



The Campaign for
**GRADE-LEVEL
READING**



MISSOURI'S SECOND ANNUAL GRADE LEVEL READING CONFERENCE 2021

**ATTENDANCE AWARENESS CAMPAIGNS
– HOW TO GET OUR STUDENTS BACK
TO SCHOOL THIS FALL**



KRISTIN DROEGE, KDROEGE@TURNTHEPAGEKC.ORG



LISA GREENING, LISA.GREENING@TURNTHEPAGESTL.ORG

Welcome! Please say hi in the Chat Box!

This Zoom meeting will be recorded. A copy will be available along with the slide deck for you after our meeting.

You are muted throughout the presentation, but feel free to ask questions in the chat box during the presentation.

After the presentation, you can unmute yourself and ask questions.

Enjoy & Be Inspired – It is about our kids!!!!

Elle Hogan, Director of Community Engagement

Turn the Page KC

Elle Hogan is the Director of Community Engagement at Turn the Page KC, where she directs the organization's communications initiatives, manages key collaborative partnerships, and oversees the implementation of the 2018-2022 Strategic Plan Community Engagement tactics.



ENROLL
ENGAGE
ATTEND

2021-2022

Enroll, Engage, Attend

Timeline: August 1 – September 30

Target Audiences: Families, School Partners, Community Partners, Attendance Champions

Role for Communications: Clearly, compassionately, and creatively convey the following messages:

- This year, more than ever before, there is a great need to **enroll** students in school and to help ensure a smooth transition back to school for both students and families.
- Absenteeism in the first month of school can predict poor **attendance** throughout the school year.
- Poor attendance can influence whether children read proficiently by the end of third grade or be held back from future grades.
- By 6th grade, chronic absence becomes a leading indicator that a student will drop out of high school.
- Attendance improves when schools **engage** students and parents in positive ways and when schools provide mentors for chronically absent students.

Enroll, Engage, Attend

Timeline: August 1 – September 30

What do we want people to do as a result of these communications?

- **Families:** Create attendance plans at home to ensure that children show up to school every day, on time, and ready to learn.
- **School Partners:** Communicate the importance of strong student attendance and creatively involve students in ensuring they have what is necessary to attend school every day, on time, ready to learn. Create Student Attendance Teams to review attendance data and identify students who may be at risk for not attending school regularly and pair these students with school mentors.
- **Community Partners:** Promote the importance of strong student attendance and work with schools to identify barriers that keep children from attending school and partner on ways to alleviate these barriers (Harvesters for food, KCMO for transportation, etc.)
- **Attendance Champions:** Reinforce the importance of strong school attendance to the greater KC community.

Enroll, Engage, Attend

Timeline: August - September

Call to Action for Families:

School success goes hand in hand with school attendance. Make school attendance a priority and help your child stay healthy and engaged in school. Teachers are your partners in your child's education— keep the communication open and reach out regularly with questions.

Campaign Collateral:

- Flyers/Infographics
- Press Releases
- Videos
- School Attendance Tip Sheets

Campaign Channels:

- Digital media, print, radio, and television
- Social Media



Enroll, Engage, Attend

Timeline: August - September

Call to Action for School Partners:

Help us communicate the urgency of strong school attendance to school families, teachers, and school staff. Create Student Attendance Teams to review attendance data and identify students who may be at risk for not attending school regularly and pair these students with school mentors. Recognize good and improved attendance.

Campaign Collateral:

- Posters/Flyers - Social Media Sample Posts
- Videos
- Household Mailer
- Success Plans
- PPT
- Bookmarks

Campaign Channels:

- School Family Communication Systems
- Social Media
- Mail
- Teacher Handouts/Success Plans (for parent/teacher conferences) - Yes! See above!
- PPT - Back-to-school nights

Events:

- Back-to-School Nights

Enroll, Engage, Attend

Timeline: August - September

Call to Action for Community Partners:

Help us communicate the urgency of strong school attendance to the families who participate in your programs.

Campaign Collateral:

- Posters/Flyers
- Social Media Sample Posts
- Videos
- PPT Template
- Share Bookmarks with libraries and other nonprofits

Campaign Channels:

- School Family Communication Systems
- Social Media
- Partner Websites

Events:

- Turn the Page KC Work Group Meetings
- United Way Agency meetings
- Show Me KC Schools School Tours

Enroll, Engage, Attend

Timeline: August - September

Call to Action for Attendance Champions:

Help us communicate the urgency of strong school attendance to the greater KC community. Work with schools to identify barriers that keep children from attending school and partner on ways to alleviate these barriers. Provide incentives to schools for good and improved student attendance.

Campaign Collateral:

- Posters/Flyers
- Social Media Sample Posts
- Videos
- PPT Template

Campaign Channels:

- Op-ed
- Social Media posts

Tricia Johnson, Director of Education Initiatives United Way of Greater Kansas City

Tricia founded the nonprofit, Show Me KC Schools, in 2013 to help parents find the right information and a right school for their child in Kansas City. In 2020, Tricia joined United Way of Greater Kansas City as the Director of Education Initiatives.



