



ATTENDANCE AWARENESS MONTH BY THE NUMBERS 2014

2,300

LISTSERV SUBSCRIBERS

1,087

PARTICIPANTS ON 4 WEBINARS

79

PROCLAMATIONS FROM MAYORS,
GOVERNORS, SCHOOL BOARDS, DISTRICTS

103,000

VIEWS OF ONLINE MATERIALS IN SEPTEMBER

AAM IN THE MEDIA



6,100 TWEETS CREATING

7.6 MILLION IMPRESSIONS USING THE

#SCHOOLEVERYDAY HASHTAG



645 MEDIA STORIES IN AUGUST/SEPTEMBER

"How to Get Kids to Class: To Keep Poor Students in School, Provide Social Services" -New York Times

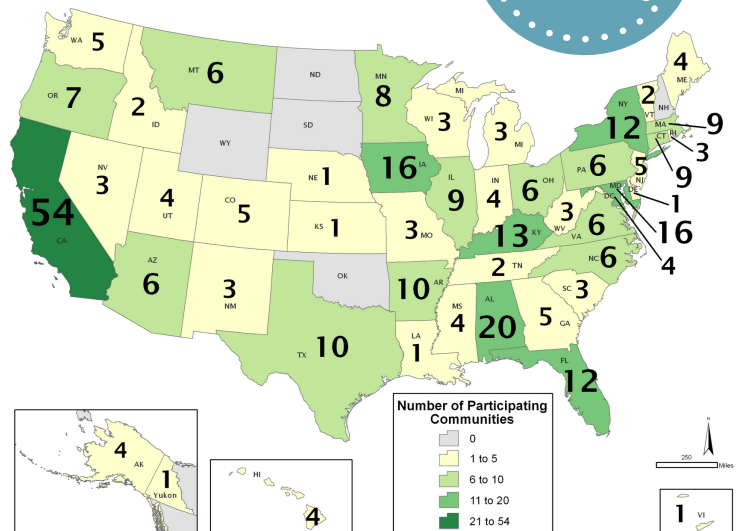
"Chronic absenteeism can devastate K-12 learning"
- Education Week

"Chronic absenteeism a formula for failure"
- The Providence Journal

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. More than 45 national organizations work in partnership on the project.

WHO GOT INVOLVED

324
SCHOOLS &
COMMUNITIES



RESEARCH BRIEF: RELEASED SEPT. 2

ABSENCES ADD UP:

How School Attendance Influences Student Success

120+ NEWS STORIES

The Washington Post

THE
HUFFINGTON
POST

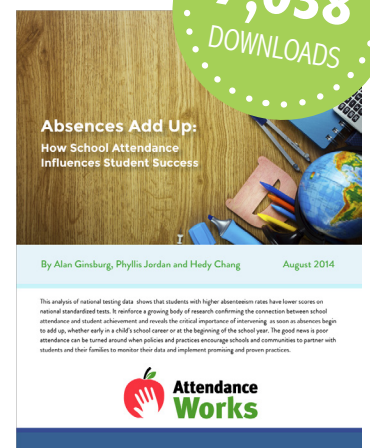
EDUCATION WEEK

The Atlantic

Mother Jones

Los Angeles Times

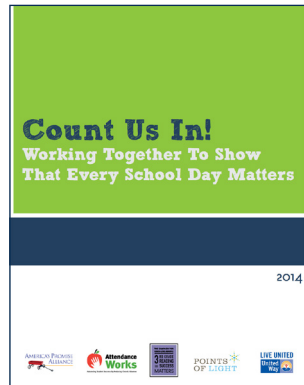
7,038
DOWNLOADS



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

VERNON, CT

Weeks before the school year began in 2013, counselors in Vernon, Connecticut, sat at a booth handing out flyers, calendars, magnets and alarm clocks. Signs reading "Everybody in School Every Day" popped up on the lawns of the Superintendent, school board members and other residents. The Attendance Awareness Month push was part of their strategy, which used real-time data, hands-on interventions and coordination with community partners to cut elementary chronic absence rates in half.

ARKANSAS

Seven school districts across Arkansas used Attendance Awareness Month 2014 to focus on parent engagement, data collection and policy to reduce chronic absence. As part of the Make Every Day Count initiative, districts used banners, posters and buttons to declare the importance of school attendance when school open in August. Radio spots by well-known Arkansans ran on stations, from hip hop to country, to attract a variety of young parents. The attendance push was part of a broader, statewide effort to improve early literacy.



CALIFORNIA

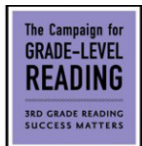
California state leaders in education, human services, law enforcement, legislatures and judicial agencies used Attendance Awareness Month 2014 to call for interagency efforts to combat chronic absence. A report documented the scope of attendance problems across California. The state-wide emphasis, along with a new education funding formula, is spurring school districts to track chronic absence rates. California's efforts are informed by local successes, including those in Chula Vista, Covina-Valley, Del Norte, Hayward, Los Angeles and Oakland.

OUR CONVENING PARTNERS

More than 45 national organizations collaborate on the project



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 businesses 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 a global network of local members from Canada to Costa Rica and South Korea to Kenya. Individuals and organizations dedicated to improving the human condition come together in local communities to give, advocate and volunteer.



America's Promise Alliance is the nation's largest partnership dedicated to improving the lives of children and youth, including a focus on dropout prevention. The alliance brings together more than 400 national organizations representing nonprofits, businesses, communities, educators and policymakers.



Points of Light offers a variety of programs, products and services to help support volunteer-based organizations and connect volunteers to volunteer opportunities.



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.