



# **Keep Kids Engaged & Showing Up for Learning:** *Relationships, Routines and Partnerships*

**Attendance Awareness Campaign 2022 — Webinar 1 of 4**

April 6, 2022

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



# Welcome



**S. Kwesi Rollins**

Vice President for Leadership & Engagement  
Institute for Educational Leadership  
Chair, Advisory Board, Attendance Works



**Hedy N. Chang**

Executive Director  
Attendance Works

# About the Institute for Educational Leadership

**IEL** acts as a catalyst and capacity builder at the intersection of education, community collaboration and workforce development to effectively promote equity and better opportunities for all children and youth. IEL:

- ✓ identifies and implements innovative strategies particularly where educational, economic and social challenges or gaps exist.
- ✓ has developed, trained and supported thousands of leaders across various networks.
- ✓ works at the local, state and national level, investing in community leaders of all ages, stages and sectors.

To learn more visit: [www.iel.org](http://www.iel.org)



## About Attendance Works

**Attendance Works** advances student success and closes equity gaps by reducing chronic absence. Operating at the local, state, and national level, Attendance Works:

- ✓ Advances better **policy**
- ✓ Nurtures proven and promising **practice**
- ✓ Promotes meaningful and effective **communication**
- ✓ Catalyzes needed **research**

Since our launch in 2010, we have become the nation's “go-to” resource for improving student attendance. To learn more, visit our website: [www.attendanceworks.org](http://www.attendanceworks.org)

# Agenda

## I. Welcome

*Pele Le, Events and Operations Programs Associate, IEL*

## II. Attendance Awareness Campaign and Key Concepts

*Kwesi Rollins, Vice President for Leadership & Engagement, IEL*

*Hedy Chang, Executive Director, Attendance Works*

## III. Panel:

❖ **Lorri Hobson**, Director of Attendance, Cleveland Metropolitan School District

❖ **Christina Sepulveda**, Vice President, Boys & Girls Clubs of Garden Grove

❖ **Aaron Philip Dworkin**, Chief Executive Officer, National Summer Learning Association

## IV. Closing Reflections

*Kwesi Rollins, Vice President for Leadership & Engagement, IEL*



## Theme for 2022!

# Stay Connected, Keep Learning!



# Convening Partners AAC 2022!



See the full list of national and state campaign partners here: <https://awareness.attendanceworks.org/partners-2/>

# Attendance Awareness Campaign 2022 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 (today!)

**Keep Kids Engaged and Showing Up for Learning: Relationships, Routines and Partnerships, Wednesday, April 6, 2022: 12pm-1:30pm PT / 3pm-4:30pm ET**

## Webinar 2

**What Promotes Engagement and Attendance? Insights from Students, Parents and Educators, Wednesday, May 25, 2022: 12pm -1:30pm PT / 3pm-4:30pm ET**

## Webinar 3

**Ensuring a Healthy and Restorative Start to School (*working title*), Wednesday, August 3, 2022: 12pm-1:30pm PT / 3pm-4:30pm ET**

## Webinar 4

**What Works to Sustain Engagement and Attendance (*working title*), Wednesday, September 28, 2022: 12pm-1:30pm PT / 3pm- 4:30pm ET**

# 2022 Theme: Stay Connected, Keep Learning!

## 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.**

# 2022 Theme: Stay Connected, Keep Learning!

## 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.**

See: <https://awareness.attendanceworks.org/resources/toolkit-2022/what-are-the-key-messages/>



**Thank You to Our Corporate Sponsor for this Webinar!**



**RaaWee K12 provides a highly robust collaboration platform where school districts implement best practices for tracking students' attendance and managing interventions.**



## Support Attendance Works



Photo by Allison Shelley for EDUimages

# Our Foundation is YOU!

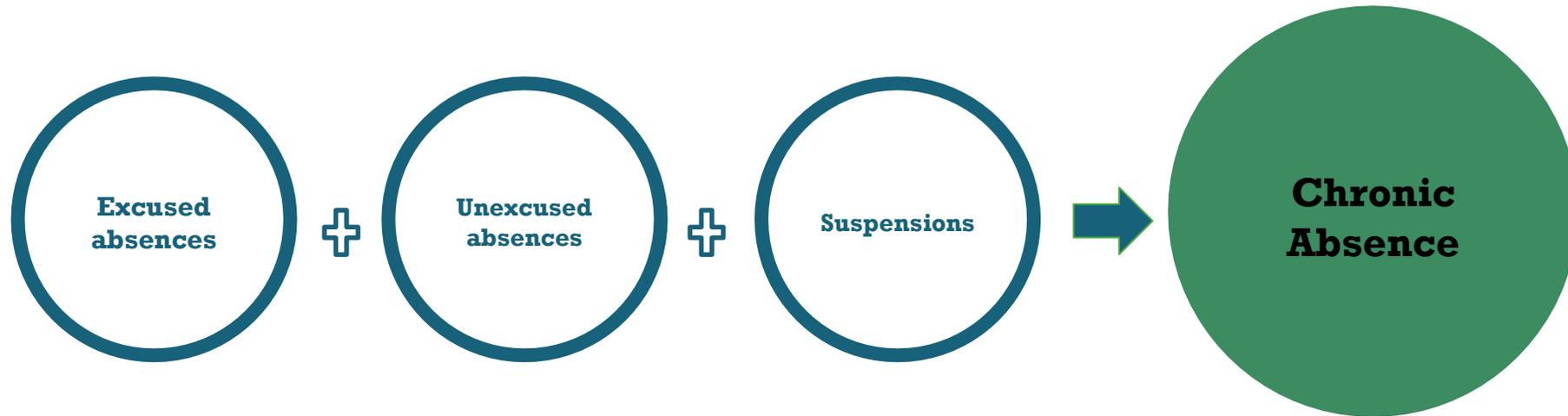
Donate \$10 – or more – to celebrate  
10 years of the  
Attendance Awareness Campaign!

DONATE



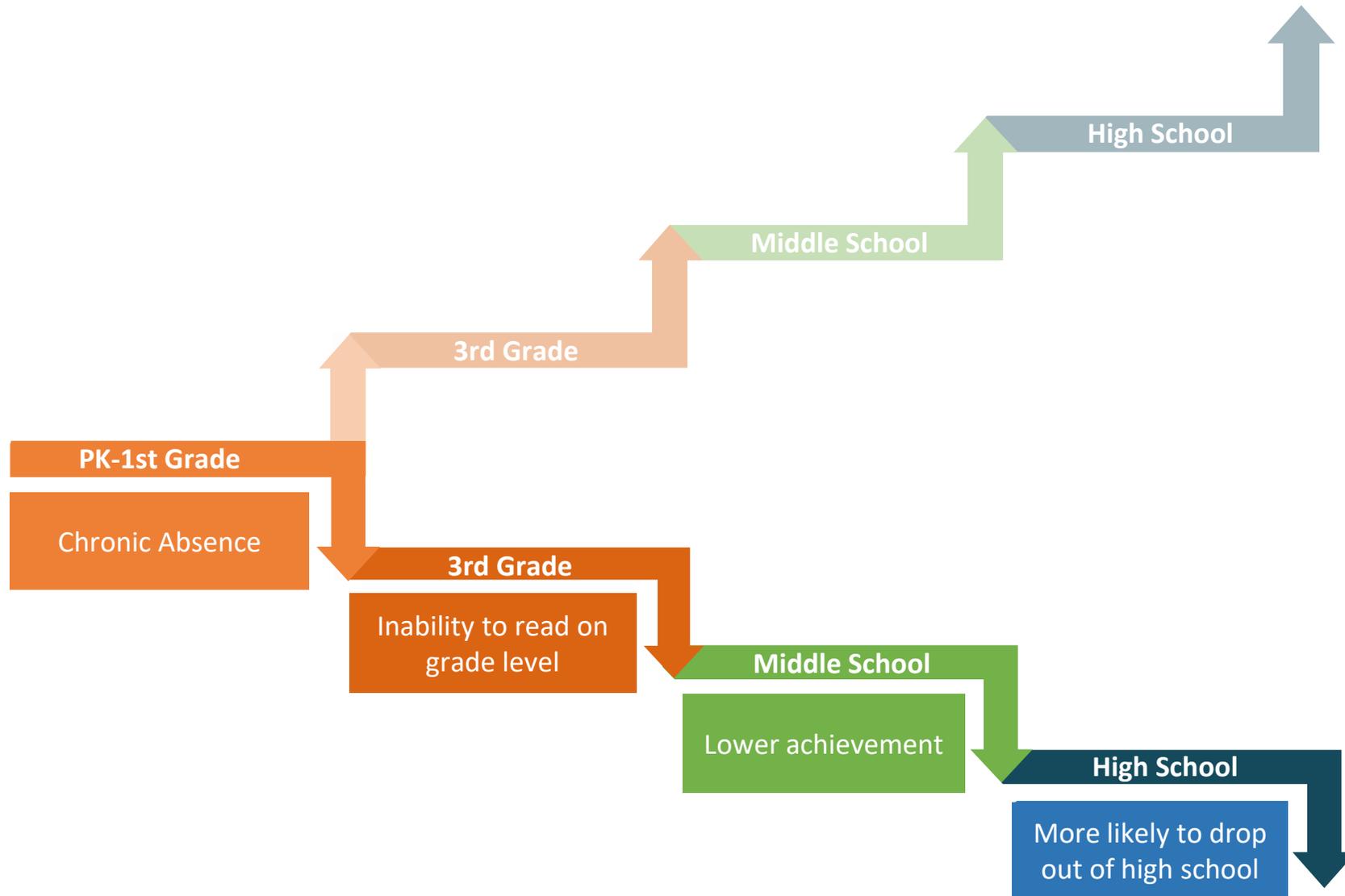
## What is chronic absence?

Chronic absence is missing so much school for any reason that a student is academically at risk. Chronic absence is defined as **missing 10 percent 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).