Learning Together Every Day



A School Attendance Initiative



United Way
of Greater Kansas City



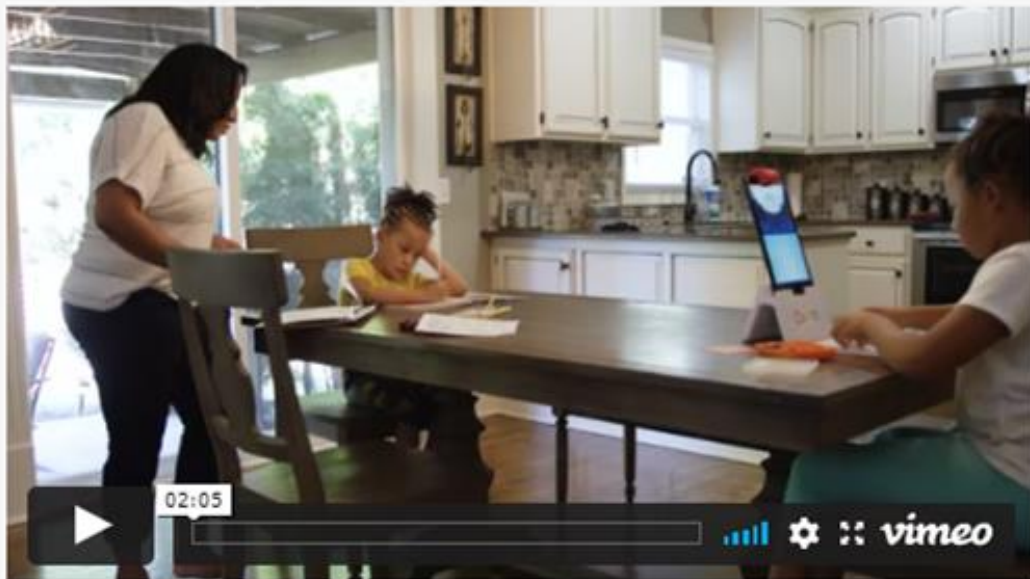
Advancing Student Success By Reducing Chronic Absence



SCHOOLSMART
KANSAS CITY



STUDENT ATTENDANCE VIDEOS



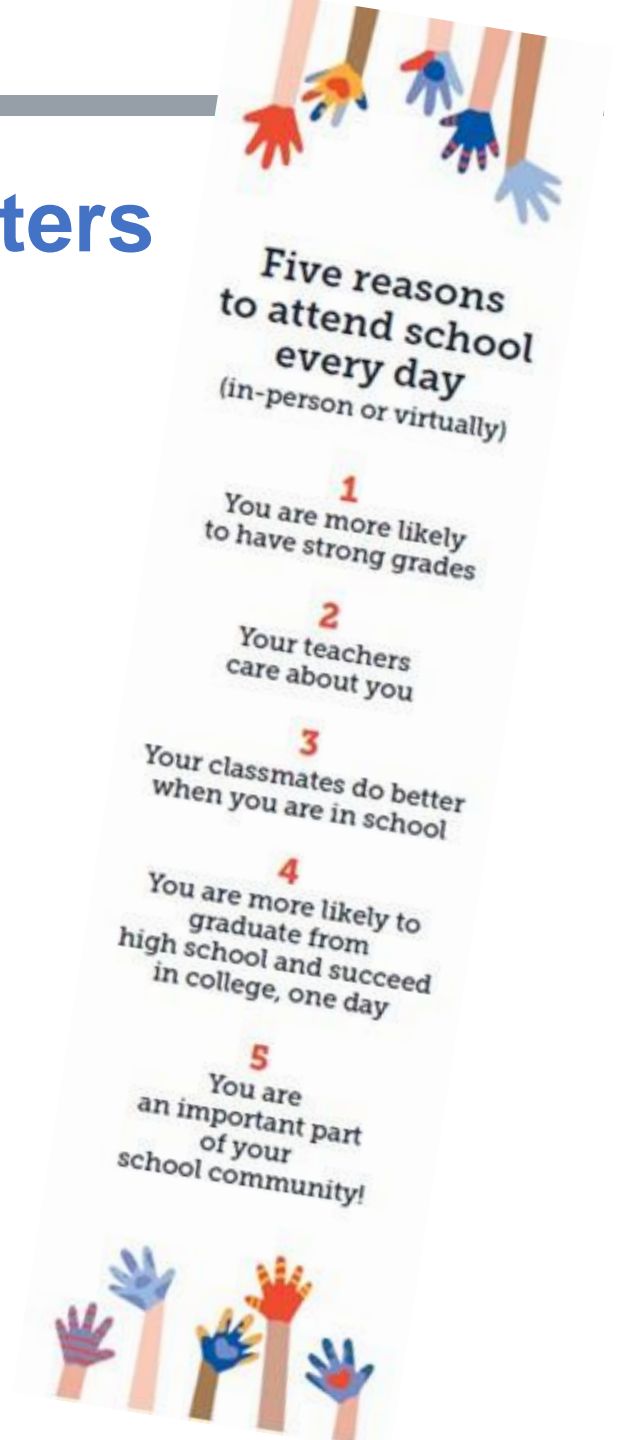
Student Attendance in a Virtual Setting



Student Attendance in a Hybrid Setting

Emailed Toolkit to Over 50 Districts & Charters

Toolkit Resources	Ideas on How to Share Them
Short video on the importance of student attendance, at home or in school	Social media posts, add to website
Short video on the supporting students' virtual learning/attendance	Social media posts, add to website
Top 10 tips on supporting virtual learning - PDF (English & Spanish)	Share with parents via social media posts, school newsletters or school emails
Essential education resources for families - PDF (English & Spanish)	Share with parents via social media posts, school newsletters or school emails
PPT for parents on importance of student attendance	Share at Back-to-School nights or PTA meetings
PPT for community partners on importance of student attendance	Share at community meetings
Social media posts on student attendance	Social media platforms
Bookmarks for students (please contact Tricia Johnson at tricia.johnson@uwgkc.org to have bookmarks mailed to your school)	Distribute at schools or at regular meal distribution sites



