



**Attendance
Works**



Team Up for Attendance: *Working Together Matters!*





Welcome



Ayeola Fortune

Director of Youth Success

United Way Worldwide



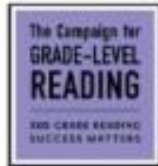


2018 Theme

Team Up for Attendance!



Convening Partners





Attendance Awareness Campaign

- I. **A strategic messaging and awareness-building campaign** that includes the designation of September as Attendance Awareness Month as the launch of year-long attendance campaigns
- II. **Community-level action and engagement**, especially in conjunction with Attendance Awareness Month
- III. **National and local-level public events**, to occur all year with an emphasis on the month of September, that garner media attention and raise public awareness



2017 By the Numbers

- **616** superintendents signed Call to Action appearing in EdWeek
- **1,700+** new stories
- **8,304** tweets using #schooleveryday creating **17.6 million** impressions
- **8,128** people registered for one of our Attendance Webinars



How are Participants Taking Action?

- ✓ **64% Crunched data**
- ✓ **76% Helped spread the word/encouraged others to get involved**
- ✓ **30% Launched a contest**
- ✓ **34% Used social media**
- ✓ **600+ Superintendents Call to Action**



Welcome



Hedy Chang

Executive Director
Attendance Works

**& Members of the
Attendance Works Team**



Poll Question

**How would you describe
the approach to
attendance in your
school or district?**



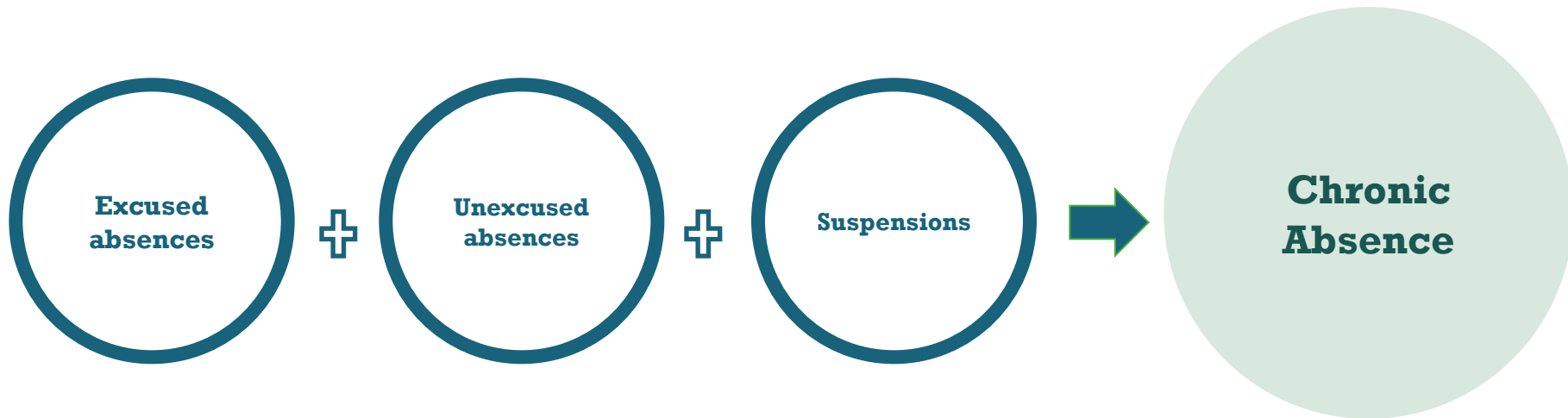
Agenda

- 1. Review of Key Concepts**
- 2. What do Effective Attendance Teams Do?**
- 3. What do Attendance Teams Need to be Effective?**
- 4. What are Common Pitfalls for Attendance Teams to Avoid?**
- 5. Announcements and Resources**