# Improving Attendance Matters



# What do we know from national and local data?

- ✓ **Pre-pandemic: 8 million students chronically absent.**
- ✓ **Now: chronic absence has likely tripled.**
- ✓ **Exacerbating existing educational inequities.**
- ✓ **Higher than ever, especially in early elementary and high school.**
- ✓ **More students experiencing extreme levels of absenteeism.**
- ✓ **The risk is greatest for students with more remote learning.**

# Last year, chronic absence 2x higher for remote learners

**Chronic Absence Patterns and Prediction During Covid-19: Insights from Connecticut**

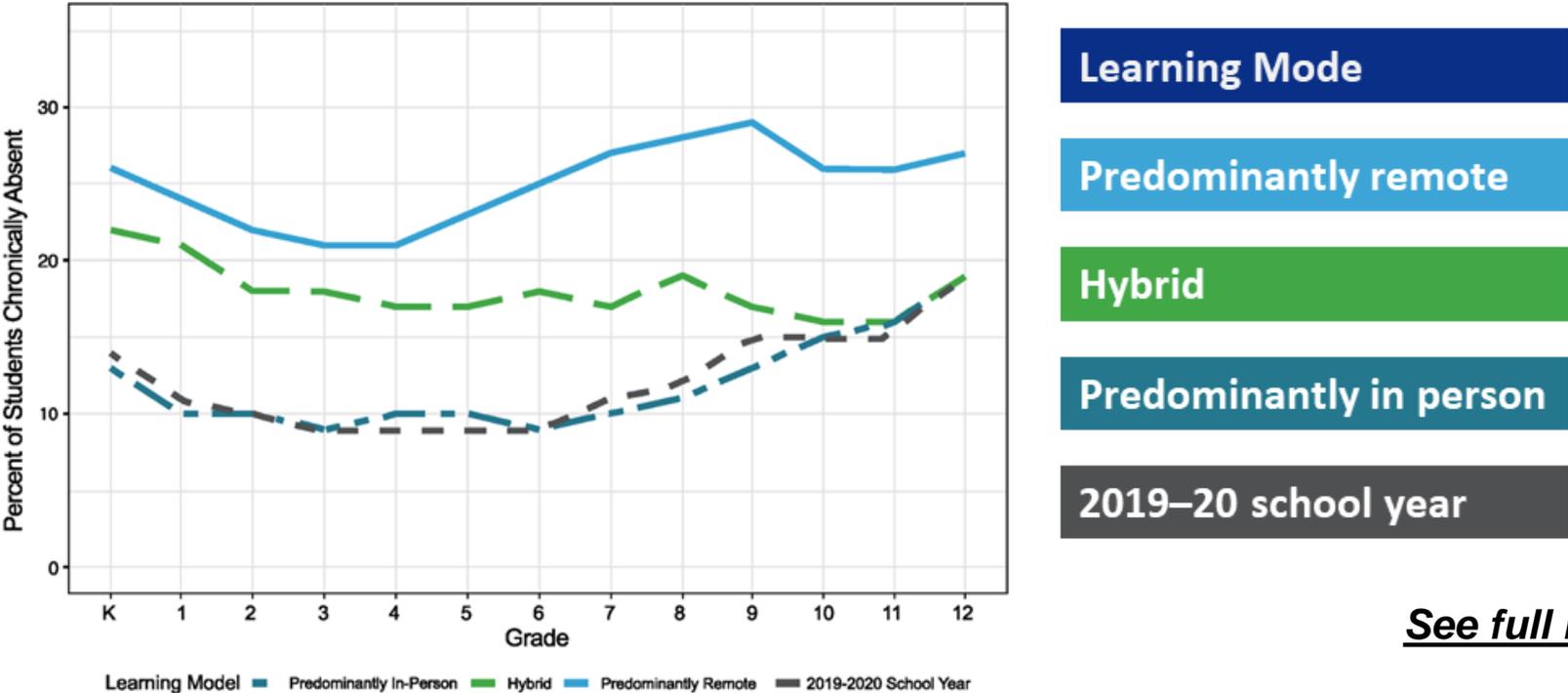


*“Connecticut is uniquely positioned to analyze how patterns of chronic absence differ across learning modes, grades, and student groups”*

Report discusses key findings from analysis of Connecticut’s attendance data

Encourages other states to adopt policies and implement data collection efforts similar to Connecticut’s

Chronic absence by learning mode across grades in Connecticut for 2020–21

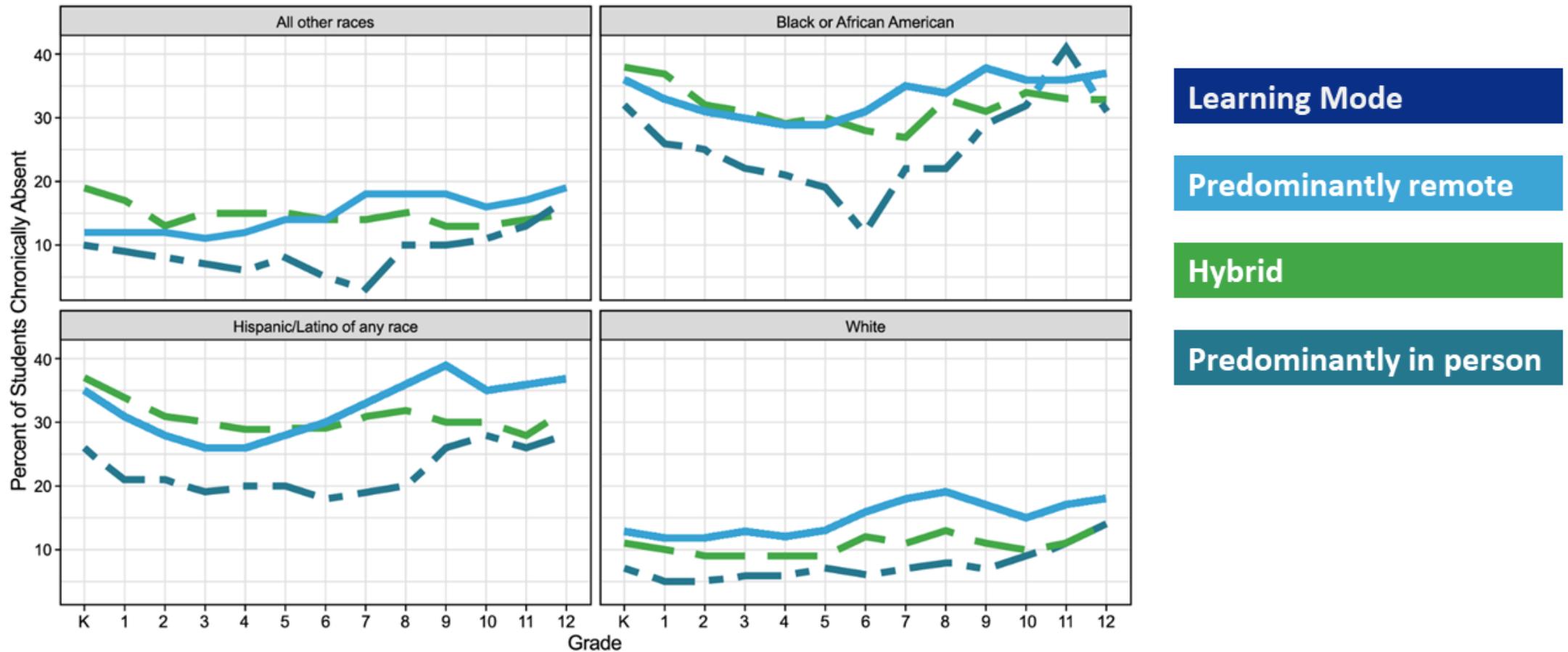


[See full report](#)



# Black and Latino/Hispanic students disproportionately affected

## Patterns of chronic absence by learning mode and grade differed by racial and ethnic groups



See full report: <https://www.attendanceworks.org/chronic-absence-patterns-and-prediction-during-covid-19-insights-from-connecticut/>

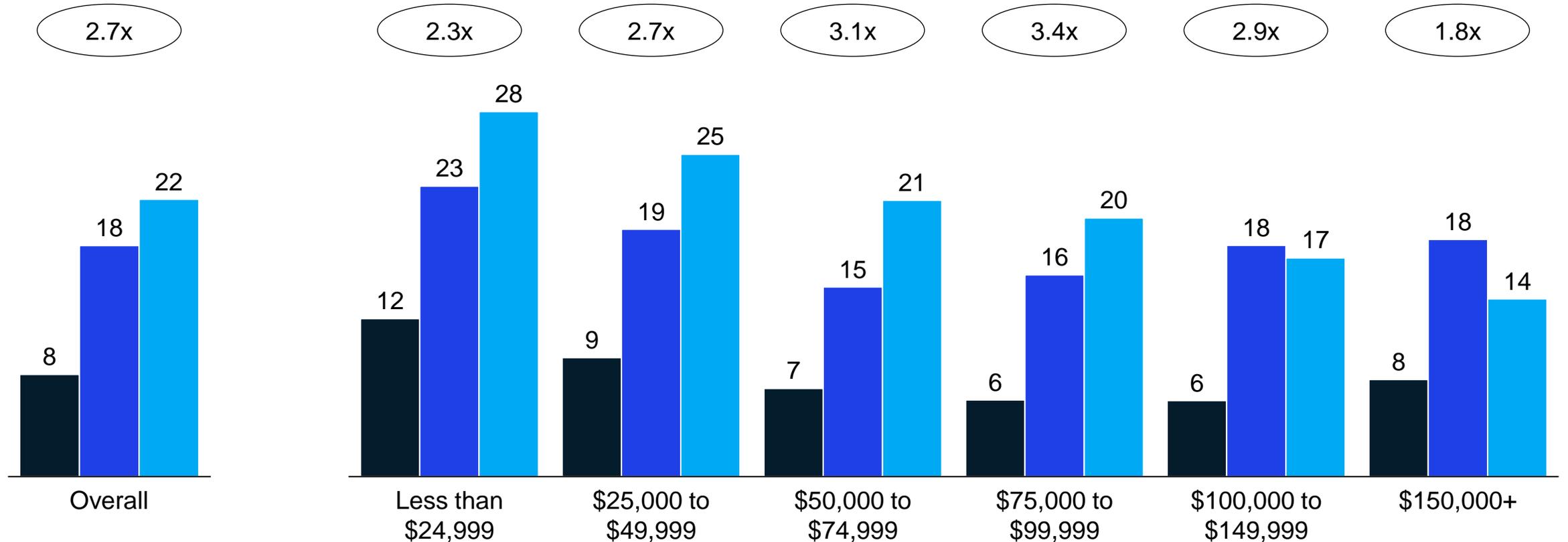


# Chronic absence +3x, affluent recovering, low-income worsening

% of parents with children in grades K-12 indicating their child could be chronically absent in November 2021