Multiple Avenues to Find Resources

LEARNING TOGETHER EVERY DAY: DOWNLOADABLE FLYERS AND TIPS

Family Resources Success Flyer - Spanish (pdf) DOWNLOAD	Virtual Learning Tips for Parents - Spanish (pdf) DOWNLOAD	Family Resources Success Flyer (pdf) DOWNLOAD
Virtual Learning Tips for Parents (pdf) DOWNLOAD	Social Media Posts (Community) (docx) DOWNLOAD	10 Facts about Student Attendance (pdf) DOWNLOAD
Student Attendance PPT for Parents (pptx) DOWNLOAD	Student Attendance PPT for Parents - Spanish (pptx) DOWNLOAD	Student Attendance PPT for Community Partners (pptx) DOWNLOAD
Student Attendance Bookmarks (Email tricia.johnson@uwgkc.org to have bookmarks mailed to you) (pdf) DOWNLOAD		

- Posted on both United Way and Turn the Page KC's websites
- Shared at community meetings
- 211 shared family resources, such as immunization locations
- Libraries helped distribute bookmarks at meal distributions

Coming Soon!

ENROLL
ENGAGE
ATTEND

2021-2022

Hedy Chang, Executive Director and President Attendance Works

Hedy Nai-Lin Chang directs Attendance Works, a national and state level initiative aimed at advancing student success by addressing chronic absence. A skilled presenter, facilitator, researcher and writer, she co-authored the seminal report, Present, Engaged and Accounted For: The Critical Importance of Addressing Chronic Absence in the Early Grades, as well as numerous other articles about student attendance.

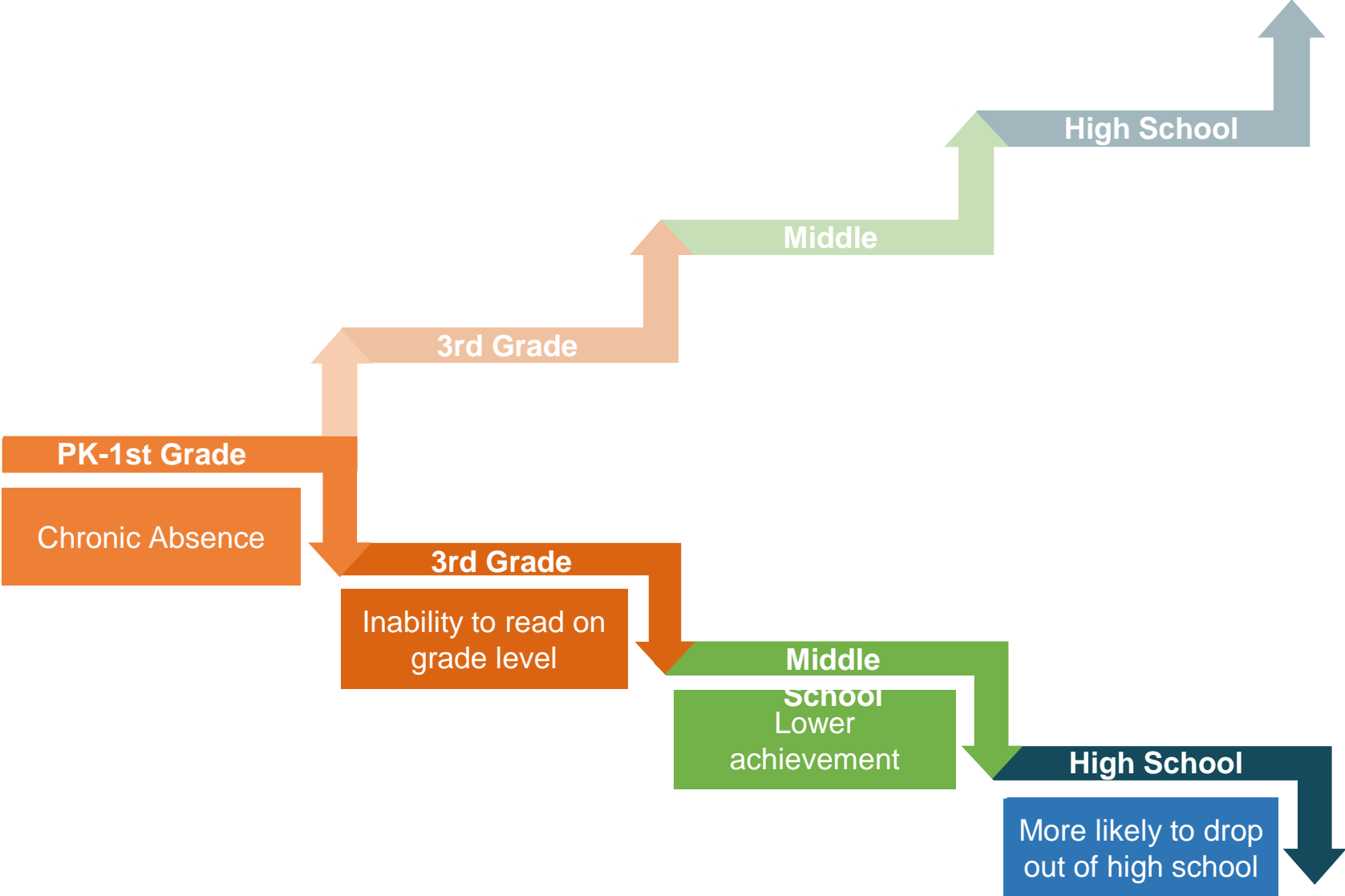




Using Communications to Promote Engagement and Attendance: An Essential Component of Covid 19 Recovery