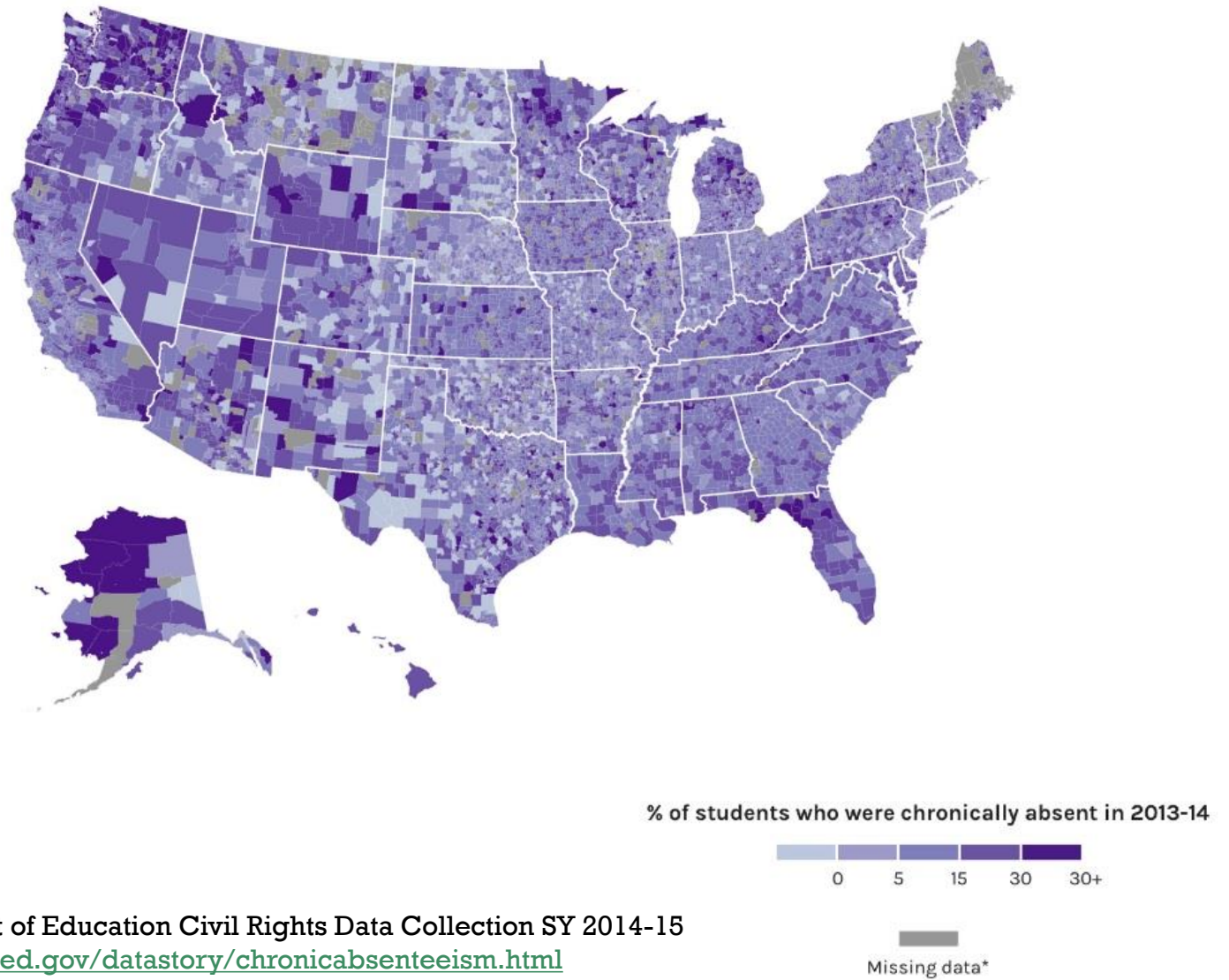
What is Chronic Absence?

Chronic absence is missing so much school for any reason that a student is academically at risk. 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).

1 of 6 students misses 15 days or more



Source: U.S. Department of Education Civil Rights Data Collection SY 2014-15
<https://www2.ed.gov/datastory/chronicabsenteeism.html>

This Is a Watershed Moment

No Child Left Behind

Success determined by academic standards.

Federal targets and interventions for schools; punitive system of responses.

Accountability and data for student sub-groups.

Each state defines and addresses truancy which typically emphasizes court based, punitive, interventions.

Every Student Succeeds Act

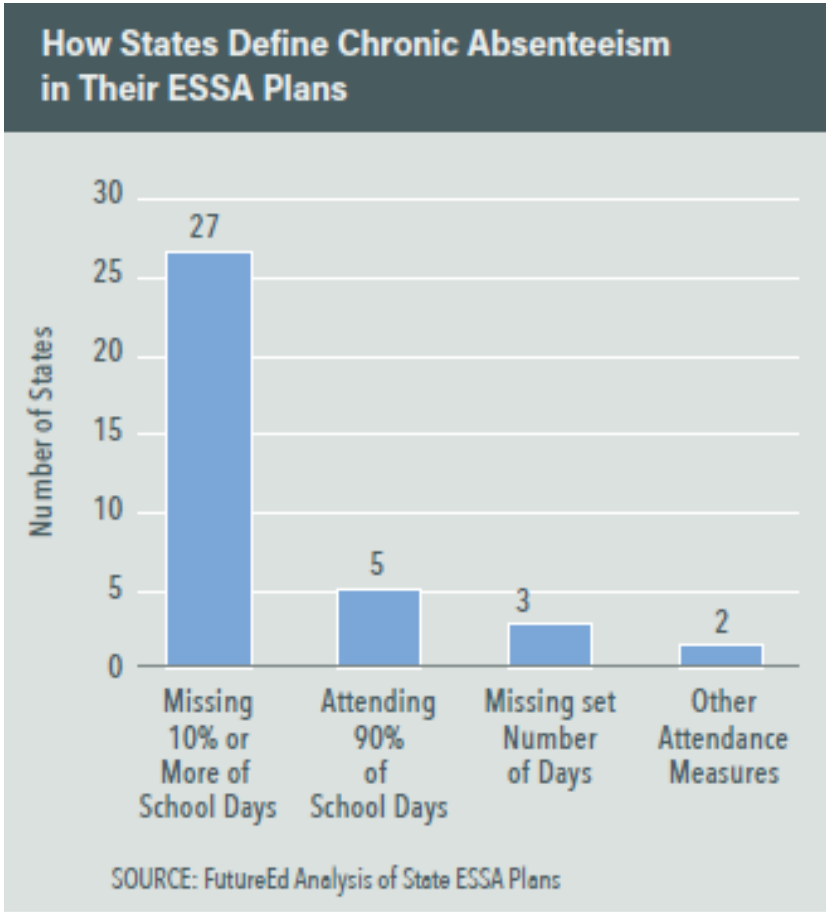
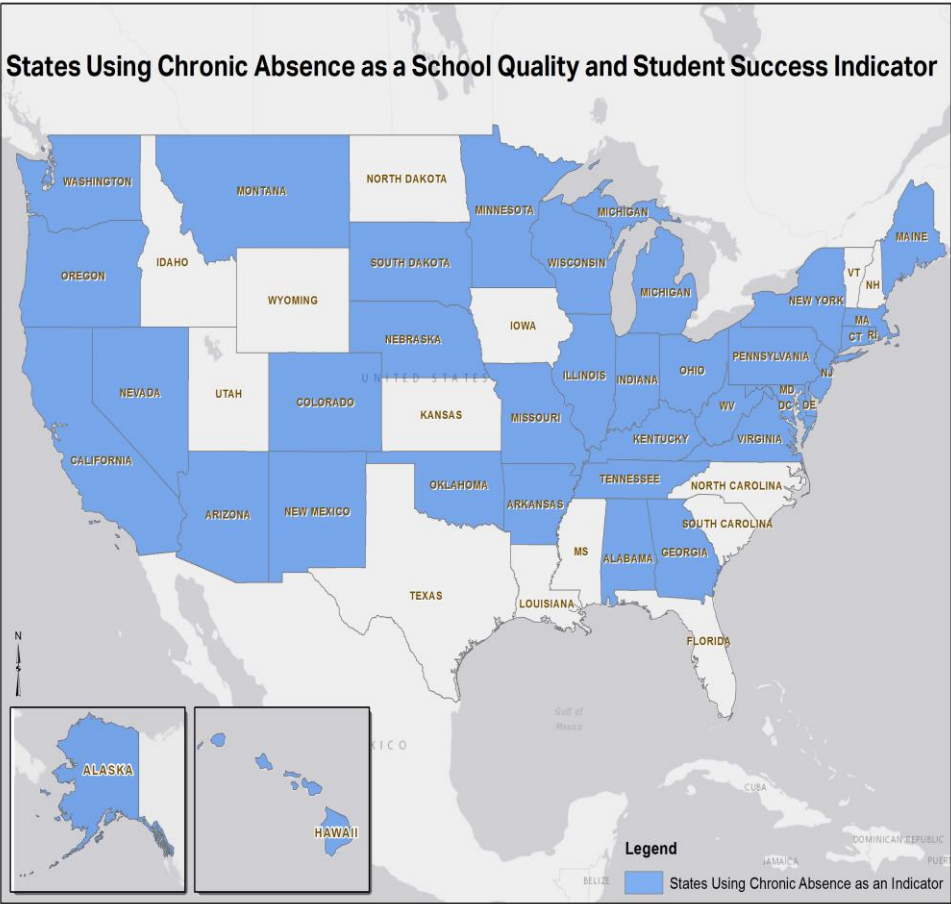
Success determined by academic & nonacademic standards.

