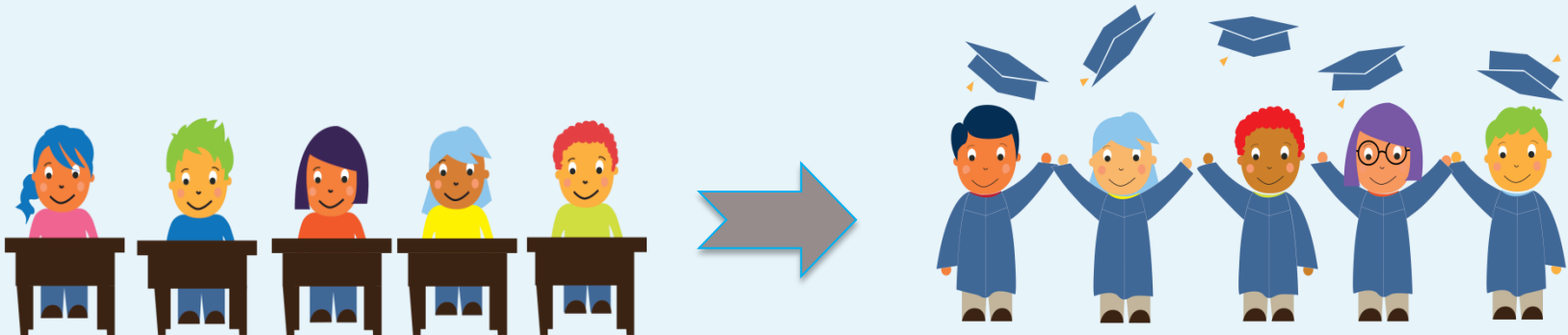
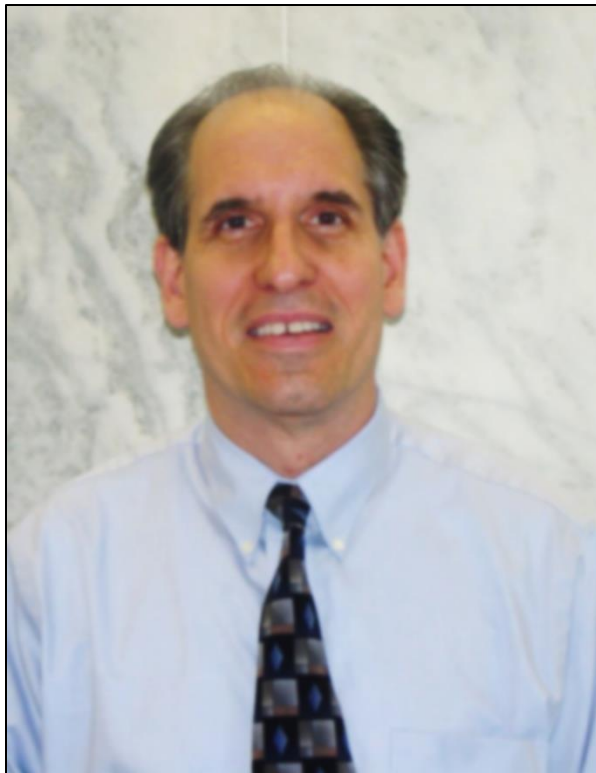


Ready, Set, Go!

*Launching
Attendance Awareness Month 2015*



Welcome!



Eric Glaser

*Director,
Network Engagement and
Performance*

United Way Worldwide



Ready, Set, Go!

William Carpluk

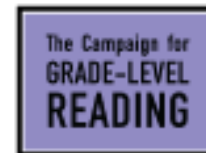
*Manager,
Alliance Engagement*

America's Promise Alliance





Attendance Awareness Month and Nationwide Campaign 2015



Welcome to New Partners

Recently joining our growing group of **48 national partners** are:

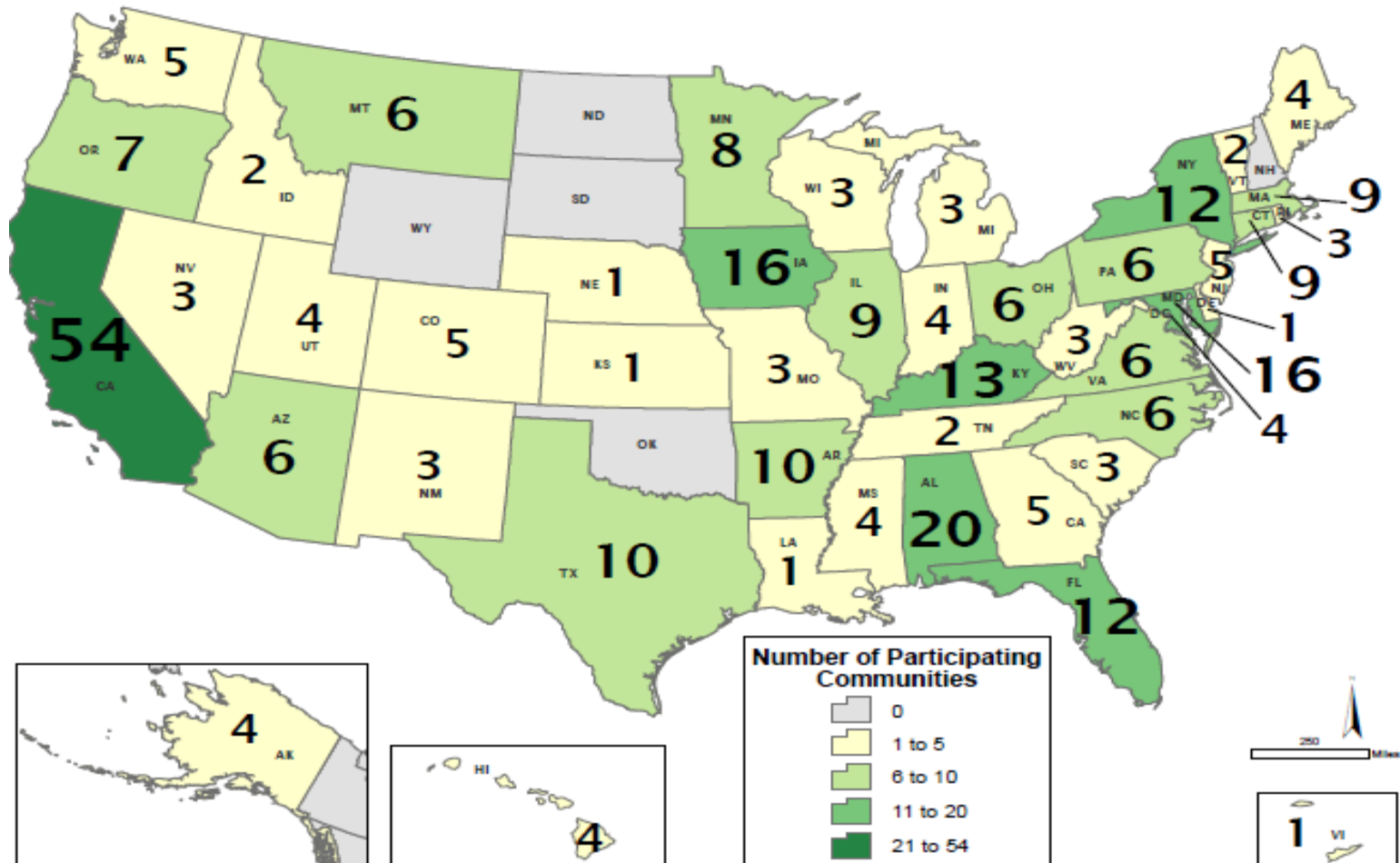
- Center for Supportive Schools
- National Black Child Development Institute
- Trust for America's Health
- Healthy Schools Campaign



Raising Awareness in 2014:

324 Communities in 45 States

Participation in Attendance Awareness Month



Other 2014 Campaign Highlights



- **645** articles, TV & radio spots, blogs & commentaries
- **Op-eds** in Washington Post, New York Times and Education Week
- **79** proclamations from mayors, governors, school boards, districts
- **6,100** tweets creating **7.6 million** impressions
- **103,000** page views on AW & AAM in September



Attendance Works



Hedy Chang
Director



Cecelia Leong
Associate Director



Your Community's Participation

Poll Questions:

- 1. Did your community participate in Attendance Awareness Month last year?**
- 2. Is your community planning to participate in Attendance Awareness Month 2015?**



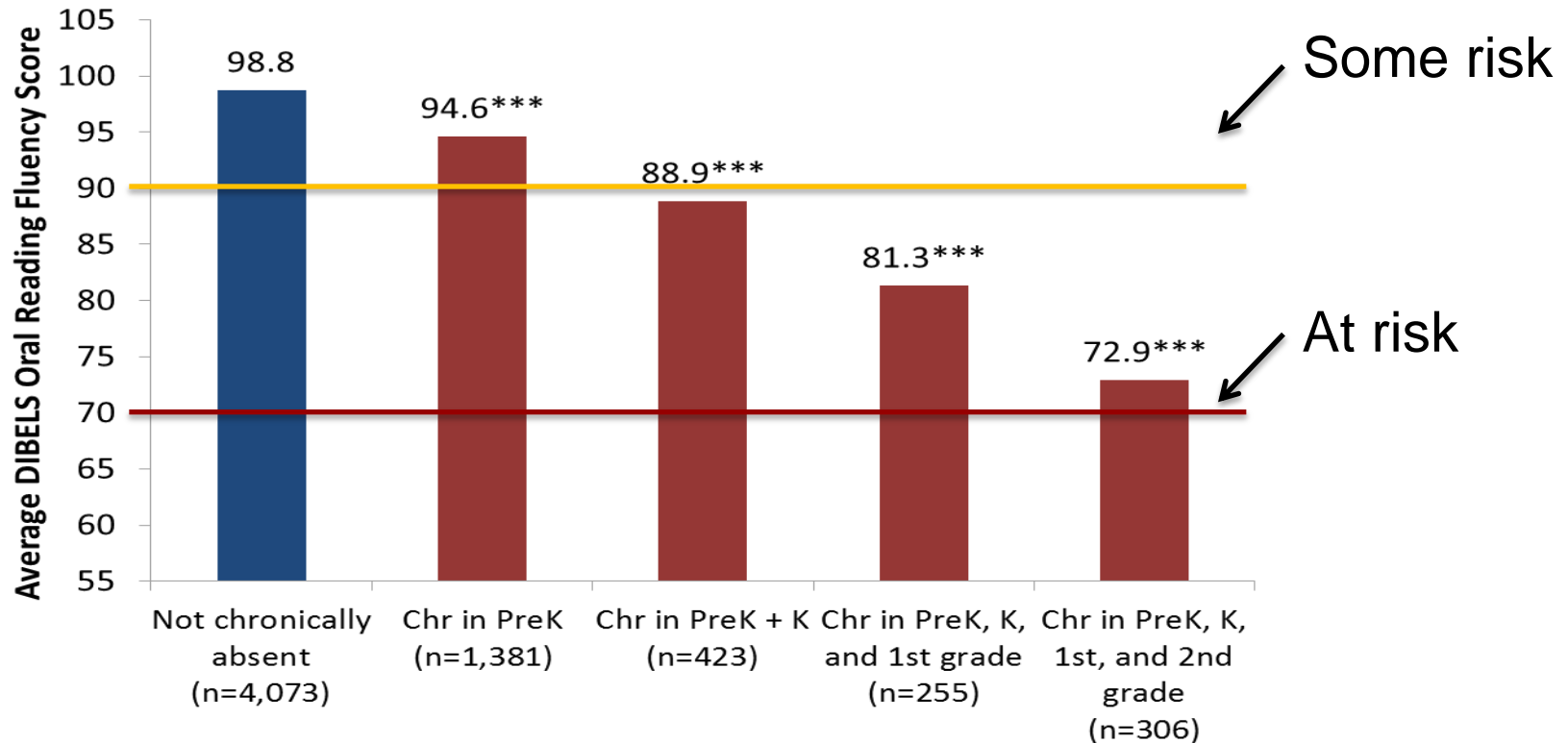
Attendance Is An Essential Ingredient of Academic Success



