

# Attendance Awareness Month

# 2018

BY THE NUMBERS!



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

## Highlights

### September 1:

Attendance Works and Everyone Graduates Center release *Data Matters: Using Chronic Absence to Accelerate Action for Student Success*, an analysis showing more than 25 percent of students attend schools with high or extreme levels of chronic absence, generating 5,829 downloads.

### September 1:

The Hamilton Project at the Brookings Institution releases an interactive data map.

### September 17:

MENTOR launches *Mentoring In Real Life and Attendance Week*, and a social media toolkit.

### September 18:

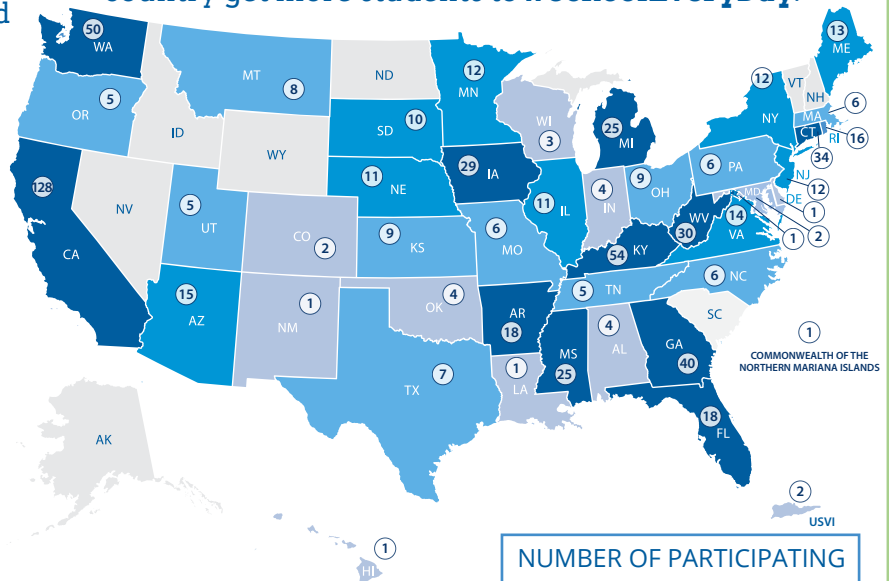
MENTOR, Communities in Schools and Get Schooled host a Back to School Twitter chat about how caring adults help kids stay in school, that saw 2.8 million impressions.

### September 19:

Education Week runs the Call to Action ad with a list of 201 superintendents who provided chronic absence rate estimates. A record 673 signed on by mid-October.

## Teaming Up for Attendance!

Thanks to you, we helped communities across the country get more students to **#SchoolEveryDay**.



**673** SUPERINTENDENTS  
IN **45** STATES + D.C.  
PINNED OUR MAP

NUMBER OF PARTICIPATING SUPERINTENDENTS:



**5,829**  
DOWNLOADED THE BRIEF,  
"DATA MATTERS"



**6,306**  
WEBINAR  
PARTICIPANTS



**16,345** LISTSERV SUBSCRIBERS



**225,126** WEBSITE  
PAGE VIEWS IN SEPTEMBER



**7,110** TWEETS USING #SCHOOLEVERYDAY  
CREATING **19.6 MILLION** IMPRESSIONS



**72** NATIONAL PARTNERS  
PARTICIPATED IN ATTENDANCE  
AWARENESS MONTH ACTIVITIES



**1,157** NEWS STORIES AND BLOG POSTS FEATURED  
CHRONIC ABSENCE OR ATTENDANCE AWARENESS MONTH IN  
JULY, AUGUST AND SEPTEMBER

## Get Involved

- 1 Read our online toolkit and download free materials
- 2 Join our mailing list for updates and resources
- 3 Participate in our webinar series
- 4 Plan an event & post it on our Map
- 5 Crunch chronic absence data to drive action
- 6 Join the Superintendents Call to Action
- 7 Become a collaborating partner
- 8 Invest in the Attendance Awareness Campaign