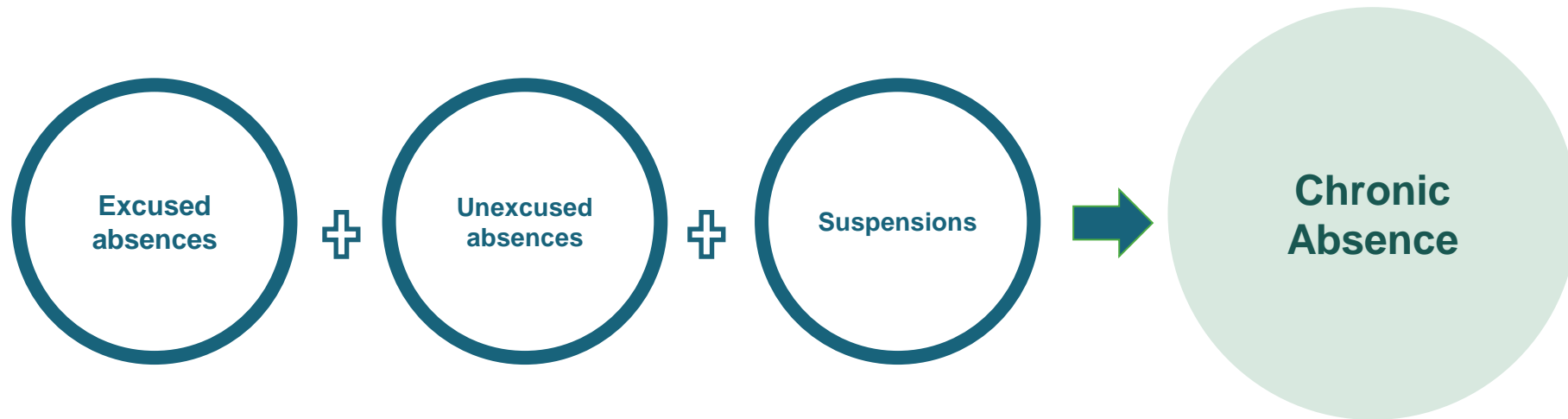
Improving Attendance Matters





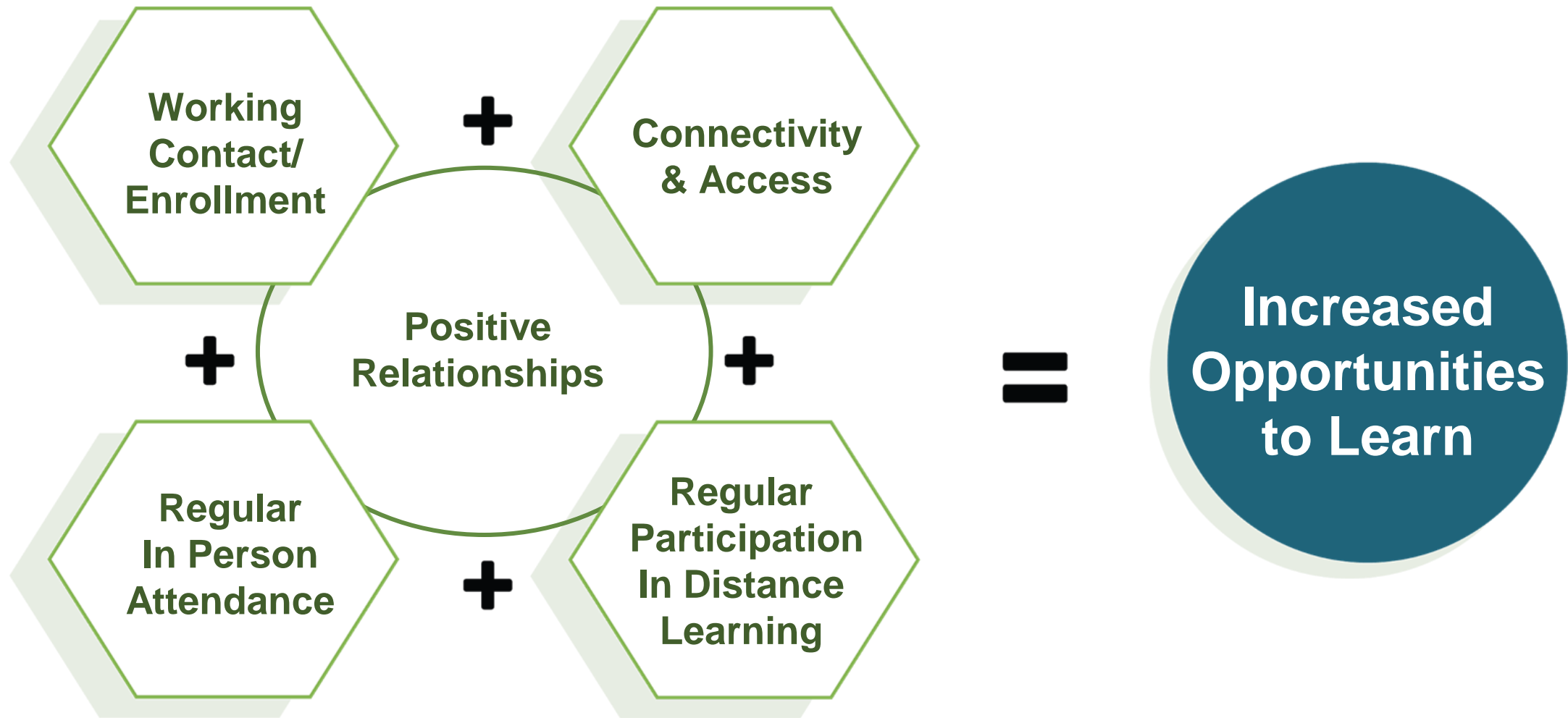
Chronic Absence Is A Critical Early Warning Measure

