

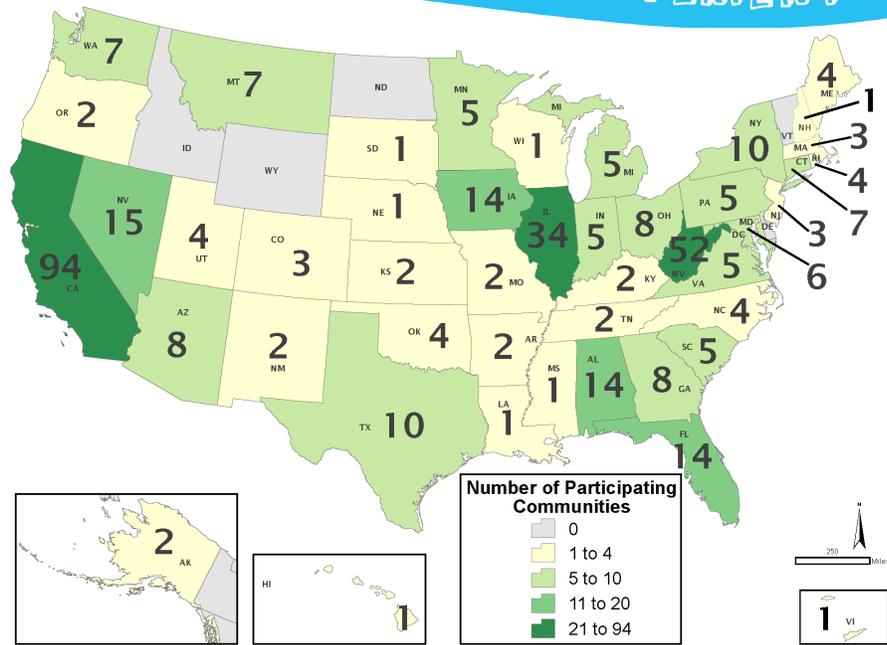
BUILDING A NATIONAL MOVEMENT



Attendance Awareness Month

2015

By the numbers



Attendance Awareness Month held in September recognizes the connection between school attendance and academic achievement. The goal is to mobilize schools and communities across the nation to promote the value of good attendance and take concrete steps to reduce chronic absence.

Highlights

Sept 1: Attendance Works and Healthy Schools Campaign release *Mapping the Early Attendance Gap: Charting a Course for School Success*, a research brief generating **190+ news stories** and **5,200 downloads**

Sept. 14: MENTOR launches Mentoring Effect and Attendance Week including a Twitter chat that reached **262,000 users**.

Sept. 30: The list of **212 superintendents** on the Call to Action runs in an Education Week ad.

Oct 7: Federal agencies announce **Every Student, Every Day**, a cross-sector initiative to reduce chronic absence.

THANKS TO YOU, we helped communities across the country get more students to #SchoolEveryDay.

404 SCHOOLS & COMMUNITIES IN **45** STATES PINNED TO OUR MAP



57

strategic partners participated in Attendance Awareness Month activities



182,300

WEBSITE PAGE VIEWS IN SEPTEMBER

4,400

listserv subscribers



1,470

WEBINAR PARTICIPANTS



1,351

MEDIA HITS



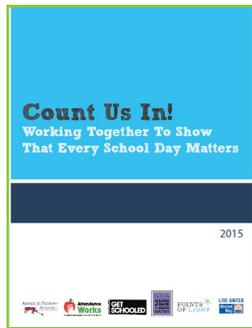
8,800

tweets in September using #schooleveryday

creating **15.7 MILLION** impressions

GET INVOLVED

1. Download our free materials and toolkit
2. Join our listserv for updates on materials and ideas
3. Participate in our webinar series from April - September
4. Plan an event & post it on our Attendance Action Map
5. Crunch chronic absence data and post on our District Data Action Map
6. Join the Superintendents Call to Action
7. Become a collaborating partner
8. Invest in the Attendance Awareness Campaign



Learn more at :
www.awareness.attendanceworks.org

SUCCESS STORIES

WEST VIRGINIA

State Superintendent of School Michael J. Martirano launched a statewide attendance campaign and toured each county to promote the importance of good attendance. As a result, 52 schools and counties pinned on the Attendance Action Map: 26 crunched their attendance data, 15 launched contests, 11 posted PSAs or radio ads and 10 issued proclamations. Greenbrier County created a children's book. Chronic absence is now part of the statewide data portal and an early warning system.

CALIFORNIA

State Superintendent of Public Instruction Tom Torlakson sent a letter urging communities to get involved, and they did: 94 posted on the map and 87 superintendents have signed on to the Call to Action. Mid-month, Attorney General Kamala Harris released a report showing the scope and impact of elementary absenteeism statewide.

MONTANA

Montana State Superintendent of Public Instruction Denise Juneau hosted a news conference in late August, wrote a commentary piece and appeared in two videos – one real life and one virtual video -- promoting good attendance. Juneau's work includes a focus on improving attendance among American Indian students, who have high absenteeism rates in Montana and beyond.

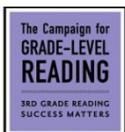
CONVENING PARTNERS



America's Promise Alliance leads an alliance of organizations, communities and individuals dedicated to making the promise of America real for every child. As its signature effort, the GradNation campaign mobilizes Americans to increase the on-time high school graduation rate to 90 percent by 2020.



Attendance Works is a national organization dedicated to improving the policy, practice and research around attendance. Its website offers materials, research and success stories about reducing chronic absence. Attendance Works also offers technical assistance to school districts and communities.



Campaign for Grade-Level Reading is a collaborative effort by foundations, nonprofit partners, states and communities across the nation to ensure that more children in low-income families succeed in school and graduate prepared for college, a career, and active citizenship.



United Way Worldwide is engaged in nearly 1,800 communities across more than 40 countries and territories worldwide. We bring people and organizations from all sectors of society together to improve EDUCATION, INCOME AND HEALTH.

More than 57 national organizations collaborate on Attendance Awareness Month



Get Schooled was founded on the belief that students themselves have the power to improve their future if given the right information and motivation. The organization sponsors nationwide attendance contests, wake-up calls with celebrities and offers an Attendance Calculator for students and parents.



Healthy Schools Campaign (HSC) is a nonprofit organization dedicated to making schools healthier places for all students. HSC provides leadership development and tools to school stakeholders and advocates for better access to nutritious school food, physical activity, school health resources and clean air.



Points of Light is the world's largest organization dedicated to volunteer service. At Points of Light, we help millions of volunteers change the world. We mobilize people to action on the causes they care about through innovative programs, events and campaigns.