

# Count Us In (Again)!

*Launching the 2014  
Attendance Awareness Campaign*

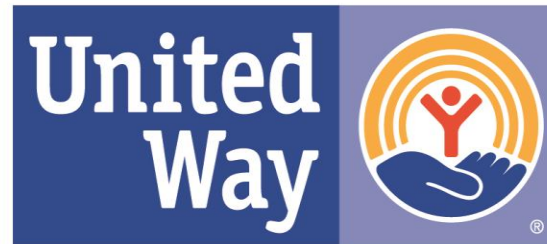


# Welcome!



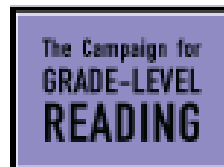
**Krissi Jimroglou**  
Director, Impact  
Strategies and  
Partnerships

**LIVE UNITED**



# Our Convening Partners

**Esther Berg**  
Vice President,  
Stakeholder Initiatives  
America's Promise  
Alliance



# Attendance Awareness Month 2013



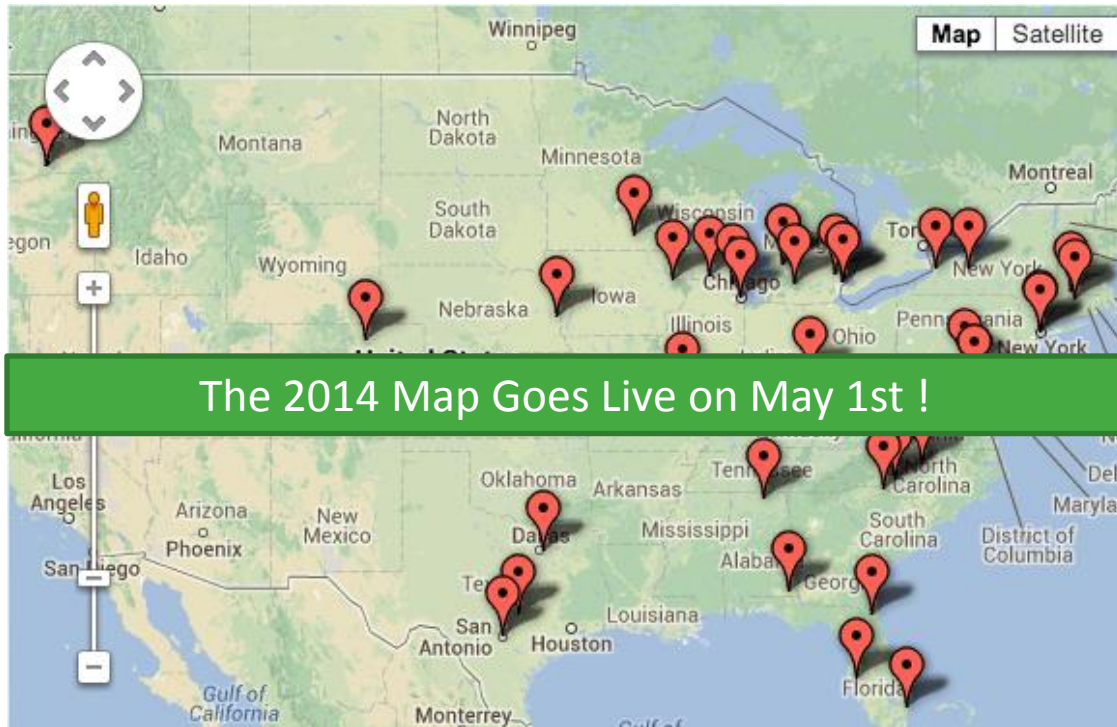
- **1,300+** people in **49** states signed up for updates
- **250** pins on community action map
- **14,700+** downloads of Count Us In! Toolkit
- Web page visited over **25,000** times
- **5,000+** Tweets (#SchoolEveryDay) with more than **9.7 million** impressions
- More than **160** media hits



# Nationwide Participation!



# Attendance Awareness Month 2014



*We hope to see even more communities participate in 2014!*

*New: Districts will be able to post if they are monitoring data*

<http://awareness.attendanceworks.org>



# Attendance Works



**Cecelia Leong**  
Associate Director



**Hedy Chang**  
Director



# Agenda

- **Why Attendance Awareness Month?**
- **Spotlight on Vero Beach, FL**
  - Barbara Hammond, Executive Director, The Learning Alliance
  - Dr. Lillian Torres-Martinez, Director of Student Services, School District of Indian River County
- **Ideas and Resources for Attendance Awareness Month 2014**
- **Announcements**



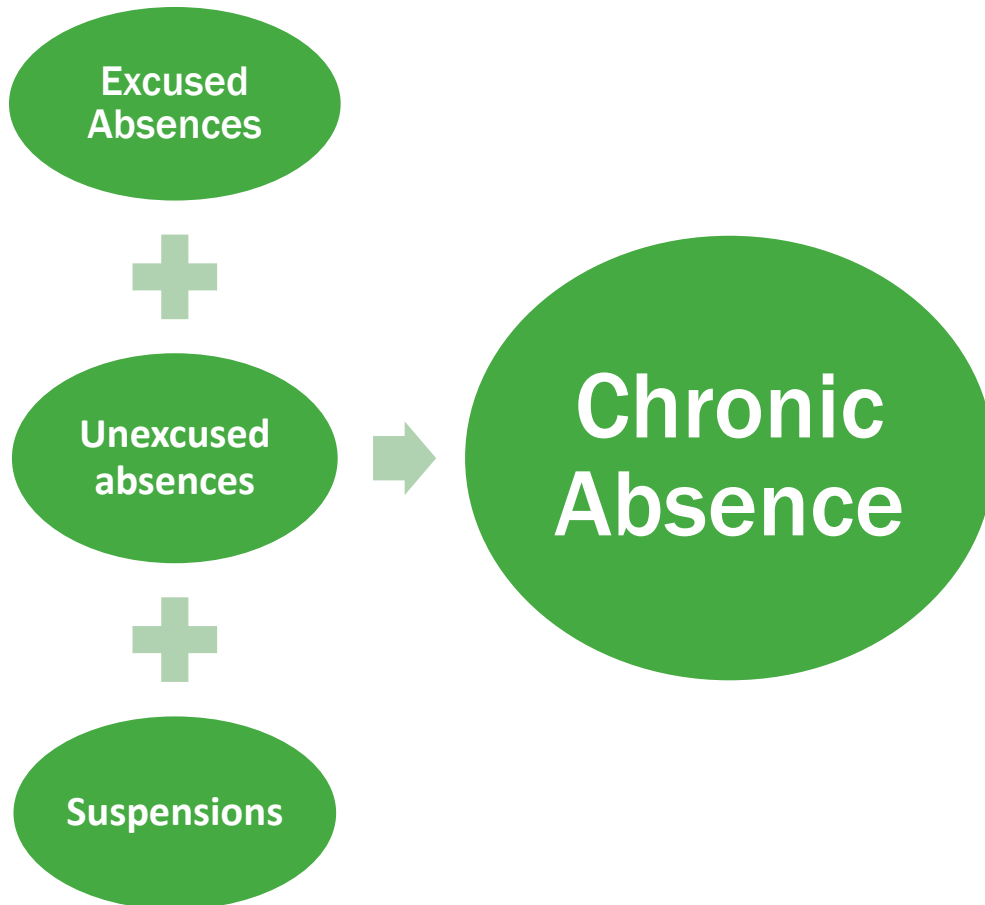


# Why Attendance Awareness Month?



# Attendance Works is focused on Chronic Absence

Chronic Absence is missing **10% or more** of the school year for **any reason** – this includes excused and unexcused absences.



Chronic absence is different from truancy (unexcused absences only) or average daily attendance (how many students show up to school each day).