Chronic absence is missing so much school for any reason that a student is academically at risk. To ensure it acts as an early warning sign, Attendance Works recommends defining it as **missing 10% or more of school for any reason.**

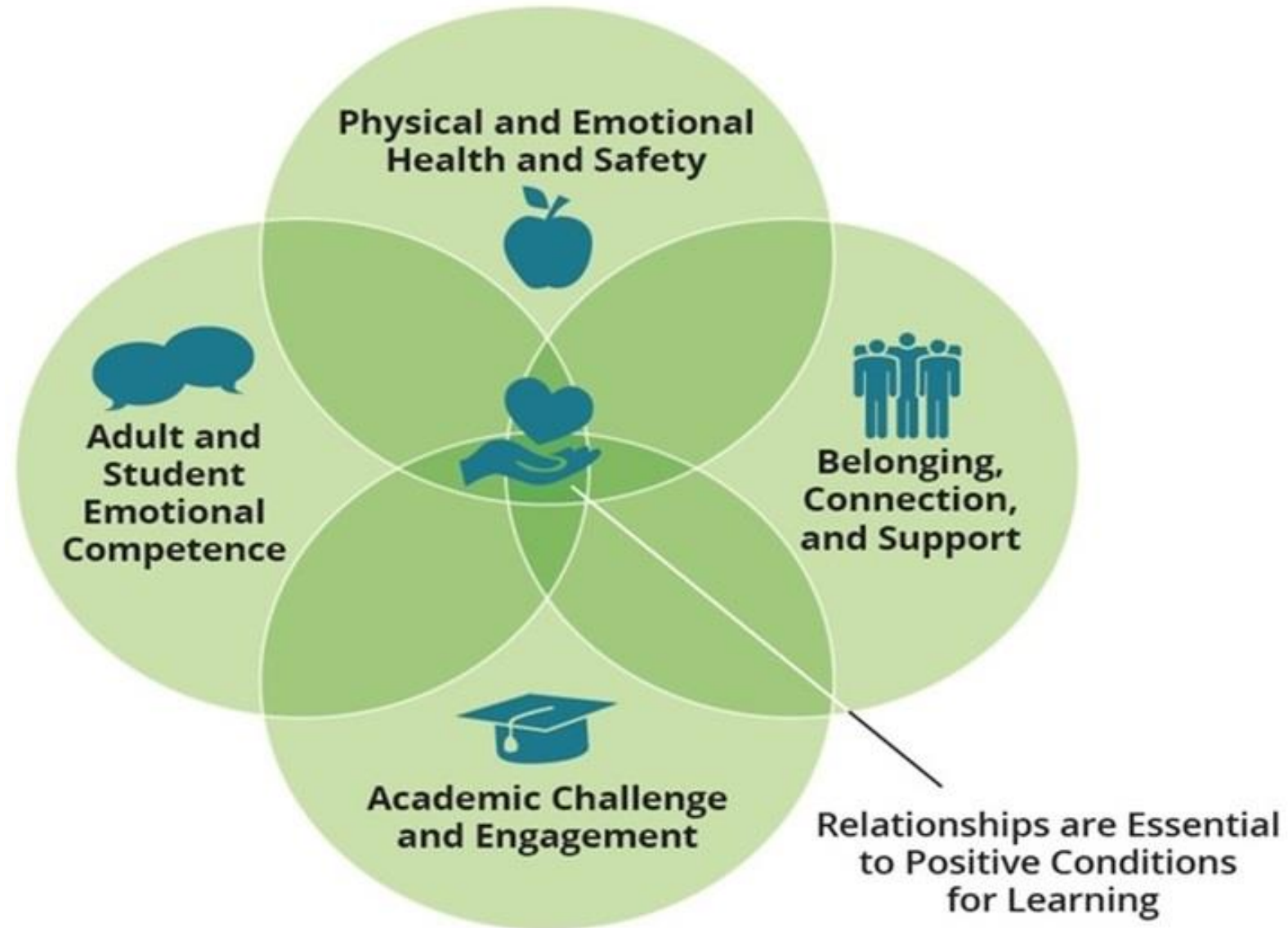


Chronic absence is different from **truancy** (unexcused absences only) or **average daily attendance** (how many students show up to school each day).