## Bright Spots

### CALIFORNIA

State Superintendent of Public Instruction Tom Torlakson issued a statement recognizing September as Attendance Awareness Month, and urged school districts, public agencies, community groups, students, and their families to join together to combat chronic absenteeism. To show their support, 128 superintendents signed on to the Superintendents Call to Action! Of these, 33 superintendents provided chronic absence rates for school years 2016-17 and 2017-18. Torlakson also sent a letter to county and district superintendents and charter school administrators encouraging them to register for the Attendance Works' Teaching Attendance curriculum, an e-learning series designed for school staff, and announcing the availability of specialized training for supervisors of attendance in certain counties. The Education Department's SARB program recognized 16 school attendance programs that are using subgroup absenteeism data with their partners to target where resources are needed most.

### WASHINGTON

Washington state Office of Superintendent of Public Instruction (OSPI) had an impact when calling on superintendents to sign on to the Superintendents Call to Action, resulting in 50 superintendents who signed on. OSPI released "Regular Attendance Deep Dive," a data tool that provides regular attendance data for 2015-2017, along with detailed race and ethnicity data tied to outcomes including attendance. OSPI's Attendance System Improvement Guide for school or district leaders, and teams including staff and community members, offer guidance on interpreting data and developing goals and strategies for attendance improvement. OSPI also sponsored a state-wide attendance challenge with prizes and recognition for all schools that can demonstrate a good faith effort towards raising awareness, establishing attendance as a priority and building internal capacity to support their students' attendance.

### IOWA AND NEBRASKA

United Way of the Midlands (Iowa and Nebraska) and the School Based Attendance Coalition (SBAC) co-sponsored a regional attendance awareness campaign that leveraged Attendance Awareness Month. The campaign included an Attendance Matters conference, "Team Up for Attendance: Community Matters" that highlighted efforts in Baltimore, MD and Cleveland, OH that are moving the needle on chronic absence. UWM, along with the Greater Omaha Attendance and Learning Services (GOALS) Center, helped bring together almost 30 local nonprofits, 15 school districts and government agencies dedicated to reducing chronic absenteeism across the region. The groups created a web-based hub, ThereEveryDay.com, with information, resources and programs.

## 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 and prepare young people for postsecondary enrollment and the 21st century workforce.

### HEALTHY SCHOOLS CAMPAIGN

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 to shape children's lifelong learning and health.



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.



Since 1964, the Institute for Educational Leadership (IEL) – a nonprofit, nonpartisan organization – has been at the forefront of innovative efforts that bring together leaders across the various sectors of education (P-20), workforce development and child- and youth-serving systems. IEL builds partnerships across institutional boundaries, helping to tackle leadership challenges and leverage the resources of multiple partners to foster reform.



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.



MENTOR: The National Mentoring Partnership (MENTOR) is the unifying champion for expanding quality youth mentoring relationships in the United States. For more than 25 years, MENTOR has served the mentoring field by providing a public voice; developing and delivering resources to mentoring programs nationwide; and promoting quality for mentoring through evidence-based standards, innovative research and essential tools.



Everyone Graduates Center combines analysis of the causes, location, and consequences of the nation's dropout crisis with the development of tools and models designed to keep all students on the path to graduation. That includes tracking of early warning indicators, including chronic absence.



United Way Worldwide is engaged in nearly 1,800 communities across more than 40 countries and territories worldwide. United Way Worldwide brings people and organizations from all sectors of society together to improve EDUCATION, INCOME AND HEALTH, the building blocks for a better life and stronger community.



Get Schooled offers an annual Fall Attendance Challenge for middle and high schools during which students play educational games and develop academic skills, all while boosting attendance and earning grants for their schools. The 2018 Attendance Challenge starts in October, so use September to prepare for the contest. To learn more go to [www.getschoolled.com](http://www.getschoolled.com).