

ON TIME
A TIEMPO
ON TARGET
SOBRE MI META

The
Perfectly
Punctual
Campaign



School
every day!
It's the way
to go!

¡A la escuela,
todos los días!
¡Es lo máximo!

Louise W. Wiener
with contributions from:
Hadley Adams and Barbara Wille

FOR SUCCESS!

¡SER UN ÉXITO!

LEADER'S GUIDE

Developed by Learning and Leadership in Families (LearnLead).

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Teach - Guide - Enjoy and Inspire young children.

This guide introduces The Perfectly Punctual Campaign (PPC). The program presents on-time attendance as a child-centered value, honors parents for getting their children to school on time and provides teachers and administrators with strategies and data.

It includes a menu of activities and a structure that reflects best practices.

Have fun as you explore this new approach to on-time attendance!

We look forward to the contributions we know you will make to the understanding and improvement of on-time attendance in preschool through elementary grades.

The Perfectly Punctual Campaign (PPC) was developed by Louise W. Wiener, founder and former president of Learning and Leadership in Families (LearnLead). Important contributions to the first edition were provided by Hadley Adams and Barbara Wille. Designs by Tan Ly.

This edition of PPC has been adapted to reflect Attendance Works' insights and data process and is distributed by Attendance Works. www.attendanceworks.org

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Perfectly Punctual Campaign

Louise W. Wiener
Principal Author

LEADER'S GUIDE

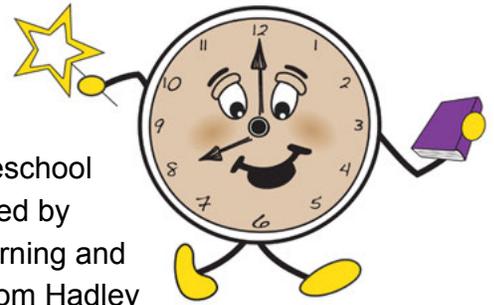
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Welcome to the Perfectly Punctual Campaign!!

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

“On Time - On Target for Success!”



The Perfectly Punctual Campaign (PPC) is a family engagement program designed for school and center-based settings serving preschool and early elementary children and their families. PPC was developed by Louise W. Wiener while she was the Founder and President of Learning and Leadership in Families (LearnLead), with important contributions from Hadley Adams, Tan Ly and Barbara Wille. This is an adaptation of the PPC Leader’s Guide that integrates the data processes and insights developed through several years of working with Attendance Works.

PPC is now available through Attendance Works as a promising approach for reducing chronic early absence. The PPC program was piloted and found extremely helpful in several Head Start and pre-K through first grade classrooms in Washington D.C., Baltimore, Maryland, Del Ray Beach, Florida, and Marshalltown, Iowa.

The pilot showed that involving young children directly in monitoring their own attendance can be very powerful. We saw tardiness decrease by 4 to 15 percent and attendance increase by 3 to 9 percent in classrooms that consistently implemented the program. Program leaders reported that by regularly reviewing class by class data, principals and attendance leaders could recognize differences in attendance patterns among classrooms. Program leaders also said that consistent use of PPC materials increased positive awareness of the program’s attendance efforts for parents and children. The family celebrations generated some of the highest family participation the preschool and elementary schools had ever experienced.

We also learned that well begun is not half done. Results showing an improvement in on-time attendance require consistency and a well-thought-out school year calendar of activities that are tailored for local community needs.

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.**

Punctual Pete, the multi-cultural, bilingual mascot helps parents, teachers and children recognize on-time attendance as a child centered value and serves a visible touch point for the work.

Attendance habits formed at the start of schooling, whether in preschool or kindergarten, establish habits that will strongly influence a child’s success in school. Helping students develop strong attendance habits from the outset of schooling supports long term positive outcomes for children.