Expanding How to Measure the Opportunity to Learn

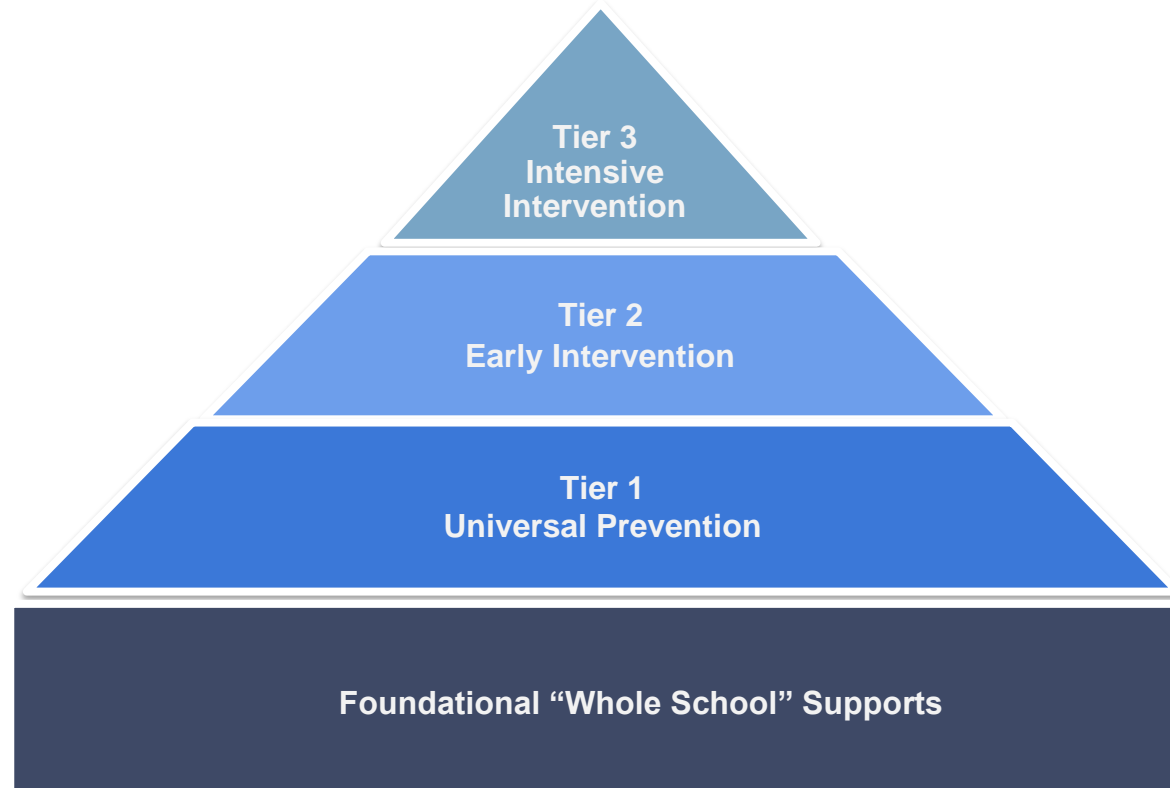


Absenteeism is a Sign that Positive Conditions for Learning are Missing in Any Mode of Instruction





Use Data to Support an Integrated Multi-tiered System of Support





Prevention Begins with a Solid Foundation

Effective Communications with Students Families are Essential To Laying this Foundation

Physically healthy learning environment	Enrichment activities and clubs	Positive relationships	Support for families to facilitate learning at home
Access to tech equipment and connectivity	Access to Learning Supports	Routines, rituals and celebrations	A culture of continuous improvement
Welcoming, safe, trauma-informed school climate	Home rooms and/or Advisory	A published schedule of classes	Active engagement of families in planning

Foundational “Whole School” Supports



Recognize that Going to School Reflects When Families Have...





Effective Messaging for Families Is Critical To Universal Supports

- Keep it Straightforward
- Make it Skimmable
- Share Relevant Information on a Timely Basis
- Personalize Messages





Topics to Address With Messaging and Communications For The Return To School



LEARNING
OPTIONS &
SCHEDULE



HEALTH AND
SAFETY



WARM
WELCOME



ATTENDANCE &
ENGAGEMENT

Work With Students and Families to Create a Success Plan

MY FAMILY'S HELP BANK

- 1. My Family:** List who lives in your house.
- 2. Everyday Helpers:** Identify who you can call on to help drop your child off or who can pick him or her up when you cannot. These are people like friends, neighbors and relatives who can help regularly.
- 3. Occasional Helpers:** Identify people who probably cannot help every day, but can help in a pinch. Maybe it's a godparent, a relative or a friend who lives outside your neighborhood but can be there for short stints.
- 4. Potential Helpers:** Identify people who are part of your school community, church or neighborhood who are able to help if you ask.

1. My Family: _____

2. Everyday Helpers: _____

3. Occasional Helpers: _____

4. Potential Helpers: _____

If I need help getting my child to and from school, I will ask the following people to be our back-up:

Name: _____ Best Contact Number: _____

Name: _____ Best Contact Number: _____

Name: _____ Best Contact Number: _____

- ✓ Set attendance goals
- ✓ Make backup plans
- ✓ Track absences
- ✓ Recognize success!

2017-2018 ACADEMIC CALENDAR

August 2017							September 2017						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2	3	4	5		3	4	5	6	7	8	9
6	7	8	9	10	11	12	10	11	12	13	14	15	16
							17	18	19	20	21	22	23
							24	25	26	27	28	29	30

October 2017							November 2017						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
10	11	12	13	14	15	16	1	2	3	4	5	6	7
17	18	19	20	21	22	23	8	9	10	11	12	13	14
24	25	26	27	28	29	30	15	16	17	18	19	20	21
							22	23	24	25	26	27	28
							29	30					

MY CHILD'S ATTENDANCE SUCCESS PLAN

POSSIBLE STRATEGIES TO REACH MY CHILD'S ATTENDANCE GOALS

- I will talk to my child about how going to school every day will help them do well in school and achieve their hopes and dreams.
- I will keep an attendance chart at home. At the end of the week, I will recognize my child for attending school every day with _____.
- If a visit to the park, a new book, a bank from doing chores, a special treat _____.
- I will make sure my child is in bed by _____ a.m. and the alarm clock is set for _____ a.m.
- If my child complains of a stomachache or headache, and medical concerns have been ruled out, I will make him/her go to school anyway and not _____ to that he/she can check in with my child during the day.