Developed by Annie E. Casey Foundation & America's Promise Alliance
For more info go to <http://www.americaspromise.org/parent-engagement-toolkit>



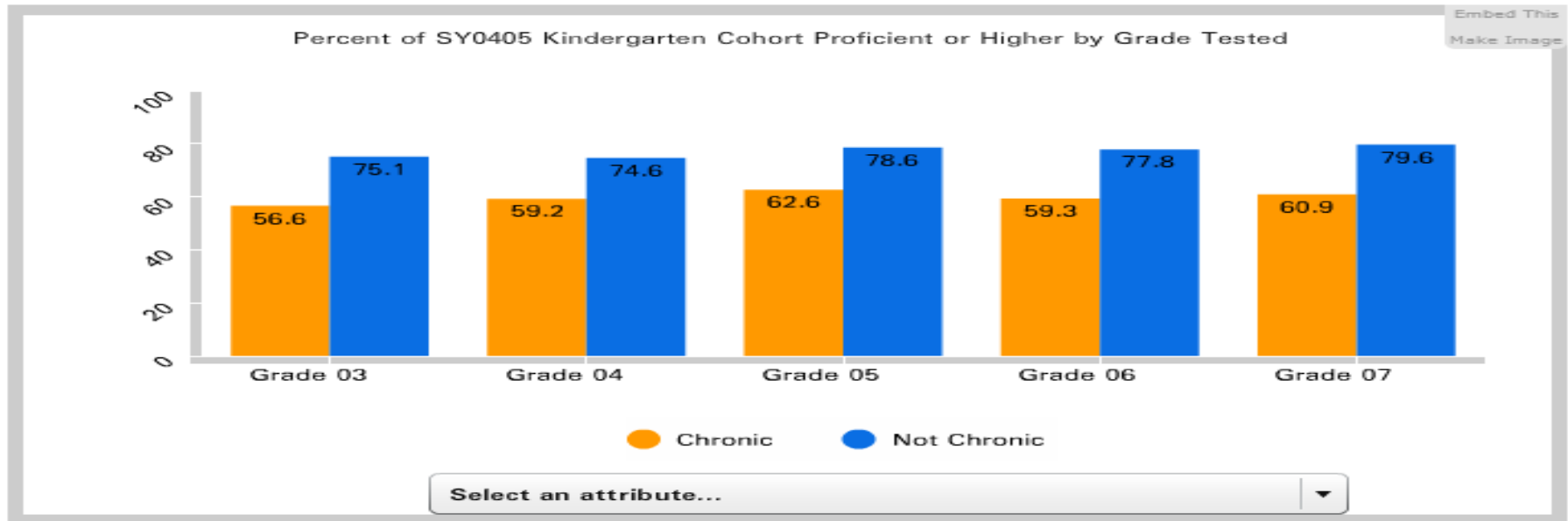
Starting in PreK, More Years of Chronic Absence = Need for Intensive Reading Support By 2nd Grade



* Indicates that scores are significantly different from scores of students who are never chronically absent, at $p < .05$ level; ** $p < .01$; *** $p < .001$

Insights from Rhode Island on Kindergarten Absenteeism

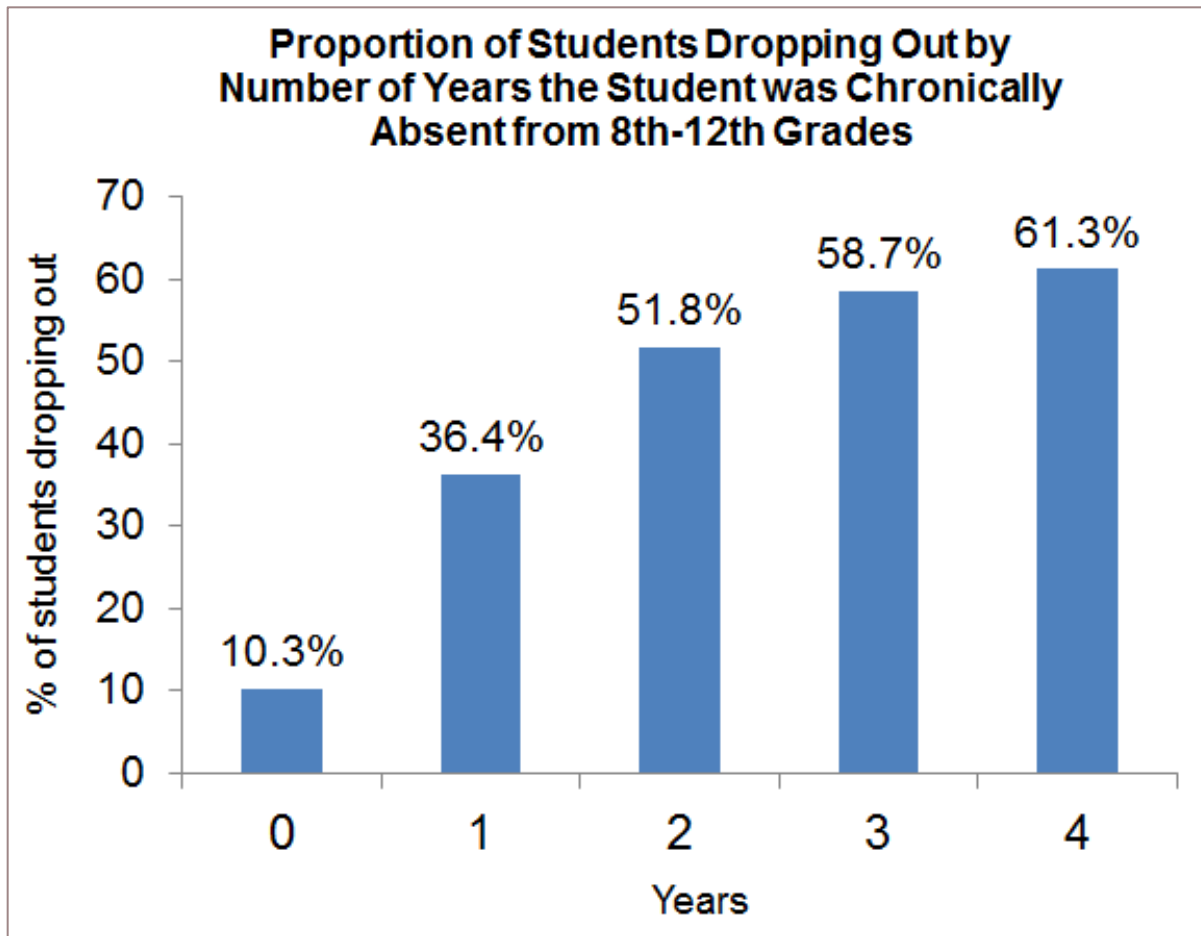
(Source: Rhode Island Data HUB)



Compared with kindergartners who attend regularly, those chronically absent

- Scored 20% lower in reading and math in subsequent grades; gap grows
- 2X as likely to be retained in grade.
- 2X likely to be suspended by the end of 7th grade.
- Likely to continue being chronically absent.

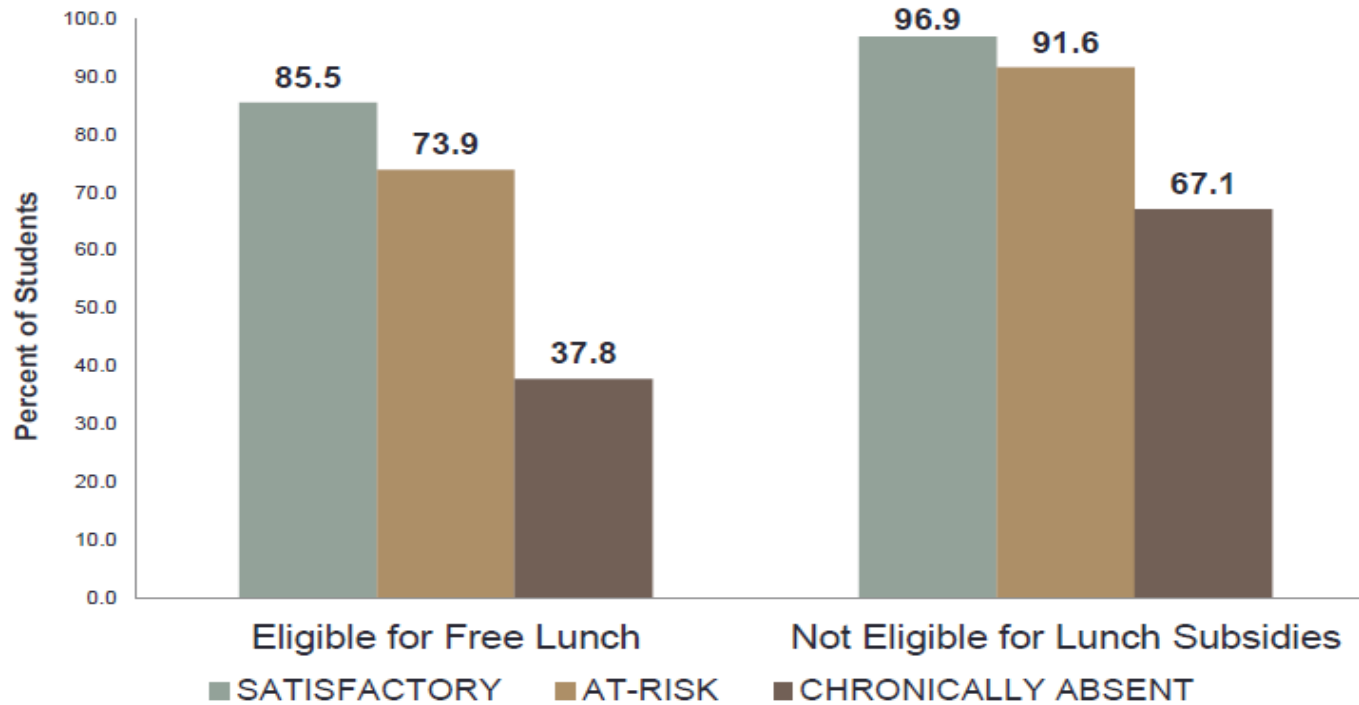
The Effects of Chronic Absence on Dropout Rates Are Cumulative



With every year of chronic absenteeism, a higher percentage of students dropped out of school.