Research Base

Chronic Absence and tardiness are widespread and under recognized issues from preschool through elementary school, as well as in later grades. The academic impact of absenteeism in kindergarten is well-documented. Research documents that starting in preschool and kindergarten, chronic absence (typically defined as missing 10 percent or more of school) undercuts school readiness and a child's ability to read on grade level by grade three. Children who don't read proficiently by the end of fourth grade are four times more likely to drop out of high school (Annie E. Casey Foundation 2010). While data on tardiness is much less available, some research and common sense suggest it is a risk factor for chronic absence and also an indicator of lost learning time.

Here are a few key findings:

- *Children who were chronically absent in Head Start had fewer gains in their reading and math skills. (Ansari and Purtell 2017)*
- *Children chronically absent in pre-K are six times more likely to be chronically absent in kindergarten. (Erlich et al. 2014)*
- *Children who are tardy in pre-kindergarten 10 percent 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)*
- *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)*

Studies also indicate...

- *Consistent attendance can help reduce academic limitation typically associated with poverty. (Ready 2010; Balfanz and Byrnes, 2012)*
- *Students can reverse academic challenges by improving attendance in the early grades. The impact of chronic absence can be significantly reduced if the issue is addressed constructively within the first two years of occurrence. (Connolly and Olson, 2012; Schoenberger, 2011)*

Attendance Works has gathered research about attendance in the early grades. Find more research on the Attendance Works [website](#).

Applying Research to Practice

From preschool through third grade, children gain foundational academic and social-emotional skills that support long-term educational achievement. It is critical that we help children and families develop strong attendance from the outset of schooling to build those foundational skills to support their academic success.

Family 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. PPC honors parents for their efforts to get their children to school on time every day.

Timing: Establishing good attendance habits from the outset of schooling helps students achieve towards their families dreams of a rewarding future. Prevention of chronic absence needs to begin in preschool, kindergarten or first grade, 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.



Program Sequence

PPC provides a sequence of activities for preschools and early elementary grades to adopt and adapt to prevent chronic or reduce chronic absence. Adherence to the sequence of activities is very important. Which specific activities you choose to do is more flexible. Adapt the program to fit your preschool or school priorities.

DAILY ACTIVITIES

- Warmly greet children and the adults who bring them with something positive to start the day.
- Engage children daily in monitoring their own attendance using the PPC Scorecard.
- Acknowledge success by allowing children to wear their PPC button or stamp each day they are on time.

WEEKLY ACTIVITIES

- Recognize success among the children who were on time every day they were present, (i.e. picture on bulletin board or name on 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 ...!

QUARTERLY ACTIVITIES

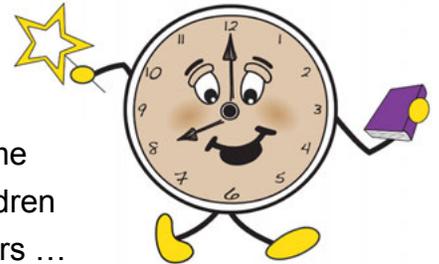
- Host interactive family events for all students and their families and use the events to publicly honor families with strong punctuality and/or attendance records.

PPC Visibility Materials and their Uses

PPC offers a series of visibility tools to unify the campaign and leverage the creativity of the teachers, parents and staff. Select the materials that work for your program, and if you wish, personalize them with your logo. You have permission to replicate and personalize the following designs to stimulate enthusiasm in your school.

Punctual Pete

You've already met Punctual Pete, PPC's multicultural, bilingual mascot on all PPC materials. Pete 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. 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/preschool.
- Greet parents at PTA and other evening meetings.
- Congratulate children in their classroom as a special treat or to acknowledge classroom attendance progress.
- Take pictures with Pete and children / teachers being honored and use them to support a culture of on-time attendance.

[Download the clockface design](#) and the [instructions for making](#) your Punctual Pete costume from the Attendance Works website. You can take them to your local printing shop or find a vendor online.



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

Email info@attendanceworks.org

PPC Button or sticker



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!

It really helps.

