



## Leadership for Sustainability: Superintendents Making a Difference

### Attendance Awareness Campaign Webinar #4 Discussion Guide September 25, 2024

Below are a suggested set of discussion questions for schools and communities. Feel free to use some or all of the questions to prompt a rich conversation about how to take action.

#### Research on Effective Messaging to Families:

1. How do the Ad Council Research Institute's survey findings on how parents view education and attendance resonate with or differ from your experiences?
2. Who in your district and school needs to be aware of these new findings?
3. How do you plan to use the [new toolkit](#) to shape or adjust your messaging to help motivate families to prioritize attendance?

#### Taking a District-Wide Approach to Reducing Chronic Absence:

1. How might you use strategies used by the superintendents to address challenges for addressing chronic absence in your district? How do you currently use data to inform your decisions about attendance in your district or school? After hearing the top strategies shared today, how might you improve your data usage?
2. What steps can you take to involve your entire school staff— including teachers – to improve attendance, drawing inspiration from the strategies discussed by the panelists?

#### Building Sustainable and Strategic Partnerships:

1. How might you strengthen the engagement of community partners in your attendance efforts?
2. What can you do to ensure your efforts to reduce absenteeism are sustained over time?