Attendance Is Even More Important for Graduation for Students In Poverty

Attendance in 9th Grade and Graduation in 4 Years by Lunch Eligibility

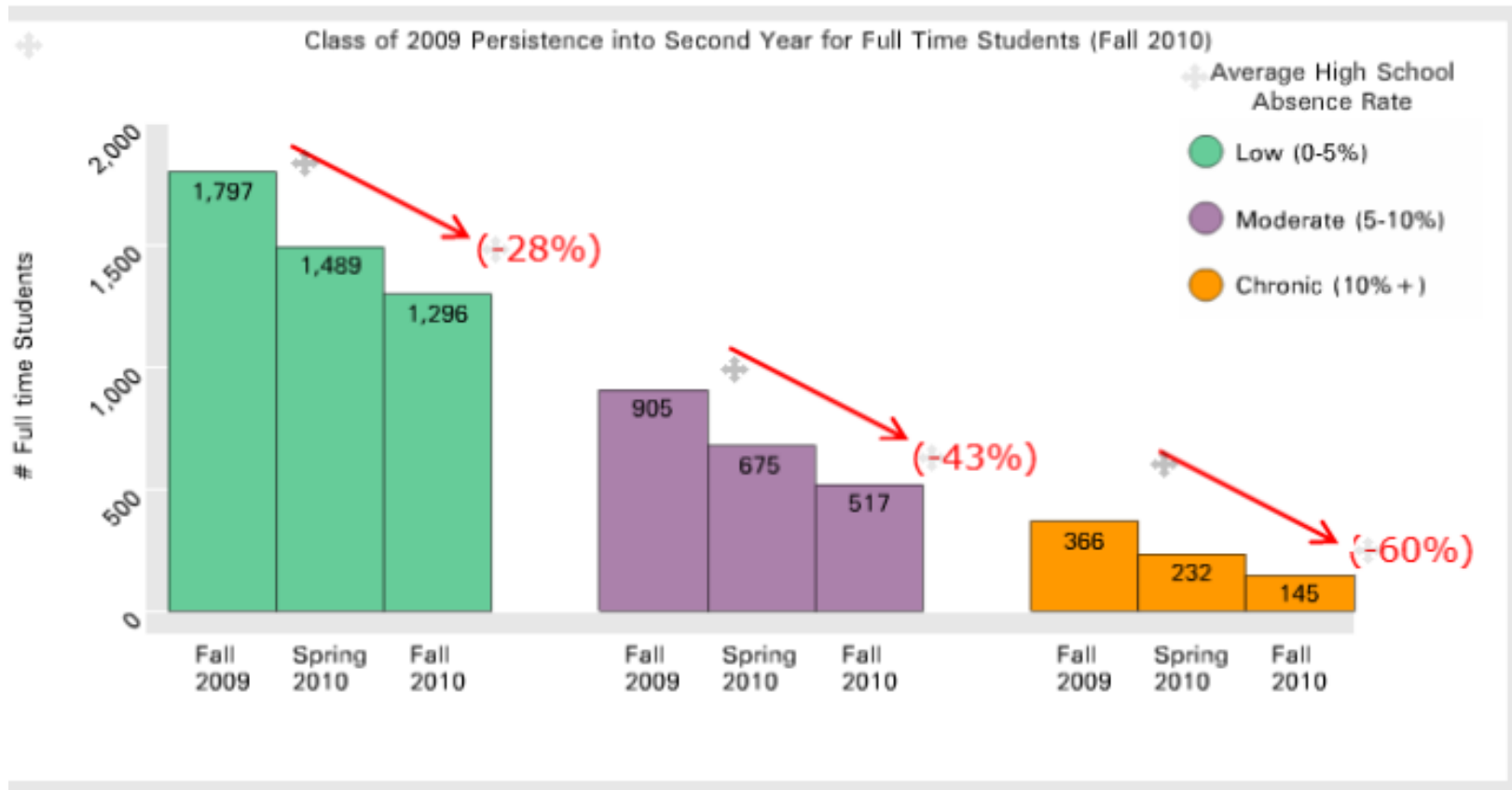


Presentation to: The Interagency Council for Ending the Achievement Gap
November 7, 2013, CT State Dept of Education.



Chronic Absence in High School Predicts Lower College Persistence

In Rhode Island, only 11% of chronically absent high school students persisted into a 2nd year of college vs. 51% of those with low absences.



Map the Attendance Gap

AAM Theme for 2015 and 2016

- 1) **Use data to identify where the gaps are the greatest** (including recognize how truancy and ADA mask an early gap).
- 2) **Unpack what contributes to the gap and detect promising and proven solutions** (with a special emphasis on health-related causes and solutions for early chronic absence)
- 3) **Avoid the blame game** by pointing out the systemic attendance barriers faced by low-income students and students from communities of color



Map the Attendance Gap

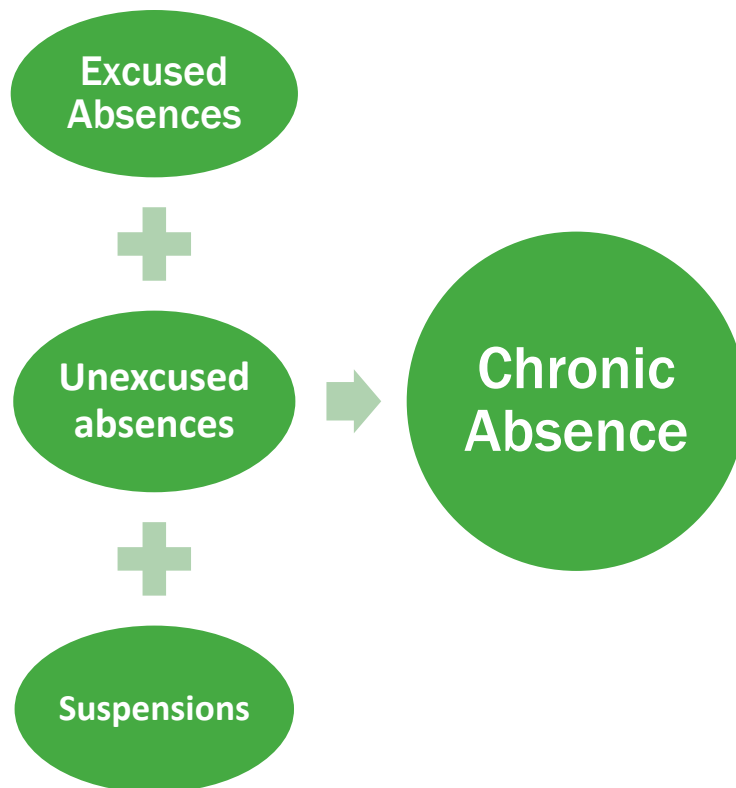
AAM Theme for 2015 and 2016

- 4) **Show how early attendance gaps fuel later achievement gaps** (especially raise awareness that that even excused absences can add up to too much time lost in classroom instruction and an unequal opportunity to learn).
- 5) **Leverage bright spots** (to demonstrate chronic absence is a solvable problem especially if schools and communities partner with families to motivate students to develop a habit of attendance even when they face tough obstacles to getting to class)



Use Chronic Absence to Map Your Attendance Gap

Attendance Works recommends defining chronic absence as **missing 10% or more of school for any reason.**

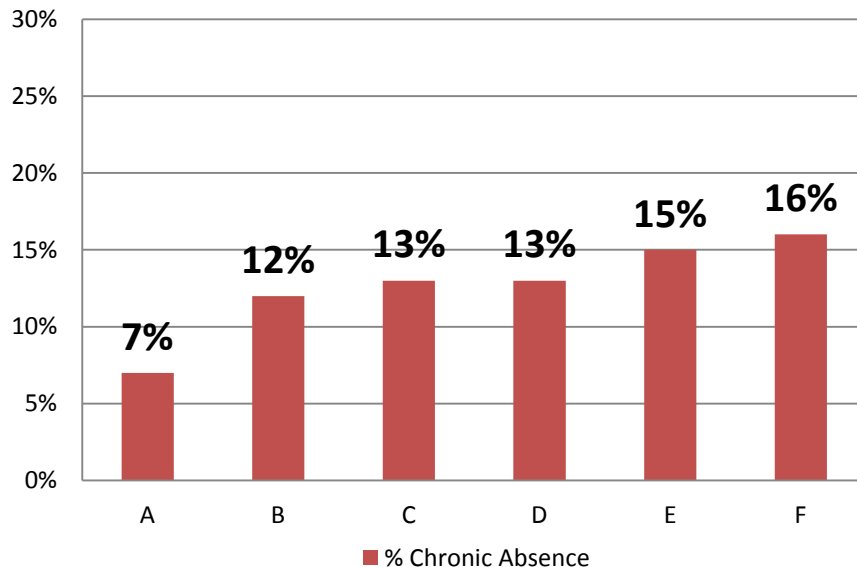


Chronic absence is different from truancy (unexcused absences only) or average daily attendance (how many students show up to school each day).

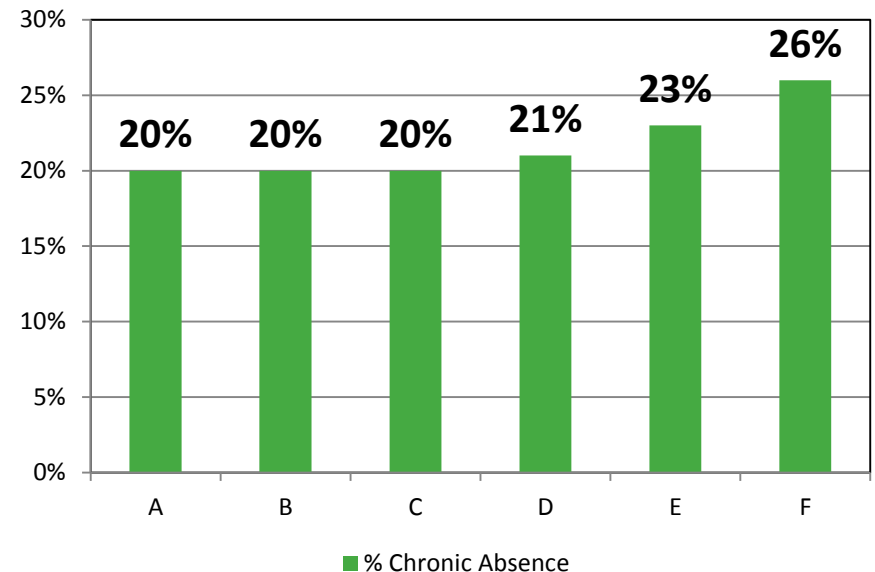
High Levels of Average Daily Attendance (ADA) Can Mask Chronic Absence