States set goals; supportive framework.

Accountability and data for student sub-groups.

Chronic absence is a required reporting & optional school quality metric. It emphasizes prevention and early intervention.

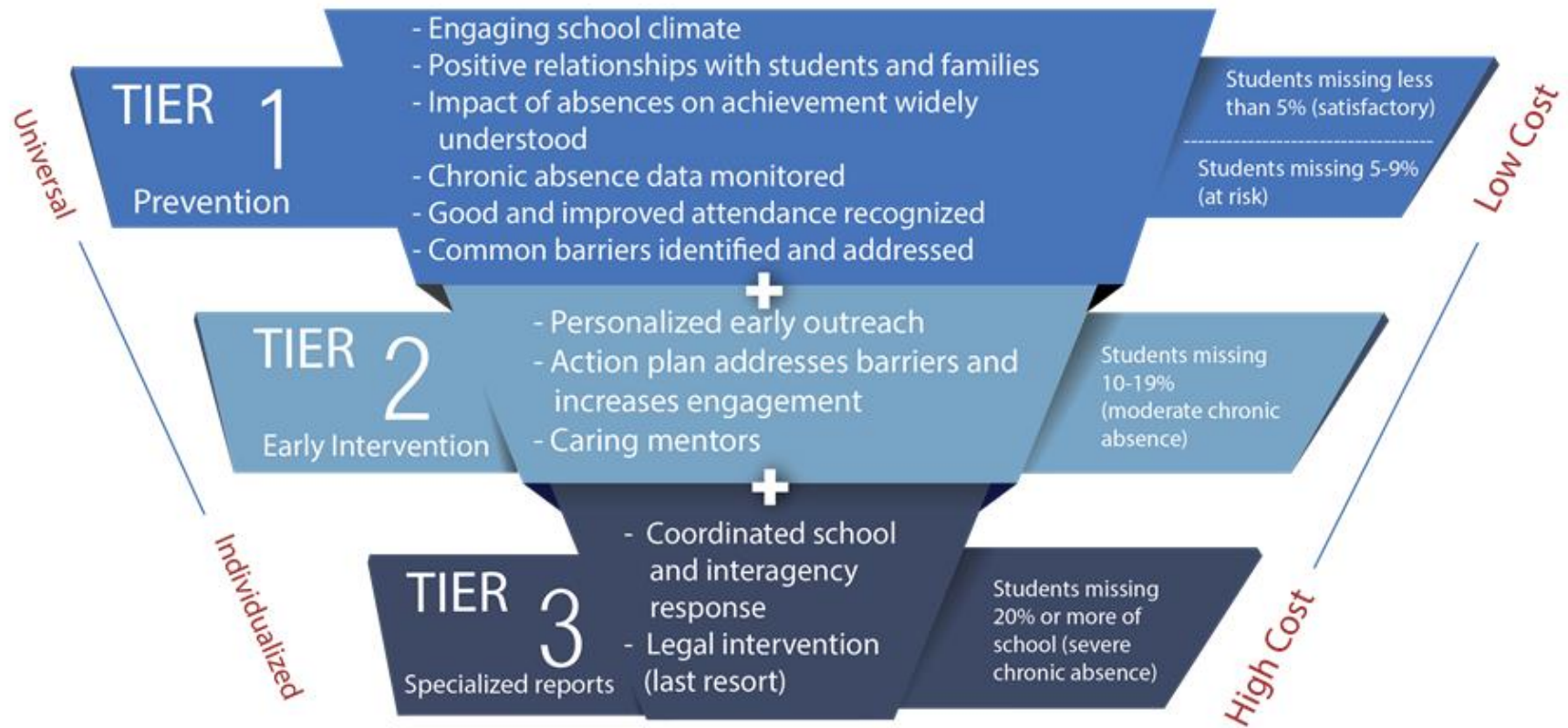
36 States and District of Columbia adopted chronic absence as a metric in their ESSA plan