Strategies using the PPC buttons / stickers that have been successful:

- Provide buttons to parents at orientation or back-to-school night.
- Provide buttons or a sticker to children at launch of the campaign.
- **On Time** children wear the button or an on-time sticker for the school day.
- Teachers and staff wear button to emphasize message.
- Create a HUGE button to “roll-out” the campaign!
Delray Beach, FL created a 7-foot in diameter button and moved it from school to school to promote attendance. It was a great hit engaging families and the community at large.
- Move the outdoor “button” from school to school or site to site within the district / Head Start cluster to keep the campaign fresh and new.

PPC buttons are in Spanish and English. You can modify buttons with the language(s) at your school and English. (Please share with us if you do!)

Download the sticker design from the Attendance Works website. Pete also comes in a rounded button. Download a rounded button design. You can take them to your local printing shop or find a vendor online.

PPC Vests



Vests can be worn to enhance greetings 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 lightweight 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.

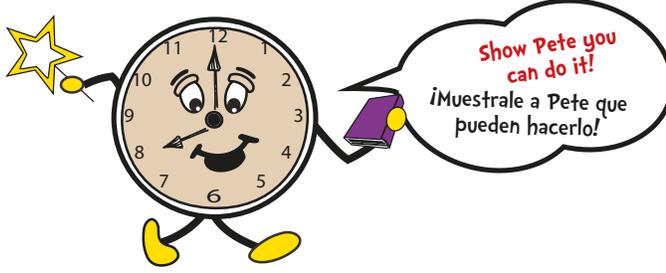
Strategies using the vests that have been successful:

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

Vests can be purchased through multiple vendors online. If you wish to personalize the vest, provide a PPC button design and/or the words “Perfectly Punctual Campaign,” and/or your school or preschool name.

The Routine

Perfectly Punctual Scorecard



Week of / Semana de _____

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

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Every day students are present they:

Circle the star for on-time arrival –

OR

Circle the running clock if tardy —

An absent student circles the sad face for missed days on their return to school.

OR

The teacher can circle the sad face so the child knows s/he was missed while absent.

Students fill out scorecards every morning upon arrival. (3 and 4-year-olds need parent, assistant, or volunteer support for a couple of weeks until they get the hang of it.)

Scorecards are sent home at the end of every week to reinforce the importance of being on-time and regular attendance.

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

Strategies using the scorecards that have been successful:

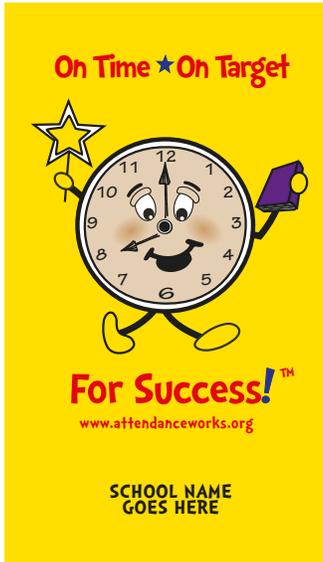
- Hang scorecards on the wall so adults and children can fill them in as children enter.
- Hang each child's scorecard by his/her cubby so each child and parent/caregiver can fill it out together.
- Keep each child's scorecard in a packet on the back of his/her seat so parent and child can fill it out together!
- Allow parents access to a tabletop and crayons to help children fill in scorecards.
- Have assistant teacher or volunteer help children fill out the scorecard if parent is unavailable.

Download the bilingual scorecard design from the Attendance Works website. You can take them to your local printing shop or find a vendor online.

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.

Strategies using the reminder cards that have been successful



- Provide the card as a
 - Thank you when parents fill out their attitude survey.
 - Friendly reminder at parent meetings / back-to-school nights.
- Send the card home when children have been tardy three or more days during any month. Add a pleasant but clear note about the importance of consistent on time attendance to learning outcomes and ask if help would be useful.

Personalize the front and the back with the name of your school or program and the time children are welcome and when they are late.