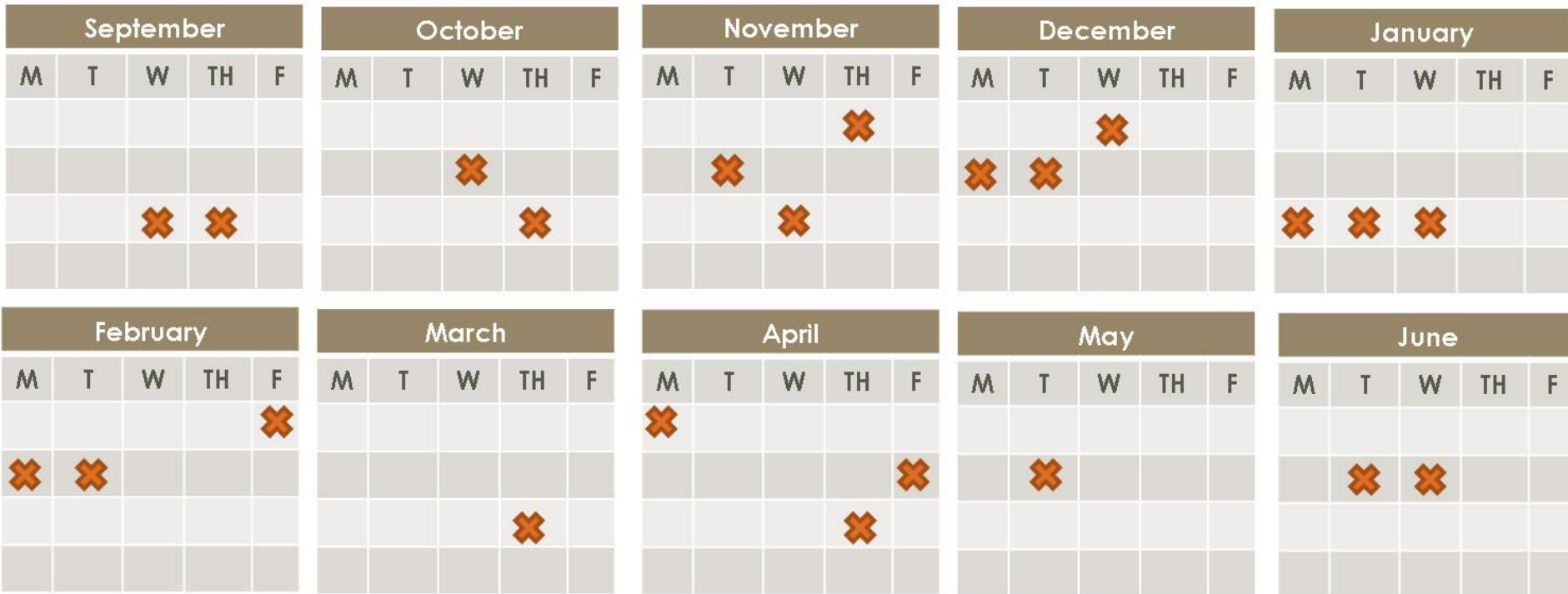
# Chronic Absence

## A Hidden National Crisis

- ❑ Nationwide, as many as **7.5 million students** miss nearly a month of school every year. That's 135 million days of lost time in the classroom.
- ❑ In some cities, as many as **one in four students** are missing that much school.
- ❑ Chronic absenteeism is a **red alert** that students are headed for academic trouble and eventually for dropping out of high school.
- ❑ Research shows that chronically absent students **are less likely to succeed academically**, and are **more likely to be suspended and eventually dropout**.
- ❑ Poor attendance isn't just a problem in high school. It can start **as early as pre-kindergarten**.



# Why We May Not Notice Chronic Absence



## Absences Add Up

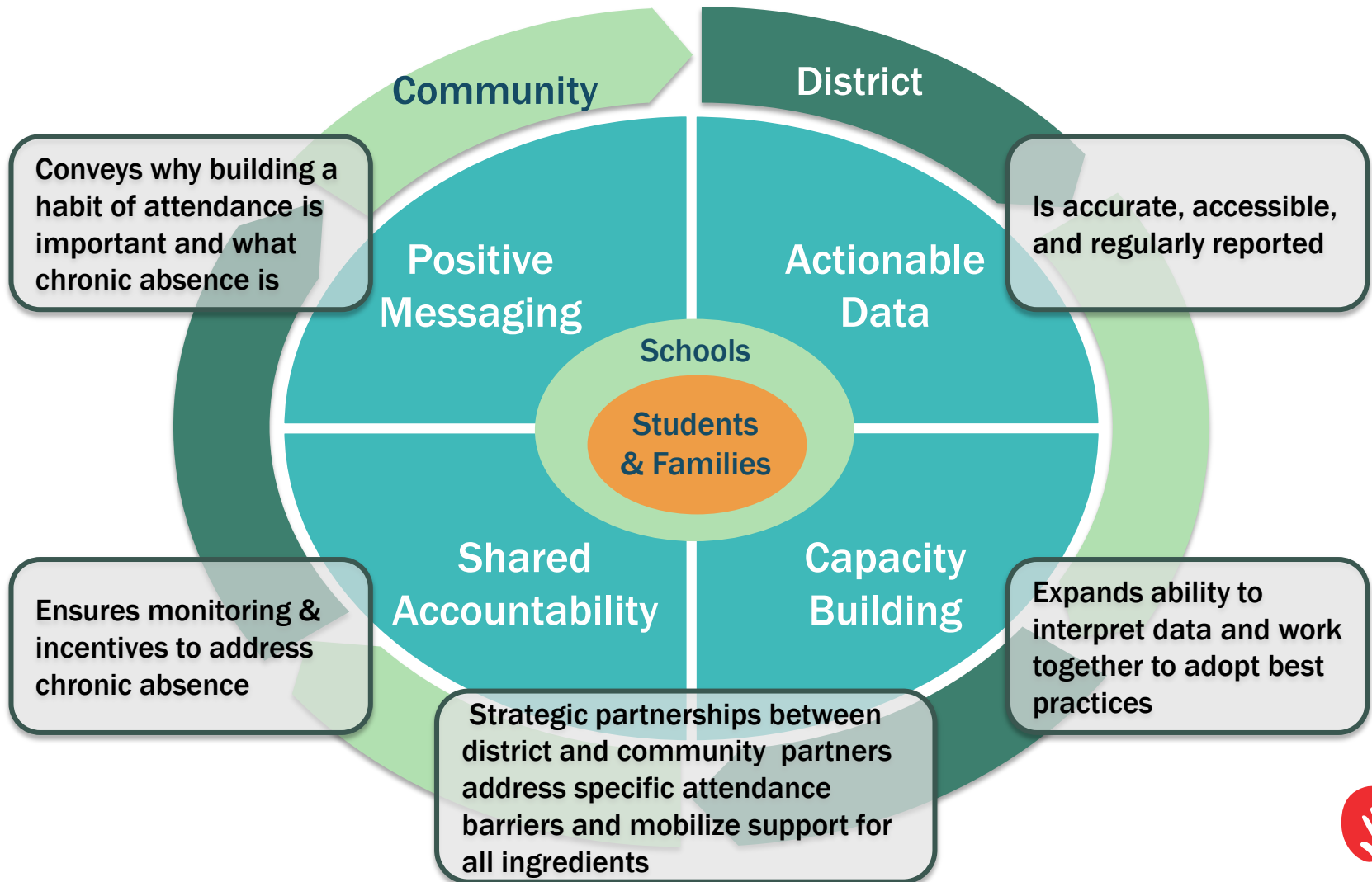
Chronic Absence = 18 days of absence = 2 days a month



