Team Up for Attendance: Leadership Matters!
Welcome

Ayeola Fortune
Director of Youth Success
United Way Worldwide
Team Up for Attendance!
Convening Partners

- Attendance Works
- The Campaign for Grade-Level Reading
- GET Schooled
- Everyone Graduates Center
- MENTOR
- Live United
- United Way
- Healthy Schools Campaign
- America's Promise Alliance
- IEL Institute for Educational Leadership
- Points of Light
Welcome to New Partners!

- National Association for Family, School, and Community Engagement
- California Food Policy Advocates
- Learning Policy Institute
Attendance Awareness Campaign

I. **A strategic messaging and awareness-building campaign** that includes the designation of September as Attendance Awareness Month as the launch of year-long attendance campaigns

II. **Community-level action and engagement**, especially in conjunction with Attendance Awareness Month

III. **National and local-level public events**, to occur all year with an emphasis on the month of September, that garner media attention and raise public awareness
2017 By the Numbers

- **616** superintendents signed Call to Action appearing in EdWeek
- **1,700+** new stories
- **8,304** tweets using #schooleveryday creating **17.6 million** impressions
- **8,128** people registered for one of our Attendance Webinars
How are Participants Taking Action?

- **64%** Crunched data
- **76%** Helped spread the word/encouraged others to get involved
- **30%** Launched a contest
- **34%** Used social media
- **600+** Superintendents Call to Action
Poll Questions

1. Did your community participate in Attendance Awareness Month last year?

2. Is your community planning to participate in Attendance Awareness Month 2018?

3. What is your role in your district?
Welcome

Hedy Chang
Executive Director
Attendance Works

& Members of the Attendance Works Team
What is Chronic Absence?

Chronic absence is different from truancy (unexcused absences only) or average daily attendance (how many students show up to school each day).

Chronic absence is missing so much school for any reason that a student is academically at risk. Attendance Works recommends defining it as missing 10% or more of school for any reason.
1 of 7 students misses 15 days or more

- **Highly concentrated:** half of all chronically absent students in 4% of districts
- **Rural districts:** many have high rates of chronic absence
- **Schools with high levels:** In 1 out of 5 schools, 20% or more of students are chronically absent.

Source: U.S. Department of Education Civil Rights Data Collection SY 2013-14
https://www2.ed.gov/datastory/chronicabsenteeism.html
No Child Left Behind

- Success determined by academic standards.
- Federal targets and interventions for schools; punitive system of responses.
- Accountability and data for student sub-groups.
- Each state defines and addresses truancy which typically emphasizes court based, punitive, interventions.

Every Student Succeeds Act

- Success determined by academic & nonacademic standards.
- States set goals; supportive framework.
- Accountability and data for student sub-groups.
- Chronic absence is a required reporting & optional school quality metric. It emphasizes prevention and early intervention.
36 States and District of Columbia adopted chronic absence as a metric in their ESSA plan.

Who's In: Chronic Absenteeism Under the Every Student Succeeds Act
Future Ed, Georgetown University, September 2017.
Invest in Prevention and Early Intervention

TIER 1
Universal
Prevention
- Engaging school climate
- Positive relationships with students and families
- Impact of absences on achievement widely understood
- Chronic absence data monitored
- Good and improved attendance recognized
- Common barriers identified and addressed

Students missing less than 5% (satisfactory)
Students missing 5-9% (at risk)

TIER 2
Early Intervention
- Personalized early outreach
- Action plan addresses barriers and increases engagement
- Caring mentors

Students missing 10-19% (moderate chronic absence)

TIER 3
Specialized reports
- Coordinated school and interagency response
- Legal intervention (last resort)

Students missing 20% or more of school (severe chronic absence)
Take a Data Driven Systemic Approach

Positive Engagement: Uses caring relationships, effective messaging and a positive school climate to motivate daily attendance.

Actionable Data: Is accurate, accessible, and regularly reported in an understandable format.

Capacity Building: Expands ability to work together to interpret data, engage in problem solving, and adopt best practices to improve attendance.

Shared Accountability: Ensures chronic absence is monitored & reinforced by policy.

