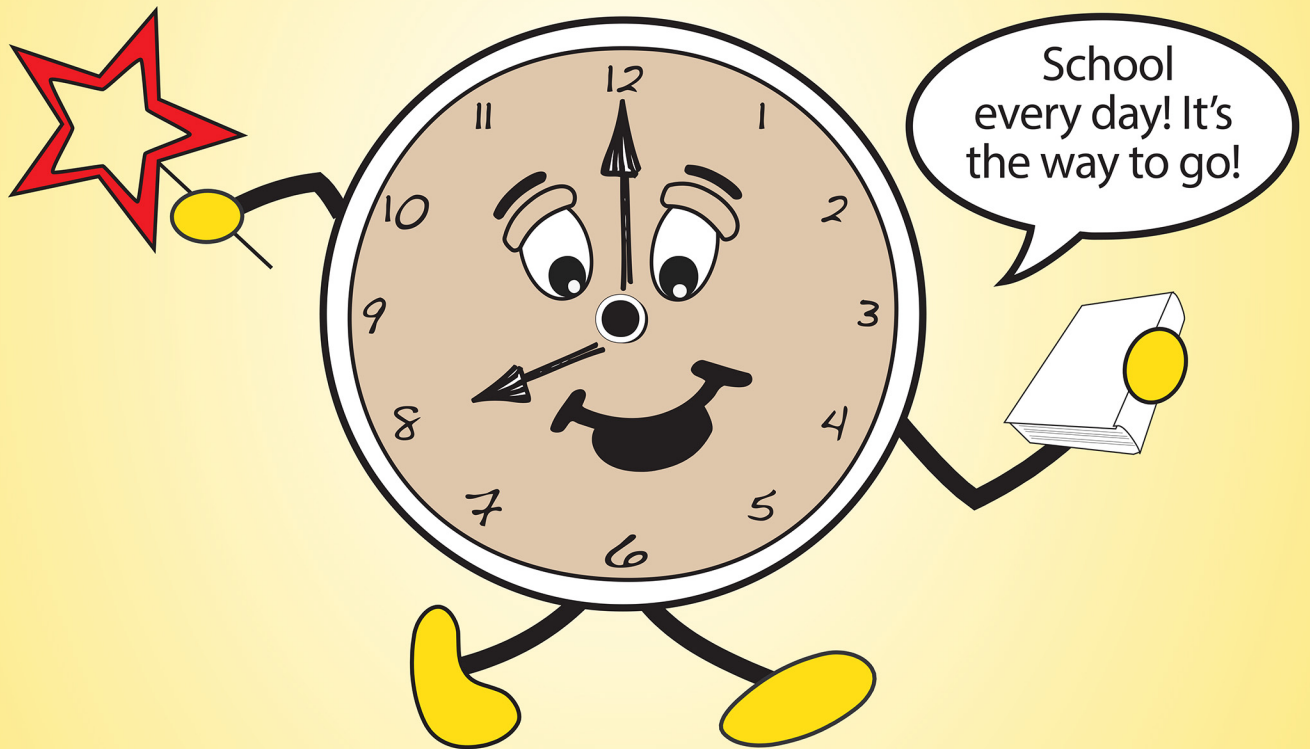


**ON TIME**  
**A TIEMPO**

The  
**Perfectly  
Punctual  
Campaign**

**ON TARGET**  
**SOBRE MI META**



**FOR SUCCESS**  
**¡SER UN ÉXITO!**

*A program of Learn.Lead*

Designed by Learning and Leadership in Families / LearnLead.  
Distributed by Attendance Works.

LearnLead's

# Perfectly Punctual Campaign

A Guide to Promote  
Consistent On-Time Attendance  
For Preschool and Early Elementary Grades

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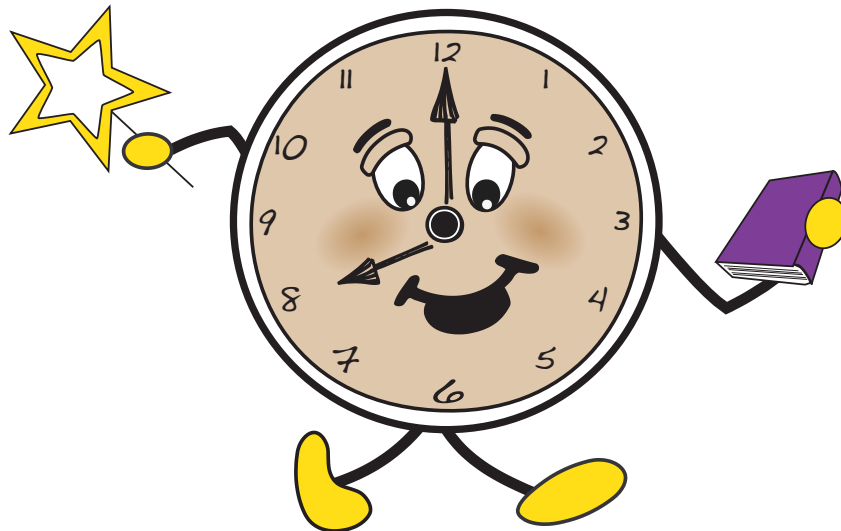
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# Welcome to the Perfectly Punctual Campaign!!