# If Kids Aren't in School, They Can't Benefit From What is Taught



# Ingredients for System-wide Success & Sustainability



# Get an Early Start



**Celebrate Attendance Awareness Month!**



**#schooleveryday**



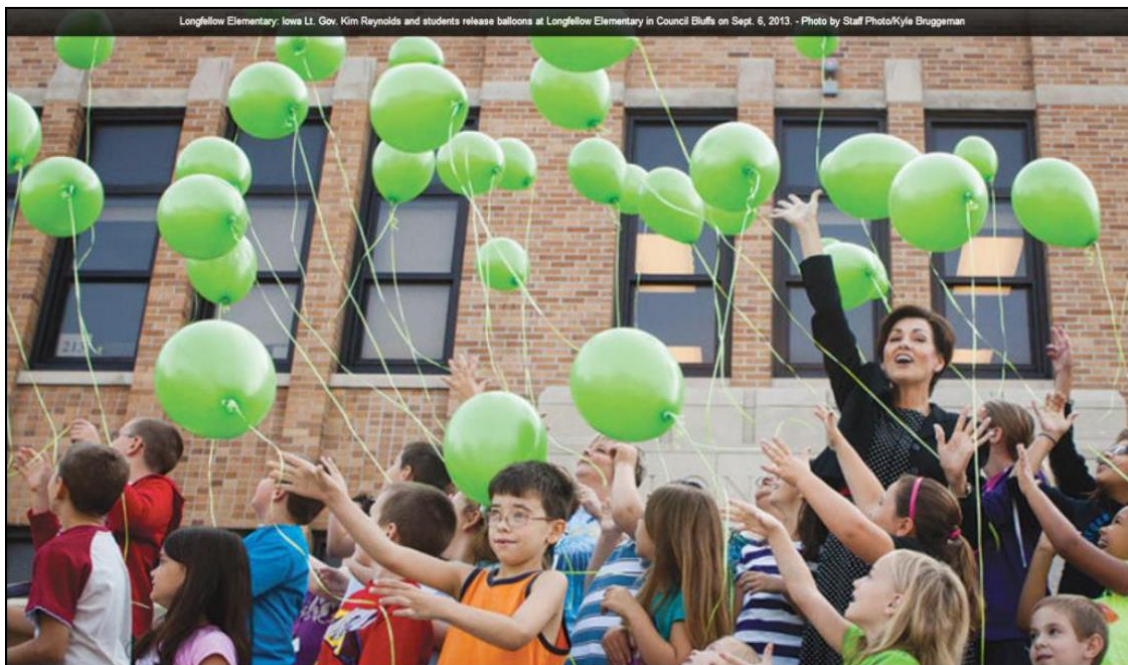
# Poll Questions

- **Did your community participate in Attendance Awareness Month last year?**
- **Are you planning to participate in Attendance Awareness Month this year?**





# Highlights from 2013: Elected Officials Across the Country Led the Way



Longfellow Elementary: Iowa Lt. Gov. Kim Reynolds and students release balloons at Longfellow Elementary in Council Bluffs on Sept. 6, 2013. - Photo by Staff Photo/Kyle Bruggeman

Council Bluffs, Iowa



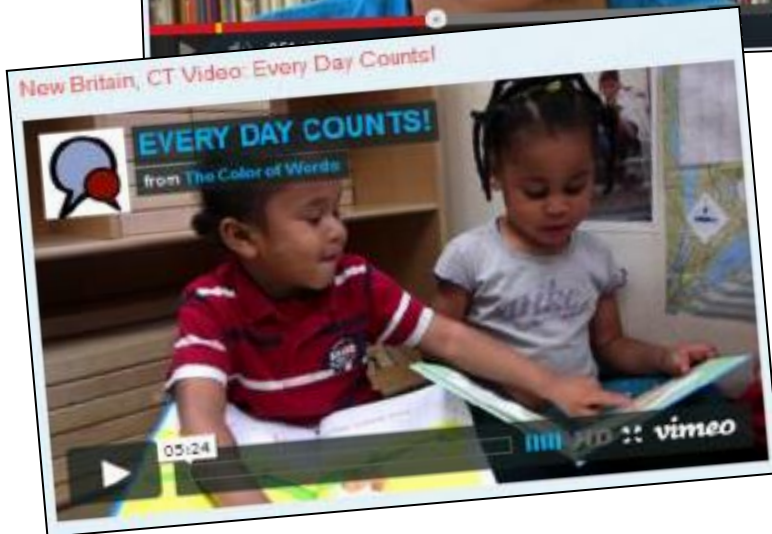
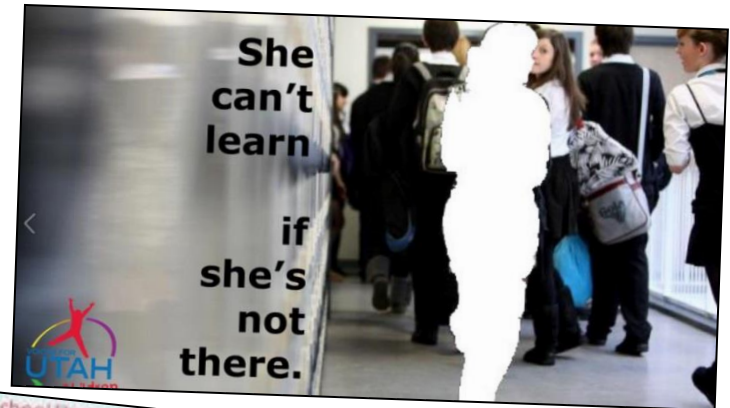
Hartford, CT



California



# Highlights from 2013: Videos



# Highlights from 2013: PSAs



The Ad Council created spots in English and Spanish for communities to use in local campaigns.

Others, like the Arkansas Campaign for Grade-Level Reading, created their own PSAs.

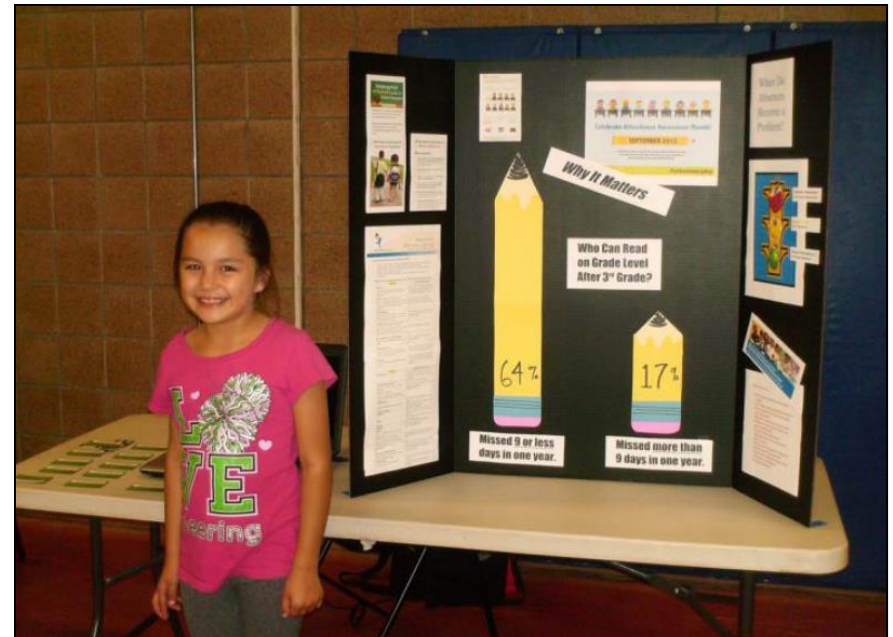


# Highlights from 2013: Students Take Action

Kent County,  
Maryland  
Poster  
contest



Bena, Minnesota  
Open House at Bug O  
Nay Ge Shig School



Laredo, Texas  
Students' messages decorated  
grocery bags in local H-E-B  
stores



