



ATTENDANCE AWARENESS MONTH

Join us in September 2013

School attendance is essential to academic success, but too often students, parents and schools don't realize how quickly absences—excused or unexcused— can leave children and youth falling behind. This is as true for kindergartners and preschoolers as it is for high school students. Chronic absence— missing 10% of the school year or just 2-3 days every month—predicts lower 3rd grade reading proficiency, course failure and eventual dropout. The impact hits low-income students particularly hard.

In September 2013 we are asking schools, city agencies, community nonprofits, businesses and others to come together to deliver the message that every school day counts.

Four lead organizations—Attendance Works, America's Promise Alliance, the Campaign for Grade-Level Reading and Civic Enterprises—have begun building partnerships and developing materials to ensure widespread involvement.

Participating communities will have access to:

- A step-by-step toolkit released in April sharing strategies for organizing activities such as:
 - » Proclamations from policymakers about the value of attendance from K-12
 - » Public service announcements on national and local media
 - » Parent summits, letters and other outreach to families
 - » Contests, celebrity visits and other incentives for students
 - » Improved data tracking by schools to identify students with at-risk attendance
- Webinars in April and May to help communities use the toolkit materials
- Tips for using social media to amplify the attendance message

The work we do and messages we convey in September can reduce chronic absence and pay dividends for the rest of the school year. Everybody in the community has a role to play. Check our website, www.attendanceworks.org/attendancemonth for updates.