*Meet Punctual Pete, your partner to help your students  
and their families be:*



***“On Time -  
On Target  
for Success!”***

The Perfectly Punctual Campaign is a program of Learning and Leadership in Families (LearnLead), a non-profit education organization dedicated to school readiness and

success in the early grades through parent engagement in early childhood education. LearnLead translates research into practical, fun-filled, effective programs for parents and teachers of young children.

## Overview

The Perfectly Punctual Campaign (PPC) is a research-based, family engagement program designed for school and center-based settings serving preschool and early elementary children and their families. Punctual Pete, Learn/Lead's multi-cultural, bilingual mascot helps parents, teachers and children recognize on-time attendance as a child-centered value for success in school and a lifelong value for success at work.

The PPC program has three core elements:

- **High Visibility of On-Time Attendance as a Core Value**
- **Structured Activities and Recognition for Children and Families**
- **Consistent, timely Data Analysis and Application.**

Research documents that missing 10% or more of school per year from kindergarten forward undercuts a child's ability to read on grade level by grade three and by grade six is one of the most reliable predictors of dropping out of school. PPC believes attendance habits formed at the start of schooling, whether preschool or kindergarten, establish routines that will strongly influence a child's success in school. Hence our motto:

**On-Time On-Target for Success!**

## Research Base

Tardiness and chronic absence are widespread and under recognized issues from preschool through elementary school. The academic impact of absenteeism in kindergarten is well-documented, if not well known, particularly as it relates to reading on grade level.

- Nationwide 10% of all kindergarten children's absences total a month or more across a school per year, the measure of chronic absence. (*Romero and Young, 2007.*)
- Chronic absence in kindergarten affects learning outcomes in first grade. The impact is 4 times greater on poor children who are unlikely to receive compensating enrichment from other sources. (*Chang and Romero, 2008*)
- Chronic absence undercuts the likelihood of reading on grade level by grade three. (*Campaign for Grade Level Reading, 2010*).
- Children who are tardy in pre-kindergarten 10% or more of the time are 10 times more likely to become chronically absent in kindergarten and first grade and 3 times more likely to be chronically absent in third and fifth grades. (*Romero, 2010 unpublished*)

### Studies also indicate...

- Missing 5% or less of school per year has little impact on academic outcomes. (*Chang and Romero, 2008; Belfanz and Byrnes, 2012*)
- Consistent attendance can overcome the academic limitation typically associated with poverty. (*Ready 2010; Belfanz and Byrnes, 2012*)
- The impact of chronic absence is reversible within the first two years of occurrence. (*Connolly and Olson, 2012*)

## Practical Application of Research

From preschool through third grade – children learn to read.

From third grade forward – children read to learn

It is critical that we help children and families develop strong attendance from the outset of schooling.

**Parent Engagement:** Few parents are aware of the extent to which consistent on-time attendance from the beginning of preschool and/or kindergarten can benefit their children’s reading readiness, math skills, and social development. Most want better for their children than they themselves experienced and will work toward that goal if it feels real. PPC honors parents in their efforts to get their children to school, and works with parents to establish routines around attendance.

**Timing:** Establishing good work habits from the outset of schooling builds human capital towards a rewarding future. Prevention of chronic absence needs to begin in preschool or kindergarten, whichever is the start of schooling for an individual child.

**Consistency:** Young children need consistent and frequent reinforcement to integrate new habits. A month, the typical sequence for recognizing attendance, is too long a time for our youngest students. The more consistent, frequent and intrinsic the positive reinforcement and recognition for students, the stronger the likelihood that good habits will take root.

## **Sequence of Activities for a Successful PPC Program**

PPC provides a sequence of activities for schools to adopt and adapt to prevent chronic or reduce chronic absence.

### **DAILY ACTIVITIES**

- Warmly greet children and the adults who bring them, noting their on-time attendance when applicable
- Engage children in monitoring their own attendance using the PPC Scorecard
- Acknowledge success by allowing children to wear their PPC button each day they are on time.

### **WEEKLY ACTIVITIES**

- Recognize success among the children who were on time every day they were present. (Picture on bulletin board or honor roll)
- Send Scorecards home to remind parents of the importance of consistent on time attendance to school success.