# Highlights from 2013: Posters



*In School, On Time, Every Day!*

**Cleveland Metropolitan School District**  
**Important Numbers**  
<http://clevelandmetroschools.org>

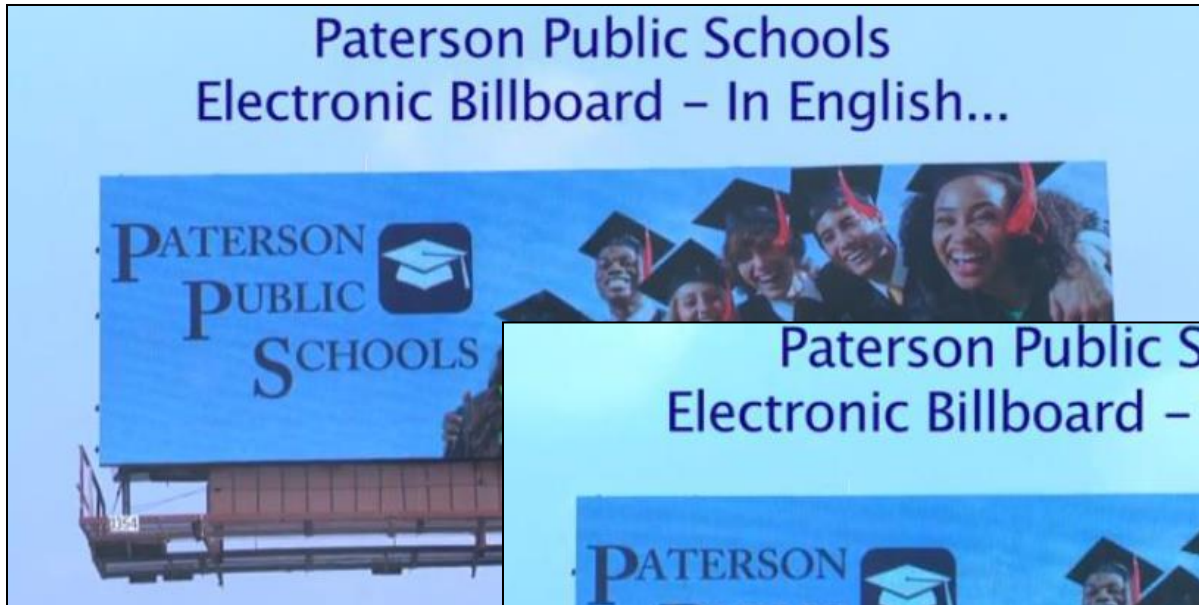
Uniform Assistance	216-436-5369
Department of Student Services	216-574-2159
Office of Student Assignments	216-574-8200
Department of Transportation	216-634-7021
School Parent Organization (SPO)	216-858-0112
Department of Safety & Security	216-574-8552

Reducing absences by just **3 days per student** can save Central Texas school districts **\$34,000,000**

**1 bill = \$1,000,000**

# Highlights from 2013: Highway Billboards

Paterson Public Schools  
Electronic Billboard – In English...



Paterson Public Schools  
Electronic Billboard – In Spanish.



# Highlights from 2013: Ready Freddy


## Pittsburgh, Pennsylvania



Integrating attendance into kindergarten transition

# Calculate Chronic Absence


**FREE  
TOOLS!**



## POWERFUL DATA TOOLS FROM ATTENDANCE WORKS!

Used in combination or as separate modules, the district and school chronic absence tracking tools make tracking chronic absence a snap.

**K-5 District Attendance and School Attendance Tracking Tools**  
**Middle School (grades 6-8) District and School Attendance Tracking Tools**  
**High School (grades 9-12) District and School Attendance Tracking Tools**  
**Tool to Combine K-12 Chronic Absence Reports**



**Why do districts and communities need these tools?**

- The district- and school-level tools provide a quick snapshot of chronic absence in your district and schools.
- The tools save you and your staff time, money, and aggravation.
- Investing in a one-time run will help you determine whether chronic absence should be tracked in your regular management reports or district's data dashboard.

**How do these modules fit together?**

- Along with the 3 modules for elementary, middle and high school, Attendance Works offers a new Tool to Combine Chronic Absence Reports — drawing together information from all three modules to create K-12 reports for district-at-a-glance views.

**Basic requirements for using the K-5 DATT and SATT**

- Access to the district student information system (SIS)
- Excel — version 2007 or later
- Fewer than 65,000 students in grades K-5, grades 6-8 or grades 9-12

**How much do the tools cost?**

They are available FREE of charge from Attendance Works. In exchange, we ask users to share their summary data with Attendance Works for internal evaluation purposes. District data would only be shared externally with permission or on an anonymous basis.

**How do I obtain the DATTs and SATTs?**

Go to [www.attendanceworks.org/tools/tools-for-calculating-chronic-absence](http://www.attendanceworks.org/tools/tools-for-calculating-chronic-absence)

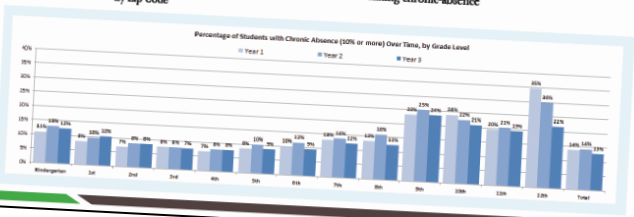
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- The tools save you and your staff time, money, and aggravation.
- Investing in a one-time run will help you determine whether chronic absence should be tracked in your regular management reports or district's data dashboard.

**What can the DATTs and SATTs do for you?**

- They are Excel-based tools that auto-calculate chronic absence rates.
- They generate tables and charts that display district- and school-level trends in attendance using chronic absence.
- They allow users to quickly assess whether poor attendance is a problem.
- They allow users to see how attendance patterns change over time.
- They detect patterns of chronic absence in the following categories:
  - By Grade (for Most Recent School Year)
  - By Grade Over Time (for 3 years)
  - By Race/Ethnicity
  - By Gender
  - By Race/Ethnicity and Gender (DATTs only)
  - By Race/Ethnicity and Grade (DATTs only)
  - By Special Needs status
  - By English Learner status
  - By Free and Reduced Price Lunch status
  - By Zip Code

Percentage of Students with Chronic Absence (10% or more) Over Time, by Grade Level



Grade Level	Year 1	Year 2	Year 3
Kindergarten	11%	10%	10%
1st	10%	10%	10%
2nd	10%	10%	10%
3rd	10%	10%	10%
4th	10%	10%	10%
5th	10%	10%	10%
6th	10%	10%	10%
7th	10%	10%	10%
8th	10%	10%	10%
9th	10%	10%	10%
10th	10%	10%	10%
11th	10%	10%	10%
12th	10%	10%	10%
Total	10%	10%	10%

<http://www.attendanceworks.org/tools/tools-for-calculating-chronic-absence/>





# Spotlight on Vero Beach, Florida

*What one community did to launch  
Attendance Awareness Month*



# Our Special guests



**Barbara Hammond**  
The Learning Alliance



**Dr. Lillian Torres-Martinez**  
School District of Indian  
River County





*“Never doubt that small group of thoughtful people could change the world. Indeed, it's the only thing that ever has”.*

*Margaret Mead*

**MOONSHOT MOMENT  
90% LITERACY GOAL**

# SCHOOLS CAN'T DO IT ALONE

United Way

Early Learning Coalition

The Education Foundation

Indian River Medical Center

Healthy Start

McCabe Foundation

Community Foundation

School District of Indian River County

The Learning Alliance

Dr. O'Toole & Nemours

# MOONSHOT MOMENT CAMPAIGN IN INDIAN RIVER COUNTY

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- Kindergarten Readiness 0-5
- Absenteeism
- Summer Slide
- Community Engagement
- Teacher Quality
- Advocacy

# LITERACY MATTERS

- Two-thirds of students who cannot read proficiently by the end of 4th grade will end up in jail or on welfare.
- Over 70 percent of America's inmates cannot read above a 4th grade level.
- 90 percent of high school dropouts are on welfare.
- Teenage girls ages 16 to 19 who have below average literacy skills are 6 times more likely to have children out of wedlock.
- Low literacy directly costs the healthcare industry over \$70 million every year.

# ATTENDANCE MATTERS

- Chronic absence in kindergarten translates into poor performance in fifth grade for poor children.
- Students who arrive at school academically ready to learn— but then miss 10 percent of their kindergarten and first grade may score up to 60 points below similar students with good attendance on third-grade reading tests.
- Being late to school causes your child to miss some of the most important instruction of the day!



# Attendance Matters

❖ **180 COUNTDOWN**

**Make Every Moment Count! Every Child, Every Day!**

❖ **ATTEND TODAY ACHIEVE TOMORROW**



**Speaker: Dr. Lillian Torres-Martinez  
Director of Student Services**





## ATTENDANCE JOURNEY

- ❖ **Absentee Think Tank**
- ❖ **13 Team Members including school district staff, local law enforcement, social workers, teachers, representatives from high school, middle school, elementary school and community members**
- ❖ **The Think Tank completed an in-depth review of the attendance literature, analysis of the state of attendance in our district, and provided key recommendations, to develop awareness among the school community.**
- ❖ **Our data revealed similar trends as other districts in the nation!**



# ABSENTEEISM IN VERO BEACH

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- Elementary School Students

- ❖ 30% of students missing over 9 days of school each year
- ❖ 86.3% of Title I students missing 9 or more days of school each year

- Secondary School Students

- ❖ 39% of middle school students missing 9 days of school each year
- ❖ 50 % of high school students missing 9 days or more
- 6% of Elementary Students 20 missing days or more
  - 25% of Secondary Students missing 20 days or more!