<http://www.attendanceworks.org/resources/student-attendance-success-plans/>



Additional Resources from Attendance Works


Handouts for Families

- ✓ Elementary & Secondary Grades
- ✓ English & Spanish versions

<https://www.attendanceworks.org/resources/handouts-for-families/>

Sign up for the 2021 Attendance Awareness Campaign


<https://awareness.attendanceworks.org/contact/aam-updates/>



Help Your Child Succeed in Elementary School: Build the Habit of Good Attendance

DID YOU KNOW?

- Participation in early education programs, like preschool and Head Start, lead to better attendance in kindergarten.
- Starting in kindergarten, missing 10% of school (or just 2 days every month) can make it harder to learn to read and cause children to fall behind in school.
- Good attendance, whether class is held in person or remotely, can help children do well in school, and eventually in the workplace and in college.



WHAT YOU CAN DO

Communicate with the School

- Contact your child's teacher(s) and let them know how to reach you.
- Get and post your child's class schedule and log in information on the refrigerator or your child's desk.
- Practice logging in to virtual classes and make a plan for supporting learning for children. Contact the school if you need help logging in.
- Ask about the school's attendance policy.

Make School Attendance a Priority

- Establish routines for bedtime, waking up and showing up for class.
- Identify a quiet place for your child to do school work. If you have multiple children, make a schedule. Or ask your school or community agencies if they have created places for distance learning, or if noise-canceling headphones are available for students.
- Develop back-up plans for getting your child to school or logging in to the computer if you can't be there to help. Find a family member, neighbor or older child who can help over the phone or who can help while wearing a mask and maintaining physical distance. Community-based organizations might also be able to help.
- When school is in session, avoid extended family trips and non-urgent medical appointments.
- Ask your child's teacher about attendance and tell the teacher any concerns you have.

Help Your Child Stay Healthy and Engaged

- Monitor your child's attendance and participation, and contact the teacher to address any concerns.
- Make sure your child gets the flu vaccine and other required shots.
- Find out if your child feels safe from bullies. Make sure that school discipline policies don't lead to your child becoming disengaged or pushed out of school. If these are problems, work with your school to find a solution.
- If your child seems bored or anxious about school, talk to teachers, school counselors, or other parents for advice on how to make them feel comfortable and excited about learning.
- Ask for help when you need it. School staff, after-school program providers, and other parents or community agencies are available to help families access online learning, obtain food or housing and address other experiences that make it difficult to attend and participate.

Developed in partnership with ConnectED, Families in Schools, and Parent Institute for Quality Education. Visit www.attendanceworks.org for more downloadable resources.



Attendance Awareness Campaign 2021!



AAC 2021: Goals

- A. **Expand public awareness of the connection between attendance and engagement and the need to expand investments** that provide an equal opportunity to learn given the dramatic rise in students losing out on instruction during the pandemic.

- A. **Highlight how using chronic absence data and other metrics of engagement in learning can inform action** even though daily attendance taking and definitions of attendance vary by state and district.

- A. **Call for targeting and tailoring resources** to support the needs of students and families that suffered the greatest educational inequities as a result of the pandemic.



AAC 2021: Goals

- D. Deepen the understanding that positive conditions for learning matter** for motivating students to participate in learning whether school is virtual, in person or hybrid.
- D. Activate a wide array of stakeholders** (educators and a variety of public agencies and community allies) to partner with students and families to support the transition back to school.
- D. Increase attention to challenges related to physical and mental health,** given its impact on instructional learning and attendance, especially in the face of Covid-19.



Key Resource: Attendance Awareness Website

- ✓ Download our free social media materials and share with local districts
- ✓ Proclaim September Attendance Awareness Month building off our sample proclamation
- ✓ Sign up for our updates! They go to 32,000+

PROMOTE THE CAMPAIGN

Attendance Awareness Campaign 2021

Attendance Works | About | Resources | Partners | Sponsors
Blog | Newsroom | Donate

Key Messages
Media Outreach
Proclamations
Promotional Materials
Video/Multimedia
Webinars
Usage Policy

Resources

Home / Resources

Please feel free to use the tools in this section to promote Attendance Awareness Month. We've put together materials that can be used on websites and social media sites (video, infographic, attendance badges, Facebook cover photo) and banners in English and Spanish that can be printed out and hung in school hallways.

All tools can be downloaded and used without express permission from the Attendance Awareness Campaign. If you wish to add your logo to the handouts, please use [these instructions](#). If you wish to alter the content of the handouts, please contact Cecelia Leong at cecelia@attendanceworks.org. See [the Attendance Works uses policy](#) for more detail.