Strategic partnerships: between district and community partners address specific attendance barriers and mobilize support for all ingredients.
Reflects New Paradigm on Attendance

**Truancy**
- Counts unexcused absences
- Emphasizes individual compliance with school rules
- Uses legal, typically more punitive solutions

**Chronic Absence**
- Counts all absences
- Emphasizes academic impact of missed days
- Uses prevention and problem solving strategies
Leadership is Key

Leadership is critical to:

a) Making attendance a priority
b) Driving with chronic absence data
c) Mobilizing the community

“Leaders don’t create followers, they create more leaders”
Tom Peters
State Superintendent

Dr. Carey Wright
Superintendent of Education
State of Mississippi
Lessons Learned

State Education Chief Perspective:

1. Help school district leaders understand what chronic absenteeism is and why it should be closely monitored

2. Use data to show how chronic absenteeism affects student outcomes

3. Provide guidance to school districts about how to identify and address chronic absenteeism
Charlene Tucker-Russell
Chief Operating Officer
Connecticut State Department of Education
Team Up for Attendance: Leadership Matters

State of Connecticut

Charlene Russell-Tucker
Chief Operating Officer
Connecticut State Department of Education
March 28, 2018
Using Data to Expedite Change

[Kotter: Establish a sense of urgency]

Attendance in 9th Grade and Graduation in Four Years by Meal Eligibility 2014-15 Cohort

2013-14 Attendance Rate and Chronic Absenteeism (Eight Alliance Districts with Network Schools)
Leading for Success – Connecticut Strategies

[Kotter: Form a powerful coalition/develop strategies]

- **Identify and Leverage Bright Spots**
  Share successes to demonstrate that chronic absence is solvable.

- **Foster Accountability**
  Track progress using quality data and provide needed supports. Redirect efforts as needed.

- **Cultivate Champions to Build State-level Infrastructure**
  Engage with influential cross-sector leaders.

- **Build Capacity**
  Connect education and community-based networks and designate state agency lead.

- **Use Data to Promote Action**
  Calculate chronic absence rates and refocus efforts.

- **Build Awareness**
  Educate and inform a wide variety of audiences about research and impact.

Adapted from www.attendanceworks.org
Five-year Chronic Absence Trend

[Kotter: Plan for and create short term wins]
Connecticut’s Leadership

[Kotter: Form a powerful coalition/develop strategies]

Internal Leadership: SEA & State Board of Education
• Commissioner
• Commissioner’s Executive Team
• Performance Office
  – Accountability System
    • Chronic Absence is 1 of 12 indicators
  – Early Indication Tool
  – EdSight Data Portal
• Cross-divisional Teams
  – Academic
  – Special Education
  – Student Supports
  – Talent
  – Turnaround

External Leadership
• Executive Branch
  – Early Childhood
  – Economic Development
  – Education
  – Public Health
  – Housing
  – Child Welfare
  – Social Services
• Legislative Branch
  – Achievement Gap Task Force
  – CT Kids Report Card
  – Chronic Absence Strategic Action Group
• Judicial Branch
  – Diversion from court
• Other state and national partners
Strategic Collaboration & Transformative Impact

Executive Branch
- Leader of the Interagency Council on Ending the Achievement Gap with attendance focus
- Strong supporter of the state attendance efforts

Legislative Branch
- State statute to address chronic absence includes: Prevention and Intervention Guide; district and school-level attendance teams; and adoption of official definition for chronic absence

Judicial Branch
- Member of Strategic Action Group on Chronic Absence
- Leader on issues on diversion and truancy

State Board of Education
- Five-year Comprehensive Plan includes reduction of chronic absence
- Board requires plans to address chronic absence in applications for state funding (selected districts)

CSDE
- Next Generation Accountability System/Guidance and EdSight Data Portal
- Early Indication Tool
- Focus on subgroups with high levels of chronic absence (students with disabilities)

Other Partners: LEAs, State, National
- Leverage partnerships to support strategic direction
- Utilize as external experts
- Collaborate for Attendance Awareness Month
Chronic Absence Trend & 4-year Target

[Kotter: Consolidate improvements and produce still more change]
Evolution of Attendance as an Accountability Indicator

[Kotter: Create a vision/Empower others to act]

