

# ATTENDANCE AWARENESS MONTH



The start of the school year is a natural time for parents, schools and community leaders to think about good attendance. In the first-ever Attendance Awareness Month in September, GLR Network communities capitalized on that interest and shared their message about the pernicious effects of chronic absence on third-grade reading.

- Through contests, billboards, op-eds and jelly bracelets, Network members spelled out the importance of good attendance starting as early as pre-K. Governors, mayors and superintendents issued proclamations and resolutions. But the month was about more than just messaging. Several communities analyzed chronic absence data for the first time and launched attendance teams. Others deepened their ongoing work and brought in new funders and partners. Six chief state school officers agreed to co-chair an advisory committee that will develop recommendations for policy and practice on reducing chronic absence.
- Key to the success was the unified effort by 40 national partners, including the Campaign for Grade-Level Reading and Attendance Works, to provide common branding, messages and templates. Attendance Awareness Month provides a model for how the GLR Campaign can mobilize communities and engage partners.

44 SUPERINTENDENTS FROM GLR COMMUNITIES HAVE COMMITTED TO **REDUCE CHRONIC ABSENCE**

# 18

MAYORS FROM GRADE-LEVEL READING COMMUNITIES ISSUED PROCLAMATIONS



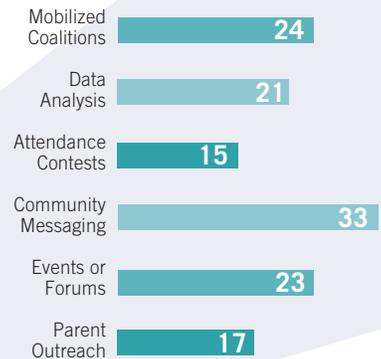
**four states**  
WITH A TOTAL OF 37 COMMUNITIES  
ISSUED PROCLAMATIONS OR  
**legislative resolutions**

# 78

## COMMUNITIES

IN THE GLR NETWORK  
held activities

### How Communities Participated



Numbers reflect communities involved.

### Partners in Action

> 40 national organizations joined the coalition supporting Attendance Awareness Month, including 10 GLR partners. Their efforts include: **AMERICA'S PROMISE ALLIANCE** coordinated work among national partners and hosted a Twitter party. **UNITED WAY WORLDWIDE** hosted two webinars and engaged dozens of local affiliates. **CITY YEAR** released a toolkit for working with chronically absent students.

## DELRAY BEACH, FL

adapted the Attendance Awareness Month logo with its own slogan and created a roll of stickers to give to schools. The local Chamber of Commerce provided \$500 mini-grants to schools for flyers and attendance incentives.



## SALT LAKE CITY

and nearby communities worked with Utah Gov. Gary Herbert, who issued a proclamation, visited a school and taped a message about chronic absence.

## BUFFALO, NY

launched a “First Day, Every Day” campaign that included hundreds of lawn signs and posters, as well as an attendance competition, reinforcing a year-long push that is already reducing chronic absence.

## GRAND RAPIDS, MI PALM BEACH COUNTY, FL SAN FRANCISCO, CA

hosted attendance forums that brought together educators, policymakers and foundations to brainstorm how to reduce chronic absence.

# COMMUNITY SNAPSHOTS

## OAKLAND, CA

created a video with NFL running back Marshawn Lynch celebrating school attendance. The Alameda County District Attorney’s Office and school district developed a toolkit to help principals and teachers reduce chronic absence.



## PITTSBURGH, PA

launched a “Be There” attendance messaging campaign that supports deeper work going on in the community. The United Way of Allegheny County is focusing attention on attendance in the after-school programs it funds, and the county has a data sharing agreement with several districts to track chronic absence.



## SAN ANTONIO, TX

issued a City Council proclamation and launched a new attendance awareness initiative, “SA Kids Attend to Win,” with the P16Plus Council of Greater Bexar County. The cradle-to-career initiative will track data on children who are chronically absent with an eye toward improving educational outcomes.

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## DUBUQUE, IA

launched an “Up, Up and Attend” campaign complete with contests, billboards and jelly bracelets. An attendance pilot funded by the Community Foundation of Greater Dubuque is expanding to all elementary schools.