Download the front of the “business card” design and the back of the “business card” from the Attendance Works website. You can take them to your local printing shop or find a vendor online.

Recognition Activities

Inspire Momentum, Celebrate a Successful Year!

Celebrate success periodically to keep the excitement and interest about attendance alive throughout the year. Consider a celebration right before you expect a dip in attendance (i.e., November or December, February or March). PPC Certificates are awarded to students and families whose attendance record – including progress – was notable. The certificate honors the entire family.

Change the background color (we used green, yellow, and blue) if you plan to present certificates multiple times during the year or if you want to offer different levels of certificates to recognize progress.



PERFECTLY PUNCTUAL CAMPAIGN

Certificate of Achievement

For the family of

Punctual Pete salutes you for outstanding attendance during the 2019-2020 School Year



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Download the [Family Certificate](#) on the Attendance Works website.

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 investment! Below are two ideas for family programs.

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 the 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 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.



Recognition of Perfectly Punctual students reinforces success

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, parents and teachers who come in pajamas start with a pajama parade leading to a big circle to listen as Albert Lamb's book is read aloud. Then they 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 three 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 individuals or groups add weight to your message.
2. Invite everyone, but make 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 minutes / day

Help children fill in the scorecards

20-30 minutes / day

During school hours

Manage the PPC supplies for your child's site

30 minutes / 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 hours from home

Collect RSVP's

1-2 hours from home

Assemble materials for hands-on activities

1-2 hours 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

PPC Management Tools

Parent and Teacher Attitude Surveys

Parallel surveys for parents and professional staff help you identify the differences in perceptions about the importance of attendance. Use the survey results to create meaningful professional development, parent programs, family programs, morning announcements and newsletters.

Download the parent-teacher survey below from the Attendance Works website.



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

1. My role is _____ Classroom Teacher or Educator _____ Teacher's Assistant _____ Family Service Coordinator _____ Supervisor _____ Administrative Staff _____ Health Staff _____ Food Staff _____ Bus Driver _____ Other

Teachers Only

2. In an average week, how many different children come to class late? _____
3. In an average week, how many different children are absent in your class? _____

Everyone

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
My view of the impact of attendance and tardiness patterns	1	2	3	4	5
4. Attendance in pre-school and kindergarten affects how well students succeed in first grade.	1	2	3	4	5
5. Missing school only harms learning if a student is absent several days in a row.	1	2	3	4	5
6. When a student arrives late, he/she disrupts learning in the classroom.	1	2	3	4	5
7. Attendance in kindergarten affects how well children succeed in first grade.	1	2	3	4	5
8. When a student arrives on time, he/she has a better day at school.	1	2	3	4	5
9. Children who are often late do just as well as those who are on time.	1	2	3	4	5
10. Missing school is not important until first grade.	1	2	3	4	5
11. The amount of time a student spends in this class will impact his/her ability to learn to read on grade level.	1	2	3	4	5
12. A student coming in late makes my job more challenging	1	2	3	4	5
13. Being late keeps students from concentrating on learning.	1	2	3	4	5
14. Parents understand the school's policy on punctuality.	1	2	3	4	5
15. A student being on time supports a positive relationship between the parents and teacher.	1	2	3	4	5
16. Being late to class is a problem in my school.	1	2	3	4	5
17. The school's attendance and punctuality policy is consistently implemented.	1	2	3	4	5

18. Complete this sentence or indicate "not sure" My school's policy on tardiness and absence is

**Please add any additional thoughts / comments on the back of this page.
Thank you for your participation.**

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Chart your priorities for the PPC program at your school!

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

[Download the self assessment](#) on the Attendance Works website.



Self Assessment for the Perfectly Punctual Campaign Strategies

This chart encourages teachers and staff to think through priorities in order to tailor a strategy that targets needs with intentionality. Check all boxes that apply.



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						

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Data Analysis

Virtually every school or childcare management system tracks attendance in some form. The key is to use the data consistently throughout the year.