- Pre-pandemic (% of parents reporting their student used to miss 15+ days in a full year)
- Spring 21 (% of parents reporting their student has missed 15+ days in 20-21 school year)
- Fall 21 (% of parents reporting their student has missed 4+ days in 21-22 school year so far)

# Increase from pre-pandemic to Fall 21



# **What Can We Do?**

***We can build and expand upon what we know works using lessons learned from the pandemic!***



**Ground Solutions in an understanding of the factors that cause chronic absence**

**The big categories have not changed even with the pandemic!**

**Barriers**

**Aversion**

**Disengagement**

**Misconceptions**



## Notice how the pandemic has worsened or created new challenges!

### Barriers

- **Chronic and acute illness**
- **Family responsibilities or home situation**
- **Trauma**
- Poor transportation
- Housing and food insecurity
- Inequitable access to needed services
- System involvement
- **Lack of predictable schedules for learning**
- **Lack of access to tech**
- Etc. and many more!

### Aversion

- Struggling academically and/or behaviorally
- **Unwelcoming school climate**
- Social and peer challenges
- Biased disciplinary and suspension practices
- Undiagnosed disability and/or disability accommodations
- Parents had negative educational experiences

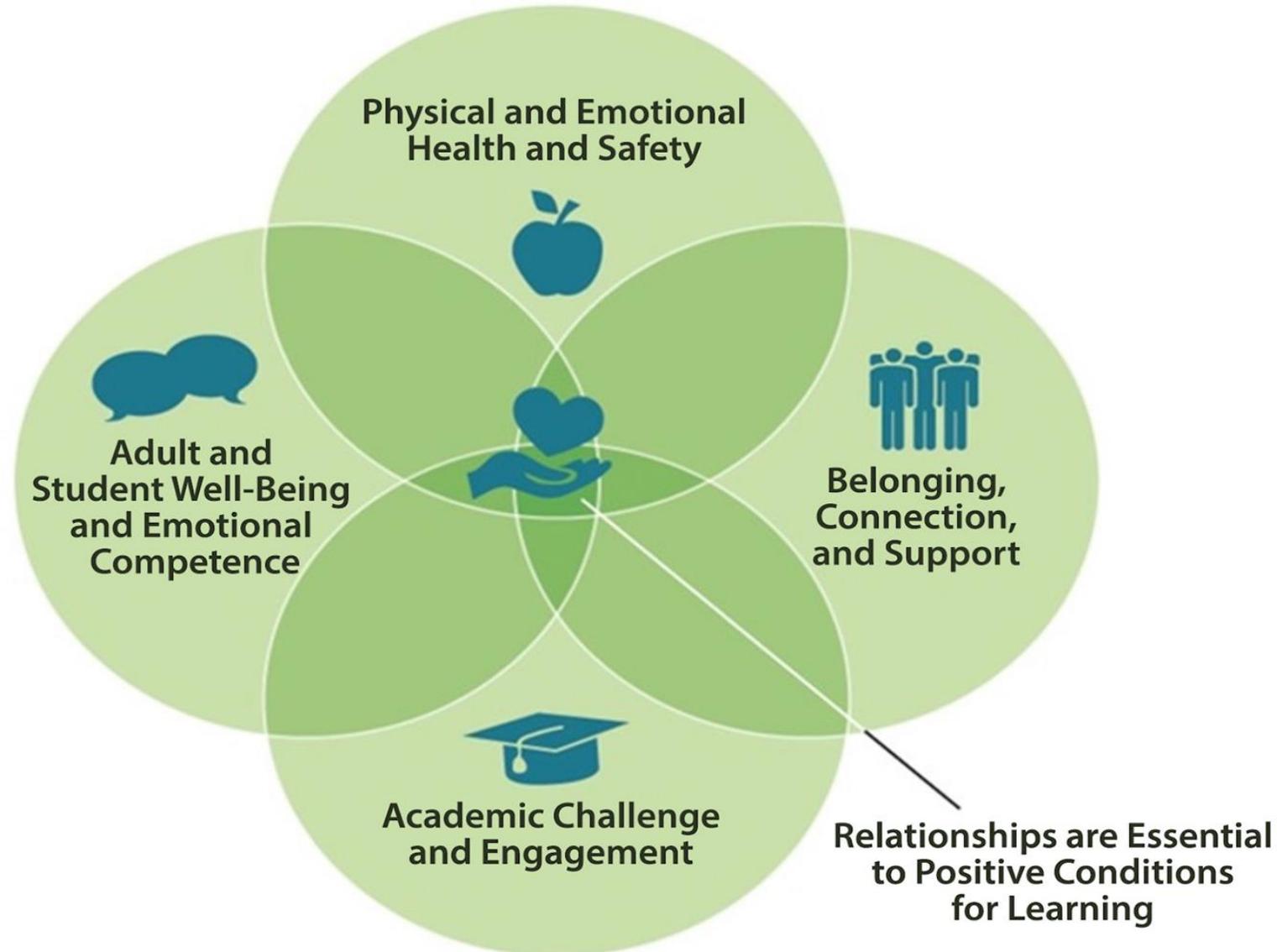
### Disengagement

- Lack of challenging, culturally responsive instruction
- Bored
- **No meaningful relationships to adults in the school (especially given staff shortages)**
- Lack of enrichment opportunities
- Lack of academic and behavioral support
- Failure to earn credits
- **Drawn to low-wage job vs being in high school**

### Misconceptions

- Absences are only a problem if they are unexcused
- Missing 2 days per month doesn't affect learning
- **Lose track and underestimate TOTAL absences.**
- Sporadic absences aren't a problem
- Attendance only matters in the older grades
- Suspensions don't count as absence

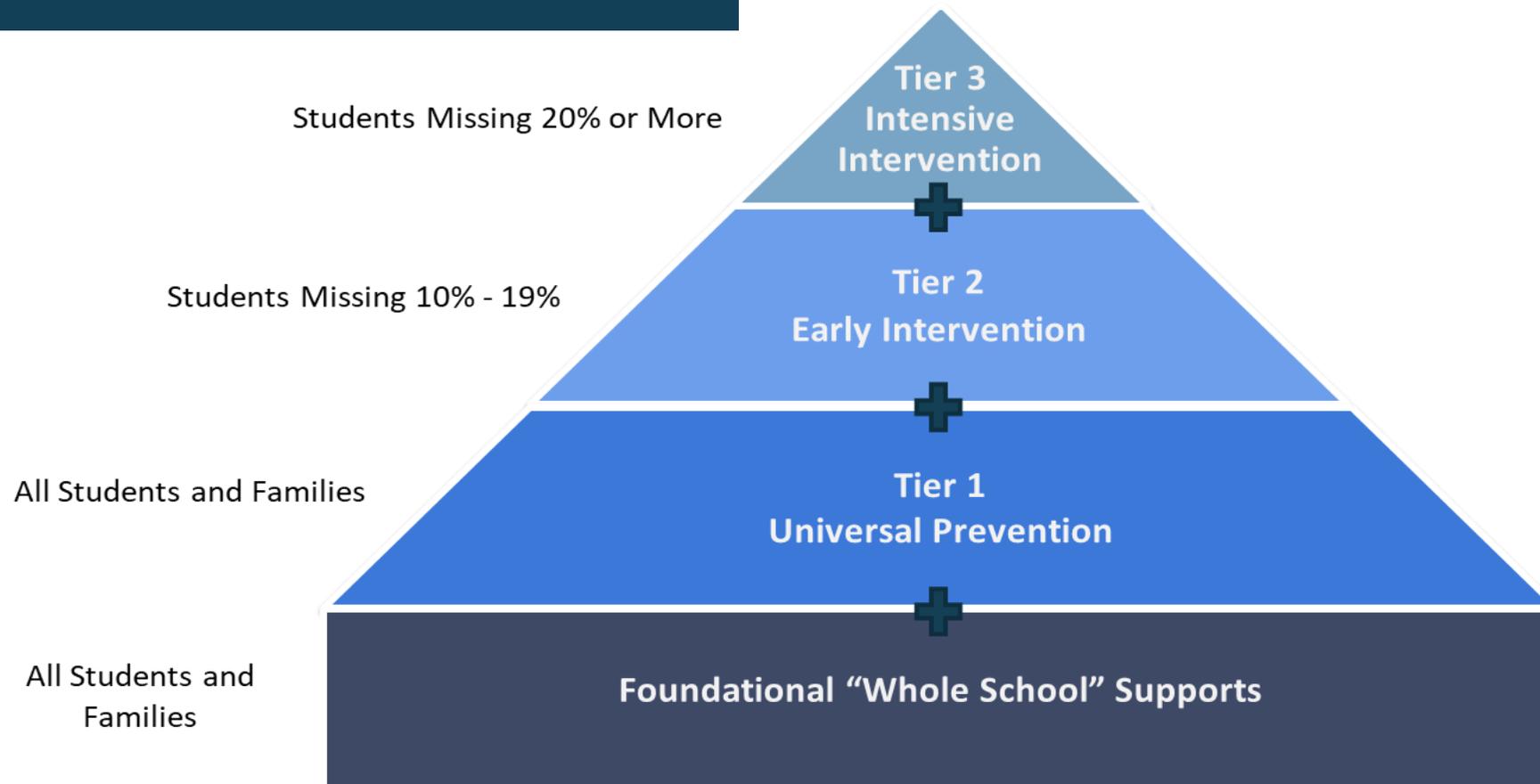
# Take an all-hands-on-deck “team” approach to rebuilding positive conditions for learning in our schools