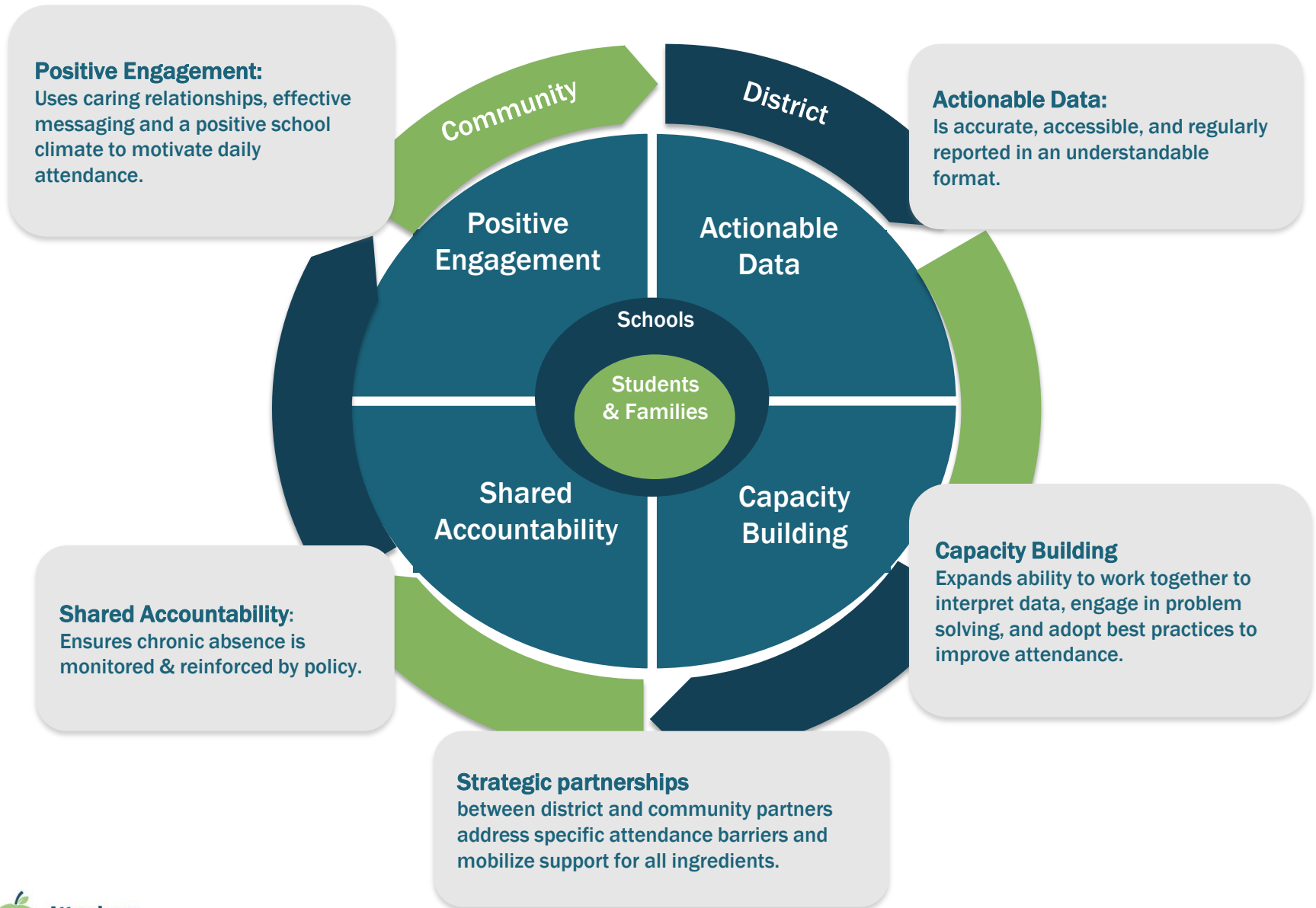
Who's In: Chronic Absenteeism Under the Every Student Succeeds Act
Future Ed, Georgetown University, September 2017.



Invest in Prevention and Early Intervention



Take a Data Driven Systemic Approach





Reflects New Paradigm on Attendance

Truancy

- Counts unexcused absences
- Emphasizes individual compliance with school rules
- Uses legal, typically more punitive solutions

Chronic Absence

- Counts all absences
- Emphasizes academic impact of missed days
- Uses prevention and problem solving strategies



What is the purpose of an Attendance Team?