90% and even 95% ≠ A

Chronic Absence for 6 Elementary Schools in Oakland, CA with 95% ADA in 2012



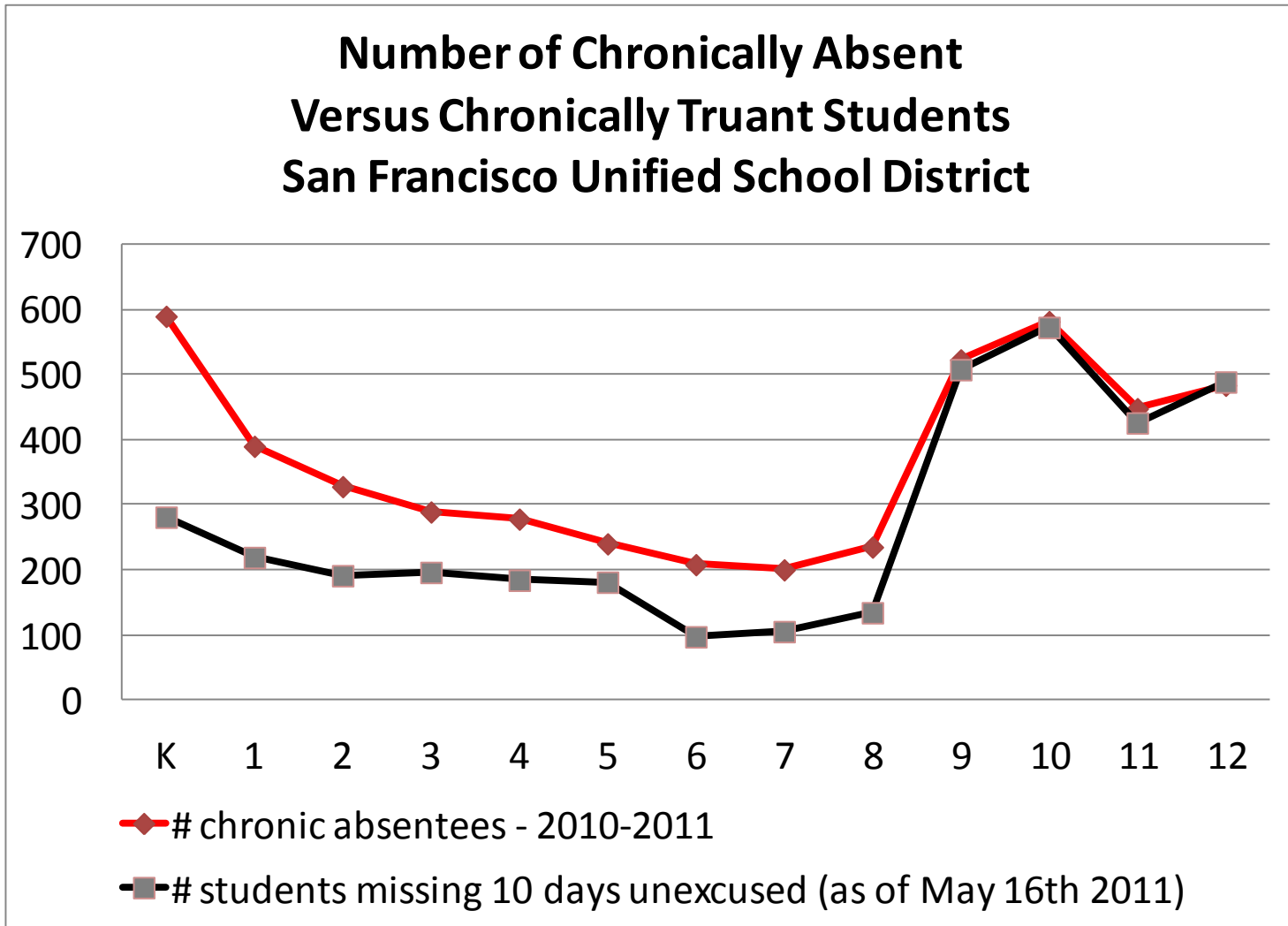
Chronic Absence for 6 Schools in New York City with 90% ADA in 2011-12



98% ADA = little chronic absence
95% ADA = don't know
93% ADA = significant chronic absence



Looking at Chronic Absence Helps Identify an Early Attendance Gap



Find Out Why Students Are Chronically Absent

Myths

Absences are only a problem if they are unexcused

Sporadic versus consecutive absences aren't a problem

Attendance only matters in the older grades

Barriers

Chronic disease

Lack of access to health or dental care

Poor Transportation

Trauma

No safe path to school

Aversion

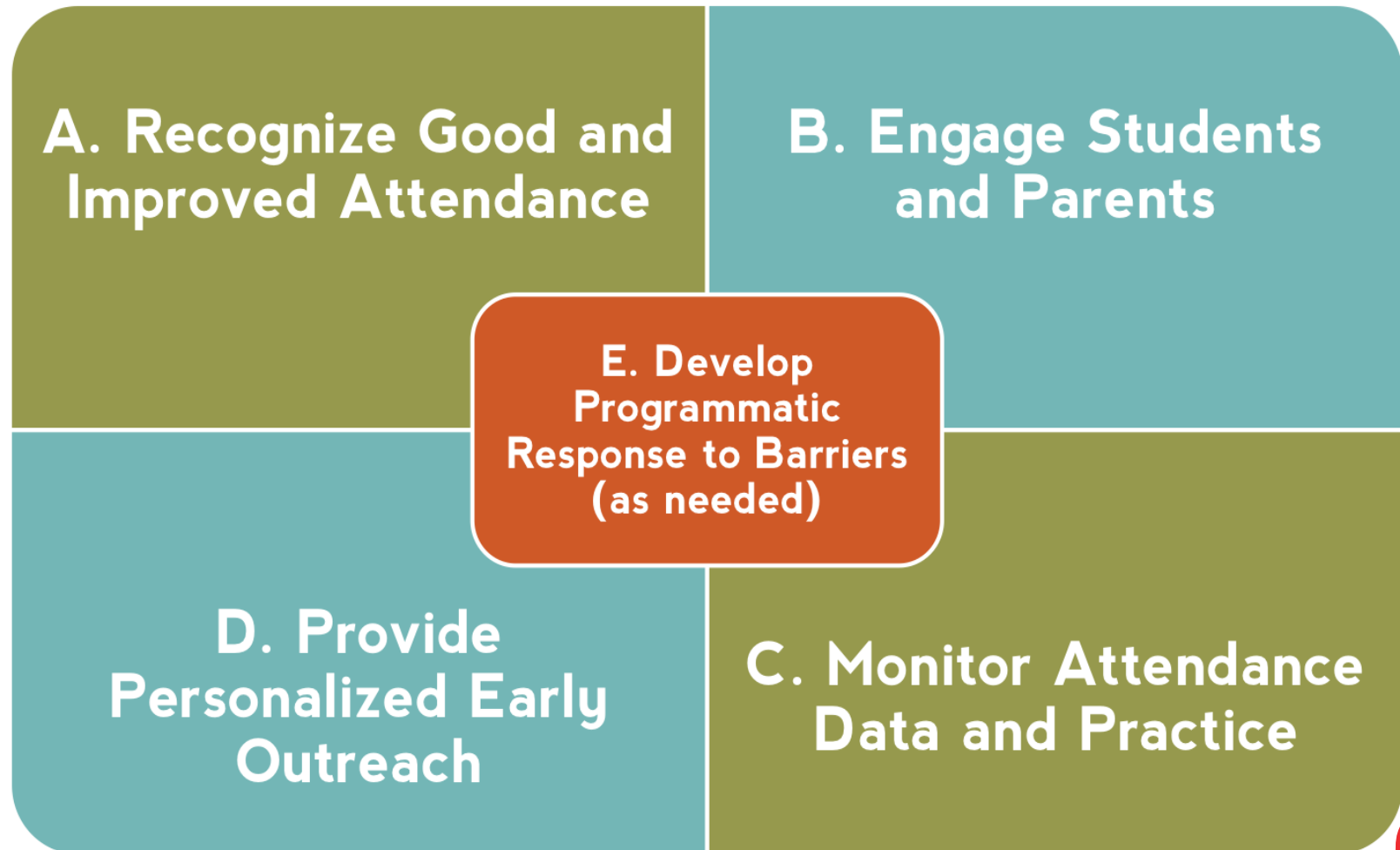
Child struggling academically

Lack of engaging instruction

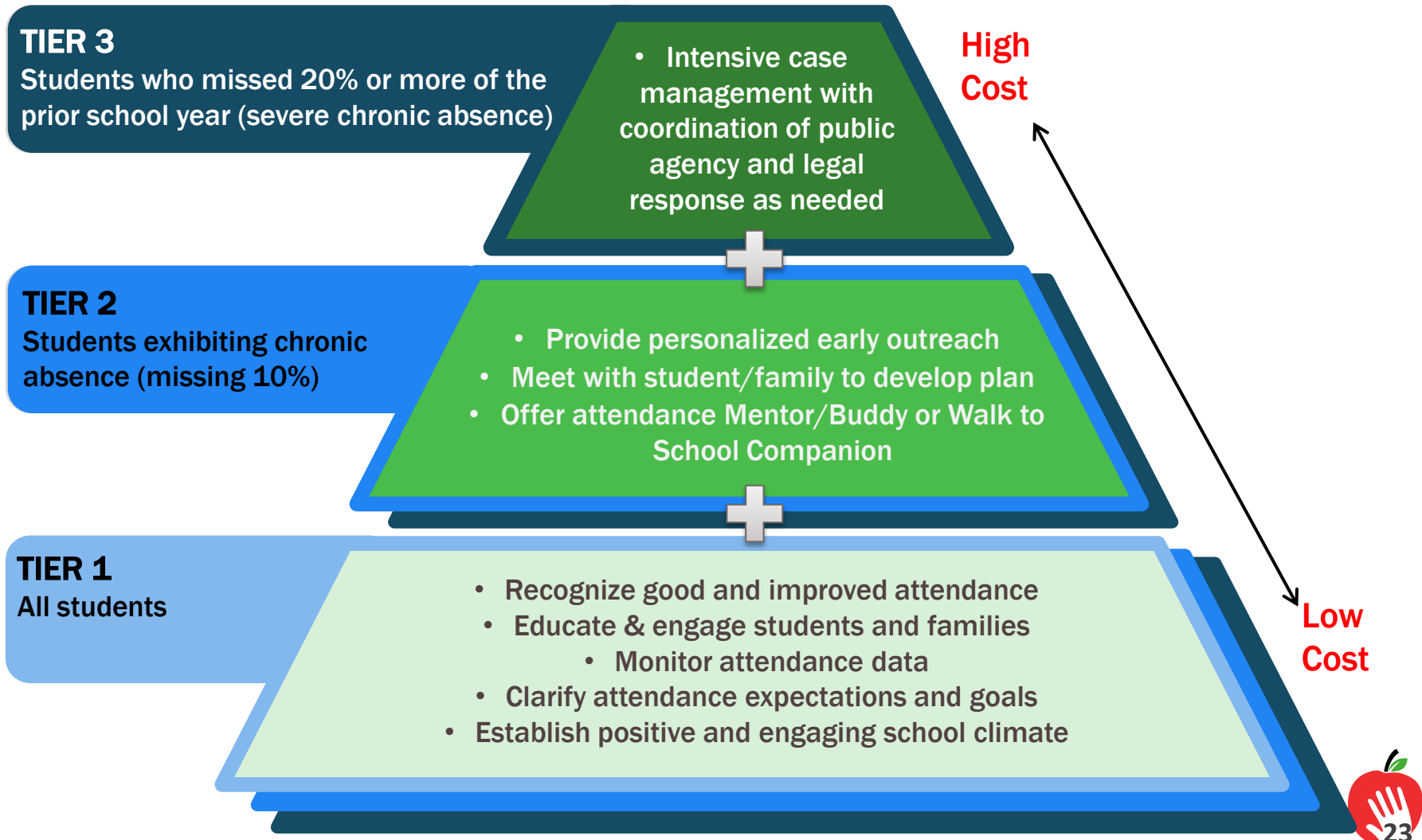
Poor school climate and ineffective school discipline

Parents had negative school experience

AW Recommended Site-Level Strategies for Debunking Myths and Identifying Barriers