**Offer a multi-tiered approach that begins with prevention**

**Working across silos is essential!**



<https://www.attendanceworks.org/chronic-absence/addressing-chronic-absence/3-tiers-of-intervention/>



## Reinvest in the foundational building blocks of school that promote engagement.

Healthy learning environments	Enrichment activities and clubs	Positive relationships	Active family and student engagement
Access to tech equipment and connectivity	Challenging and Engaging Curriculum	Traditions and celebrations	Support for families to facilitate learning at home
Welcoming, safe school climate	Advisories or Morning Meetings to Build Community	Learning Supports	Access to Food and Other Basic Needs

### Foundational “Whole School” Supports



## Leverage technology to deepen and scale universal attendance supports.

- ❖ Make the case that showing up everyday matters
- ❖ Clear, concise and consistent communication about schedules and expectations
- ❖ Predictable daily/weekly routines related to attendance
- ❖ Take daily attendance accurately with care
- ❖ Personalized communication to families when students are absent
- ❖ Recognition of good and improved attendance
- ❖ Access to wellness checks and connectivity assessments
- ❖ Regular monitoring of attendance data

For example - use automated texting with students and families to send timely personalized notes!

# Showing Up Matters for R.E.A.L.

It is an opportunity to:

✓ **Build Routines**

Daily attendance routines can reduce stress and create a sense of safety and security especially after chaotic transitions.

✓ **Increase Engagement**

Being in school helps build relationships with peers and school staff that nurture engagement.

✓ **Provide Access to resources**

Schools provide access to meals, health and mental health services, tutoring, mentoring, technology, extracurriculars (sports, clubs, music, etc.), afterschool and summer programs.

✓ **Support Learning**

Showing up to school regularly helps students become proficient in reading and math and graduate from high school.

# Showing Up Matters for R.E.A.L.

## A Messaging Toolkit

### *Four Key Steps*

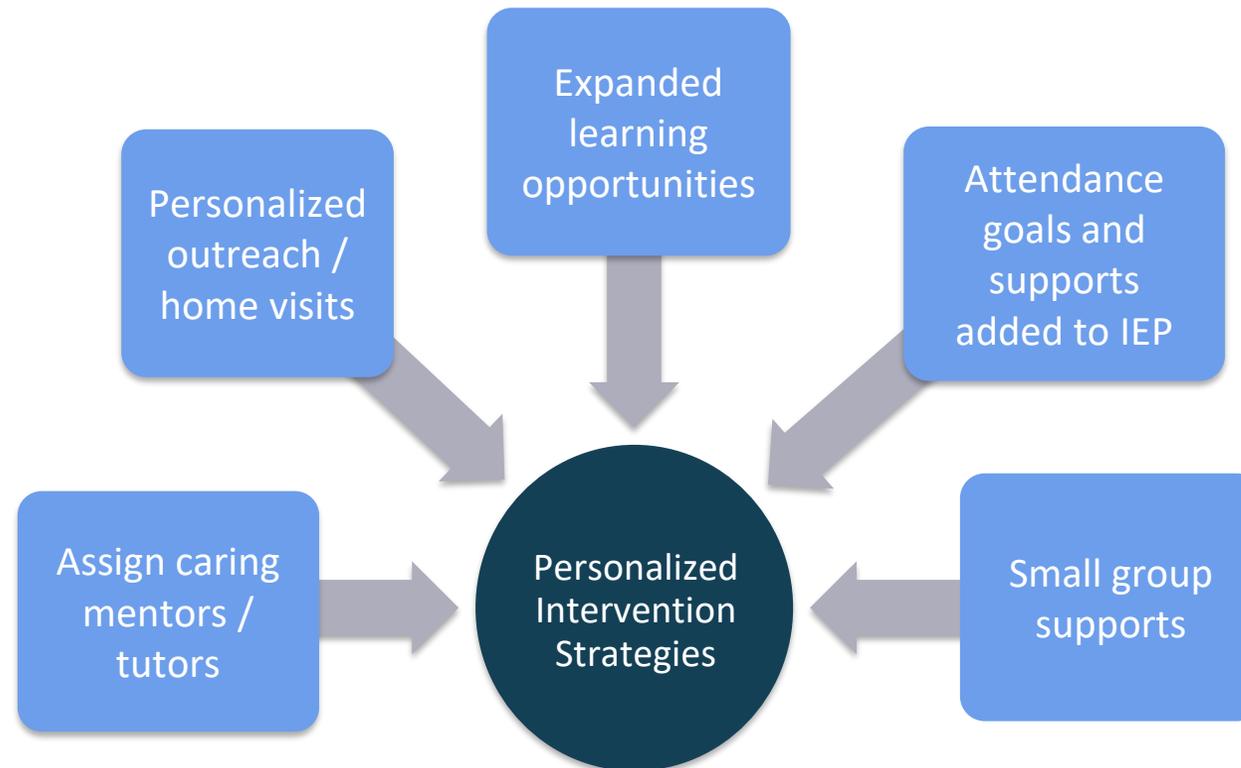
- 1. Explain Why Attendance Matters**
- 2. Cultivate a Culture of Engagement and Attendance With Students and Families**
- 3. Use Data to Determine Need for Intervention and Additional Support**
- 4. Engage Community Partners**

**Find it here:**

<https://www.attendanceworks.org/resources/toolkits/showing-up-matters-for-real/>



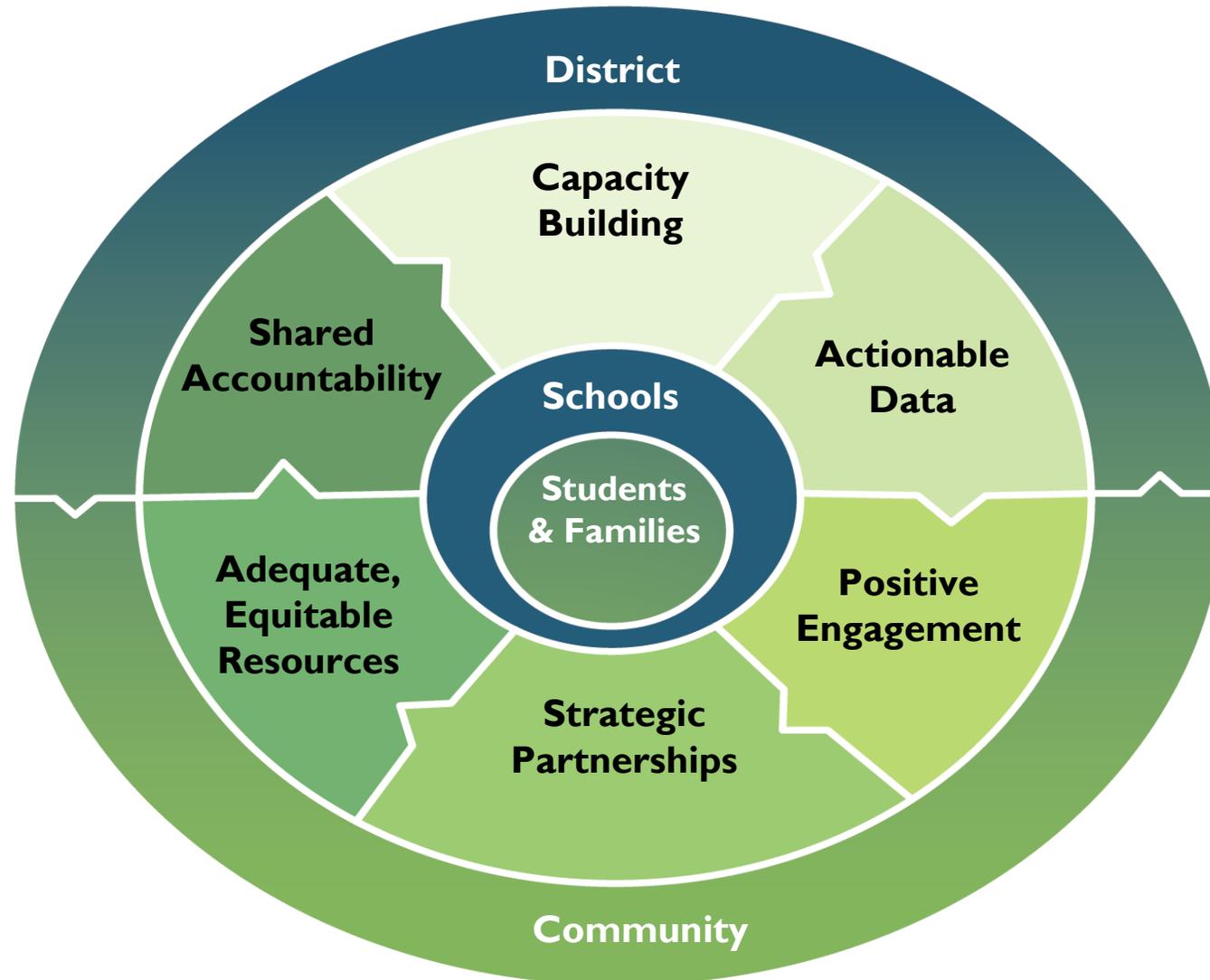
## Expand Tier 2. Draw upon community partners and the power of peer support