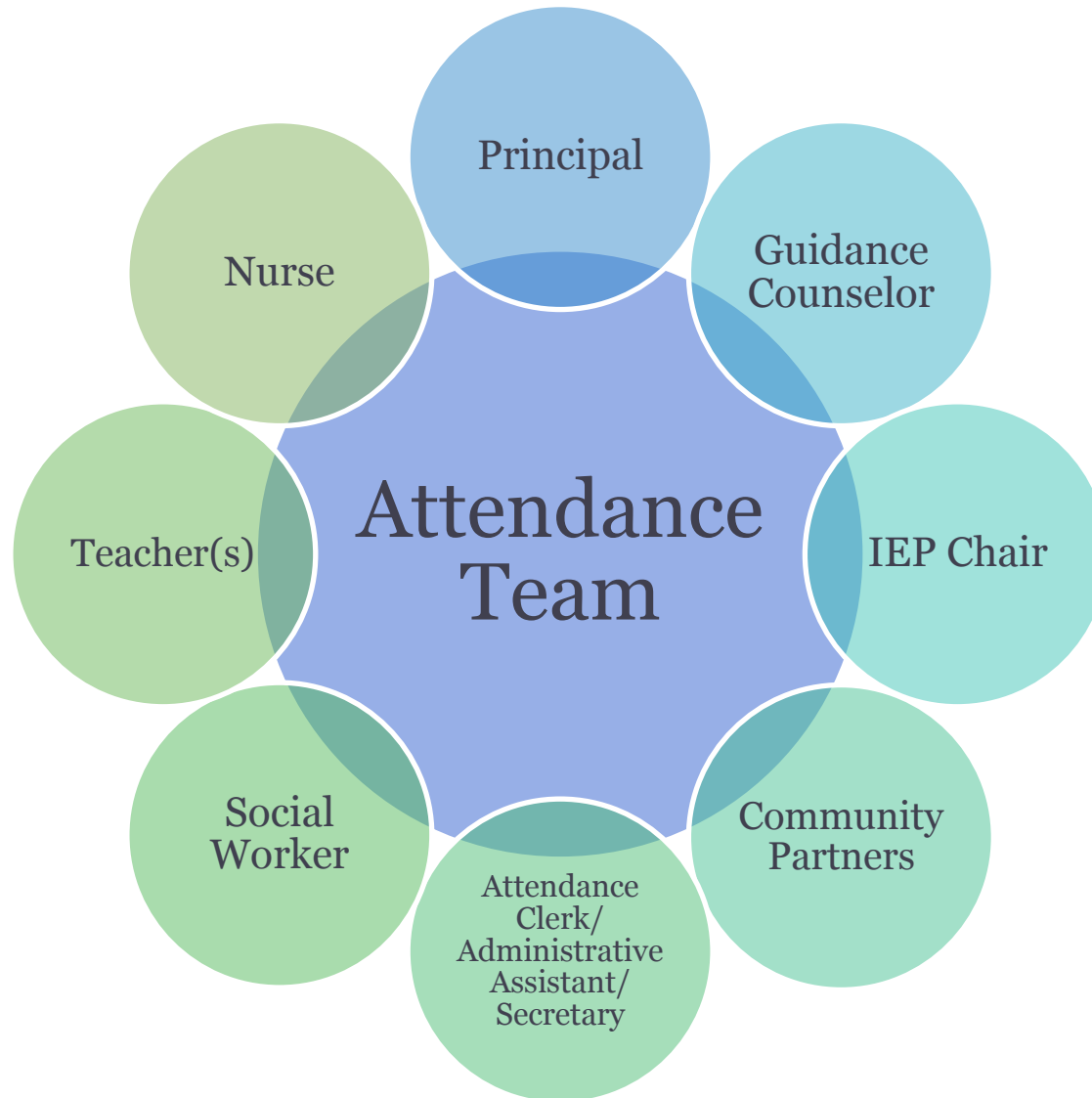
The primary purpose of an attendance team is to organize the school's attendance strategy and foster improved attendance for all students.



Specific Functions of the Attendance Team Include:

1. **Coordinate** the whole school's multi-tiered strategy to reduce chronic absence by implementing evidence-informed prevention and early intervention.
2. **Match strategies with root causes:** Adopt strategies that address the needs of individual and groups of chronically absent students using qualitative and quantitative data.
3. **Triage:** Provide triage to ensure students receive needed supports from both the school and community.

The Attendance Team Should be Led by the School Principal and Have Diverse Representation



Today's Panel



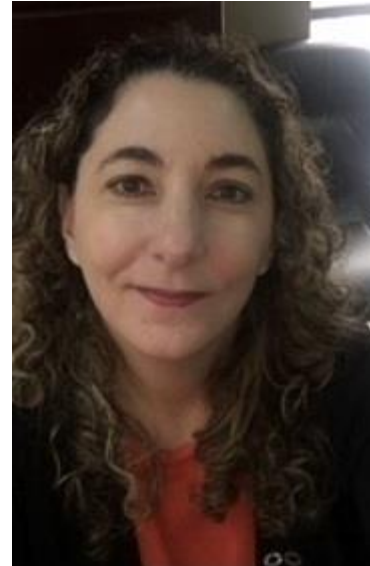
Dolores (Doddie) Espinosa

Assistant Principal
Lavaland Elementary School
Albuquerque, NM



Lindsay Wisely

Principal
Antioch Middle School
Antioch, CA



Daphne Strader

Director of Coordinated
School Health
Albuquerque School District
Albuquerque, NM



Lukas Weinstein

Senior Director, Regional Initiatives
Children's Aid National Center for
Community Schools
New York, NY

Lavaland Elementary School
Albuquerque Public Schools
Albuquerque, New Mexico USA

Tiered Attendance Process



ALBUQUERQUE
PUBLIC SCHOOLS

Lavaland ES Tier I Interventions

- Attendance Policy sent out to parents at the beginning of the school year for signatures confirming Policy has been read
- Celebrations for individual students with perfect attendance – no tardies, no early exits (Movies, dances, play days, treats)

Lavaland ES Tier II Interventions

- Walking School Bus (WSB) - Organization
- Wake up calls (like a hotel wake up call) to 10 students who wake up late
Through Robo-call system

Lavaland ES Tier III Interventions

- Student Success Plans/Health & Wellness meetings held with counselor, parents, teachers and administration
- During Parent/Teacher Conferences notices shared indicating total absences (excused and unexcused), tardies, and early exits for students
 - ✓ Notices were generated on chronically absent %
 - ✓ Notice included student's short cycle assessment (SCA) scores in ELA and math along with more research
 - ✓ Parents and teachers signed at parent/teacher conference. Admin. present at some conferences

