



# ATTENDANCE AWARENESS MONTH

## BY THE NUMBERS 2014

**2,211**

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** HASHATAG



**645** MEDIA STORIES IN AUGUST/SEPTEMBER

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

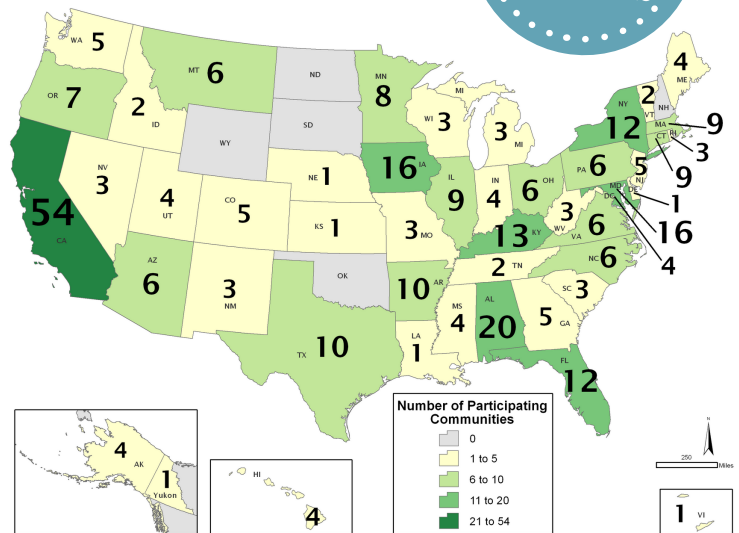
“Chronic absenteeism can devastate K-12 learning” - Education Week

“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



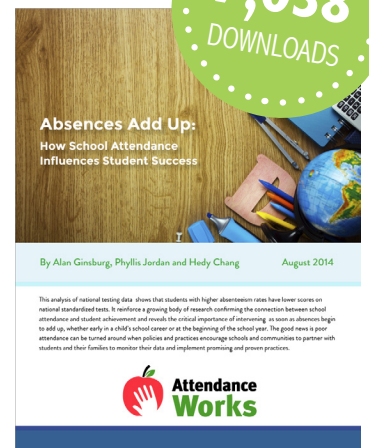
### RESEARCH BRIEF: RELEASED SEPT. 2

**ABSENCES ADD UP:**  
How School Attendance Influences Student Success

**120+** NEWS STORIES

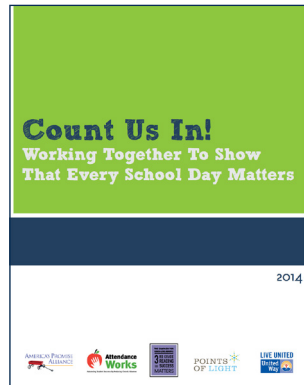


**7,038**  
DOWNLOADS



# 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](http://WWW.AWARENESS.ATTENDANCEWORKS.ORG)

# SUCCESS STORIES

## VERO BEACH, FL

When advocates and educators in Vero Beach calculated chronic absence numbers, they realized they had a problem. They didn't waste any time. The Indian River County Commission proclaimed September 2013 as Attendance Awareness Month. The school district distributed posters to each school; created attendance pledge cards for kindergarteners; gave presentations at kindergarten camps to reach parents; and created a PSA. The district also incorporated an early intervention system that has teachers place phone calls to parents when children are out of school for three days.

## 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.



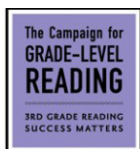
## CALIFORNIA

California state leaders in education, human services, law enforcement, legislatives and judicial agencies used Attendance Awareness Month 2014 to launch an interagency effort to combat chronic absence. Superintendent of Public Instruction Tom Torlakson, Secretary of Health and Human Services Diana S. Dooley, Assemblymember Shirley Weber and Superior Court Judge Stacy Boulware Eurie each committed to address chronic absenteeism in their own arenas. Attorney General Kamala Harris released a report that underscored the extent of the problem in the nation's largest state.

# OUR PARTNERS



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.