2012
Began reporting chronic absence
ESEA Flexibility Request - Place holder for well-rounded student indicators

2014
Feedback from Diverse Stakeholder Group

2015
ESEA Flexibility Request - Next Generation Accountability (included chronic absenteeism)

2016
First Accountability Results

2017
Second Accountability Results

2017 ESSA Plan

CONNECTICUT STATE DEPARTMENT OF EDUCATION
Reference
District Superintendent

Janet Schulze
Superintendent
Pittsburg Unified School District
Pittsburg Unified School District

Janet Schulze, Ed.D.
Superintendent
March 28, 2018
Focus on Attendance
It Takes a Village

- School site diligence
- Community partnerships
- Attendance Works
- SARB
- Parent & Family Liaisons
- Community Awareness
- Reporting and Monitoring

Pittsburg Unified School District team with Contra Costa County Office of Education leadership.
Focus on Attendance
Celebrating Success & Building Community Awareness

- Annual Perfect Attendance Awards Ceremony in Fall of each year
- New in 2017 - Great Attendance Awards Ceremony added
- Students AND Parents/Guardians Recognized
- PUSD vehicles wrapped with messages about why attendance matters

Produced our own video on the Importance of Attendance: social media hit

Media Coverage: local news, public radio, EdSource

**Pittsburg Teen Honored for Never Missing Class in 11 Years**
**NBC Bay Area - Oct 6, 2016**

For 11 years, the 17-year-old teen has maintained a perfect attendance means she has ... For all that, Mareiya was honored Monday night at a students who have maintained unimpeachable attendance records in the Unified School District. Not surprisingly, Mareiya took ...
Focus on Attendance
School Sites and Parent & Family Liaisons

- Attendance boards are updated daily at elementary schools
- Monitor and support student attendance throughout the school year
- Impact of Chronic Truancy attendance meetings
- School sites have attendance incentives
- PUSD Video about why attendance matters is shown to parents at the beginning of each school year
Community SARB Team
Student Attendance Review Board

- **SARB**
  - State Recognition in 2017
  - Comprised of dozens of members that meet bi-weekly
    - SARB includes business owners, Deputy District Attorney of Contra Costa County, ministers and faith-leaders, an army sergeant, Pittsburg police officers, foster parents, after school coordinator, NAACP members, mentors, parent coordinators, school counselors, child welfare advocates, and school district employees.
  - SARB created to provide a culturally diverse team that resonates with the needs of the student population
Focus on Attendance
A2A Report on PUSD’s Chronic Absenteeism

<table>
<thead>
<tr>
<th>School Year</th>
<th># of Students</th>
<th># of Chronic</th>
<th>% Chronic</th>
</tr>
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<tbody>
<tr>
<td>2014-2015</td>
<td>11308</td>
<td>1450</td>
<td>12.82%</td>
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<tr>
<td>2015-2016</td>
<td>11098</td>
<td>1402</td>
<td>12.63%</td>
</tr>
<tr>
<td>2016-2017</td>
<td>11372</td>
<td>1199</td>
<td>10.54%</td>
</tr>
</tbody>
</table>

Source: A2A
Community Leader

Rev. Larry Simmons
Pastor,
Baber Memorial A.M.E. Church

Executive Director,
Brightmoor Alliance
PRESENT! IN BRIGHTMOOR
THE BEGINNING OF CHRONIC ABSENCE WORK IN DETROIT
A COMMUNITY INITIATED CALL TO ACTION
It began in a parking lot at Baber Memorial A.M.E. Church in August 2012 with 4 people.

THIS IS OUR FIRST ORGANIZING MEETING OCTOBER 2012

OVERWHELMING TURNOUT!
Our Kick off Community Meeting  February 2013

chronic absence
A Field Trip to Grand Rapids
Getting Up on Chronic Absence

October 2014

2 YEARS ALONG
2014
Chronic Absence reduction established as Priority 1 of a blue ribbon committee,
The Coalition for the Future of Detroit School Children
2018 Creating Systemic Change
2012 to 2018

- 5 superintendents have come and gone
- 10 principals have come and gone
- Innumerable teachers have come and gone
- 6 years later the community is still prioritizing Attendance

We are still …..
Present!
In Brightmoor
OUR ATTENDANCE MOVEMENT
Questions from the Audience
Announcements

Cecelia Leong
Associate Director for Programs
Attendance Works
What is Teaching Attendance?