# THINK TANK RECOMMENDATIONS

The Think Tank created goals and made recommendations for district and school processes. Among the goals were to initiate an Awareness campaign that included:

- ❖ Use of existing PSA
- ❖ Creation of local PSA
- ❖ Creation of Pledge(s) & Commitment cards
- ❖ Provide attendance posters for schools

We also realized that we needed to look at data differently





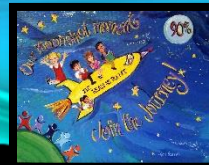
# ATTENDANCE MATTERS



Dr. Adams, Superintendent of the School District of  
Indian River County

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- ❖ On Board with campaign!
- ❖ - Attendance Pledge Card for Incoming Kindergarten
- Presentation at Kindergarten camps, to reach parents
- Posters given to each school to include on front door / main office
- Article added to local newspaper & PSA
- County Commission proclaimed September 2013 as Indian River County Attendance Awareness Month



# OUR CAMPAIGN BEGINS

## EVERY DAY COUNTS: Join us in our attendance journey

**What is the absenteeism issue?**

A Community Imperative

<http://www.attendanceworks.org/>  
[attendancemonth.org/video](http://attendancemonth.org/)  
[attendanceworks.org/community-imperative/](http://attendanceworks.org/community-imperative/)



**School District of Indian River County PSA**



**Why attendance matters: one child's story**



**Attendance Matters**



## PARENT SCHOOL ATTENDANCE PLEDGE

Congratulations!

Your child will be a member of the GRADUATING CLASS OF 2027

I, \_\_\_\_\_ understand that:

- ✓ I am my child's first teacher.
- ✓ Every school day counts! If my child misses school he/she is missing a chance to learn.
- ✓ Reading is key to my child's success in school and in life.

### I PLEDGE TO:


- Read and talk to my child every day.
- Encourage play that involves naming and describing.
- Encourage my child to ask questions about things they see: What is that? How does it work?
- Teach my child to love reading by having books in our home.
- Take my child to the library every week to pick out books they want to read.
- Help my child develop the habit of being on time and attending school.
- Talk to my child's teacher regularly on how to help at home.
- Talk to other parents in the community about the importance of school attendance.

### ATTENDANCE

## ATTENDANCE

### in the early grades


Many of our youngest students miss 10 percent of the school year—about 18 days a year or just two days every month. Chronic absenteeism in kindergarten and 1st grade can predict lower test scores, poor attendance and retention in later grades, especially in the problem areas for more than a year. Do you know how many young children are chronically absent in your school or community?




#### Who Is Affected

Kindergarten and 1st grade classes often have absenteeism rates as high as those in high school. Many of these absences are excused, but they still add up to lost time in the classroom.

- 1 in 10 kids in kindergarten and 1st grade are chronically absent. In some schools, it's as high as 1 in 4.<sup>1</sup>



- 2 in 10 low-income kids miss too much school. They're also more likely to suffer academically.<sup>2</sup>
- 2.5 in 10 homeless kids are chronically absent.<sup>3</sup>
- 4 in 10 transient kids miss too much school when families move.<sup>4</sup>

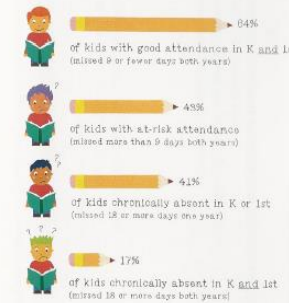


#### Why It Matters

If children don't show up for school regularly, they miss out on fundamental reading and math skills and the chance to build a habit of good attendance that will carry them into college and careers.

Preliminary data from a California study found that children who were chronically absent in kindergarten and 1st grade were far less likely to read proficiently at the end of 3rd grade.<sup>5</sup>

#### Who Can Read on Grade Level After 3rd Grade?




Attendance Status	Percentage
of kids with good attendance in K and 1st (missed 9 or fewer days both years)	84%
of kids with at-risk attendance (missed more than 9 days both years)	45%
of kids chronically absent in K or 1st (missed 18 or more days one year)	41%
of kids chronically absent in K and 1st (missed 18 or more days both years)	17%

#### What We Can Do


##### Engage Families

Many parents and students don't realize how quickly early absences can add up to academic trouble. Community members and teachers can educate families and build a culture of attendance through early outreach, incentives and attention to data.




##### Fix Transportation

The lack of a reliable car or simply missing the school bus can mean some students don't make it to class. Schools, transit agencies and community partners can organize car pools, supply bus passes or find other ways to get kids to school.




##### Address Health Needs

Health concerns, particularly asthma and dental problems, are among the leading reasons students miss school in the early grades. Schools and medical professionals can work together to give children and families health care and advice.



##### Track the Right Data

Schools too often overlook chronic absence because they track average attendance or unexcused absences, not how many kids miss too many days for any reason. Attendance Works has free data-tracking tools.



These are a few steps that communities and schools can take. How do you think you can help?

<sup>1</sup> Chang, Heidi, Barbara, Marianne, Pamela, Duggan and Alexander for "The Culture of Absence and Addressing Chronic Absence in the Early Grades, National Center for Children in Poverty," W. V. September 2008

<sup>2</sup> Chronic Absence in Utah, Utah Education Policy Center at the University of Utah, 2013

<sup>3</sup> Attendance in Early Elementary Grades: Association with Student Characteristics, School Practices and Home Grade Outcomes, Applied Demography Research, May 2011

© 2010-2011 | The Mathias Group

## Middle & High School PSA

<http://www.youtube.com/watch?v=PEwCJrMlxh0>

### School District of Indian River County PSA

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### Elementary School PSA

<https://www.youtube.com/watch?v=NGoosopoPJ4>

# Attendance Matters



## ATTENDANCE AWARENESS MONTH COMMITMENT CARD

Yes, I want to help make September Attendance Awareness Month in \_\_\_\_\_!  
(name of your community)

I am willing to:

- Organize outreach to new families in my school
- Help create attendance incentives or contests to encourage students to improve attendance
- Work with the local media to publicize Attendance Awareness Month
- Ask leaders in the following organizations to join us: \_\_\_\_\_ (name of organizations)
- Promote Attendance Awareness Month through my business or work place
- Help in any way I can
- Other

I have committed to doing the following things to support  
Attendance Awareness Month by \_\_\_\_\_ (date).  
If for some unforeseen reason, I cannot follow through on this  
commitment, I need to let \_\_\_\_\_ (organizer)  
know so that someone else can work on it.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_  
Zip \_\_\_\_\_



# PSA BY ORGANIZATIONS WITH THE SAME MISSION

It's a Nation-wide movement  
Join us at the local level



It will take parental buy-in



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Some great ideas already in place...