➤ Attendance Team

- ✓ Administrator, Counselor, Family Liaison, Clerk, Health Assistant, District Support



Antioch Middle School, California

- ▶ Community and Team Approach
 - ▶ Vision of being restorative school where everyone feels welcome
 - ▶ Adults build community and relationships – shift in mindsets
 - ▶ Students feel welcome and connected
- ▶ The Teaching Attendance Curriculum has taught us about creating a school wide attendance culture (Tier 1)
- ▶ A culture that is inclusive and includes a focus on attendance from all staff members.
- ▶ The importance of positive and supportive message to parents and students. Taking time to listen and provide the necessary supports.
- ▶ SART at Tier 2

Attendance Team

- ▶ Principal
- ▶ Attendance Clerk
- ▶ Restorative Practice Teacher
- ▶ Bilingual Counselor
- ▶ History Teacher
- ▶ Special Education Instructional Aide
- ▶ AVID Lead Teacher

A Concrete Model and Room to Innovate

- APS Tiered Approach to School Attendance
 - School level interventions
 - Student / family level interventions
- School Community based Strategies

District and School Administrator Support and Expectations

- Superintendent's Big 5 Goal
- District Attendance Performance Framework
 - Support to move into Chronic Absence work
- Investments in Student Information System
- Investments in District Attendance Specialists / Social Workers
- Principal Leadership



Best Practices, Supports, and Time to Plan

- District staff research of best practices, models and frameworks
- Tools for Schools
- DATA!!
- Attendance Team Conference
- Regular place and time for team meetings
 - Redirecting the work to accommodate
- District Attendance Specialist coaching / technical assistance

Strategies: District and Site Level



- ◆ Understand the context of the current situation
- ◆ Develop a tiered intervention strategy to address chronic absenteeism
- ◆ Develop protocols at both the system and site levels to ensure strong implementation and continuous improvement



Accurate and Actionable Data

◆ District Level

- Aggregate District Level Data
 - Average Daily Attendance
 - Attendance Cohorts
 - 90-100%
 - 80-89%
 - 70-79%
- Site Level Data
 - Average Daily Attendance
 - Attendance Cohorts



Accurate and Actionable Data

◆ Site Level

- Average Daily Attendance
 - Period by Period when Applicable
- Attendance Cohorts
- Discipline
- Grades
- Credit Accumulation
- Interventions
 - We need to know WHO to target, and WHY



Common Pitfalls

- ❖ **Doddie:** Sometimes as a team we are a little negative and want punitive measurements with the severe chronic absentees/parents rather than being proactive, supportive and positive
- ❖ **Daphne:** The efforts of a team the sits on an island are hard to sustain.
- ❖ **Lukas:** Getting whole school support to implement Tier I strategies.
- ❖ **Lindsay:** Forgetting to engage the support of the entire staff



Announcements





Cecelia Leong

Associate Director for Programs

Attendance Works


What is Teaching Attendance?




Attendance Works Learning

The mission of Attendance Works is to advance student success and reduce equity gaps by reducing chronic absence. Here you will find learning you can apply in the classroom.

Click on the course below and start learning today!




Module 1 - Why Teach Attendance?



Coming Soon

Module 2: Creating a Culture of Attendance



Coming Soon

Module 3: Using Data for Intervention and Support

<http://www.attendanceworks.org/resources/teaching-attendance-curriculum/>



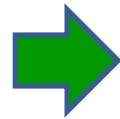
Purpose of the Teaching Attendance Curriculum

- ★ **Give school leaders a quick way to equip teachers and school staff with evidence-based strategies to improve attendance**
- ★ **Rally school staff to act as the first line of prevention and early intervention**
- ★ **Inspire better attendance practices that are positive, proactive and problem-solving**



Three Online Learning Modules:

1. Why We Teach Attendance



2. Creating a Culture of Attendance

(Primary and Secondary versions available May 8)

3. Using Data for Intervention and Support

(Primary and Secondary versions – Limited release - Summer 2018)

Cultivating a Welcoming Environment

 **Attendance Works**

Everyday Strategies

 Here are some everyday actions that help build relationships. *Select each image to see a simple, but effective approach.*



Personalize taking roll by greeting students by name; welcome students back after an absence.



<http://www.attendanceworks.org/resources/teaching-attendance-curriculum/>

Building Positive Relationships



<http://www.attendanceworks.org/resources/teaching-attendance-curriculum/>

Using Effective Messaging



Communicating with Families

In this section, we'll explore:

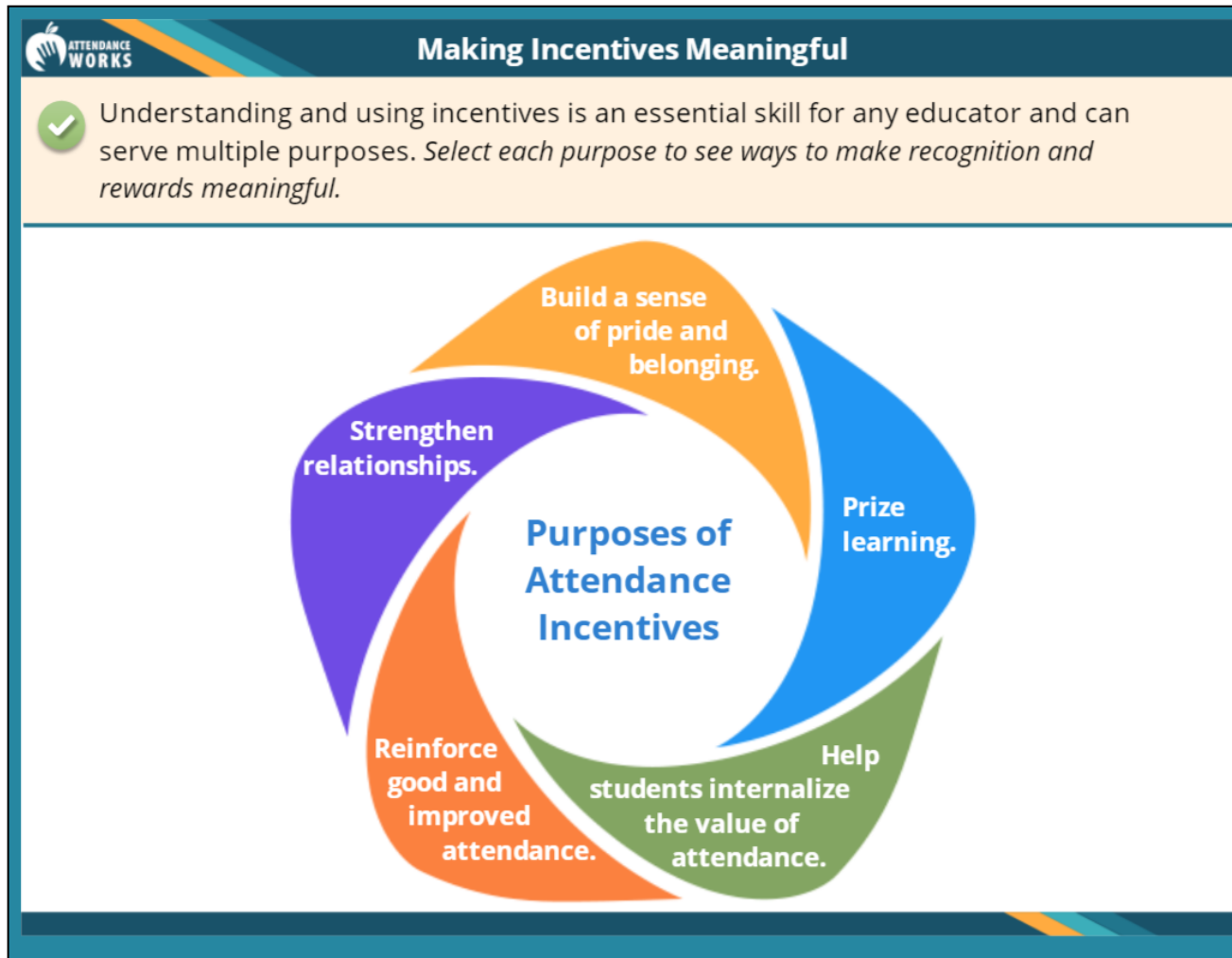
- A common misperception about attendance that schools often have.
- Several misconceptions that families have around attendance.
- Ways we can counter those beliefs to help improve attendance.

You'll also play a "What Would You Do?" scenario and make choices for how to best communicate with families about attendance.



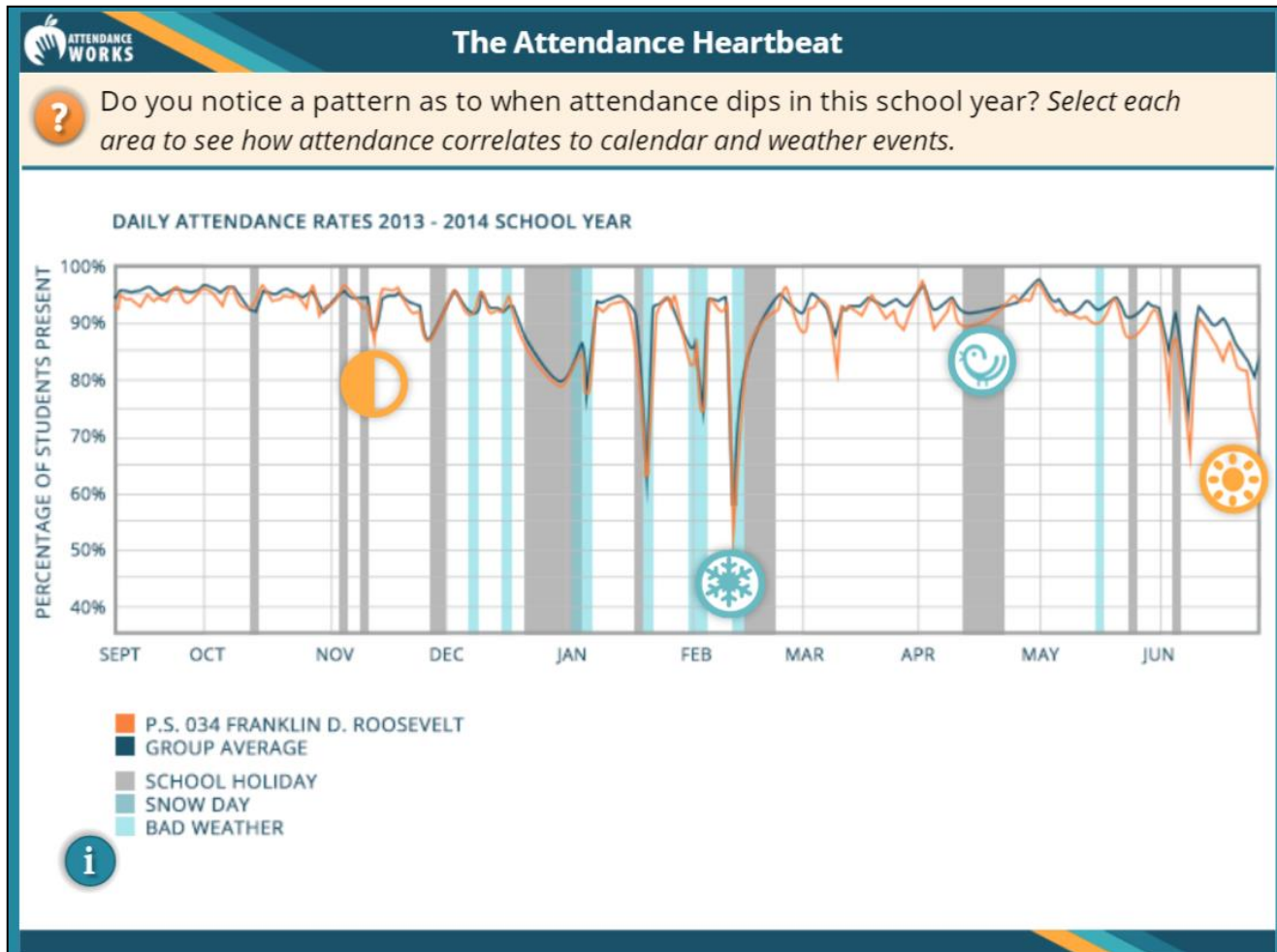
<http://www.attendanceworks.org/resources/teaching-attendance-curriculum/>