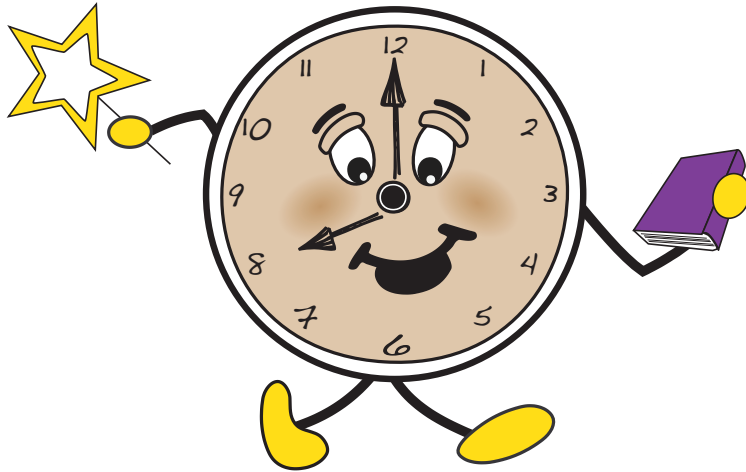
### **MONTHLY ACTIVITIES**

Honor parents on the school's website....Honor teachers in a faculty meeting...It takes a village ...!

Adherence to the sequence of activity is very important.  
Which specific activities you choose to do is more flexible.  
Adapt the program to fit your school and your priorities.



## PPC VISIBILITY MATERIALS START WITH PETE!



PPC offers a series of tools to unify the campaign and leverage the creativity of the teachers, parents and staff at participating schools.

***You've already met Punctual Pete,  
PPC's multi-cultural, bi-lingual mascot***

Pete is on all PPC materials and comes “alive” via a clock costume that fits over the shoulders. “Pete” can be worn by adults or by children who are 5’ tall or more. (The clock face is has a 30” diameter and comes with big floppy white gloves.) Teachers, parents, older students, volunteers ....the principal / director!...all have a great time playing Pete.

### **Strategies using the Pete Costume that have been successful:**

- Invite Pete to:
  - greet children at the door of school
  - greet parents at PTA and other evening meetings
  - surprise children in their classroom as a special treat

- Take pictures with Pete and children / teachers being honored and use them to support a culture of on-time attendance

*Send us a picture of how you use Pete and we'll post it on our website!*

## **PPC Buttons**



***What's a Campaign without a Button?***

### **Everyone needs a button – and a smile!**

Parents, Teachers, Principals and Directors, Attendance Officers, Outreach Staff, Bus Drivers, Kitchen Staff, Crossing Guards, all can sport their buttons!

### **Strategies using the PPC buttons that have been successful:**

- Provide buttons to parents at Orientation or Back-to-School night
- Provide buttons to children at launch of Campaign
- ***On Time*** children wear the button for the school day
- Teachers and Staff wear button to emphasize message
- Create a HUGE button to “roll-out” the campaign!

PPC buttons are in Spanish and English. Buttons can be modified to the language(s) at your school and English.

*Share ideas that worked – or didn't – and we'll credit you and showcase your experience on our website.*

## **PPC Vests**



***Vests are used to enhance greeting to students and families and emphasize on-time attendance!***

Staff, Students, Parents , Principals or Community Volunteers can wear a vest to greet children and families on arrival.

Vests are light weight and large – one-size fits almost all!  
Vests can be worn inside or outside of school, in the hallways, the classrooms and on the playground.

### **Strategies using the Vests that have been successful:**

- Someone wears vest daily to greet children and families
- Preschool and kindergarten children get to wear vest as reward for being on time
- “Upper classmen” ( 4<sup>th</sup> and 5<sup>th</sup> graders) who have been “Perfectly Punctual” wear the vest and become “Greeter of the Day”

Name:

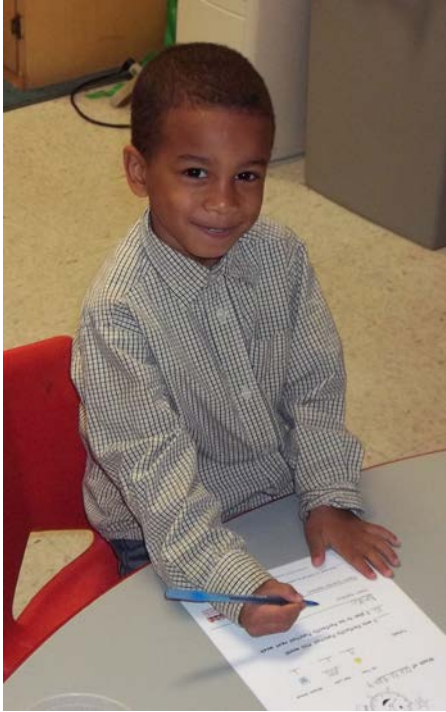
Classroom:

## Perfectly Punctual Scorecard



Week of / Semana de

	<b>On Time</b> A tiempo	<b>Ran Late</b> Tarde	<b>We Missed You!</b> ¡Te echamos de menos!
<b>Monday</b> Lunes			
<b>Tuesday</b> Martes			
<b>Wednesday</b> Miércoles			
<b>Thursday</b> Jueves			
<b>Friday</b> Viernes			



## The PPC Scorecards

Students fill out Scorecards every morning upon arrival.

