

Attendance Awareness Month

2022

BY THE NUMBERS!

Stay Connected, Keep Learning!

Attendance Awareness Month held in September recognizes the benefits to students and families from school attendance. The goal is to mobilize schools, districts and communities across the nation to promote the value of good attendance and take concrete steps to address barriers to showing up and reduce chronic absence.

Highlights

September 13:

FutureEd, AASA and Attendance Works host a Back to School Attendance Awareness Twitter chat about supporting student mental health needs as we recover from the pandemic. We shared resources, research and information on how districts and schools can use Covid-relief funding.

September 27:

Attendance Works and Everyone Graduates Center at Johns Hopkins University release a review of national data showing an increase in chronic absence for the first year of the Covid-19 pandemic. Recent state data shows that chronic absenteeism likely doubled nationwide.

September 28:

Convening partners host the final AAC 2022 webinar, What Works to Sustain Engagement and Attendance, that attracted 4,560 registrants.

September 29:

The Washington Post publishes article, [Student absenteeism skyrocketed in the pandemic as test scores plunged](#), describing our analysis, with Johns Hopkins University, of national chronic absence data.

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



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 and post it on social media
- 5 Crunch chronic absence data to drive action
- 6 Become a collaborating partner
- 7 Invest in the Attendance Awareness Campaign



205,091 WEBSITE PAGE VIEWS IN SEPTEMBER



103 NATIONAL AND STATE PARTNERS PARTICIPATED IN ATTENDANCE AWARENESS MONTH ACTIVITIES



35,564 VIEWS OF SHOWING UP MATTERS FOR R.E.A.L.



13,893 WEBINAR PARTICIPANTS



42,645 LISTSERV SUBSCRIBERS



1,900 TWEETS USING #SCHOOLEVERYDAY CREATING **16 MILLION** IMPRESSIONS



1,528 NEWS STORIES AND BLOG POSTS FEATURED CHRONIC ABSENCE OR ATTENDANCE AWARENESS MONTH IN JULY, AUGUST AND SEPTEMBER

Bright Spots

LONG BEACH, CALIFORNIA

When schools were closed or students were in quarantine, the Long Beach Unified School District in California sent families [messages](#) to encourage them to STAY CONNECTED & CONTINUE LEARNING! Before the pandemic, LBUSD invested in a systemic approach that began by identifying in-district inequities, using a PreK-12 dashboard for staff showing the individual students and schools in need of additional support. It developed a tiered approach to attendance and leveraged its district-wide “All In” attendance campaign, launched in 2015, now with 54 principals, their teams and district PreK staff. Each of these “All In” schools has an intervention coordinator and a team with responsibility for attendance. LBUSD Assistant Superintendent, Erin Simon, says, “*our work on chronic absence, combined with investments in social, emotional and physical health, have been essential ingredients of our Covid-19 recovery strategy.*”

LOUISIANA

In Louisiana, statewide efforts emphasizing prevention, early intervention and a trauma-informed response to truancy, have led to its chronic absence rate dropping by 9.4% in one year's time. The [Louisiana Comeback](#) campaign includes a \$16 million commitment towards programs to improve attendance and well-being. In July, the state launched a Success Through Attendance Recovery (STAR) Task Force, to identify critical truancy, attendance and dropout issues, and develop recommendations. This fall, in partnership with Louisiana State University, the state Child Welfare and Attendance (CWA) professionals have access to training and a toolkit to help them identify and coach students who missed a school year during the pandemic. The state CWA Liaison, Selneka Adams, spearheaded an Attendance Matters campaign, including the slogan, Donut Miss a Day of School!. Gov. John Bell Edwards signed a [proclamation](#) declaring September as Attendance Awareness Month, and Cade Brumley, Superintendent of Education said the same in his [weekly newsletter educators](#).

NEWARK, NEW JERSEY

The [BRICK \(Building Resilient Intelligent Creative Kids\) Education Network](#), which leads charter schools in Newark, New Jersey reduced the chronic absence rate in its two schools to less than 13% in spring 2022, down from 53% in 2018. Employing a two-generation approach, BRICK invests in both programming and systems to ensure students are in school every day ready to learn. BRICK's first step is to partner with families to provide a tailored approach to improving attendance, including targeted engagement during morning drop-off and dismissal, mentoring, an attendance academy, whole school initiatives, attendance recognition, home visits and parent workshops. Its strategic systems include attendance teams, customized data and intervention tracking, attendance success plans and professional development. Brick CEO, Dominique Lee, says, “*We always had the right mindset and didn't blame families for absences. Instead, we partnered with families using a systemic, data informed, targeted approach and structure that equipped us to take the right actions in a timely way.*”

Convening Partners



America's Promise Alliance brings the country's most inspiring youth-supporting organizations and leaders together in authentic community with a shared commitment of radical support and collaboration. We focus on strengthening our organizations and creating powerful coalitions in pursuit of collective action. Together, we reimagine the systems impacting young people and work to create a more just America that empowers every next generation to lead our country forward.



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.



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.



MENTOR is the unifying champion for expanding the quality and quantity of mentoring relationships across the U.S. MENTOR was created more than 30 years ago to expand opportunities for young people by building a youth mentoring field and movement. The result: a more than 10-fold increase in young people in mentoring relationships. Today, MENTOR is the expert voice of a movement that meets young people everywhere they are. MENTOR operates in collaboration with 25 local Affiliates across the country.



The Campaign for Grade-Level Reading seeks to disrupt generational poverty and ensure more hopeful futures for children of low-income families. We support community-driven initiatives to improve the likelihood that these children will grasp the first rung of the success sequence ladder — graduation from high school.



The National League of Cities (NLC) is dedicated to helping city leaders build better communities. Working in partnership with the 49 state municipal leagues, NLC serves as a resource to and an advocate for the more than 19,000 cities, villages and towns it represents. The Institute for Youth, Education, and Families, a special entity within NLC, helps municipal leaders take action on behalf of the children, youth, and families in their communities.



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.



FutureEd is an independent, solution-oriented think tank at Georgetown University's McCourt School of Public Policy. Its areas of study include chronic absenteeism in state accountability systems.



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.



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.



Many, many thanks to EveryDay Labs, Kaiser Permanente's Thriving Schools, RaaWee K12 Solutions, and Safe and Civil Schools, for their generous support of the 2022 Attendance Awareness Campaign. We could not have sponsored this campaign without their support!