give your child is a good education. And the best place to get an education is in school. It's tempting to extend your vacation by a few days, but remember, those days count as absences. Just a few missed days here and there, even if they're excused, can add up to too much lost learning time. So make sure your child is in school every day, right up until vacation starts. Our teachers will be teaching, and our students will be learning.

PSA 15 seconds

Every year, school absences spike in the weeks before and after winter break, as families squeeze a few more days of vacation into the holiday season. Let's break that cycle. Make sure your child is in school every day. Because the best gift you can give your child is a good education.



Sample Social Media Posts



Twitter

7.5 million students miss 10% of school year nationwide. That's 135 million days total. <http://bit.ly/1oqfID7>
#SchoolEveryDay

For poor kids, chronic absence in kindergarten = lower academic achievement through 5th grade. <http://bit.ly/1oqfID7>
#SchoolEveryDay

Chronic absence affects all kids, not just the absent ones. Learn how to get kids in #SchoolEveryDay here: <http://bit.ly/1oqfID7>

Missing 10% of school days, just 2 days each month, can put children at risk of academic failure. <http://bit.ly/1oqfID7>
#SchoolEveryDay

One in 10 kindergarten & 1st grade students misses nearly a month of school each year. <http://bit.ly/1oqfID7>
#SchoolEveryDay

Join the Attendance Awareness Campaign today and end chronic absence in our schools: <http://bit.ly/1oqfID7>
#SchoolEveryDay

This September is Attendance Awareness Month, but the time to end chronic attendance is now! <http://bit.ly/1oqfID7>
#SchoolEveryDay

Help end chronic absence. Join the Attendance Awareness Campaign and get kids in #SchoolEveryDay <http://bit.ly/1oqfID7>

A school can have 95% daily attendance but still have 30% of students chronically absent: <http://bit.ly/1oqfID7>
#SchoolEveryDay

Find out how you can keep kids in #SchoolEveryDay – we can solve chronic absence: <http://bit.ly/1oqfID7>

FACT: By 6th grade chronic absence is a clear predictor that students may drop out. Read more here: <http://bit.ly/1oqfID7> #SchoolEveryDay

Reducing chronic absence takes commitment, collaboration & tailored approaches. Will you help? <http://bit.ly/1oqfID7>
#SchoolEveryDay



Facebook

Attendance Awareness Month is September, but the campaign to end chronic absence starts now! It's a bigger problem than you probably think. Learn more about chronic absence and join the Attendance Awareness Campaign today! <http://bit.ly/1oqfID7>

Addressing chronic absence is a key proponent improving graduation rates, increasing academic achievement and giving young people the best chance at success in their adult life. Join the Attendance Awareness Campaign and make a difference for your community: <http://bit.ly/1oqfID7>

Improving attendance and reducing chronic absence is not rocket science, but it does take commitment, collaboration and tailored approaches to the particular strengths and challenges of each school or community. Across the nation, schools, communities and advocates have successfully taken steps to ensure children are attending school more regularly. <http://bit.ly/1oqfID7>

Too often, we think of reducing absences as the job of parents or school clerks in the front office. But communities across the country have started helping schools address chronic absence, recognizing that they can build public awareness and leverage resources to address a problem that we can solve together. <http://bit.ly/1oqfID7>

A growing body of research reveals the prevalence of chronic absence and its critical role in student achievement. This research also shows 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/1oqfID7>

Chronic absence is easily masked by school attendance statistics, even when average daily attendance appears relatively high. Even in a school with 95% daily attendance, 30% of the student population could be chronically absent. How is that possible? Find out: <http://bit.ly/1oqfID7>