The Scorecards are sent home at the end of every week to reinforce the importance of consistent on-time attendance.

Scorecard use heightens student awareness of their own attendance patterns and helps foster a sense of ownership and pride in their efforts.

## The Process

Every day on arrival students

Circle the star for on-time arrival OR Circle the running clock if tardy

Absent students circles the sad “We missed you” face on their return.

## Strategies using the Scorecards that have been Successful

- Hang Scorecards on the wall so parents and children can fill out Scorecard as children enter
- Hang Scorecards by each cubby so that children and parents can fill them out together
- Allow parents access to tabletop to help children fill in the Scorecard
- Have assistant teacher or volunteer help children fill out the Scorecard

## Business Reminder Cards

School is a child's business. The business card format reminds parents when doors open and children are welcome and when they are considered late.



front personalized for each school



back personalized for each school

## Strategies using the Reminder Cards have been Successful

- Provide the card as a
  - thank you when parents fill out their attitude survey
  - friendly reminders at parent meetings / Back-to-School nights
- Send the card home when children have been absent or tardy 3 or more days during any month. Add a pleasant and clear note about the importance of consistent on time attendance to learning outcomes

## Certificates for Families

PPC Certificates honor the entire family, and can be presented at closing ceremonies for the school year, or at events during the year focused on attendance.

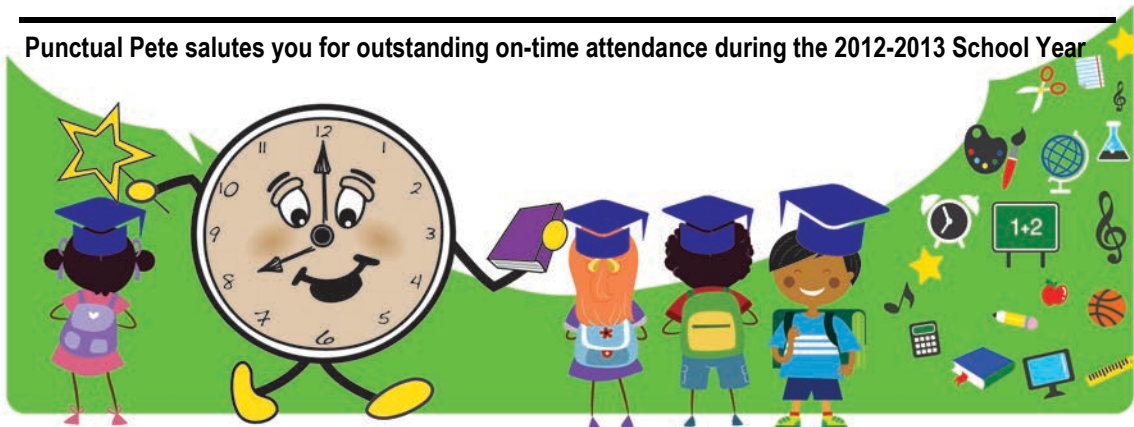
LearnLead created the certificate pictured below with green background and with a yellow background to support different levels of recognition, or to have two certificate opportunities per year. In addition there is a more formal / traditional certificate. Alternately Invite your parents or students to create a certificate design. It's a great opportunity for healthy completion!



# PERFECTLY PUNCTUAL CAMPAIGN

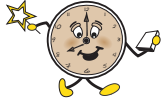
## *Certificate of Achievement*

*For the family of*



# Attitude Surveys

Parallel Surveys for parents and staff raise awareness of the impact of on-time attendance and inform the preschool / school administrator of the beliefs that guide attendance behaviors in their environment.



Punctual Pete invites you to share your thoughts about on-time attendance to help us create a successful school year for your children.

