

# Attendance Awareness Month 2017

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

### August 17:

America's Promise with Everyone Graduates Center and Points of Light host Working Together to Reduce Chronic Absence, a Twitter chat, that saw 15 million impressions.

### September 1:

Attendance Works and Everyone Graduates Center release *Portraits of Change*, a national and state analysis showing that 20 percent of US schools face high levels of chronic absence, generating 7,156 downloads.

### September 19:

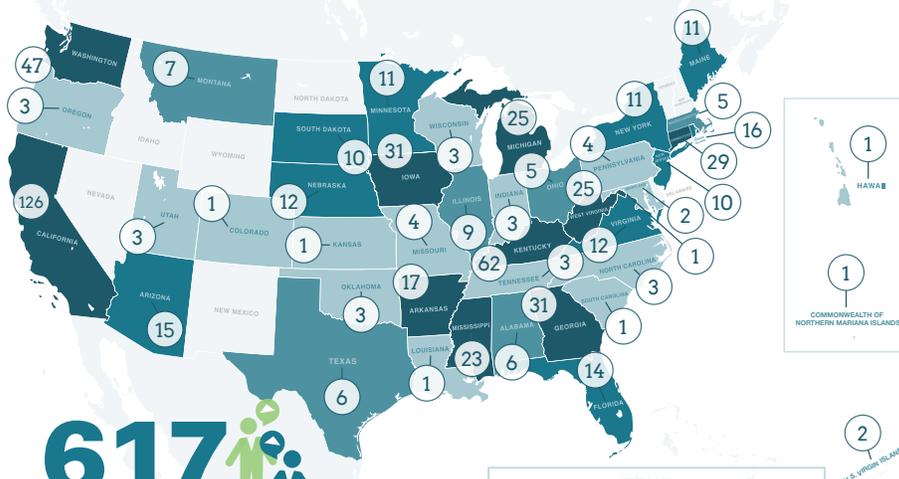
MENTOR launches Mentoring In Real Life and Attendance Week including a Twitter chat that created 3,026,855 impressions.

### September 28:

Education Week runs the Call to Action ad with a list of 571 superintendents. A record 616 signed on by mid-October.

## Deepening Engagement Nationwide

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



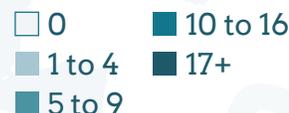
**617** SUPERINTENDENTS

IN **42** STATES + D.C. PINNED TO OUR MAP

**7,156** DOWNLOADED THE BRIEF, "PORTRAITS OF CHANGE"

**9,617+** PEOPLE SIGNED UP FOR OUR NEWSLETTER

NUMBER OF PARTICIPATING SUPERINTENDENTS:



**8,128**

PEOPLE REGISTERED FOR ONE OF OUR ATTENDANCE WEBINARS

**212,864** WEBSITE PAGE VIEWS IN SEPTEMBER

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



**8,304+**

TWEETS FEATURED THE #SCHOOLEVERYDAY HASHTAG IN SEPTEMBER ALONE, GENERATING **17.6 million** IMPRESSIONS

**1,700+**

NEWS STORIES AND BLOG POSTS FEATURED ATTENDANCE ISSUES OR ATTENDANCE AWARENESS MONTH IN 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 Attendance Action 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

California State Superintendent of Public Instruction Tom Torlakson sent letter to all district and county superintendents and charter school administrators about best practices to reduce chronic absenteeism rates during Attendance Awareness Month, and followed up with a press release. The Superintendents heeded his call! 126 Superintendents signed the AAM Call to Action. For the first time, the California Department of Education began collecting information about attendance in the state longitudinal student data system (CALPADS) and will begin releasing online chronic absence reports in the Fall. Through the **model SARB program**, the Education Department highlights best practices adopted by districts and county offices of education that keep children in school.

### KENTUCKY

Kentucky Commission of Education Stephen L. Pruitt sent out e-news encouraging districts to encourage attendance and by month's end 62 Superintendents signed the Call to Action. The Education department released a new report showing attendance trends at the state and district levels with comparisons to other states. On High Attendance Day, elementary, middle and high school students were in their seats, and six winning schools received cash awards.

### WASHINGTON

Washington State Superintendent of Public Instruction Chris Reykdal unveiled new attendance awareness materials including a social media toolkit, posters, e-cards and data tools for districts and schools. The Seattle Sounders joined Superintendent Reykdal and Gov. Jay Inslee on attendance PSAs, and the Sounders recorded student wake-up calls and encouraged parents in recorded calls to be in the game every day. Superintendent Reykdal proposed a revised definition in state regulations of excused and unexcused absences. Forty-seven Superintendents signed the Call to Action!

## 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 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.



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. Points of Light is creating a culture of volunteerism, one that celebrates the power of service.



Named a "Most Innovative Company" in 2017 by Fast Company, GET SCHOOLED is a nonprofit that uses gamification strategies along with a unique recipe of "sizzle and substance" to improve student outcomes. 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 2017 Attendance Challenge starts in October, so use September to prepare for the contest. To learn more go to [www.getschooled.com](http://www.getschooled.com).



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, the building blocks for a better life and stronger community.