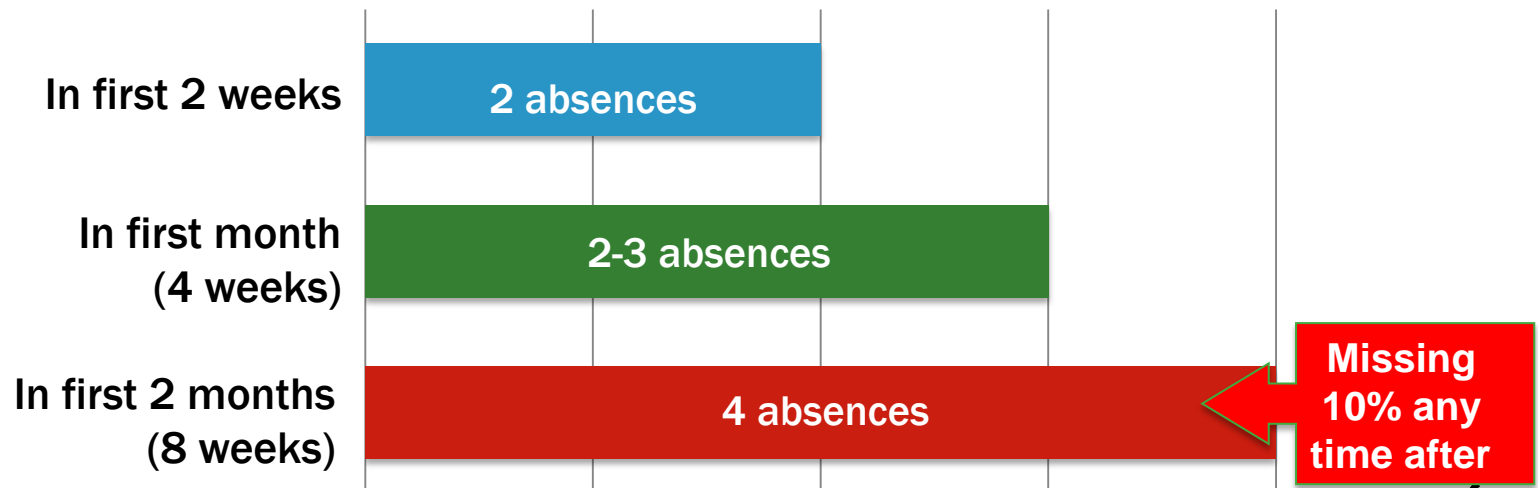


Improving attendance requires adoption of a tiered approach that begins with prevention



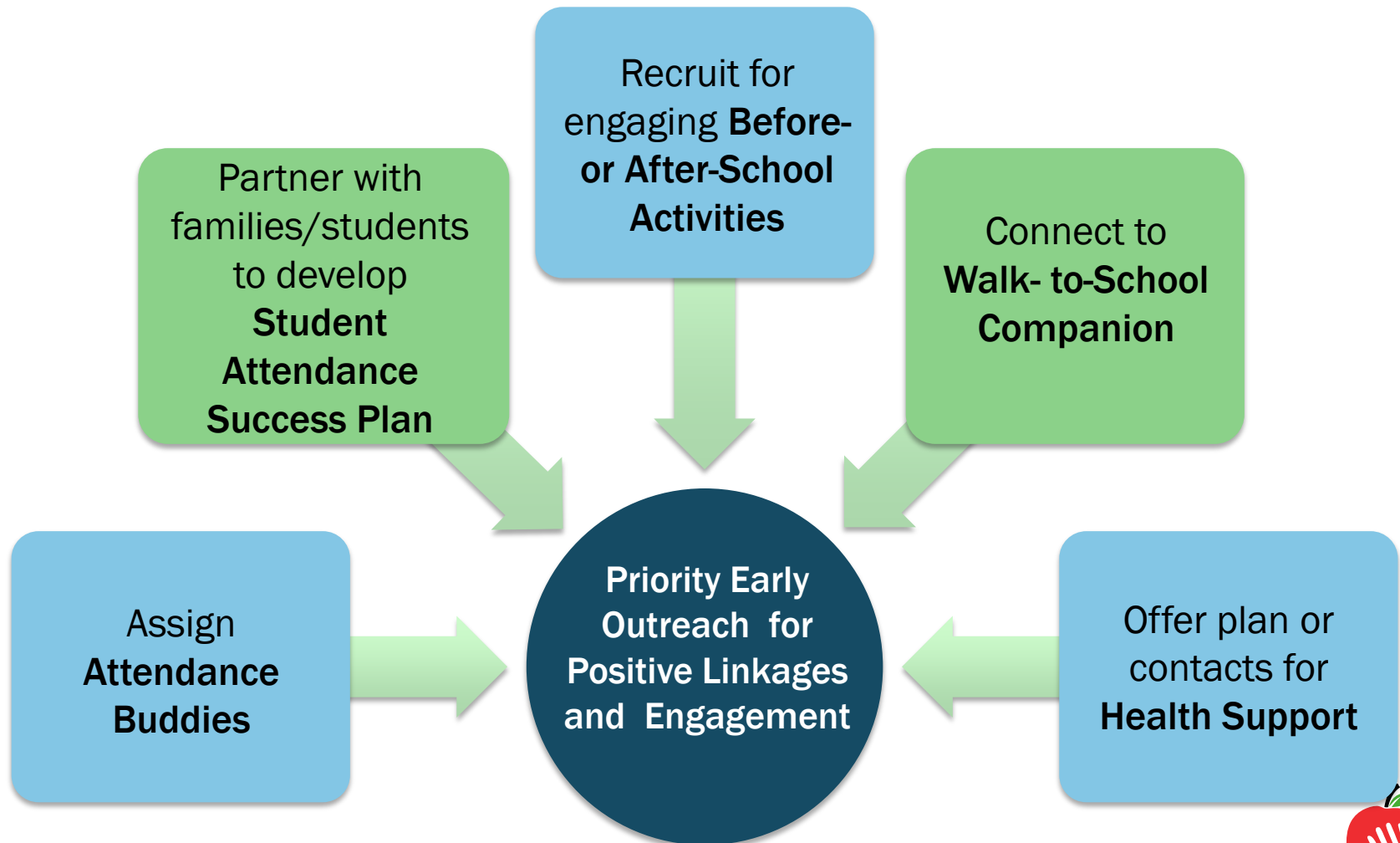
Criteria for Identifying Priority Students for Tier 2 Supports

- ❑ Chronic absence (missed 10% or more of school) in the prior year, assuming data is available.
- ❑ And/or starting in the beginning of the school year, student has:

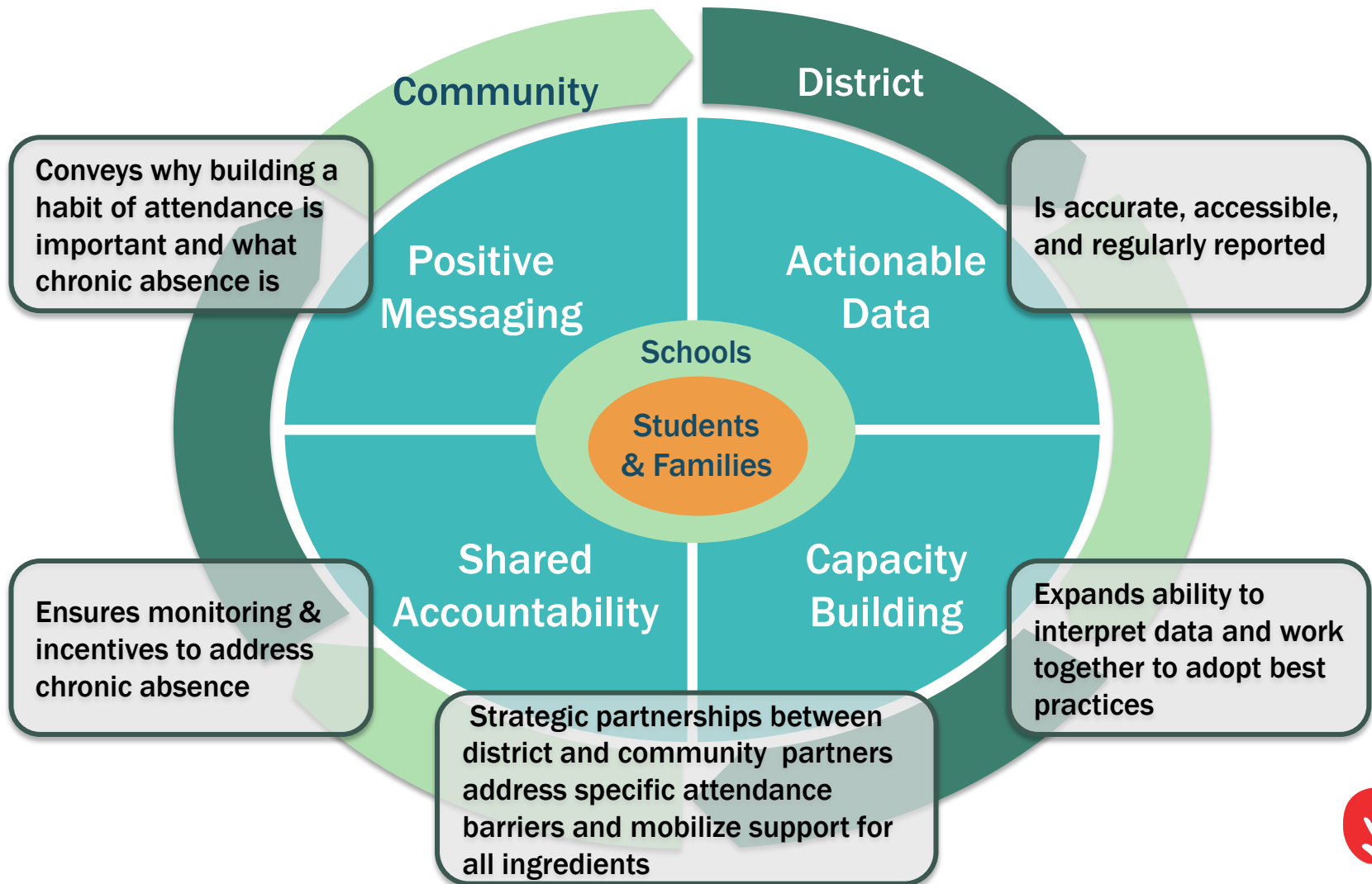


Possible Tier 2 Interventions

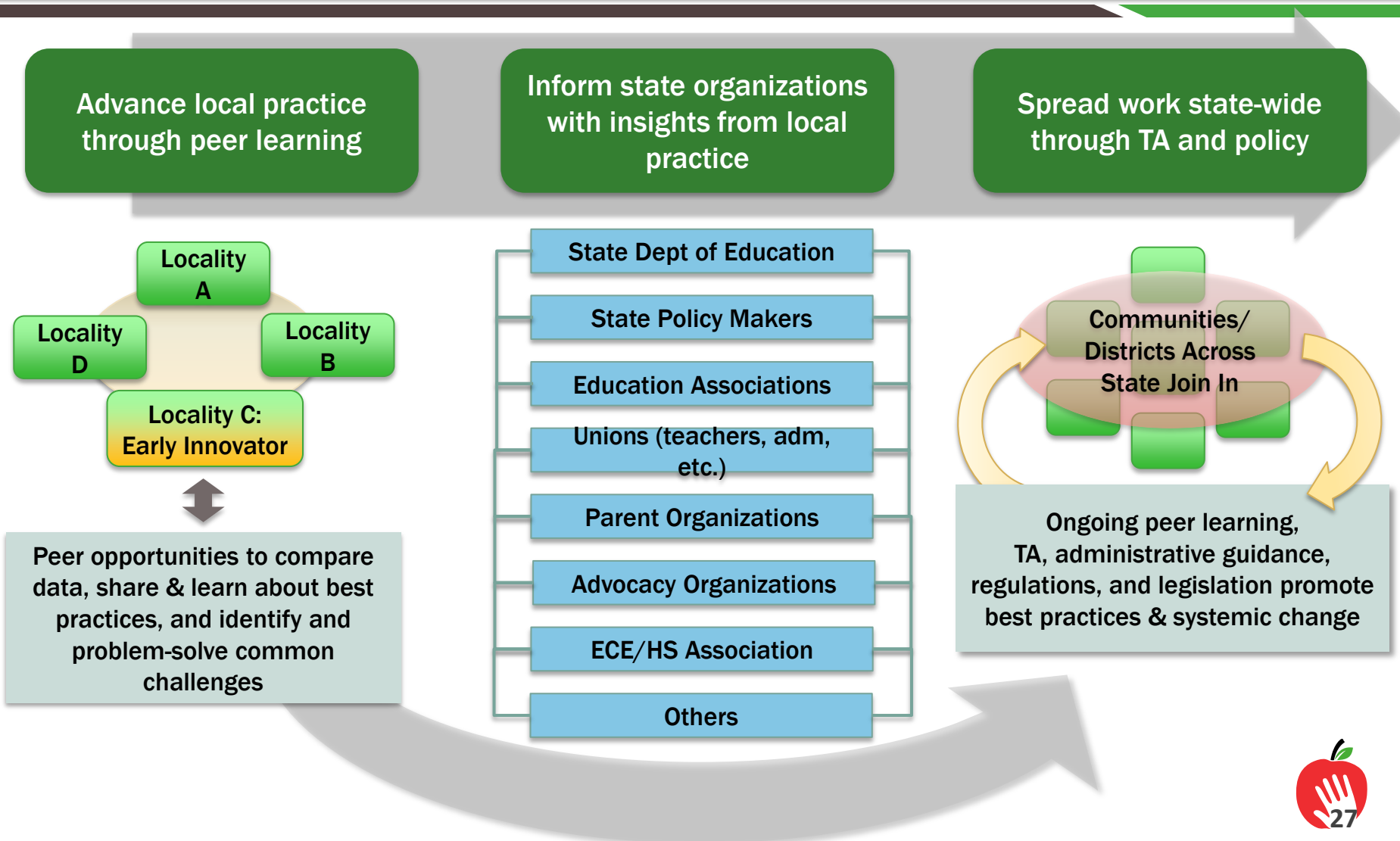
(See: Power of Positive Connections Toolkit)



Ingredients for System-wide Success & Sustainability



Scaling Up: Proposed Local-to-State Pathway



State of California

Jill Habig

*Special Assistant
Attorney General for
California Attorney General
Kamala Harris*





IN SCHOOL + ON TRACK

Tackling California's Elementary School Truancy & Chronic Absence Crisis

Jill Habig
Special Assistant Attorney General
for
California Attorney General
Kamala D. Harris



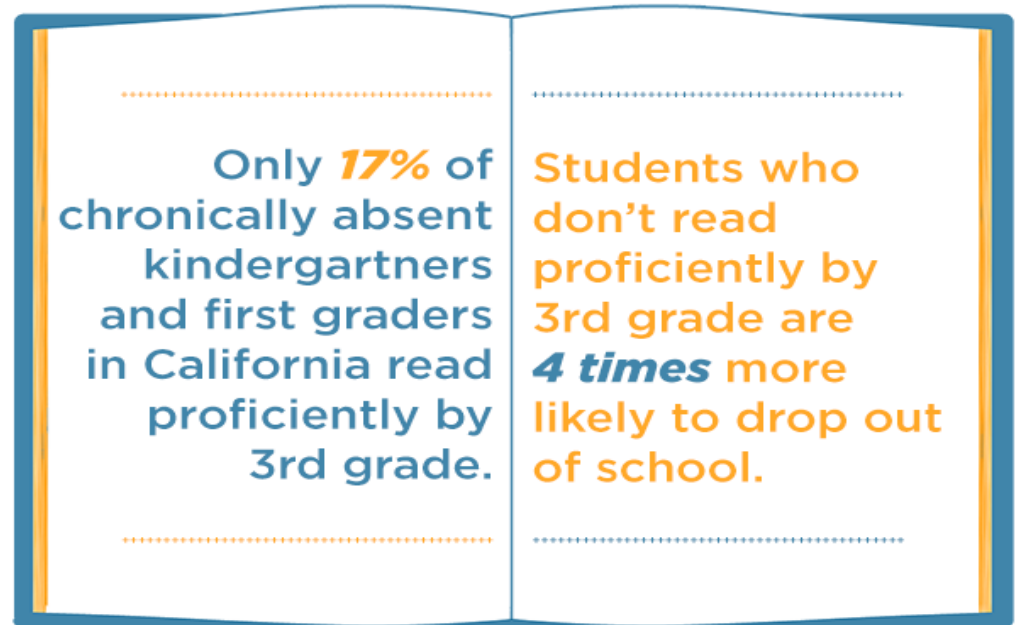
#EveryKidCounts



IN SCHOOL + ON TRACK

Background & Approach

- Public Health Model/Smart on Crime
- SF DA's Office
- CA AG's Office

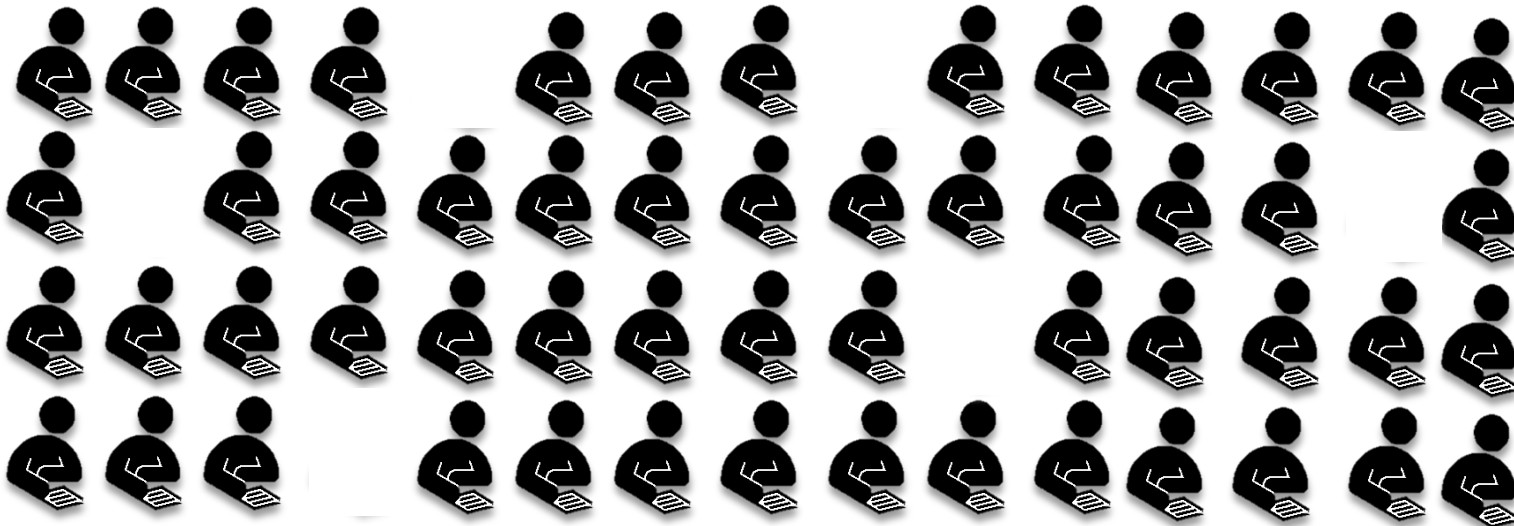




2012 – 2013

Elementary School Chronic Absence Rates

250,000 elementary school students in CA are estimated to be **chronically absent** – missing 10% or more of the school year.

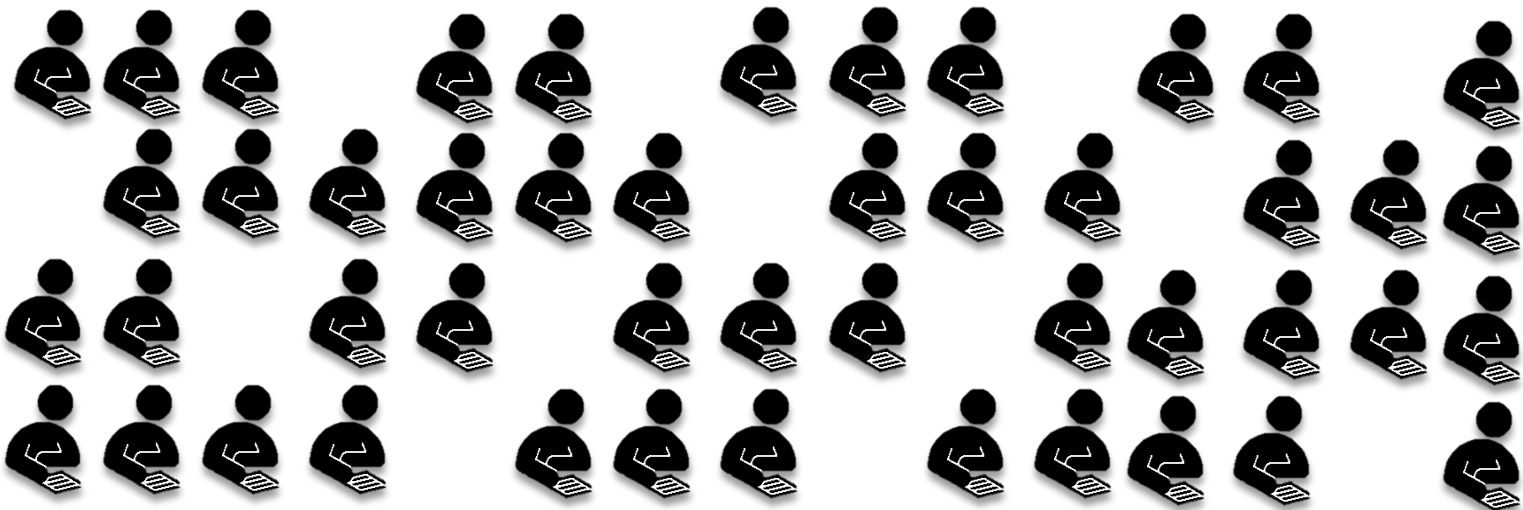




2012 – 2013

Elementary School Chronic Truancy & Severe Chronic Absence Rates

- **50,000 elementary school students are chronically truant**
(10% or more of the school year missed for *unexcused* absences)
- **40,000 elementary school students are severely chronically absent**
(missing 20% or more of the school year, or approximately 36 days)