Pete el Puntual, te invita a compartir tus pensamientos sobre asistir a tiempo para ayudarnos a crear un exitoso año escolar para los niños

\_\_\_\_\_ Name of Participating Elementary School of Head Start Fall 2013

\_\_\_\_\_ Nombre de la Escuela Primaria Participante de Head Start - Otoño 2013

- I have a child (children) in \_\_\_ preschool \_\_\_ kindergarten \_\_\_ 1<sup>st</sup> \_\_\_ 2<sup>nd</sup> \_\_\_ 3<sup>rd</sup> \_\_\_ 4<sup>th</sup> \_\_\_ 5<sup>th</sup> grade  
Tengo niño(s) en \_\_\_ pre-escuela \_\_\_ kindergarten \_\_\_ 1<sup>o</sup> \_\_\_ 2<sup>o</sup> \_\_\_ 3<sup>o</sup> \_\_\_ 4<sup>o</sup> \_\_\_ 5<sup>o</sup> grado
- I am the child's (children's) \_\_\_ Mother \_\_\_ Father \_\_\_ Grandparent \_\_\_ Other \_\_\_\_\_  
Mi relación con el (los) ni ño (s), soy su \_\_\_ Madre \_\_\_ Padre \_\_\_ Abuelo/a \_\_\_ Otro \_\_\_\_\_
- On a typical day my child (children) arrives school by \_\_\_ Walking \_\_\_ school bus / van \_\_\_ Car \_\_\_  
Public bus \_\_\_ Other \_\_\_\_\_  
En un día normal, mi niño (s) llega a la escuela \_\_\_ Caminando \_\_\_ en bus o van escolar \_\_\_ Carro \_\_\_  
Bus público \_\_\_ Otro \_\_\_\_\_
- Please indicate the total number of children in each age category living with you (including the child in preschool or kindergarten who is the primary focus of this survey) \_\_\_ Birth to 3 \_\_\_ 4 - 5 \_\_\_ 6 - 10 \_\_\_ 11 - 15 \_\_\_ 16 or older  
Por favor, indique el número de niños en cada categoría de edad que viven con usted (incluyendo al niño en la pre-escuela o Kindergarten, que es el objetivo principal de esta encuesta) \_\_\_ 0 a 3 \_\_\_ 4 - 5 \_\_\_ 6 - 10 \_\_\_ 11 - 15 \_\_\_ 16 o mayor

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
My view of the impact of attendance and tardiness patterns... Mi punto de vista del impacto de los patrones de asistencia y llegadas tarde...	Total Desacuerdo	Desacuerdo	Ni acuerdo Ni desacuerdo	De acuerdo	Total acuerdo
	1	2	3	4	5
5. It is important for my child to attend school every day. Es importante que mi hijo/a asista todos los días a escuela.					
6. It is important to my child to get to school on time. Es importante que mi hijo/a llegue a tiempo a escuela.					
7. My child misses important learning when he/she is late or absent. Mi hijo/a pierde importante aprendizaje cuando llega tarde o está ausente.					
8. Attendance in kindergarten affects how well my child will succeed in first grade. La asistencia al kindergarten afectará el éxito que tendrá mi hijo/a en el primer grado.					
9. Missing school harms learning only if a child misses several days in a row. Faltar la escuela perjudica el aprendizaje de los niños, solamente si faltan varios días seguidos.					
10. When a child arrives late, he/she disrupts the learning in the classroom. Cuando un/a niño/a llega tarde, interrumpe el aprendizaje en el aula.					

Learning and Leadership in Families Perfectly Punctual Campaign in Delray Beach, FL Fall 2013

Use the survey results to create meaningful professional development, parent programs, family programs, morning announcements, and newsletters. An edition of the survey for 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> graders is also available to understand your older students' perceptions.





## Parent and Family Events

**Celebrations for parents and children together are an important element of the PPC strategy.**

We encourage recognition within a family event twice during the school year and at the closing ceremonies. Use one of the workshops created especially around the theme of consistent on-time attendance or integrate recognition into another program with a brief introduction about why consistent on-time attendance benefits children.

The critical message is that getting everyone up and out of the house on time every day is easy to say – and hard to do.

It is a family achievement worthy of recognition and a key building block to success at school and later to success at work.

A flower for the parent has become a PPC hallmark. We learned that the children wanted a flower too –a really effective 35 cent investment!

***Routines that Rock*** is a two-part PPC attendance workshop. Designed initially as a program for parents we found it equally, if not more effective as a family program. . Having the conversation with children rather than simply about children can be very powerful. The facilitation is slightly different, but not very difficult.

*Routines* starts with a conversation about research, strategies and impact of attendance on children’s school readiness, school progress, and sense of self. One *Routines* program concludes with parents or parents and children making a chart complete with Velcro stickers children can use to acknowledge morning or evening routines. The other *Routines* program concludes with participants creating lyrics to familiar tunes. Use either or both at different times in the year.



## Punctual Pete's Pajama Party

Modeled on Tell Me the Day Backwards by Albert Lamb, Punctual Pete's Pajama party is a family literacy event for preschoolers, kindergarten and early elementary students and their families. Children and parents and teachers who come in pajamas start with a pajama parade leading to a big circle to hear Albert Lamb's book and talk about daily routines. Children and parents create their own book of daily activities, share their work with the community, and leave with their own creation to read at home.