Click on the course below and start learning today!

Module 1 - Why Teach Attendance?
Module 2: Creating a Culture of Attendance
Module 3: Using Data for Intervention and Support

http://www.attendanceworks.org/resources/teaching-attendance-curriculum/
Purpose of the Teaching Attendance Curriculum

- Give school leaders a quick way to equip teachers and school staff with evidence-based strategies to improve attendance
- Rally school staff to act as the first line of prevention and early intervention
- Inspire better attendance practices that are positive, proactive and problem-solving
Three Online Learning Modules:

1. Why We Teach Attendance

2. Creating a Culture of Attendance
   *(Primary and Secondary versions available May 8)*

3. Using Data for Intervention and Support
   *(Primary and Secondary versions available Summer 2018)*
What is in Teaching Attendance Module 1: Why We Teach Attendance?

Summarizes research on the impact of chronic absence
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Interactive Exercises
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Attendance Works Framework – Three Tiers of Interventions
What is in Teaching Attendance Module 1: Why We Teach Attendance?

Videos Showcasing Schools
What is in Teaching Attendance Module 1: Why We Teach Attendance?

Additional Resources from Attendance Works
How to Register for Teaching Attendance

• To learn more, go to:
  
  http://www.attendanceworks.org/resources/teaching-attendance-curriculum/
  
• Click the self-registration button
  
• You will receive a confirmation email with an invitation to take Teaching Attendance Module 1: Why We Teach Attendance
  
• Enjoy!
Superintendent’s Call to Action

Own the issue

Mobilize the Community

Drive with Data

To sign-up for the Call to Action, or to learn more, please visit: www.attendanceworks.org/superintendents-call-to-action
Resources Available for 2018

• Download our free promotional materials and online toolkit to share with local districts.

• Count Us In! will be updated with a new focus on state leadership, health, and early childhood education.

• Find resources and the Count Us In! toolkit on our microsite: http://awareness.attendanceworks.org
Opportunities to Promote AAC 2018!

Share the AAM website:
http://awareness.attendanceworks.org/

• Like us on Facebook

• Tweet using #schooleveryday

• Add a badge to your signature line or materials

• Write blog post on your website promoting regular attendance and Attendance Awareness Month!
Webinar Schedule for 2018

- **March 28:** Leadership Matters
- **May 8:** Working Together Matters
- **August 15:** Community Matters
- **September 12:** Health Matters

http://awareness.attendanceworks.org/resources/webinars/
What to Do When: At a Glance

**Spring**
Let's get started!
- Convene coalition
- Recruit partners
- Meet with district
- Enlist health care providers
- Launch poster content and other marketing campaigns

**Early Summer**
Getting into specifics
- Distribute talking points
- Enlist elected officials & celebs
- Line up incentives
- Analyze data

**Late Summer**
It's Go Time
- Tape PSAs
- Begin media outreach
- Print banners & posters
- Plan assemblies and Back-to-School events
- Launch door-knocking campaigns

**Back to School!**
- Release proclamations
- Host Back-to-School events
- Host press conferences

**September!**
- Share data
- Spread the word!
Attendance Works’ revised early childhood toolkit contains:

- Materials geared to families of young children
- Strategies and resources to help you address the three tiers of intervention
- Fun classroom activities for students
- Ideas for using data to guide prevention and early intervention
- Steps to organize a team to address attendance

http://www.attendanceworks.org/resources/toolkits/early-education-toolkit/
Registration opens soon!  http://new.every1graduates.org/nsaesc/
Thank You to our Corporate Sponsors!

- Scholastic – Champion ($20,000)
- Safe and Civil Schools – Partner ($10,000)
- French Toast – Partner ($10,000)
And special appreciation to our philanthropic partners:

Campaign for Grade-Level Reading
The California Endowment
Support AAC 2018

http://www.attendanceworks.org/donate/
We will post a recording of this webinar within 72 hours:

http://www.attendanceworks.org/resources/webinars/
Feedback

Please let us know how we can improve:

https://www.surveymonkey.com/r/team-up-2018

Thank you!