



Join The 50% Challenge:

Restoring Attendance, Strengthening Outcomes

Before the pandemic, roughly one in six public school students were chronically absent. This rate skyrocketed during the pandemic across all demographics, highlighting chronic absence as a critical, nonpartisan emergency. While daunting, this challenge is solvable; prioritizing and persistently addressing it leads to progress.

That's why Attendance Works, EdTrust and Nat Malkus with the American Enterprise Institute launched **The 50% Challenge**—an initiative calling on all state leaders to embrace the bold but achievable goal of **cutting chronic absence by 50%** over five years.

Joining The 50% Challenge gives states an opportunity to learn from peers, gain valuable resources and collectively demonstrate our ability to ensure all children and youth have opportunities to grow, learn and succeed through consistent school attendance.

Participating states will receive, at no cost:

- **Peer Learning Network:** Connect with other states dedicated to restoring attendance.
- **Early Data Access:** Gain early access to national data analysis.
- **Communication Support:** Receive media advisory to amplify your state's participation and leadership.
- **Expert Consultation:** Tap into the expertise of the Attendance Works team for strategic advice.
- **Key Resources:** Access the comprehensive Attendance Works roadmap toolkit to guide your efforts.

To maximize our collective impact, your state will:

- **Designate Key Contacts:** Identify leads for technical assistance and communications.
- **Set a Measurable Goal:** Establish a clear and measurable five-year chronic absence reduction goal.
- **Build a Dedicated Team:** Assemble a team to lead this effort.
- **Develop a Strategic Plan:** Create a comprehensive plan detailing your approach.
- **Invest Resources:** Dedicate resources (in-kind or funding) to support plan implementation.

Ready to join the challenge? Click [HERE](#) to get started!