As you plan for family events think about 3 things:

- 1) How will you honor your families? Do you want to invite some leaders from the community for the recognition ceremony? Local business, civic and political add weight to your message.
- 2) Invite everyone but be sure the families who will be recognized, know they will be honored.
- 3) The program needs to be enriching and celebratory, but it need not focus on attendance. Only the honoring part needs to do that.

# Parent and Community Volunteer Opportunities

Engage the parents from the outset as program leaders.  
Here are some suggestions and estimated time commitments to consider.

## Start of Day

Greet children at the start of school In the Pete costume or wearing a PPC vest	20-30 mins / day
Help children fill in the scorecards	20-30 mins / day

## During school hours

Manage the PPC supplies for your child's site	30 mins / week
Manage the bulletin board that honors children	1 hour/ week

## On Your Own Schedule

Help organize the PPC family events (2 - 3 times per year)	
Follow-up on invitations	1 – 2 hrs. from home
Collect RSVP's	1 – 2hrs. from home
Assemble materials for hands-on activities	1 – 2 hrs. home or site

## Evening Hours at Family Events

Help with hands-on activities	2 hrs. / site
Take and share photos from events	1 – 2 hrs / site

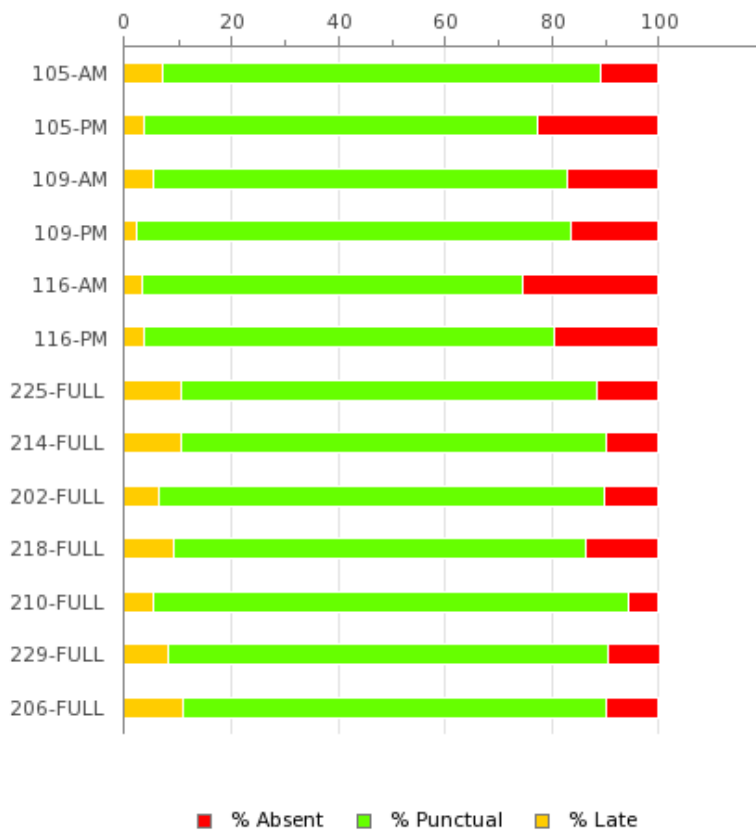


## Data Analysis

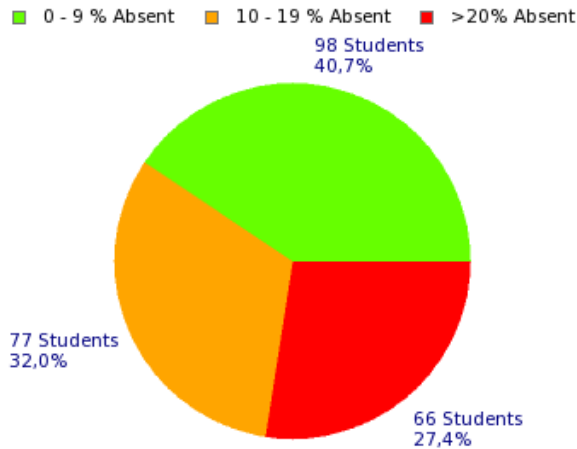
Monitoring progress is essential to targeting interventions and getting results. Virtually every school or childcare management system tracks attendance in some form. The key is to use the data consistently throughout the year.

LearnLead's data services translate your attendance data into reports that convert data into practical, easy-to-understand management information.

