



SEPTEMBER COUNTS!

Attend Today, Achieve Tomorrow: School Starts August 25th



"When Oakland's students get the support they need to keep their attendance high, they perform better in school and unlock the potential for our city's future success. Please join me in supporting our children and their families, to keep our kids in school and keep Oakland on the rise."
—Oakland Mayor Jean Quan

Over the past few years, OUSD has reduced chronic absence rates district-wide from 16% to 10%. Some of the strategies used to promote positive attendance are highlighted below.

- Recognizing students with good and improved attendance
- Checking-in with each student and their family
- Utilizing on-site health services including a community Breath Mobile for students with asthma, plus a dental clinic and vision screening
- Supporting partnerships to provide health and enrichment services to students
- Parents working together to get kids to school

Attendance Facts

- 5 minutes missed a day equals 18 classes, which is a month of lessons in reading or math
- 2 missed days a month equals 18 days a year, which is almost a month of school

Good Attendance = School Success

- Every day counts, even in kindergarten
- Good attendance includes being on time
- Absences add up even in September
- Good attendance will help children do well in school, college, and at work



Why September Counts

Did you know that students who have good attendance in September are most likely to thrive all year long? Research shows that just missing 2 or more days of school in September is a warning sign that a student is more likely to have problems with school attendance the rest of the year.

Nearly 90% of the students who missed 4 or more days in these first few weeks ultimately go on to miss a month or more of the entire school year. Whether the absences are excused or unexcused, missing a month or more of school can leave third graders unable to read, sixth graders failing classes and ninth graders headed toward dropping out. Fortunately, this is a problem we can solve, especially if families, schools and community organizations work together to make sure all students Attend Today and Achieve Tomorrow.

You Can Help — Make It Your Business!

Whether at home, running your business, coaching a team, doing community service, or participating in your faith community you can help spread the message that every day counts.

Your commitment is needed

- We know that getting kids to school can be a challenge. Look for ways to help parents address challenges to getting their children to school on time. Can you help with creating safer pathways to walking to school or organizing car pools? Connecting to needed health services and supports? Offering motivating and enriching before or after school activities that help children want to come to school every day?
- Advocate for more school and community resources to enrich the school experience. For example: enrichment activities, mental health services, physical health services.
- Talk to kids. Positive relationships are the cornerstone of kids connecting with school, so use whatever relationship you have with children to encourage them. Help them to understand that what they learn today will help them succeed tomorrow.
- Think about creating incentives, prizes or awards for kids with good or improved attendance. Contact (510) 273-1530 if you are interested in helping offer incentives at local schools.
- We have worked with Comcast to help them offer free computers to students from qualifying low-income families. Contact the East Bay Connects Contact Center at 866-460-7439 for more information.

Help celebrate and prepare for the start of the school year. "Attend and Achieve" Rally and Health Fair at City Hall, 14th and Broadway, Saturday, August 23, 9 am to 2 pm. One thousand back packs will be distributed (first come, first served). Also learn about how your child might qualify for a free computer and free internet service. Register here:

www.attendandachieveb2sr.eventbrite.com



Brought to you by Mayor Jean Quan, the Oakland Education Cabinet, and the Oakland Attendance Collaborative

Please help: Cut here or download in color at www.attendanceworks.org and post in your store window

GOOD SCHOOL ATTENDANCE MEANS...



ELEMENTARY STUDENTS

read well by the end of third grade



MIDDLE SCHOOLERS

pass important courses



HIGH SCHOOLERS

stay on track for graduation



COLLEGE STUDENTS

earn their degrees



WORKERS

succeed in their jobs

Too many absences—excused or unexcused—can keep students from succeeding in school and in life. How many are too many? 10% of the school year—that's 18 missed days or 2 days a month—can knock students off track.