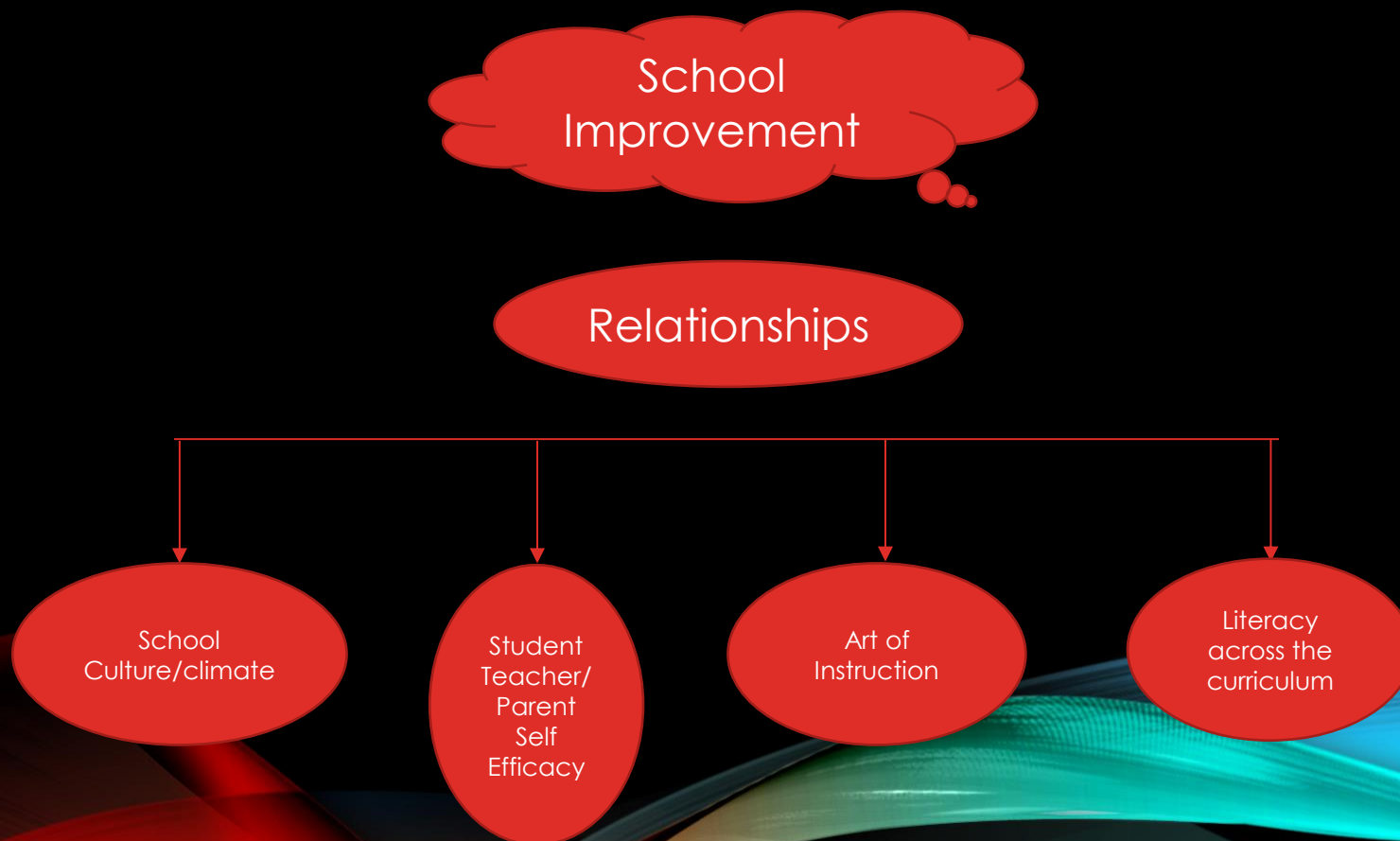
New York City  
Absenteeism Campaign



# Attendance Matters

- ❖ Indian River Fellowship for Instructional Leaders (IRFIL)
- ❖ The vision is to develop Leadership Capacity Is IRFIL's mission

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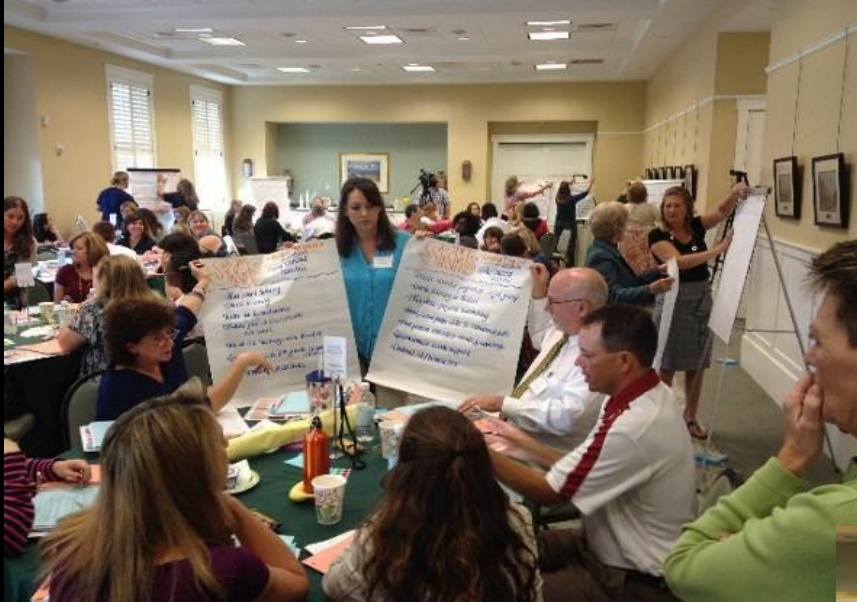
# Attendance Matters

## What's Happening at our Schools

43

**IRFIL Teams Sharing Attendance Practices:**

**Every School in the District participated including, District Coaches, Directors, Assistant Superintendents, Community Members, School Board Members, and our Superintendent**



# Attendance Matters

School Based Teams Working on the Work

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Celebrating  
Students &  
Mentoring



Student  
Created  
Slogans



# ATTENDANCE MATTERS



Attendance Facts in Car Pick up areas as well as Attendance Facts T-Shirts for IRFIL Members



School Celebrates Attendance !  
Teachers make  
“We miss you Call” when  
students are out 3 days”

# Attendance Matters

**What's Next!**

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**SEPTEMBER 2014**

**2<sup>ND</sup> Annual Attendance Awareness Month**

- ❖ **Attendance Month Proclamation**
- ❖ **Attendance Magazine**
- ❖ **Student Created Posters and PSAs**
- ❖ **Moonshot Coaches**
- ❖ **E-Blast**

# Questions?



# Ideas and Resources

*For Attendance Awareness Month 2014*





# Attendance Works

Cecelia Leong



Hedy Chang

Yolie Flores



# New Dedicated Website for Attendance Awareness Month!

The screenshot shows the homepage of the Attendance Awareness Month website. At the top left is the logo for "ATTENDANCE AWARENESS MONTH SEPTEMBER 2014" featuring a cartoon character. To the right are navigation links: "About", "Resources", "Partners", "Blog", "Newsroom", and "Contact". The main content area has a light blue background with a pattern of small white dots. On the left is a thumbnail for the "Count Us In!" toolkit, which includes the text "Working Together To Show That Every School Day Matters" and logos for "Attendance Works" and "Points of Light". To the right of the thumbnail is the heading "Updated Count Us In Toolkit" and a sub-heading "Check out our updated toolkit to start planning your Attendance Awareness Month activities!". Below this are three circular icons: a pencil for "Plan" (Count Us In toolkit), a star for "Promote" (Downloadable materials), and a location pin for "Post" (Attendance Action Map). The lower section is divided into two columns. The left column is titled "Campaign Updates" and features two entries: "April 8: Count Us In (Again)!" dated Mar 17, 2014, and "New Britain: Nipping Chronic Absence in the Bud" dated Mar 16, 2014. The right column is titled "Attendance Action Map" and includes a paragraph about starting to post activities on May 1 and a map of the United States with numerous red location pins.

<http://awareness.attendanceworks.org>



# 2014 Edition is Bigger and Better!

**Count Us In!**  
Working Together To Show  
That Every School Day Matters

2014



# What to Do When: At a Glance



## Let's get started!

- Convene coalition
- Recruit partners
- Meet with district
- Enlist health care providers
- Launch poster contests and other marketing campaigns

## Early Summer

### Getting into specifics

- Distribute talking points
- Enlist elected officials & celebs
- Line up incentives
- Analyze data



## Late Summer

### It's Crunch Time

- Tape PSAs
- Begin media outreach
- Print banners & posters
- Plan assemblies and Back-to-School events
- Launch door-knocking campaigns

## Back to School!

- Release proclamations
- Host Back-to-School events
- Host press conferences
- Share data
- Spread the word!