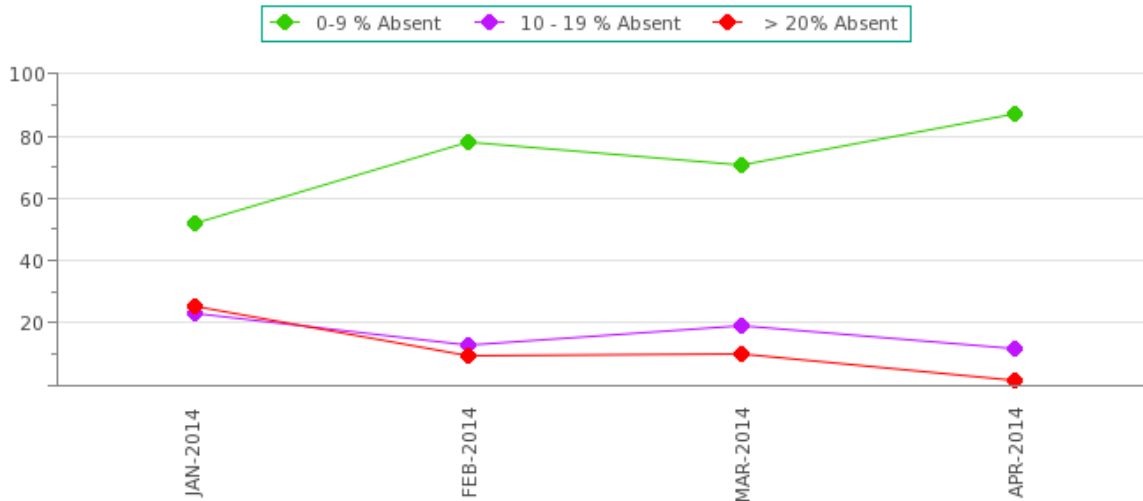
**Classroom Reports** help principals and directors see at a glance how various classrooms are doing in tardiness (yellow), punctuality (green) and absence (red) over a month or multiple months.



**Overall School Reports** over one or multiple months address accountability requirements translate school-wide data into pie charts and/or line graph pattern reports. Pie charts track by month or multiple months.



**Pattern reports** by school, by grade, and by classroom chart 3 months or more data to help you celebrate progress and address challenges.



## **Site-Based Roles**

### **Principal / Director - Sets the priority and the local structure**

- Recruits the PPC Team Leader and approves policies and procedures
- Incorporates PPC events into school calendar, morning announcements, parent meetings, and other visibility opportunities
- Integrates review of attendance / punctuality into staff and leadership meetings

### **Team Leaders –Primary Contact and Cheerleader**

- Brainstorm with teachers and staff for ways to make PPC fun in your school.
- Distribute Scorecards, buttons and other PPC materials to classrooms
- Coordinate logistics for data transfer, PPC events, appearances by “Pete”

### **Teachers and Teacher’s Aides – On the front lines for Success!**

- Implement Scorecards each morning and send them home weekly
- Use stickers, buttons or other emblem to recognize punctuality each day
- Promote PPC events through children to parents and families.

### **Outreach or Volunteer Coordinator – Lending a Hand - Making a difference**

- Maintain PPC Bulletin Board with honor rolls, pictures, announcements
- Recruit “greeters” for morning...parents, business leaders, police and firemen
- Help at family events

In communities with multiple schools or Head Start agencies using PPC, we strongly recommend a local Site Coordinator jointly selected and supervised by PPC national.

**Have fun with the many playful ways you can encourage on-time attendance!**

## LearnLead Services and Support

The manual is intended as both guide and menu.

Choose the activities that mesh most comfortably with your school or preschool culture.

Pdf's of the PPC scorecard and button / sticker design can be downloaded from our website [www.learnlead.org](http://www.learnlead.org) and at Attendance Works, [www.attendanceworks.org](http://www.attendanceworks.org) free of charge. Local or web-based vendors can use the pdf's to create materials for you.

Among the contract services LearnLead offers are:

- Power point presentations for parents, teachers, and staff.

- Family program scripts, supply lists, and invitation templates.

- On-site or distance coaching.

- Survey analysis and reporting.

- Data analysis.

- Professional Development

- Consulting on family engagement.

Call on us if we can be helpful. Quick questions and emails are free for the asking.

Share your additions, adaptations and modifications and, with your permission, we'll showcase your successes on our website.

Louise W. Wiener  
President and Founder  
Learning and Leadership in Families, Inc../ LearnLead  
[www.learnlead.org](http://www.learnlead.org)  
202-657-4134



# Planning Tool: Chart Your Priorities



## Checklist for the Perfectly Punctual Campaign Strategies



The Perfectly Punctual Campaign is an early childhood program that engages parents and children in understanding the importance of on-time attendance to success in school.