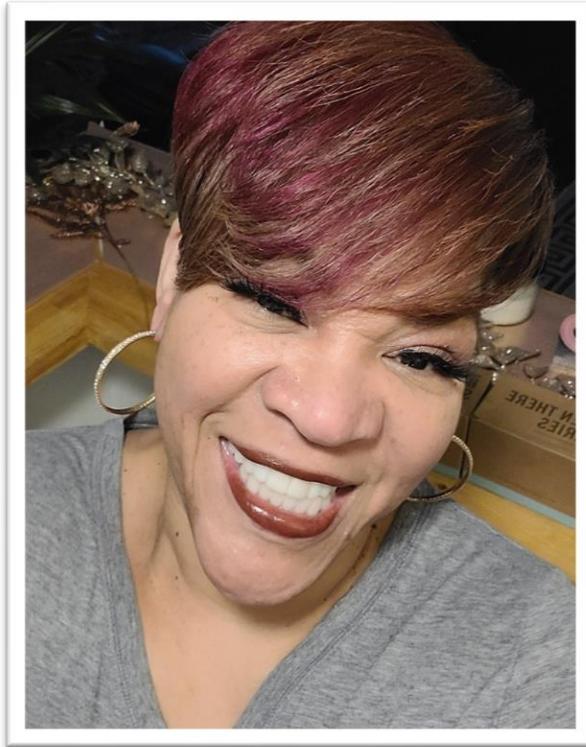


**Invest in evaluating what works and sharing the results.**

# Leverage Covid relief funds to take a systemic approach that builds upon assets



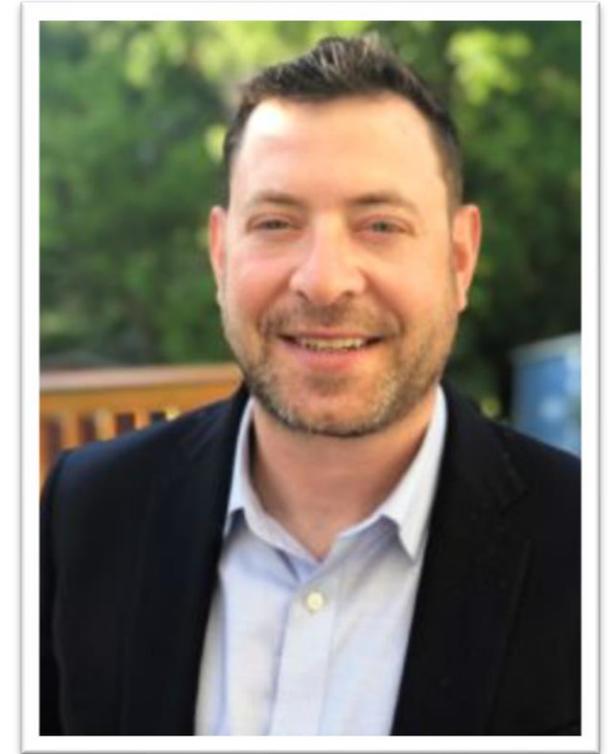
# Panelists



**Lorri Hobson**  
Director of Attendance  
Cleveland Metropolitan  
School District



**Christina Sepulveda,**  
Vice President, Boys & Girls  
Clubs of Garden Grove



**Aaron Philip Dworkin**  
Chief Executive Officer  
National Summer Learning Association

CLEVELAND METROPOLITAN SCHOOL DISTRICT

THE **CMSD**  
**EXPERIENCE**  *get* **MORE**



## Fast Fact about CMSD

### **Enrollment: 35,696**

- 62 PreK-8 Schools
- 31 High Schools
- 2 K-8 Schools
- 1 PreK-6
- 2 Remote School Options (K-8, 9-12)
- 1 Online Building (K-12)

### **Demographics**

- 63.9% Black or African-American
- 17.2% Hispanic/Latino
- 14.5% White
- 4.4% Other

### **Student Gender:**

- Female: 48.6%
- Male: 51.4%

### **Students receiving specialized services:**

- 21.2% Special Education
- 13.1% Limited English Proficient
- 100% Economically Disadvantaged
- 4.2% Homeless
- 12.1% District Mobility Rate

## Fast Fact about City of Cleveland

### **School-age children: 67,109**

53 Charter schools

36 Non-Public schools

98 CMSD schools

### **Demographics**

48.7 % Black or African-American

32.2 % White

12.7 % Hispanic/Latino

6.4 % Other

### **Gender**

48.1% Male

51.9% Female

In Cleveland, 46.1% of children and 48.7% of children under the age of five live below the poverty line

### **Education**

18.0 % Less than high school

31.9 % High School Diploma or Equivalent

23.5 % Some college no degree

8.0 % Associate's degree

11.3 % Bachelor's degree

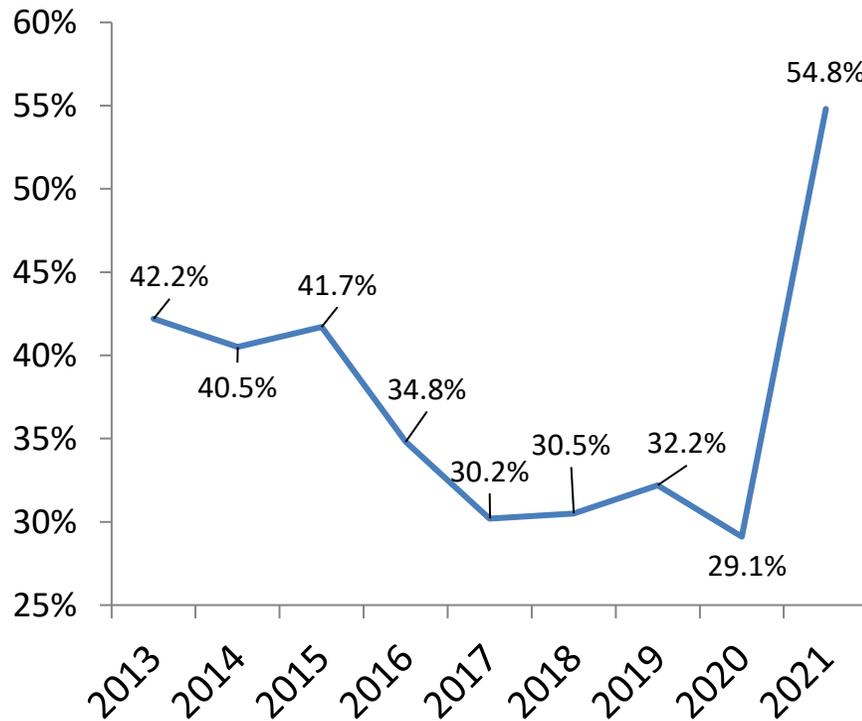
7.3 % Graduate or professional degree



# 2013-2021

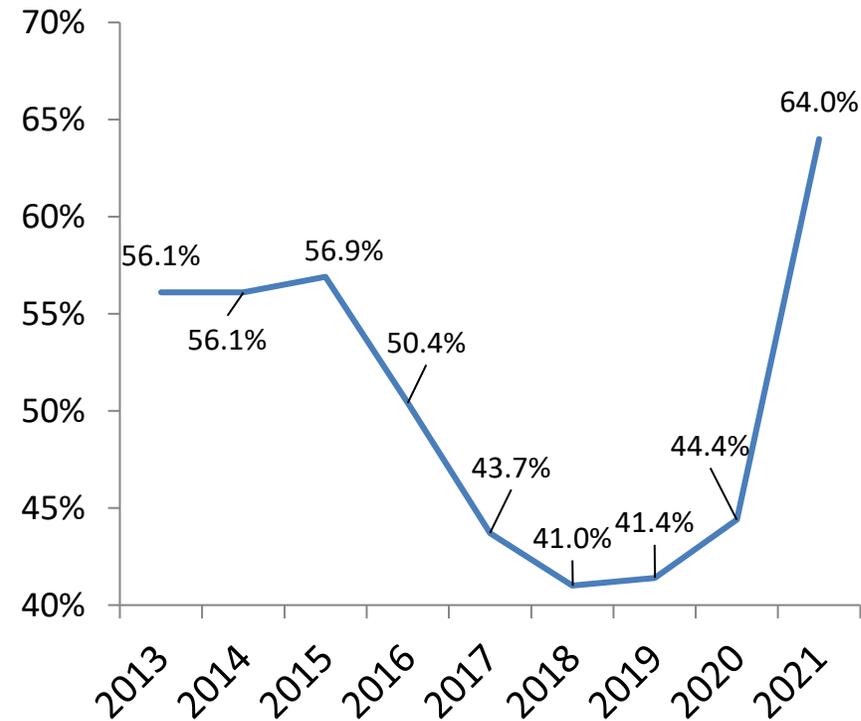
## Chronic Absence and On Track Attendance

### Percent Chronically Absent



— Percent Chronically Absent

### Students missing 10+ days



— Students missing 10+ days



## 2022 Chronic Absence by District (enrolled 50 days)

Grade	Enrollment	Chronic Absentees	% Chronically Absent
KG	2860	1813	63.4%
1	2283	1389	60.8%
2	2553	1472	57.7%
3	2509	1457	58.1%
4	2502	1365	54.6%
5	2626	1497	57.0%
6	2531	1389	54.9%
7	2527	1432	56.7%
8	2361	1364	57.8%
9	3883	2824	72.7%
10	2900	2082	71.8%
11	2295	1641	71.5%
12	2245	1545	68.8%
<b>CMSD</b>	<b>34075</b>	<b>21270</b>	<b>62.4%</b>