# What to Do When: A Closer Look

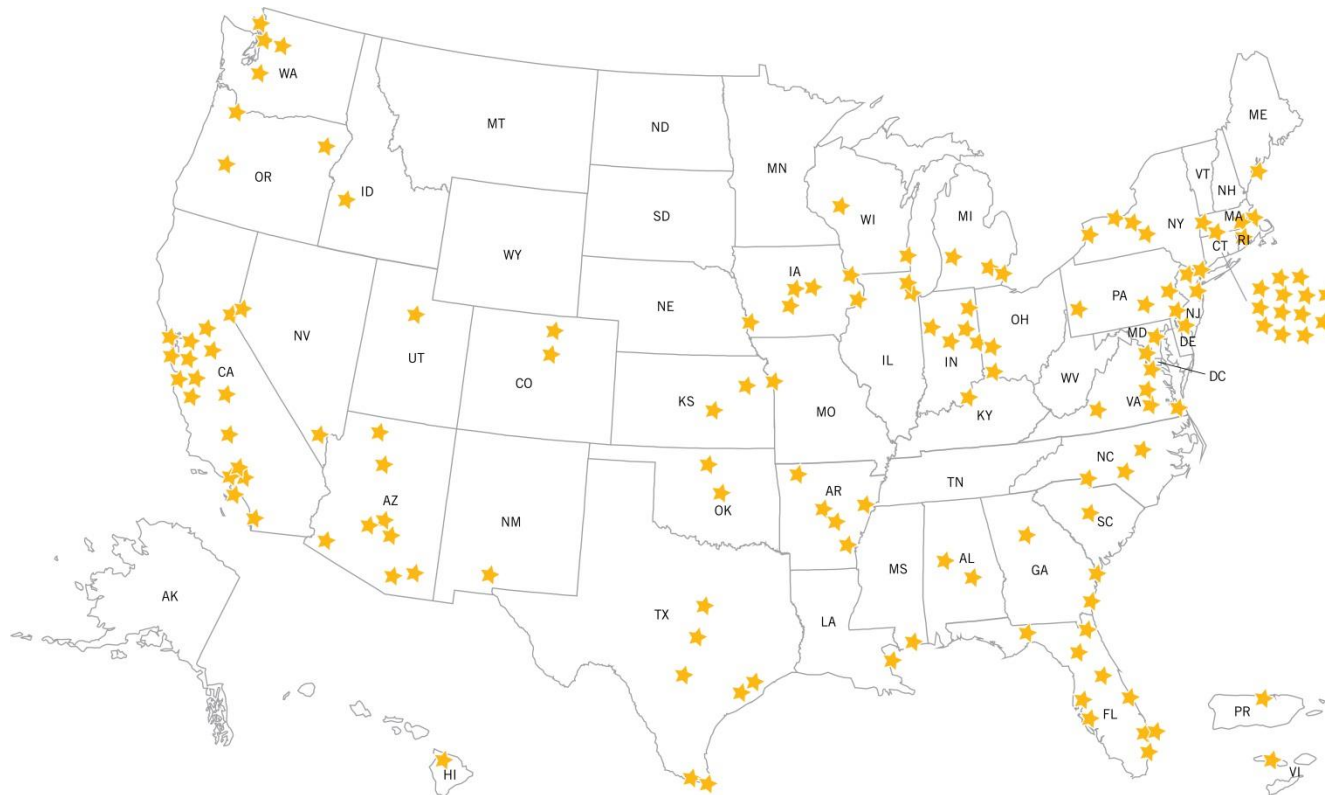
## Spring

1. If you're working with a coalition, plan a meeting and agree on activities
2. Recruit partners to support the work
3. Launch a student poster contest or video contest, with winning entries to be displayed during September
4. Enlist health care providers to share information on attendance during back-to-school checkups
5. If you're planning to look at data, approach appropriate school or district officials about the availability of attendance information
6. Identify Bright Spot schools to celebrate and learn from



# Create or Join an Existing Coalition

For example, the Campaign for Grade-Level Reading is in 141 communities, representing 38 states across the nation, as well as the District of Columbia, Puerto Rico and the U.S. Virgin Islands, with 1,600 local organizations



# Join a Grad Nation Community



AMERICA'S PROMISE  
ALLIANCE



GRAD NATION

END THE DROPOUT CRISIS

<http://www.americaspromise.org/list-communities>



# Who Can Help Launch AAM?



**Mayor and Elected Officials**



**Businesses and Chambers of Commerce**



**Superintendents and School Districts**



**Local Philanthropy**



**School Principals and Teachers**



**Community Organizations and Faith-Based Groups**



**Afterschool and Early Education Programs**



**Health Care Providers**



# Key Role of Top District Leaders

Own the  
Issue

Mobilize  
the  
Community

Drive With  
Data

To learn more about the Superintendents Call to Action, please visit:

[www.attendanceworks.org/superintendents-call-to-action](http://www.attendanceworks.org/superintendents-call-to-action)



# Key Messages About Attendance

**MUST BE PRESENT TO WIN!!**  
Help Send the Message that Going to School Every Day Matters for Success in School and Life

ATTENDANCE AWARENESS MONTH  
SEPTEMBER 2014

**Key Concepts & Messages**

Improving student attendance is an essential, cost-effective but often overlooked strategy for ensuring our students are on-track to learn and succeed. Nationwide, at many as one out of 10 students is chronically absent, meaning they miss 10 percent or more of school days, or nearly a month. 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. While addressing some attendance barriers—such as health, poor transportation, and unstable housing—can often require longer-term strategies, everyone can make a difference by helping students and families understand that going to school every day and avoiding absences whenever possible is critical to realizing their hopes and dreams. Too often, we don't realize how quickly absences add up: Missing just two days every month can cause a child to fall behind.

Below are 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. What can you do to help get these messages out in your agency, community or school?

- 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 too much 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 school days, is a leading indicator of academic trouble and later dropout. If too many students miss school, it can affect instruction for other students, who may be absentee students. This makes it hard to learn.

4. We need to monitor how many days of unexcused or suspensions—so we can get extra supports that can improve attendance. Families should track how many days their children are absent when they should be concerned and not as merely a lack of compliance with school rules. Lost opportunities to learn in the classroom.

5. Chronic absence is a problem we can solve. While addressing some attendance barriers—such as health, poor transportation, and unstable housing—can often require longer-term strategies, everyone can make a difference by helping students and families understand that going to school every day and avoiding absences whenever possible is critical to realizing their hopes and dreams. Too often, we don't realize how quickly absences add up: Missing just two days every month can cause a child to fall behind.

6. Relationship building is fundamental to school success. Students are more likely to go to school when they have a positive relationship with adults—parents, teachers, and community members—are critical to encouraging attendance.

7. Reducing chronic absence can improve achievement for low-income students. Because of chronic absence starting in early childhood, low-income children are more likely to be at risk for academic trouble and later dropout. Used to trigger intervention, discipline policies and practices, ideally before they fall behind, chronic absence could be reduced.



