



Engage and Build Bridges in the Summer

Attendance Awareness Campaign 2026 Webinar #2 Discussion Guide

May 13, 2026

Organize a viewing party! Consider watching the webinar or the recording with colleagues from your school, district or community. These questions can help prompt a rich conversation about how to take action.

Use data to drive summer outreach and planning

1. What are the levels of chronic absence in your schools or districts at the end of the school year? What percent of students were chronically absent? How many? Which grades or student populations were the most affected?
2. How can chronic absence data be used to prioritize and differentiate outreach and support during the summer months to sustain connectedness?

Design summer experiences to reconnect with students and families

1. What makes a summer experience engaging and meaningful for students, especially for those who have been chronically absent?
2. What stood out to you from the examples shared by the panelists about summer programming that you may want to adapt in your school and district?
3. What strategies have you found effective for building and maintaining relationships with families during the summer months? Of those strategies, which can you apply?
4. How can communication over the summer reinforce the message that "Your Presence Matters!" and build excitement about returning to school?

Use the year-round planning calendar: summer focus

1. Review the Attendance Works Year-Long Planning Calendar. What specific actions will you add to the summer months to reconnect students and families, and who will be responsible for each activity?
2. What preventative actions will your attendance team take over the summer to support Tier 2 students *before* attendance issues escalate in the fall?
3. How will your team ensure that each Tier 2 student is [connected to a caring adult](#) by the start of school? How will you track and follow up to make sure those connections happen?