# Challenge – Why is attendance different this year? (Student Voice)

- **Why do you think attendance is different this year?**
- Pandemic stress (mental/physical)
- Scared of getting COVID
- Not feeling supported (for example - challenges with scheduling, mental health and/or responsibilities)
- Unmotivated
- **Why do you think people are comfortable in getting the vaccine?**
- Keeping other people safe/prevention
- Getting back to normal
- Fear of getting sick
- To play sports

# Challenge – Why is attendance different this year? (student voice)

## **Why do you think people are reluctant to get the vaccine?**

- Fear
- Lack of information
- Conspiracy theories
- Social media/New influence

## **What happened to you during COVID shutdown that if your teachers knew it would help them understand you better?**

- Kids were lazy and wanted to sleep, lack motivation
- Working a job and being a student at the same time
- Didn't have the materials needed
- Kids couldn't concentrate on school at home, more distractions
- Students find in person work harder than it was on Zoom
- Child/sibling care and teen parenting
- Abuse and domestic violence

# Positioning for the Future

## School Without Walls

Flexible time, place, technology, & talent anywhere, anytime learning

### 2021-2022 Investment Areas

- Investing in innovative Learning Accelerator projects which serve as an opportunity to harvest and learn the great innovations from our teachers and other educators
- Launching Diversity, Equity, and Inclusion Training, including a customized module for Cleveland and a post training action planning module
  - ✓ Engaging Summer Learning
  - ✓ Attendance Clubs
  - ✓ Before & After school programs
  - ✓ Say Yes Coordinators
  - ✓ Parent & Student Ambassadors
  - ✓ Student Advisory Council

## Community Partners

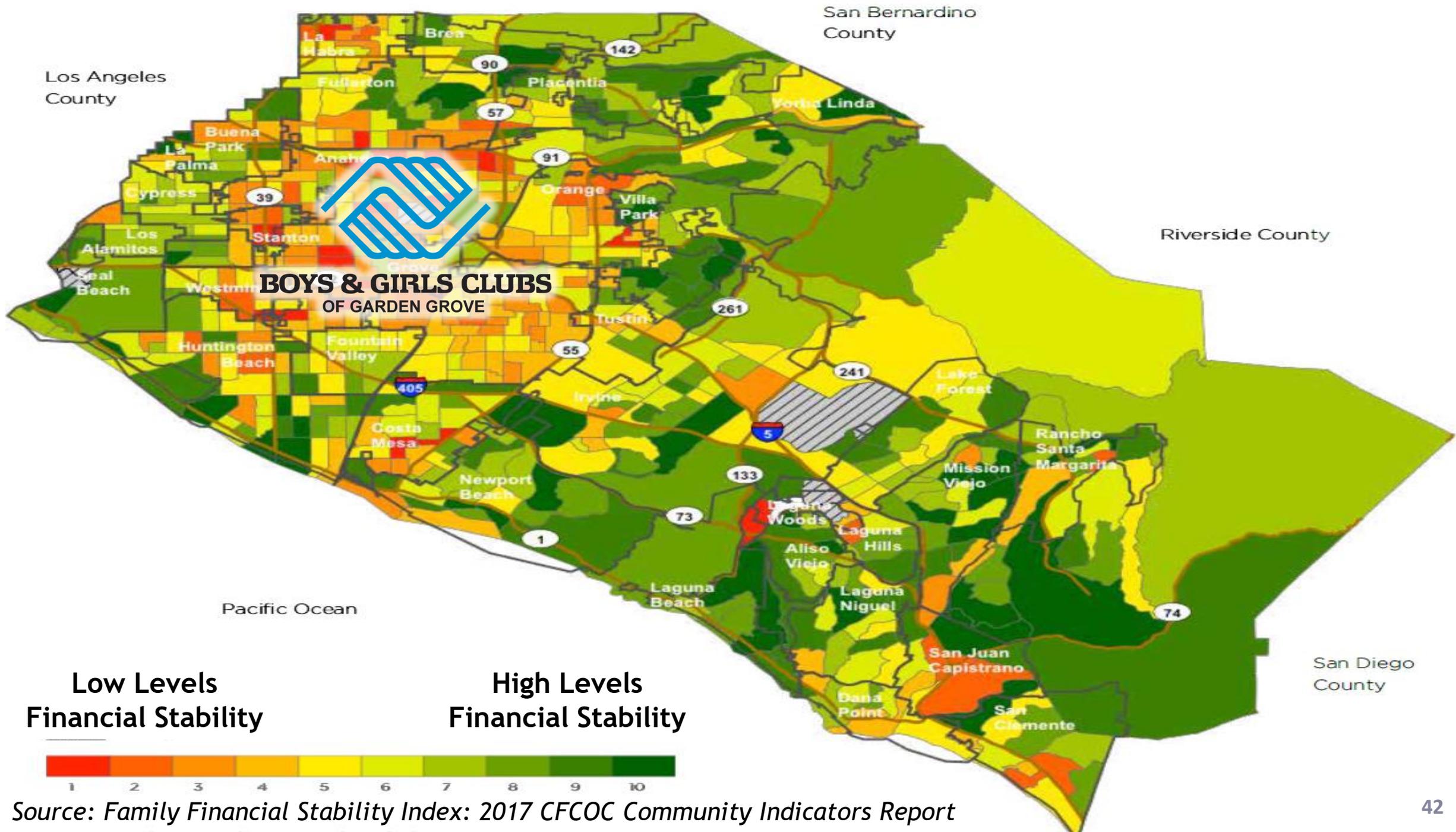
- Cleveland Browns Foundation
  - Arby's
  - Cleveland Ballet
  - Cleveland Playhouse
  - Greater Cleveland Neighborhood Centers Association
  - Horizon Educational Service
  - Phastar
  - University Settlement
  - Friendly Inn
  - Boys and Girls Club of America
  - Bellaire Puritas CDC
  - Esperanza
  - The Centers for Families and Children



**GREAT FUTURES START HERE.**



**BOYS & GIRLS CLUBS**  
OF GARDEN GROVE



Source: Family Financial Stability Index: 2017 CFCOC Community Indicators Report

# 2021-22 Metrics

**4,300**

Members Served Daily

**6,000**

\*Pre pandemic

**10,200**

Registered Members

**13,000**

\*Pre pandemic

## DEMOGRAPHICS

**1%** 0-5 years old

**9%** 6-7 years old

**35%** 8-10 years old

**34%** 11-13 years old

**22%** 14-18 years old

Hispanic or Latino		<b>57%</b>
Asian		<b>31%</b>
Caucasian		<b>7%</b>
Other/Multi-Racial		<b>4%</b>
African American		<b>1%</b>



**8**

Orange County  
Communities



**64**

Program Sites in  
Orange County



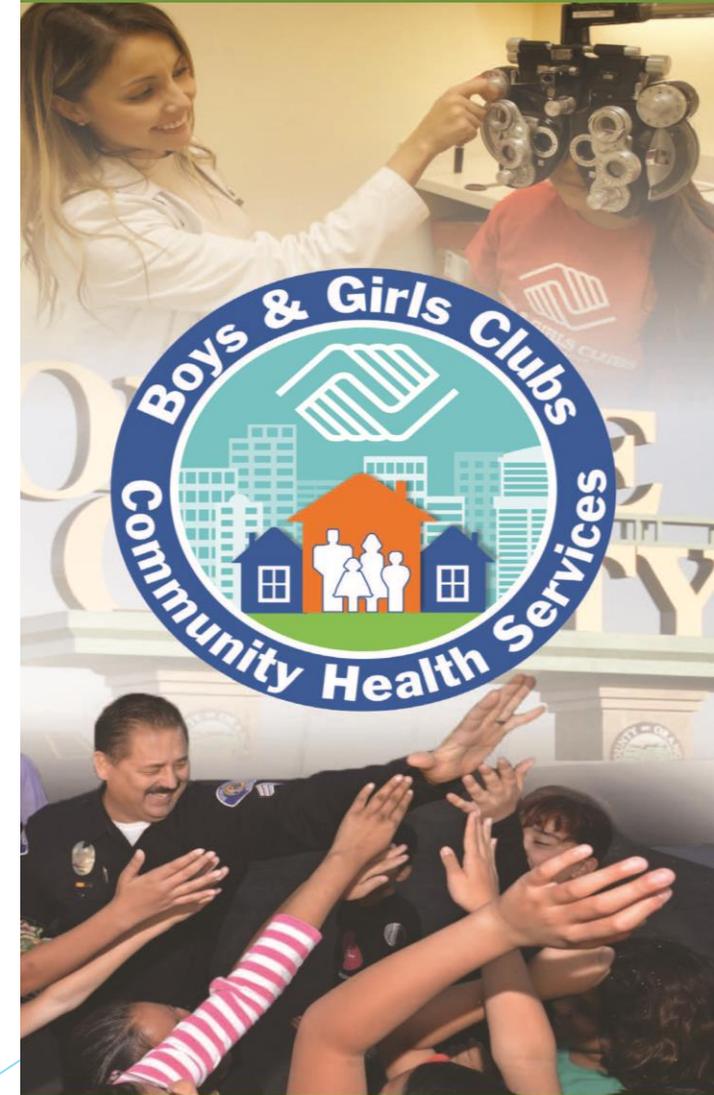
**494**

Trained & Trusted  
Adult Staff

# School Partnerships

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- ✓ Attendance Checks
- ✓ ‘Student and Parent’ Check-Ins
- ✓ Case Management
- ✓ Attendance Review Boards
- ✓ District Attorney Meetings
- ✓ Attend Court Hearings
- ✓ Counseling & Crisis Support
- ✓ Homeless Services
- ✓ Parent Education



# Data as a Guide

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- ✓ Trends
- ✓ Feedback
- ✓ Tiered intervention levels
- ✓ Impetus for our MSW program
- ✓ Shift to Elementary Services
- ✓ Individualized school level/district support
- ✓ Continuous Quality Improvement
- ✓ Developing New Partnerships