# Look for Bright Spots in Your Community

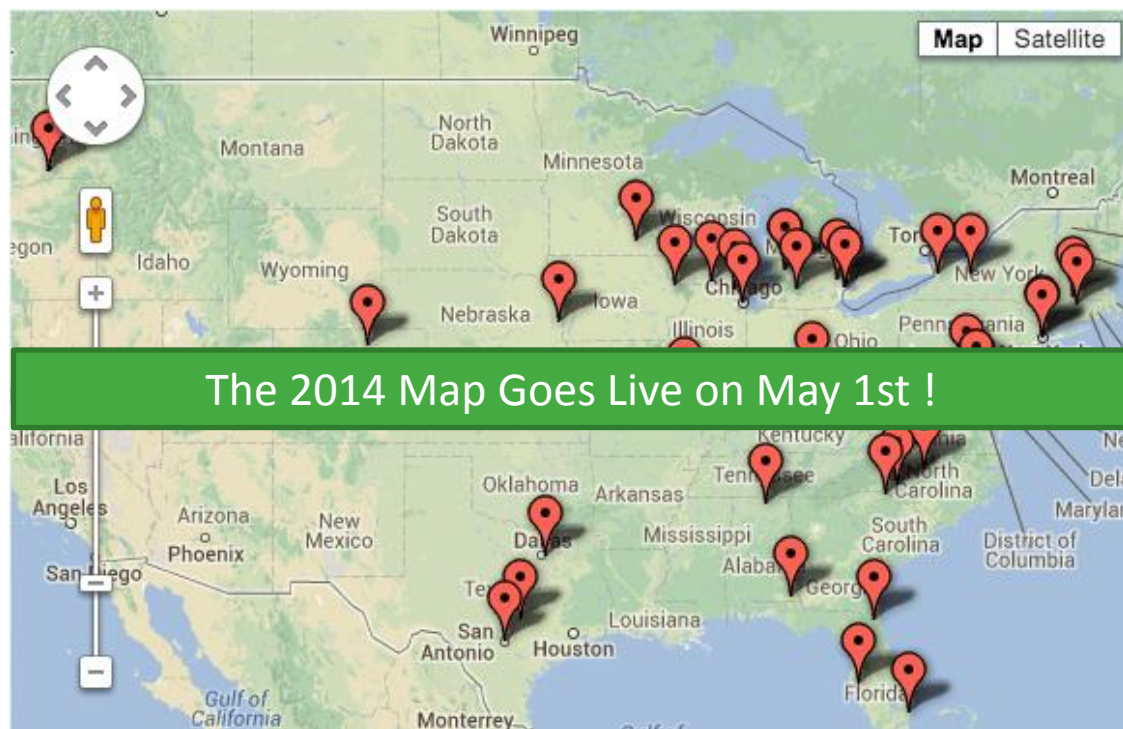
## WHAT WORKS IN OUR COMMUNITY?

A toolkit for identifying promising local practice



[http://www.attendanceworks.org/wordpress/wp-content/uploads/2013/10/Pos-Outliers-toolkit\\_final.pdf](http://www.attendanceworks.org/wordpress/wp-content/uploads/2013/10/Pos-Outliers-toolkit_final.pdf)

# Post Your Involvement on the Map!



*We hope to see even more communities participate in 2014!*

*New: Districts will be able to post if they are monitoring data*

<http://awareness.attendanceworks.org>



# Questions?



# Announcements



# Attendance Awareness Month 2014 Webinar Series

- **May 28** – We Need You: Enlisting Allies for Attendance Awareness Month
- **August 6** – Engaging Parents and Youth – new resources for messaging about attendance to parents and youth
- Sign up for **email updates** about the Campaign and when new resources become available!  
<http://awareness.attendanceworks.org>





**Summer Learning Day** is a national advocacy platform that can help build awareness and inspire action for summer learning and reading.

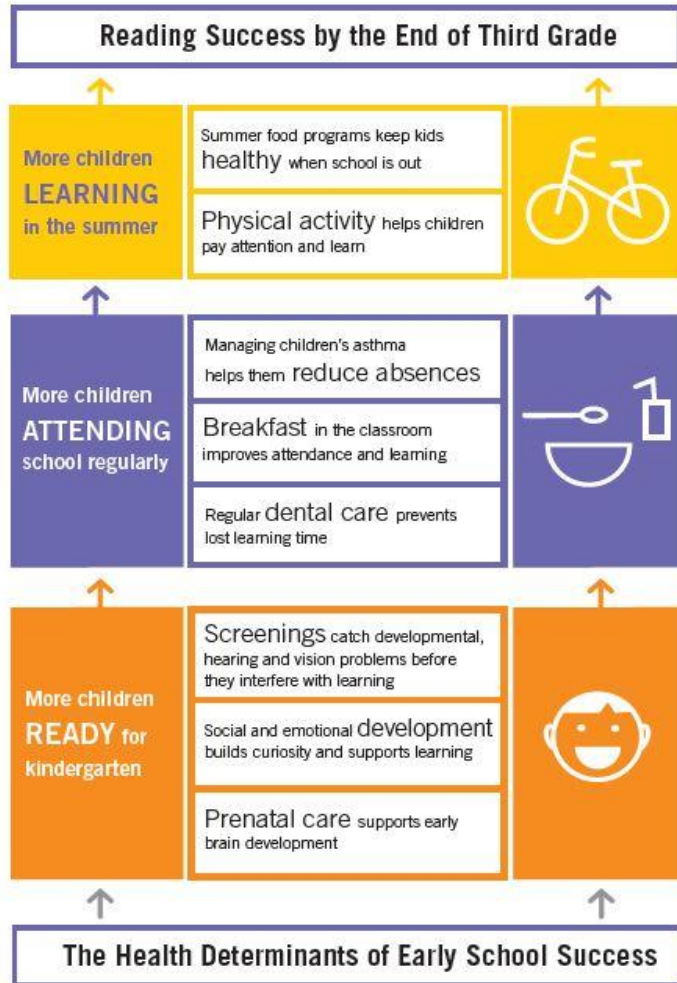
**JOIN THE MOVEMENT ON  
Friday, June 20, 2014**

[http://www.summerlearning.org/?page=summer\\_learning\\_day](http://www.summerlearning.org/?page=summer_learning_day)





# Growing Healthy Readers



## Topics Include:

- Supporting healthy births and infancy
- Ensuring early and appropriate screenings and intervention
- Supporting children's healthy social-emotional development
- Ensuring oral health
- Controlling environments and managing asthma
- Promoting healthy food choices
- Increasing physical activity

<http://gradelevelreading.net/healthy-readers-resources-guides>

# National Volunteer Week

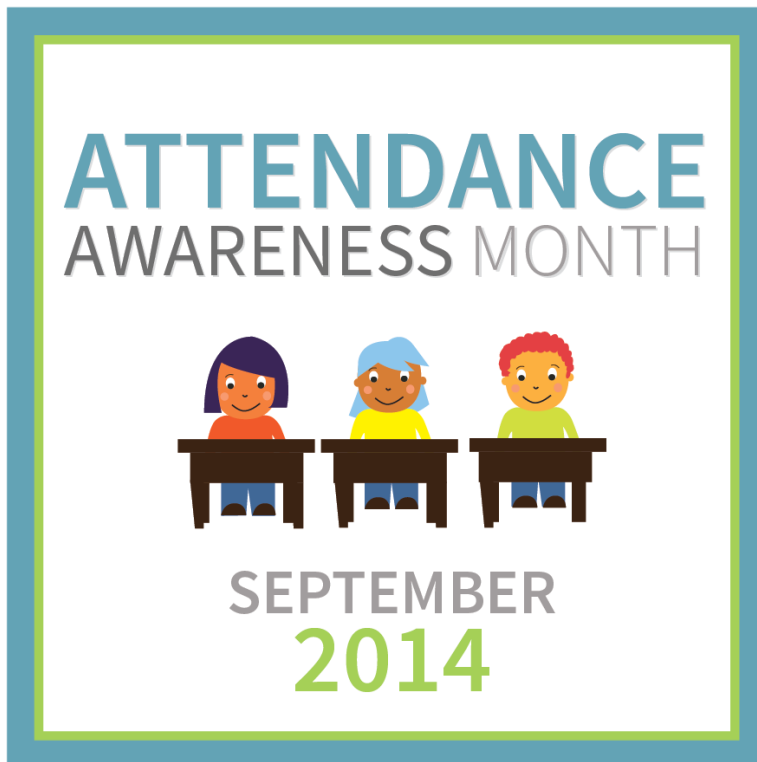


- Recognize the volunteers who are helping keep students on track for attendance
- Recognize the reading tutors who are helping children read by 3<sup>rd</sup> grade
- Check out Points of Light, <http://www.pointsoflight.org/>, and the Campaign for Grade-Level Reading, [www.gradelevelreading.net](http://www.gradelevelreading.net) for tools and templates
- Sign up for Corps 18, <http://www.americaspromise.org/news/points-light-opens-corps-18-applications>

**Special thanks to all the partners  
and our funders!**



# Thank You for Attending!



- For more information about Attendance Awareness Month 2014, go to: <http://awareness.attendanceworks.org>
- A recording of today's webinar will be posted within 72 hours: <http://www.attendanceworks.org/peer-learning-resources/>
- Please take a moment to provide feedback about today's webinar: <https://www.surveymonkey.com/s/Count-Us-In-2014>