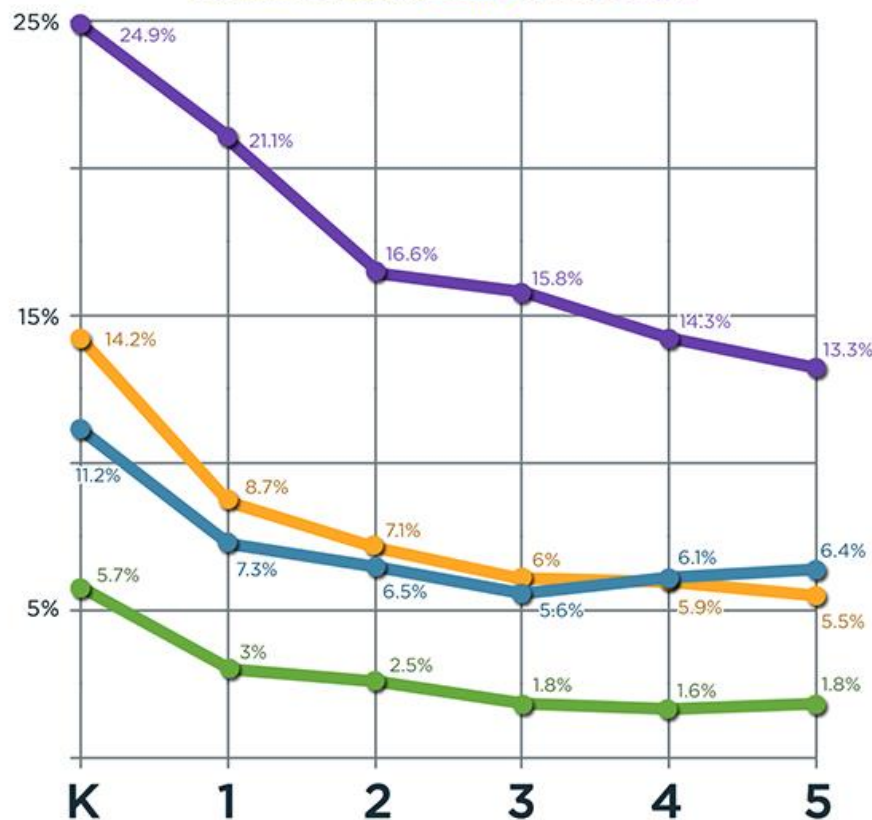


Disadvantaged Youth Suffer Greater Disparities

Chronic Absence Rates

Broken Down by Race and Grade

African-American | Latino | White | Asian



Almost **90%**
of students with
severe attendance
problems are
low-income.



Where Are the Attendance Gaps in California?

- 250,000 CA elementary students at risk of falling behind due to poor attendance.
- Absenteeism is worst in Kindergarten and 1st grade for all racial/ethnic groups – when it's most important for long-term foundation.
- African American elementary students suffer biggest attendance disparities.



IN SCHOOL + ON TRACK

Key Components of Initiative

- Annual Report: www.oag.ca.gov/truancy
- Sample Local Control & Accountability Plan (LCAP)
- Public Education Campaign



Annual Report:

www.oag.ca.gov/truancy

IN SCHOOL
+ ON TRACK
2014
#EveryKidCounts



Lack of Capacity + System Silos



1 in 10 districts reported that they **do not know** their chronic absence rate for the 2013-2014 school year.



1 in 5 school districts are unable to track their chronic absence rates beyond the past **two years**.



Out of **140** LCAPs, only **15.7%** of school districts identified their chronic absence rates.

RESULT: Districts are missing crucial attendance information that could aid prevention & early intervention



Overview of the Local Control Funding Formula

- CA school districts get a **base funding grant calculated by ADA**
- Additional funds are allocated based on the number disadvantaged youth
- Every school district **must adopt a Local Control & Accountability Plan (LCAP)**, which specifies annual goals/plans to address 8 state priorities
- One of the state's 8 priorities is **“pupil engagement,”** which is to be measured in part by **school attendance rates, chronic absenteeism rates**
- LCAPs must address all 8 state priorities for the entire student body, as well as for **certain pupil subgroups** (racial/ethnic subgroups, low-income pupils, English Learners, pupils with disabilities, and foster youth)



AG's Sample LCAP

Provides districts and counties with ideas on how to prioritize chronic absence and truancy in their LCAPs

Goals:

1. Improve attendance overall and reduce attendance gaps between subgroups of students
2. Improve school site capacity to track and respond to attendance trends by engaging students and parents as early as possible
3. Understand and respond to the reasons behind student absences and common attendance barriers

Best Practices:

- Include baseline data as a starting point for goal-setting
- Know who is absent and why
- Build capacity at the school site to improve attendance
- Connect attendance with other priorities

Check it out:

www.oag.ca.gov/lcapfaq



Public Education Campaign (CA AG + Ad Council)

OBJECTIVE:

Raise awareness to parents about the importance of consistent school attendance and the impact absences can have on academic outcomes, especially in the early years.

TARGET AUDIENCE:

Parents of elementary school students, with a particular focus on parents of students in 3rd grade and below.

MESSAGE:

Help parents understand the significance of school attendance, especially in the earliest years, and motivate them to act.

CALL TO ACTION:

Learn more about the importance of school attendance and provide parents



Attendance Awareness Month 2015

Interagency Messaging (CDE, HHS, Courts)

2015 In School + On Track Report

- Update on Trends/Attendance Gap
- Examples of Best Practices
- Model LCAPs

#EveryKidCounts

www.oag.ca.gov/truancy

Allegheny County/Pittsburgh

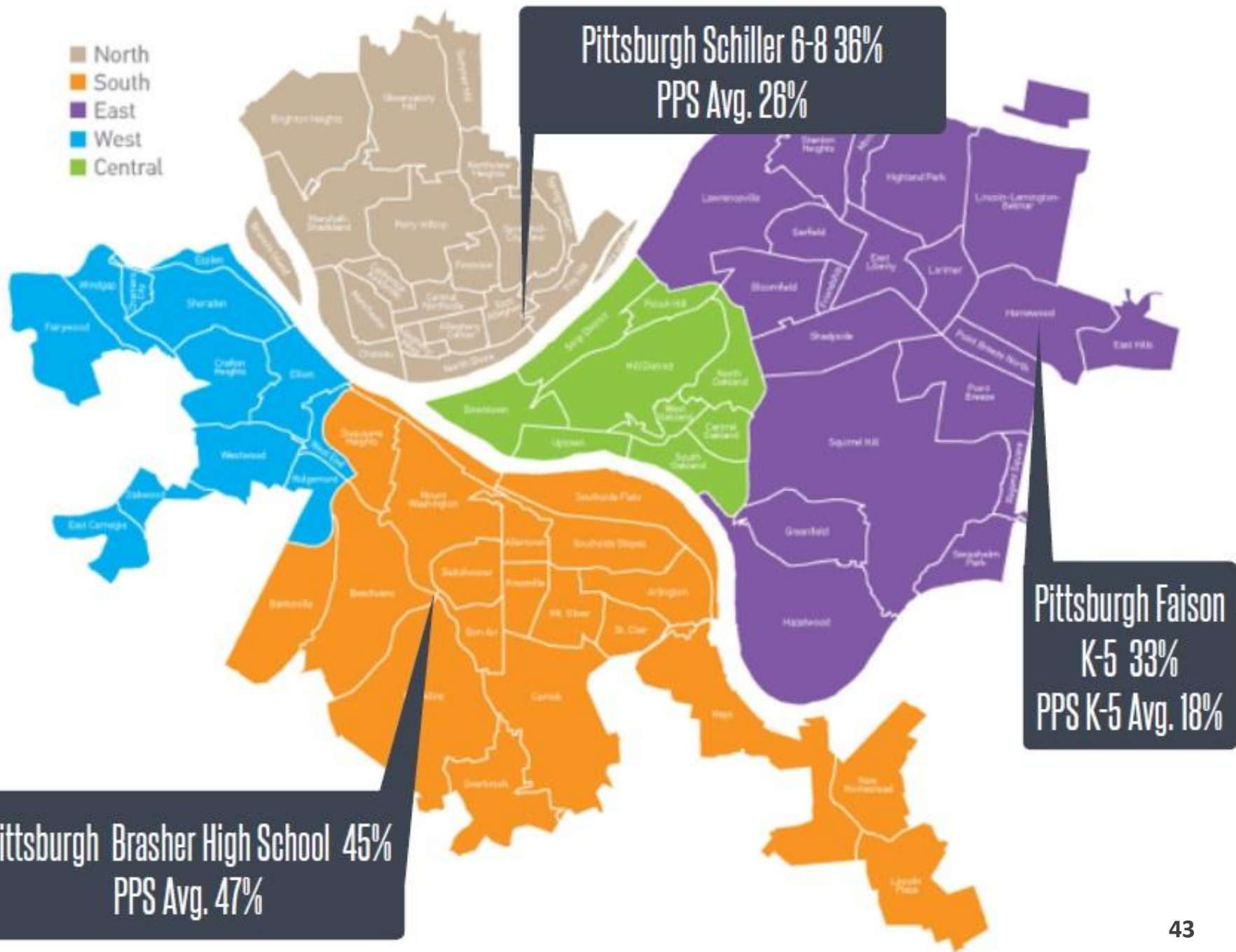


Shauna McMillan
Program Manager
Be There Campaign



Kathryn Vargas
Manager of Programs for Children
and Youth
United Way of Allegheny County





BE THERE

Positive &
Proactive

Focus on Accurate
Data

Partner Driven

Celebrating
Relationships

Positive environments fostering meaningful relationships
between students and adults will improve school
attendance.