Recognizing Good and Improved Attendance



<http://www.attendanceworks.org/resources/teaching-attendance-curriculum/>

Combating Attendance Dips



<http://www.attendanceworks.org/resources/teaching-attendance-curriculum/>



How to Register for Teaching Attendance

- To learn more, go to:

<http://www.attendanceworks.org/resources/teaching-attendance-curriculum/>

- Click the self-registration button
- You will receive a confirmation email with an invitation to take Teaching Attendance Module 1: Why We Teach Attendance and Module 2: Creating a Culture of Attendance
- Enjoy!



Questions from the Audience





Opportunities to Promote AAC 2018!

Share the AAM website:

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

- Like us on Facebook



- Tweet using #schooleveryday



- Add a badge to your signature line or materials



- Write blog post on your website promoting regular attendance and Attendance Awareness Month!



Webinar Schedule for 2018

- ★ **March 28:** Leadership Matters
- ★ **May 8:** Working Together Matters
- ★ **August 15:** Community Matters
- ★ **September 15:** Annual Brief

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



Resources Available for 2018

- Download our free promotional materials and online toolkit to share with local districts.
- Count Us In! will be updated with a new focus on state leadership, health, and early childhood education
- Find resources and the Count Us In! toolkit on our microsite:
<http://awareness.attendanceworks.org>

PROMOTE LOCALLY

The screenshot shows the 'Count Us In! Toolkit 2018' microsite. At the top, there's a navigation bar with a pencil icon and the text 'Count Us In! Toolkit 2018' and 'Home / Resources / Count Us In! Toolkit 2018'. Below this, there are two main sections. The left section is titled 'Count Us In! Toolkit 2018' and lists several links: 'How to Use this Toolkit?', 'Why Attendance and Chronic Absence?', 'Who Should Use This Toolkit?', 'What are the Key Messages?', and 'How Can We Deliver the Message?'. The right section is titled 'Count Us In! Working Together To Show That Every School Day Matters' and features a circular graphic with the text 'ATTENDANCE AWARENESS', 'TEAM UP FOR ATTENDANCE', and 'SEPTEMBER 2018'. To the right of the graphic, there is a paragraph of text about the importance of attendance and the impact of chronic absence.

Count Us In! Toolkit 2018
Home / Resources / Count Us In! Toolkit 2018

Count Us In! Toolkit 2018

- How to Use this Toolkit?
- Why Attendance and Chronic Absence?
- Who Should Use This Toolkit?
- What are the Key Messages?
- How Can We Deliver the Message?

Incorporate information about attendance into daily interactions with families

Count Us In! Working Together To Show That Every School Day Matters

ATTENDANCE AWARENESS
TEAM UP FOR ATTENDANCE
SEPTEMBER 2018

Attendance is essential to school success, but too often students, parents and schools do not realize how quickly absences — excused and unexcused — can add up to academic trouble. Chronic absence — missing 10 percent of the school year, or just 2-3 days every month — can translate into third-graders unable to master reading, sixth-graders failing courses and ninth-graders dropping out of high school. Low-income students, who most depend on school for opportunities to learn, are especially harmed when they miss too much instruction.

What to Do When: At a Glance

Spring

Let's get started!

- Convene coalition
- Recruit partners
- Meet with district
- Enlist health care providers
- Launch poster cont 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!

September!





Superintendent's Call to Action

Own the issue

**Mobilize the
Community**

**Drive with
Data**

To sign-up for the Call to Action, or to learn more, please visit:
www.attendanceworks.org/superintendents-call-to-action



Register Now!

GLR WEEK

PHILADELPHIA, PA

JULY 23–27, 2018

www.gradelevelreading.net/glrweek





Thank You to our Corporate Sponsors!

- Scholastic – Champion (\$20,000)
- Safe and Civil Schools – Partner (\$10,000)
- French Toast – Partner (\$10,000)



**And special appreciation to our philanthropic
partners:**

**Campaign for Grade-Level Reading
The California Endowment**





Support AAC 2018



<http://www.attendanceworks.org/donate/>



Webinar Recording

We will post a recording of this webinar
within 72 hours:

<http://www.attendanceworks.org/resources/webinars/>



Feedback

Please let us know how we can improve:

<https://www.surveymonkey.com/r/working-together-2018>

Thank you!