

# **Making Attendance Matter: Developing Your Leadership Voice**

## *Tool to Develop a Key Attendance Message*

Use this guide to craft a short, compelling message about chronic absence that is tailored to your audience and motivates action.

### **1. Who do you want to influence or motivate?**

(e.g. Teachers, families, community partners, principal/school leader, district leaders)

My audience: \_\_\_\_\_

### **2. The Problem: What chronic absence data is most relevant to your audience?**

Write 1–2 sentences that clearly describe the issue using meaningful data or trends. Focus on numbers that are easy to understand and hard to ignore.

- What percentage or number of students are chronically absent?
- Which student groups or grade levels are most impacted?
- Has attendance improved or worsened over time?

My message:

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### **3. Why It Matters: Why should your audience care?**

Connect attendance to something your audience already values like student achievement, belonging, graduation, school climate, family partnerships, or community wellbeing.

- How does attendance affect learning or outcomes?
- Why is this issue important to your audience's role?
- What is at stake if attendance does not improve?

My message:

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#### 4. The Solution: What works to improve attendance?

Write 1–2 sentences describing a concrete, evidence-based approach that can improve attendance. Focus on solutions that build relationships, reduce barriers, and create a positive school experience.

- What strategies have shown success?
- How can schools and communities respond early?
- What practices help students feel connected and supported?

Sentence Starters:

- “Schools that monitor attendance early and reach out to families see...”
- “Building strong relationships with students and families helps...”
- “A team-based approach can identify barriers and connect families to support.”

**My message:**

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#### 5. The Ask: What specifically do you want this audience to do?

Make your request concrete, achievable, and connected to the audience’s role.

- What is one action they can take now?
- What support or commitment are you asking for?
- How can they contribute to improving attendance?

Sentence Starters:

- “I’m asking you to...”
- “One step we can take together is...”
- “Please commit to...”

**My ask:**

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#### **My Full Message**

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