# Key Challenges for Youth

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- ✓ Mental Health (Anxiety, depression)
- ✓ Homelessness
- ✓ Transportation
- ✓ School Climate (lack of friends, bullying, no school connection)
- ✓ Health related
- ✓ Substance use/gang involvement

# Strategies to Overcome Challenges

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- ✓ Expanded Learning
- ✓ Family Engagement
- ✓ Accessible Community-based Programs
- ✓ Summer Engagement/Bridge Programs
- ✓ Restorative Approach

# Partnerships

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- ✓ Let the data guide you to who needs to be at the table
- ✓ Find mutually beneficial relationships
- ✓ Share space and resources
- ✓ Invite partners on campus to serve families
- ✓ Families as partners and peer supports
- ✓ Share data! Remove barriers



**BOYS & GIRLS CLUBS**  
OF GARDEN GROVE

**Christina Sepulveda**

**Boys & Girls Clubs of Garden Grove**

[csepulveda@bgcgg.org](mailto:csepulveda@bgcgg.org)

# NSLA's Vision and Reach



## Vision

*To ensure all young people in America, regardless of background and income, can afford and access a high-quality summer learning experience every year.*

We serve and support more than 15,000 leaders from

- School Districts and State Education Agencies
- Youth-serving Government Agencies
- Wide-range of Non-profit partners and programs:
- Summer Camps, Nature-based, Travel, STEM, Arts, Sports, Service, College Prep Programs
- Summer Youth Employment and Internships

# WHEN WE TALK ABOUT SUMMER LEARNING...



**WE'RE REALLY TALKING ABOUT  
THREE MAIN GOALS:**

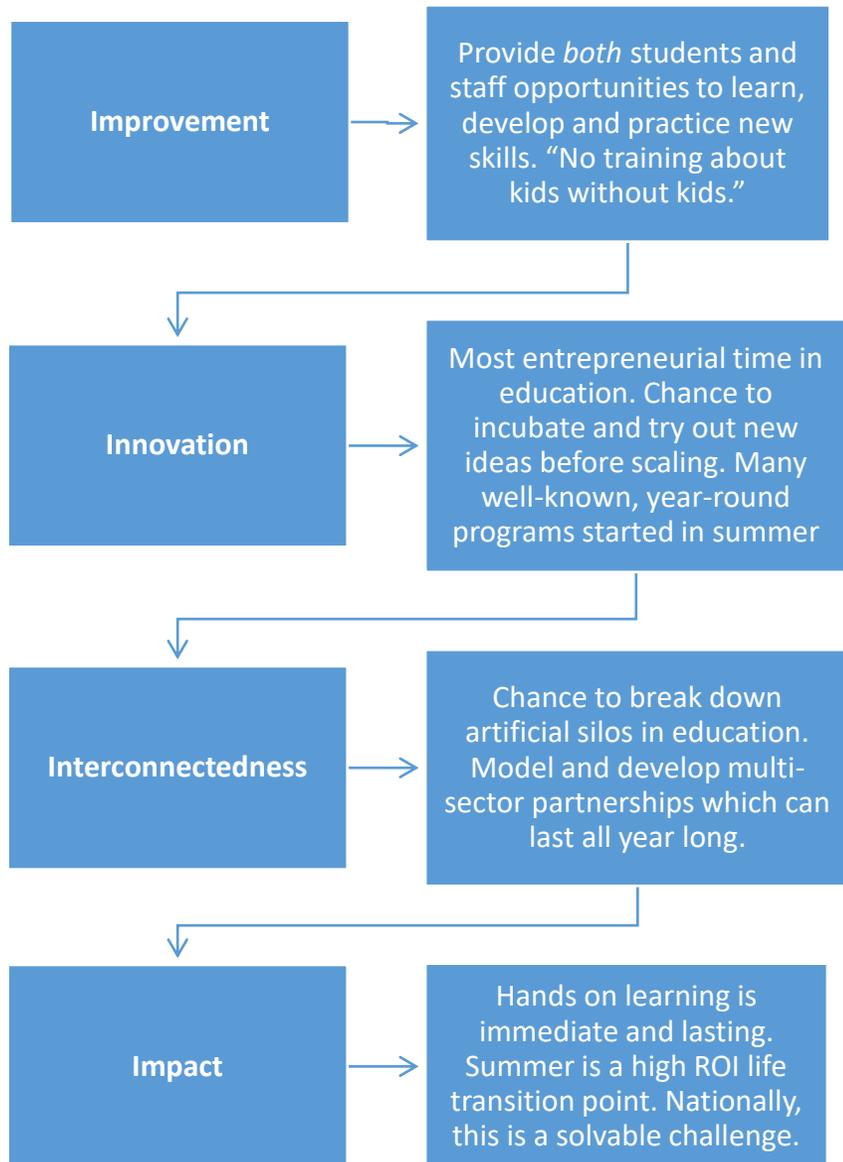
**FIGHTING INEQUITY**

**CREATING OPPORTUNITY**

**BUILDING COMMUNITY**

**Please write in the chat the name of one  
student helped by programs you support**

# Start with “The Why” -- NSLA’s 4 I’s of Summer



# Broad Distinctions Between Summer School vs. Summer Learning

Summer School	Summer Learning
<ul style="list-style-type: none"><li>• Remedial Education</li></ul>	<ul style="list-style-type: none"><li>• New and Accelerated Learning</li></ul>
<ul style="list-style-type: none"><li>• Punitive and Boring</li></ul>	<ul style="list-style-type: none"><li>• Exciting, Engaging, Experiential</li></ul>
<ul style="list-style-type: none"><li>• School building based</li></ul>	<ul style="list-style-type: none"><li>• Variety of Settings</li></ul>
<ul style="list-style-type: none"><li>• Academic only focus</li></ul>	<ul style="list-style-type: none"><li>• Combines Academics, Health, Enrichment, SEL</li></ul>
<ul style="list-style-type: none"><li>• Mandatory only for some students</li></ul>	<ul style="list-style-type: none"><li>• Voluntary and Open to all</li></ul>
<ul style="list-style-type: none"><li>• Adults decide all</li></ul>	<ul style="list-style-type: none"><li>• Student Voice, Choice, and Leadership</li></ul>
<ul style="list-style-type: none"><li>• Feels no different than school</li></ul>	<ul style="list-style-type: none"><li>• Unique and Special Experience &amp; Culture</li></ul>

# Why Plan for Summer Now



**COVID-19:**  
**Hard for Everyone,**  
**Worse for Some**



# COVID-19's Devastating Impact on Learning Loss

- Children fell far behind in school during the first year of the pandemic and have not caught up
- Math and reading levels were all lower than normal
- Shortfalls were largest for Black and Hispanic students and students in schools with high poverty rates

Source: [NWEA](#)



# COVID-19's Impact on Mental Health

- [American Academy of Pediatrics recently declared a national state of emergency in children's mental health](#)
- Dramatic increases in ER visits for all mental health emergencies
- [According to the CDC, suspected suicide attempts by 12-17 year old girls rose by 51% from early 2019-to early 2021](#)



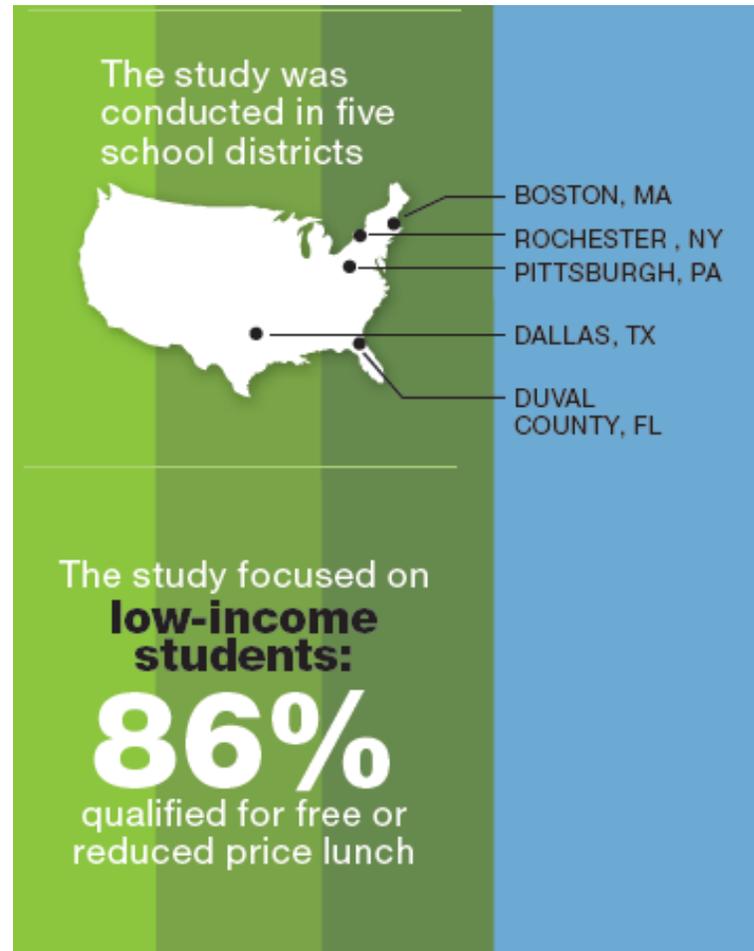
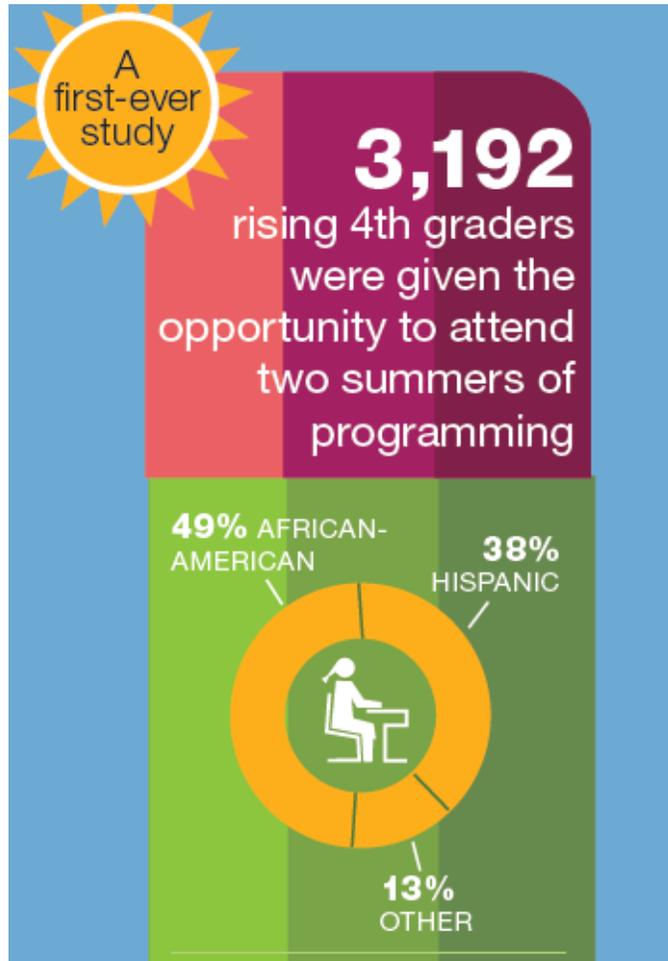
# USING DATA TO MAKE DECISIONS

