



Attendance Matters Communication Plan And Materials

Students who miss many days of school are academically at risk. Chronic absence, missing 10 percent or more of school days due to absence for any reason, excused, unexcused absences and suspensions, can translate into third-graders unable to master reading, sixth graders failing subjects and ninth graders dropping out of high school.

Like many other districts, Everett Public Schools struggles with attendance. Absenteeism in the first month of school can predict poor attendance throughout the school year. Half the students who miss 2-4 days in September go on to miss nearly a month of school. Chronic absence is a solvable problem.

Communication Timeline

Year-round campaign with a big push in September. This year the big push will be November as we started the project in October. Messaging all year for prevention and intervene early when needed with individuals.

Strategies

- The board could also consider passing a resolution celebrating Attendance Awareness Month (September 2020).
- A superintendent call to action on attendance.
- Direct information to all families, including a specific communication to families of incoming kindergarteners.
- Share information through school communication channels as well as district.
- Market universal strategies to encourage good attendance for all students.
- Alerts to families (concerned, empathetic and respectful, but also urgent). Avoid accusatory, condescending, finger wagging.
- Actionable challenge to reduce absences – “strive for less than 5 days absent.”
- Keep messages positive while mentioning that families will be contacted if absences start adding up.
- Use data to drive public awareness, establish targets and goals, track progress and assure accountability.

Key messages

- Good attendance contributes to students doing well in school and eventually in the workplace.
- Students are at risk academically if they are chronically absent (missing just two days a month or 10 percent of the school year).
- Prevent absences wherever possible.
- Chronic absence is a problem we can solve when the whole community collaborates with families and schools.
- Families, educators and community partners need to monitor how many days a student misses school.

- Reducing chronic absence helps create more equitable academic outcomes, especially for children who live in poverty, experience discrimination and have disabilities.

Tactics

Item	Person Responsible	Deadline	Completed
3 messages for November (attendance one of three) – principal packet	Jennifer	10/30 for 11/1	
Create Attendance Matters webpage with attendance tips for families (currently no page just for info on why attendance matters, just a link to the Attendance Procedure and Attendance Status FAQ under parent tools)	Communication	11/1	
One-page flyer available to handout for ES Conferences (11/1 – 11/8)	Jennifer	11/1	
Superintendent message	Kathy	11/4	
News release – call to action	Jennifer	11/5	
Peachjar flyer to all ES families	Linda	11/5	
Everett Public Schools social media posts	Linda	11/6 start	
One-page flyer in principal packet	Jennifer	11/6 for 11/8	
Quick links from school websites	Teena	11/8	
December school office manager newsletter content via principal packet (all schools)	Jennifer	11/15 for December newsletters	
In Touch	Linda	11/15	
Jan Our Schools Newsletter	Jennifer	12/16 for 1/27/2020 issue	
Board resolution	Kathy	9/1/2020	

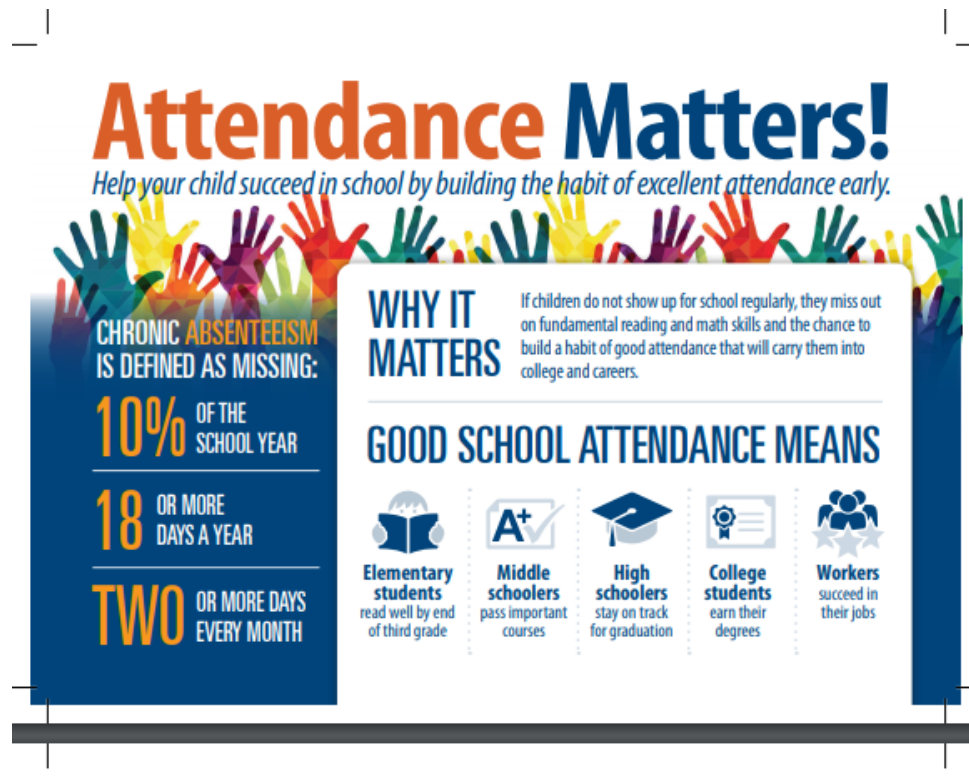
Flyer:

Social (Instagram, FB, Twitter, all in appropriate formats):



Postcards below:

Great Job – elementary








Attendance Matters!
Help your child succeed in school by building the habit of excellent attendance early.

CHRONIC ABSENTEEISM
IS DEFINED AS MISSING:
10% OF THE SCHOOL YEAR
18 OR MORE DAYS A YEAR
TWO OR MORE DAYS EVERY MONTH

WHY IT MATTERS
If children do not show up for school regularly, they miss out on fundamental reading and math skills and the chance to build a habit of good attendance that will carry them into college and careers.

GOOD SCHOOL ATTENDANCE MEANS

- 
Elementary students
read well by 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

Great job!

 **EVERETT PUBLIC SCHOOLS®**
Everett Public Schools
PO BOX 2098
Everett, WA 98213

For more information about attendance, visit the
Everett Public Schools website www.everettsd.org

Great Job – Secondary

**Help your student
succeed** in school by
keeping your child
on track in middle
and high school!

Showing up for school has a huge impact on a student's academic success. Even as children grow older and more independent, families play a key role in making sure students get to school safely every day and understand why attendance is so important for successes in school and on the job.



GOOD SCHOOL ATTENDANCE MEANS

Elementary students read well by 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



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- **Two** or more days every month

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