Key Element	Strength	OK for Now	Urgent Gap	Could Be Better	Don't Know	Implication(s) for Action
1. Director / Principal makes on-time attendance a priority from preschool forward.						
2. The program's policy on punctuality and attendance is presented to families in various forums and formats throughout the year.						
3. Children are engaged in maintaining a record of their attendance with support from the teacher or other responsible adult.						
4. There is access to a computerized system of attendance and punctuality data.						
5. Teachers are engaged in reviewing attendance data and noticing patterns of lateness or absence.						
6. Attendance team reviews on-time attendance on a regular schedule to identify families in need of support with attendance issues.						
7. Professional development is offered on attendance and punctuality issues and strategies.						
8. Parents and families are honored for their ability to sustain routines and get children to school on time everyday the children are healthy enough to attend.						
9. Pre-K and elementary schools share data and strategies to promote a smooth transition and create a culture of consistent on-time attendance.						
10. Pre-K programs and elementary schools reach out to local business, civic, union leaders to reinforce the lifelong importance of punctuality to success.						
TOTAL						

Check boxes that apply  
www.learnlead.org

Attendance Works / Learning and Leadership in Families

For Further information contact: [lwiener@learnlead.org](mailto:lwiener@learnlead.org)

The chart, a worksheet created by Attendance Works and modified by LearnLead for the PPC program, encourages teachers and staff to think through priorities in order to tailor a strategy that targets priority needs with intentionality. Consider using it with parents as well.

## **Frequently Asked Questions**

### **This program looks bright and friendly, is it really serious about attendance?**

*The Perfectly Punctual Campaign uses these bright and friendly materials and strategies to engage the children. When the children are engaged, they begin to internalize on time attendance as something THEY want.*

*Put the materials to work for you! Wearing your PPC button will remind your students about how much you care about them being on time EVERY DAY without you saying a word.*

### **Why is it important to maintain our Perfectly Punctual Bulletin Board weekly?**

*Our shared goal is to give every child a chance to succeed and while our youngest learners' attention spans are expanding, monthly success can seem as far away as the moon. We are particularly interested in the children not accustomed to success in on-time attendance-- it is their successes that we look to build upon by noticing them weekly. And how exciting to see the face of a child as his success is noticed.*

### **I understand that attendance is something we need to focus on, but how important is it that student are on time?**

*Studies have shown that tardiness is an early warning signal for chronic absence. By intervening early, we may reduce chronic absence. Additionally, disruptions to the classroom as children arrive late are no small matter.*

*Academically, the lost instructional time due to tardiness effects student performance, the student's self-esteem, confidence and enthusiasm for learning. All of these factors impact classroom climate.*

### **How important is it for the students to complete the Scorecard in the morning?**

*Very important! This activity shifts the burden of changing your students' attitudes about on-time attendance from the adults to the student them self. As they monitor their behavior, they begin to internalize on-time attendance as THEIR value and their behavior changes accordingly. This is a clear example of short term investment for long term gain.*

### **Where are all of the incentives, where's the "stuff"?**

*Recognition of the student, the parents, the teachers and the community in a variety of ways serve to offer the greatest incentive of all. And one that lasts. Intrinsic rewards, the feeling of a job well done, of being invested in a process that will have profound effects on our children, and their children in turn is one that we hope to encourage and support as often as we can! Extrinsic rewards, the things that we offer as prizes for behaviors that we want to see, often serve only to keep our children and their families from owning their attitudes, behaviors and goals. Research indicates that the benefits seen from a reliance on extrinsic rewards are typically short-lived. We encourage experiences rather than things to acknowledge and reinforce behaviors..*

### **The program is great for our students, but if their parents don't see the value in on-time attendance they won't bring these young children to school.**

*The PPC focus on parent engagement is multi-pronged. First, as the children engage, they will bring their enthusiasm and value for being on time home to their parents. Parents want what's best for their children, and they want to make them happy.*

*Second, PPC staff offer workshops for parents and families that are unlike any workshop they've been to before. While we do offer some education about on-time attendance in our "Routines that Rock" Parent Engagement Workshop, we do it with laughter, music and creative projects. Conversation, collaboration, and tangible strategies result in original songs and home-made interactive Routine Charts that the parents make for their children. We ask them to share what works, and what challenges they face in a peer environment.*

*A secondary benefit to the education received and the fun had, is that parents who themselves may not be long out of school and who might not have had a positive experience in school, get to feel successful, connected and creative in a school environment.*

**For preschool and kindergarten children the early months of Scorecard use can be challenging and time consuming for teachers, what can we do to make it easier?**

- *Hang each child's Scorecard on the wall or by his/her cubby so that the parent or adult bringing child to class can do the Scorecard with the child.*
- *Recruit one or two parent volunteers per day who work with the children for +/-15 minutes each morning to help the children as the children do the Scorecards. Typically it takes 4 to 6 weeks before the Scorecard routine is firmly established.*
- *In the pre-K classes of an elementary school, recruit leadership students from 5<sup>th</sup> grade to help one morning per week with the Scorecard. Rotate the privilege monthly among different students.*

**Check out our website**

[www.learnlead.org](http://www.learnlead.org)

**for LearnLead family literacy and family engagement programs**