Monitoring data frequently, (no less than monthly), is essential to seeing if families are facing challenges to getting to school and to inform strategies that achieve results. There are multiple options – both electronic and low-tech— to help you analyze both attendance and punctuality data.

Attendance Works created two downloadable Excel-based programs: the Preschool Attendance Tracking Tool (PATT), School Attendance Tracking Tool (SATT), and District Attendance Tracking Tool (DATT). The Preschool Attendance Tracking Tool specifically addresses part-day and part-week attendance typical of many preschools and is congruent with the Attendance Works' School Attendance Tracking Tool (SATT) and District Attendance Tracking Tool (DATT) used in many communities.

Charts help principals, directors and/or supervisors see at a glance how various groups of students are doing in attendance. The data is disaggregated by site, classroom, gender, and various demographics. The colors for all early grade charts are consistent:

- Green = meeting the 90% attendance target
- Yellow = absent between 10% - 19%
- Red = absent 20% or more

Reports linked with the charts identify the individual children in each category.

The major Head Start data management providers ChildPlus, COPA, and myheadstart, have each adapted Attendance Works' chronic absence charts and reports to make it easy for sites and grantees to identify attendance progress and challenges, and focus interventions where they would be most helpful.

For those without access to electronic data, reviewing the scorecard weekly and/or using a chart on the wall that children can see and mark provides easy access to punctuality as well as attendance data.

Find more information and register for the Preschool Attendance Tracking Tool (PATT) on the Attendance Works [website](#).

Find information on data tools for Kindergarten and beyond: the School Attendance Tracking Tool (SATT) and the District Attendance Tracking Tool (DATT), on the Attendance Works [website](#).

The Attendance Works tracking tools each use charts that make at-a-glance understanding of various patterns readily accessible.

Site-Based Roles and Responsibilities

Principal / Director - Sets the priority and the local structure

- Recruits the attendance team and 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 emblems to recognize punctuality each day.
- Promote PPC events through children to parents and families.

Outreach or Volunteer Coordinator – or Parent Volunteers - 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, neighbors.
- Help at family events.

Strengthening Attendance Teams

Successful strategies for improving on-time attendance require strong leadership, broad-based awareness and collaboration from all levels of the school team, and consistency of practice.

Warm welcomes and farewells are everyone’s job, from the principal and teachers to the bus drivers, food and office staffs.

Assessing and sharing data in a timely manner is essential and allows teachers and social workers to reach out effectively to parents. Parents can help promote messaging, engage the community at large, and plan student and family recognition events and celebrations. There are many ways to support and strengthen the team you already have to intensify positive results. See [Organize a Team to Take Action](#) on the Attendance Works website for ways to enrich your practice.

Perfectly Punctual Campaign 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. 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 students 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 affects 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 on arrival?

Very important! This activity shifts the burden of changing your students' attitudes about on-time attendance from the adults to the students themselves. 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.

For preschool and kindergarten children, the first few weeks of Scorecard use can be time consuming for teachers. What can we do to make it easier?

It takes two to three weeks to get preschoolers and kindergarten children into the groove of filling in their Scorecards. During that time recruiting a parent volunteer or two or seeking support from admin staff can smooth the process. If parents bring children directly into the classroom, place the scorecard where parents can do the scorecard with the child. It reinforces parent as teacher and eases the burden on classroom staff.

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! We encourage experiences rather than things to acknowledge and reinforce behaviors.

How do we convince parents to attend parent or family programs? 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.

We have learned that making on time attendance important to the child, makes it important to the parent. As the children engage, they will bring their enthusiasm and value for being on time home to their parents. Children are powerful motivators of parents! We have found that family programs tend to be more successful than parent only programs.

Attractive invitations to workshops and a meal or a snack reinforce that parents are wanted and valued. Word-of-mouth about interactive content and the playfulness of using art, music, and laughter to reinforce solid information builds parent/family audiences. Be patient with yourself and let word-of-mouth and judicious use of photos from the event reinforce your efforts.