Be There is a Multifaceted Initiative

**Be There Campaign mobilizes county
around a central message**

12,000 Students

**Attendance message brings districts
together**

21 School Districts

**Community partners incorporate
Be There into their own work**

10 Advisory Committee
300+ Partners in our work

**Attendance events provide
volunteering opportunities**

500+ Volunteers
30+ Attendance events

**Intensive interventions
at the school level**

2 Pittsburgh Public 6-8
schools selected

Council Bluffs, Iowa

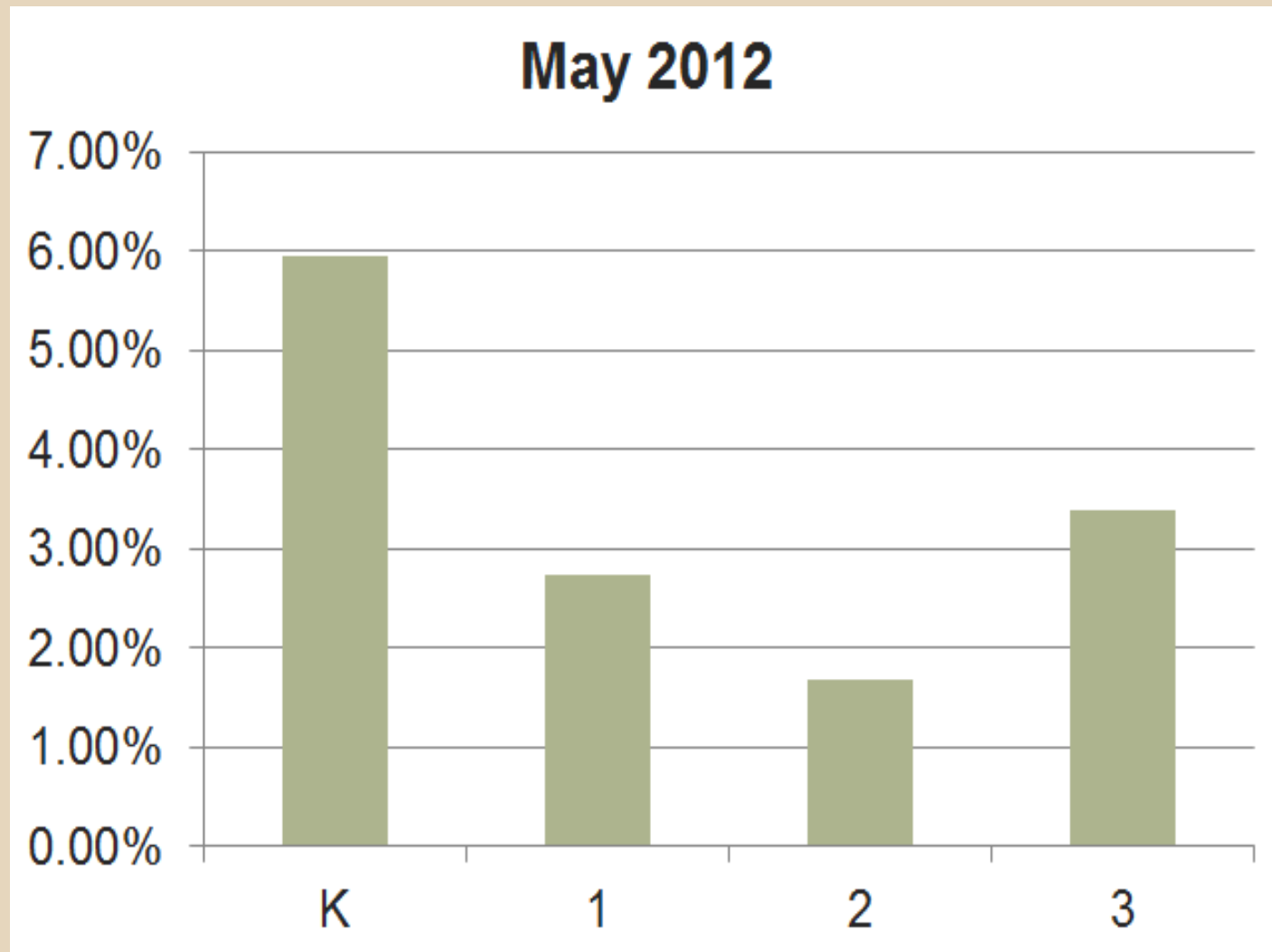


Kathy Hanafan
School Attendance Supervisor
Council Bluffs Schools



Dr. Martha Bruckner
Superintendent of Schools
Council Bluffs, Iowa

Chronic Absence in Council Bluffs



Attendance Improvement Strategies in Council Bluffs

- Participate in “Attendance Awareness Month”
- Recognize perfect, near-perfect and improving attendance
- Participate in “Celebrate CB Parade” to recognize ALL students in the city with perfect attendance
- Provide health guidelines to parents to know when to keep children home.
- Develop individual attendance plans with families who are beginning to show chronic or severely chronic attendance patterns
- Include students in pre-kindergarten classes in established attendance policies and procedures
- Continue to market the district campaign for improved attendance: **Attend. Aspire. Graduate.**

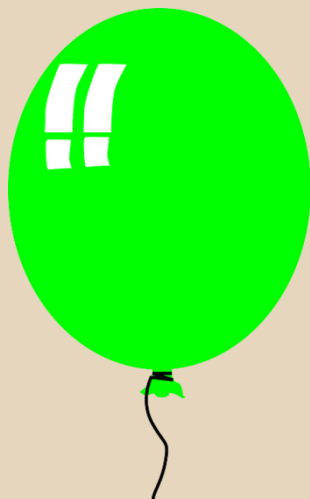
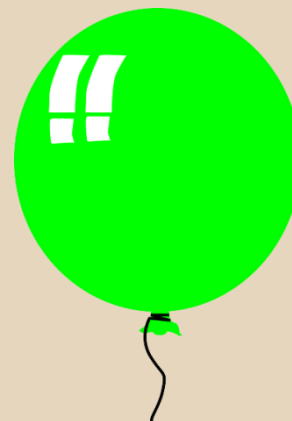
School Attendance Teams

- Meet twice a month with district School Attendance Supervisor.
- Review and track building wide and individual student attendance data.
- Plan recognition events and awards
- Determine next steps/interventions for students of concern.
- Determine if an attendance cooperation agreement or mediation referral to the county attorney needs to be filed.

September Awareness Month

- Press Conference
- Weekly Competition and Incentives
- Letters to Medical Professionals





Percentage of Students with Less Than 5% Absence*

| Grade Level | 2012-2013 Goal: 75% | 2013-2014 Goal: 80% | % change |
|-------------|------------------------|------------------------|----------|
| PK | 76.50 % | 80.15 % | + 3.65 |
| K | 66.57 % | 72.91 % | +6.34 |
| 1 | 78.18 % | 78.12 % | -0.06 |
| 2 | 77.27 % | 78.53 % | +1.26 |
| 3 | 76.64 % | 75.55 % | -1.09 |

*Note: Community goal is set higher than the standard definition of chronic absence.

Read More About Our Guests

- State of California

<http://www.attendanceworks.org/policy-advocacy/state-reports/california/>

- Pittsburgh/Allegheny County

<http://www.attendanceworks.org/what-works/pittsburgh-the-be-there-campaign/>

- Council Bluffs, Iowa

<http://www.attendanceworks.org/what-works/council-bluffs-a-grade-level-reading-lens/>



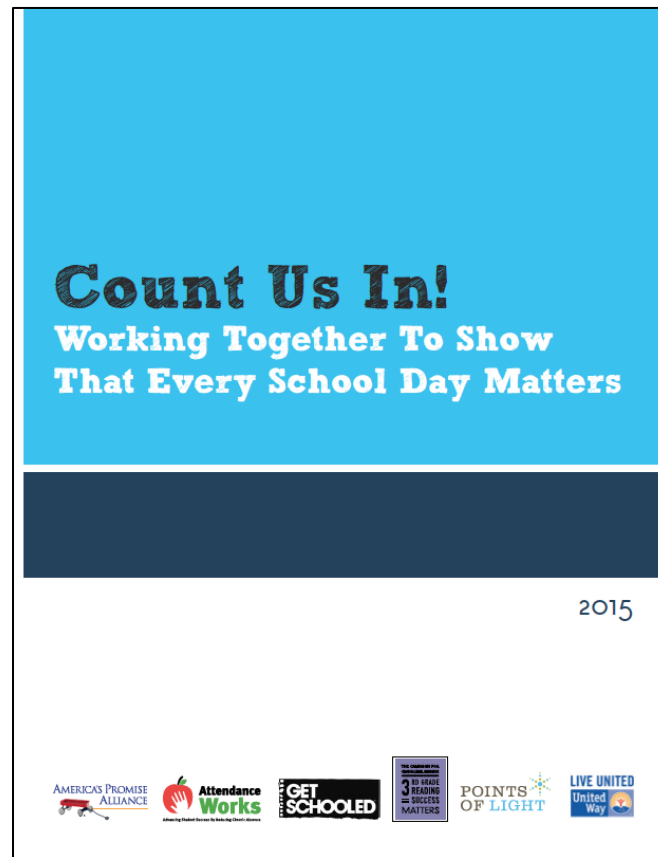
Attendance Works



Phyllis Jordan
Communications Lead

Can We Count You In?

- Download our free materials and toolkit and share with local districts
- Encourage schools and community partners to join our listserv: 2,300+ members



<http://awareness.attendanceworks.org/resources/toolkit/>



What to Do When

What to Do When: At a Glance



Let's get started!

- Convene coalition
- Recruit partners
- Meet with district
- Enlist health care providers
- Launch poster contests 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
- Share data
- Spread the word!



Share What You Are Planning

- Post your community's plans for Attendance Awareness Month 2015 on our map
- The map is live as of April 15
- Who will be first?



<http://awareness.attendanceworks.org/map/>



Save the Date! 2015 Webinar Series

All webinars will be held from 2-3:30 Eastern Time

- [April 15, 2015](#), Ready, Set, Go!: Launching Attendance Awareness Month 2015
- [May 13, 2015](#), Start Strong: Address the Attendance Gap in the Early Grades
- [August 12, 2015](#), Finish Strong: Close the Attendance Gap in High School
- [September 9, 2015](#), Map the Attendance Gap: Use Data to Target Action

<http://www.attendanceworks.org/peer-learning-resources/>



Spread the Word!

- Host a webinar party to watch the webinars and use the Discussion Guides to digest how you can apply what you learned for your community.
- Write, talk, blog, tweet about Attendance Awareness Month 2015

#schooleveryday



Summer Learning Day is Friday, June 19th!



*Help us reach 700,000 kids!
Pledge to **#KeepKidsLearning** this summer
at SummerLearningDayMap.org
starting May 1.*



Mentoring Effect & Attendance Week is September 14-20, 2015.

Did you know that students who meet regularly with their mentors are:

- **52% less likely** than their peers to skip a day of school?
- **37% less likely** than their peers to skip a class?
- **36% more likely** to aspire to enroll in and graduate from college?

MENTOR will release a promotional toolkit with sample social media messages and statistics to help amplify the message that quality mentoring can be instrumental to attendance and academic success. **Stay tuned!**



Campaign for Grade-Level Reading Successful Parenting Webinars

BETTER THAN FINDING NEMO: Finding & Sharing Common Language Between Parents and Providers, Early Educators, Teachers, & Health Professionals
April 28, Noon ET

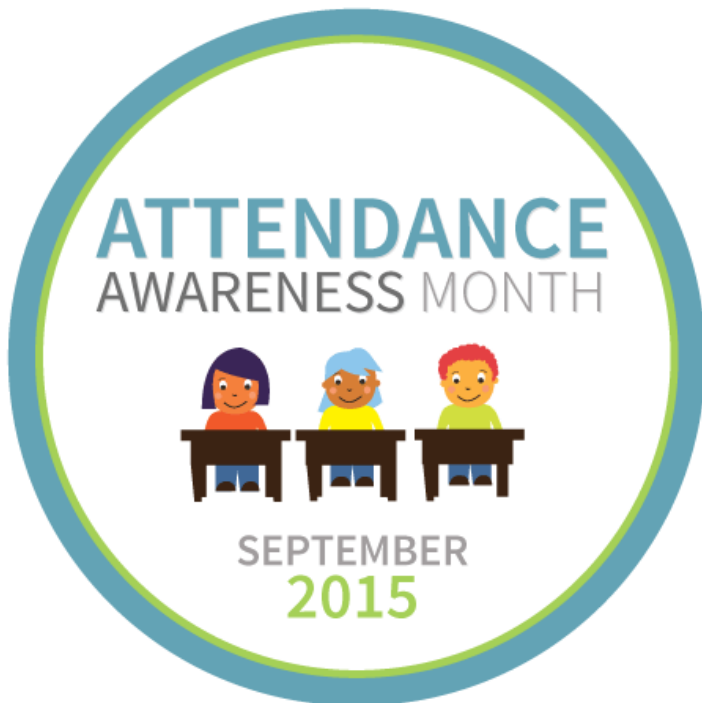
Featured Guests: Ellen Galinsky & Erin Ramsey, Families & Work Institute

Register: <https://attendee.gotowebinar.com/register/8801974675114762242>

**Special thanks to all the partners
and our funders!**



Thank You for Attending!



- For more information about Attendance Awareness Month 2015, go to:
<http://awareness.attendanceworks.org/>
- A recording of today's webinar will be posted within 72 hours:
<http://www.attendanceworks.org/peer-learning-resources/>
- Please take a moment to provide feedback about today's webinar:
<https://www.surveymonkey.com/s/ReadySetGoAAM2015>