NSLA's *Community Indicators of Effective Summer Learning Systems* identifies six key domains for summer system building:

1. Shared Vision and Citywide Coordination
2. Engaged Leadership
3. Data Management System
4. Continuous Quality Improvement
5. Sustainable Resources
6. Marketing and Communications



# We Know What Works: High-Quality Programs



## Elements of Success RAND Research Study

Meet ESSA Tier 1 standards

5 week minimum

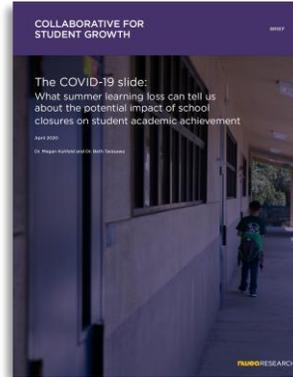
School-based

Academics + enrichment  
+ SEL

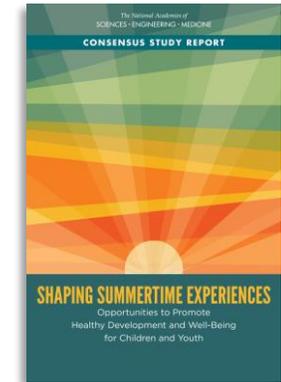
# RESOURCES TO CHECK OUT



**Building Resilience in Youth Through Summer Experiences**



**The COVID-19 slide: What summer learning loss can tell us about the potential impact of school closures on student academic achievement**



**Shaping Summertime Experiences**



**2022 Summer Learning Toolkit – Michigan**



**Helping Students in Troubling Times**

# Shift Programming to Respond to Challenges

## **Know and Grow Your Student Numbers**

- How many students need programs? How many don't have them? Set a goal for how many more you can serve
- Identify a plan to communicate and recruit them. If they're not coming. Who else can help you?
- Coordinate and collect data with others who might already be serving them

## **Reimagine and Reconfigure Program Models**

- Move away from false binary choices (i.e academics vs SEL, Enrichment, Health)
- Expand program models and sense of what's possible to offer
- Focus on Quantity and Quality of Programs and Complimentary Partnerships

## **Move from Competitive to Collaborative Mindset**

- Minimize zero-sum, scarcity mindset
- Break down artificial silos and focus on systematic coordination
- Reach out. Make the first move. Time to be hyper-creative and hyper local.

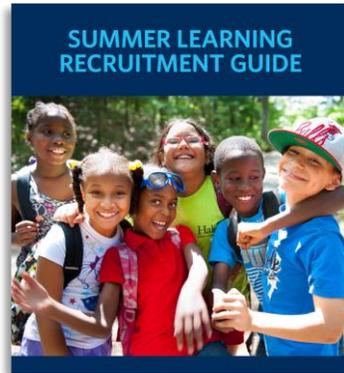
## **Focus on the “Fierce Urgency of Now”**

- Federal ARP Funding has a time limit
- Students and immediate crisis can't wait for long term strategies
- Ask how many more students can we serve? How can our programs expand?

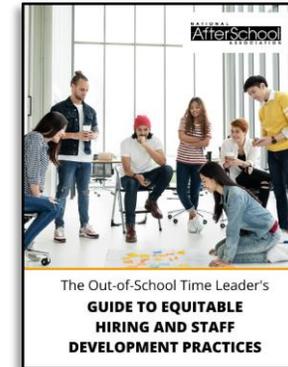


Discover Summer Program Submission Form: <https://bit.ly/3uSq8l0>

# RESOURCES TO CHECK OUT



Summer Learning Recruitment Guide



Out-of-School Time (OST) Leader's Guide to Equitable Hiring and Staff Development Practices



InPlay Informational Flyer



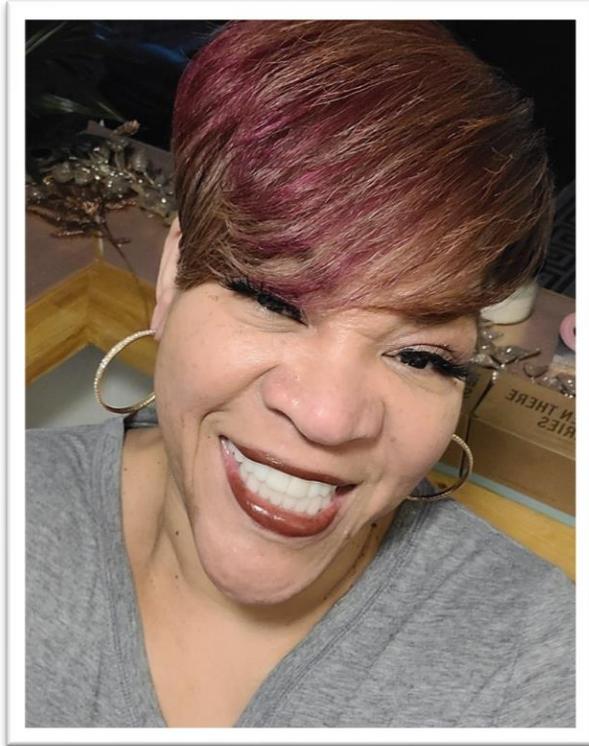
Wallace Summer Planning Toolkit

# UPCOMING EVENTS & RESOURCES

- DiscoverSummer.org
- Consulting <https://www.summerlearning.org/training-and-support/>
- National Summer Learning Week July 11-15, 2022  
<https://www.summerlearning.org/summer-learning-week/>
- Summer Changes Everything National Conference October 24-26, 2022  
<https://www.summerlearning.org/national-conference/>
- Professional Summer Learning Communities: <https://www.summerlearning.org/plc/>



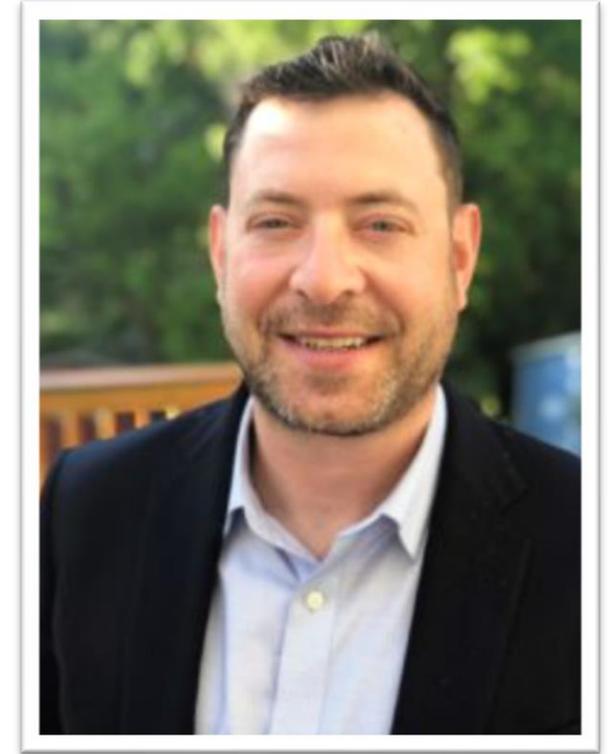
# Panelists



**Lorri Hobson**  
Director of Attendance  
Cleveland Metropolitan  
School District



**Christina Sepulveda,**  
Vice President, Boys & Girls  
Clubs of Garden Grove



**Aaron Philip Dworkin**  
Chief Executive Officer  
National Summer Learning Association



## 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
- ✓ Join our listserv: 34,000+ members

# PROMOTE THE CAMPAIGN



Sign up for updates:

[www.awareness.attendanceworks.org](http://www.awareness.attendanceworks.org)



## Opportunities to Promote AAC 2022!

Share the Attendance Awareness website:  
<http://awareness.attendanceworks.org/>

✓ Like us on Facebook



✓ Tweet using #schooleveryday @attendanceworks

✓ Add a badge to your signature line or materials





**National Community Schools &  
Family Engagement Conference**

**Uniting for Every  
Child's Opportunity**

**Los Angeles  
June 1-3, 2022**

**Reflect.**

**Transform.**

**Soar.**



**To Learn More or to Register, Visit  
<https://bit.ly/CSxFE22>**



## Feedback

Please let us know how we can improve:

<https://www.surveymonkey.com/r/AAC-April-2022>

Thank you!



## Webinar Recording

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

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

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

**Heising-Simons Foundation**