ATTEND TODAY ACHIEVE TOMORROW

Twitter | Facebook

Sign up for updates:
www.awareness.attendanceworks.org

2021 Theme: Rebound with Attendance!

Key Messages

- 1. Chronic absence reflects and contributes to educational inequity.**
- 2. Building strong, trusting relationships that promote a feeling of belonging is fundamental to improving student attendance and engagement.**
- 3. Students are more likely to attend school if they feel safe, connected and supported.**

2021 Theme: Rebound with Attendance!

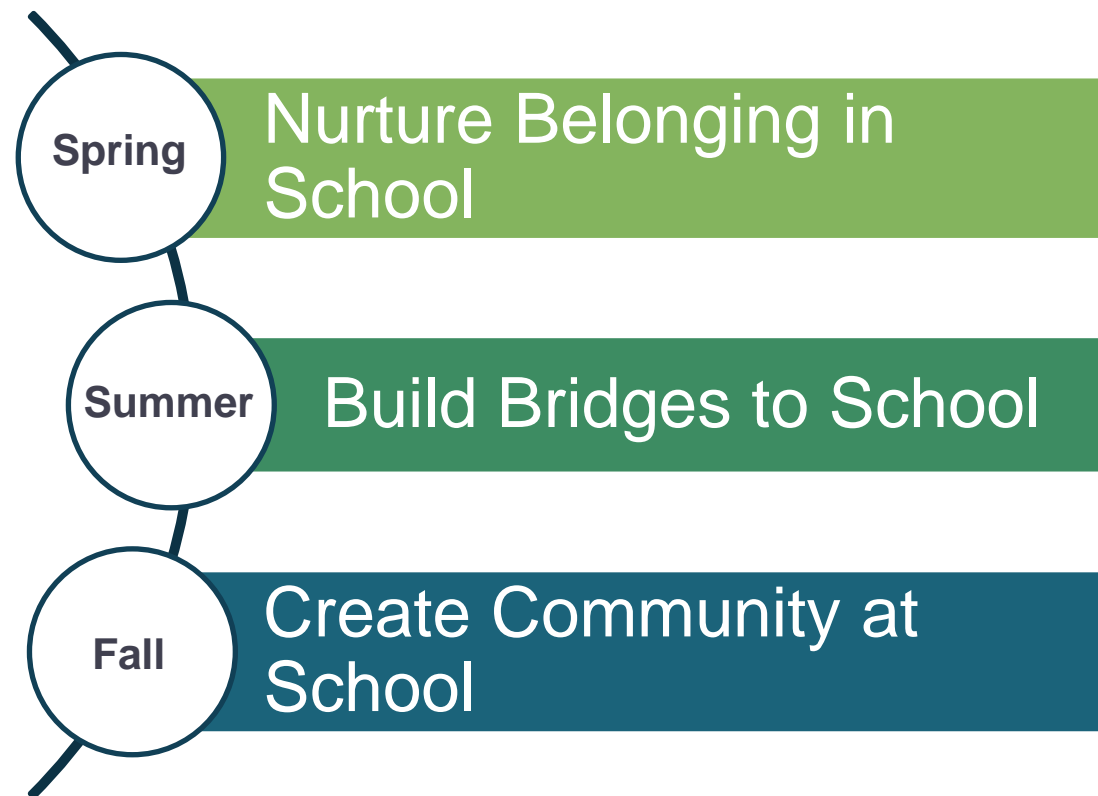
Key Messages

4. **A positive, problem-solving approach driven by data will improve attendance.**
5. **Keeping students, families and school staff physically and emotionally healthy supports attendance.**
6. **When the whole community collaborates with families and schools, we can overcome barriers to attendance and engagement.**

Pathways to Engagement: A Toolkit for Covid-19 Recovery Through Attendance

Recommended Steps:

1. *Establish your team*
2. *Review data & identify priority groups*
3. *Craft engagement strategies*
4. *Reflect, learn & improve*



Find the toolkit here:

<https://www.attendanceworks.org/resources/toolkits/pathways-to-engagement-a-toolkit-for-covid-19-recovery-through-attendance/>

Pathways to Engagement: A Toolkit for Covid-19 Recovery Through Attendance



Fall

Create Community at School

- ✓ Focus on social and emotional wellness, re-establishing routines and rituals, and building community in the first weeks of school
- ✓ Bring in programming and partnerships that expands the capacity of the school to provide for physical, behavioral, and mental health and wellness
- ✓ Create structures that build and sustain relationships between students, families, and educators (advisories, mentoring, ambassadors, councils, and buddy systems)

Attendance Awareness Campaign 2021 Webinar Series

Register here: <https://www.attendanceworks.org/resources/webinars/>

Note: Each session is accompanied by a discussion guide that can be used for webinar parties.

Webinar 1 *(recorded)*

Committed: Supporting Attendance and Participation to the Very Last Day of School, Wednesday, April 14, 2021: 11am-12:30pm PT / 2pm–3:30pm ET

Webinar 2 *(recorded)*

Engaged: Using Summer to Connect with Students and Families, Wednesday, May 26, 2021: 11am-12:30pm PT / 2pm–3:30pm ET

Webinar 3 *(today)*

Welcomed: Embracing Students, Families and Educators in the New School Year, Wednesday, August 4, 2021: 11am-12:30pm PT / 2pm–3:30pm ET

Webinar 4

Fully Present: Leveraging Attendance Data to Ensure Ongoing Success, Wednesday, September 29, 2021: 11am-12:30pm PT / 2pm–3:30pm ET



The Campaign for
**GRADE-LEVEL
READING**



THANK YOU! QUESTIONS?



KRISTIN DROEGE, KDROEGE@TURNTHEPAGEKC.ORG



LISA GREENING, LISA.GREENING@TURNTHEPAGESTL.ORG