

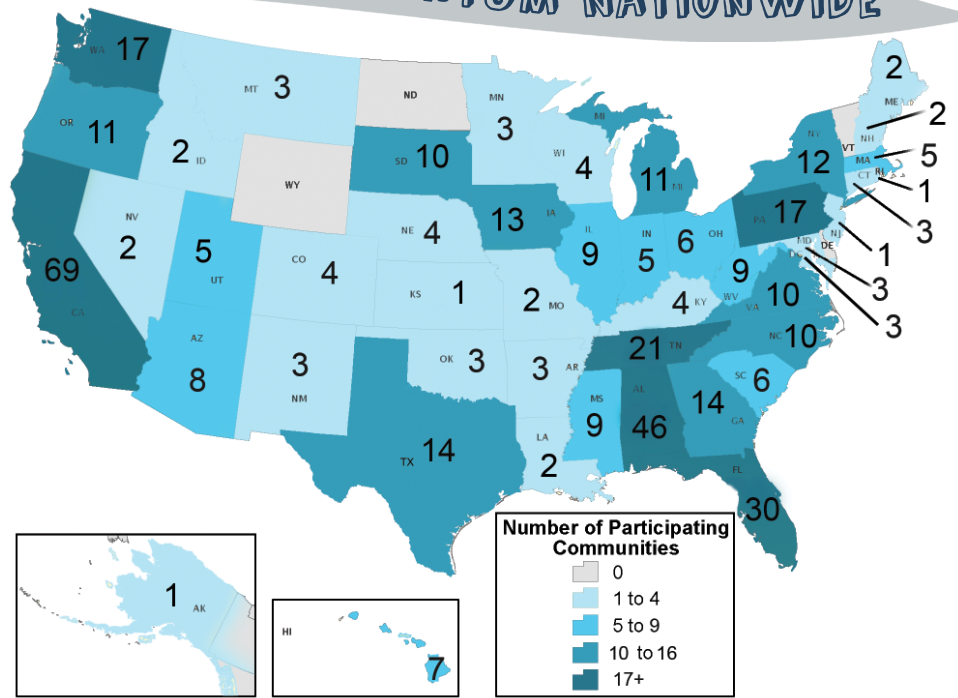


Attendance Awareness Month

2016

By the numbers

SUSTAINING MOMENTUM NATIONWIDE



Attendance Awareness Month

held in September recognizes the connection between school attendance and academic achievement. The goal is to mobilize schools and communities across the nation to promote the value of good attendance and take concrete steps to reduce chronic absence.

Highlights

Sept 6: Attendance Works and Everyone Graduates Center release *Preventing Missed Opportunity: Taking Collective Action to Confront Chronic Absence*, an analysis of the first national data on chronic absenteeism, and generate **6,383 downloads**.

Sept. 19: MENTOR launches Mentoring In Real Life and Attendance Week including a Twitter chat and reaches **963,277 users**.

Sept. 28: The list of **455 superintendents** on the Call to Action runs in an Education Week ad, and 45 more superintendents sign on in October.

THANKS TO YOU, we helped communities across the country get more students to #SchoolEveryDay.

431 SCHOOLS & COMMUNITIES IN **47** STATES + D.C. PINNED TO OUR MAP



63 national partners participated in Attendance Awareness Month activities



203,294 WEBSITE PAGE VIEWS IN SEPTEMBER

7,580 listserv subscribers



2,512 WEBINAR PARTICIPANTS



1,571 MEDIA HITS



7,458 tweets in September using #schooleveryday

creating **15.8 MILLION** impressions

GET INVOLVED

1. **READ** our online toolkit and download free materials
2. **JOIN** our mailing list for updates and resources
3. **PARTICIPATE** in our webinar series
4. **PLAN** an event & **POST** it on our Attendance Action Map
5. **CRUNCH** chronic absence data to drive action
6. **JOIN** the Superintendents Call to Action
7. **BECOME** a collaborating partner
8. **INVEST** in the Attendance Awareness Campaign

Learn more at :
www.awareness.attendanceworks.org

SUCCESS STORIES

ALABAMA

The Alabama State Board of Education issued a proclamation ensuring all students have an equal opportunity to learn and thrive. In July, Interim State Superintendent of Education Philip Cleveland sent a memo with links to tools and resources asking schools to inform students and communities about the impact of chronic absenteeism. The outreach was a success! Alabama had the largest increase in communities posting to the Action Map with 46 pins.

CALIFORNIA

State Superintendent of Public Instruction Tom Torlakson sent a letter encouraging districts to identify students and schools that need support to ensure all students are in school. Soon 69 communities posted to the Action Map and 118 superintendents signed the Call to Action! State law now allows attendance officials to address absenteeism's root causes, and Attorney General Kamala Harris released the fourth report showing the scope and impact of elementary absenteeism.

KENTUCKY

Commissioner of Education Stephen Pruitt in August encouraged superintendents to raise their voices in support of attendance and sign the Call to Action. By September 61 superintendents had committed to make attendance a priority. Hundreds of elementary, middle and high schools competed on High Attendance Day and the districts with the highest percentage of students in school received cash awards.

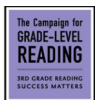
CONVENING PARTNERS



America's Promise Alliance leads an alliance of organizations, communities and individuals dedicated to making the promise of America real for every child. As its signature effort, the GradNation campaign mobilizes Americans to increase the on-time high school graduation rate to 90 percent by 2020.



Attendance Works is a national organization dedicated to improving the policy, practice and research around attendance. Its website offers materials, research and success stories about reducing chronic absence. Attendance Works also offers technical assistance to school districts and communities.



Campaign for Grade-Level Reading is a collaborative effort by foundations, nonprofit partners, states and communities across the nation to ensure that more children in low-income families succeed in school and graduate prepared for college, a career, and active citizenship.



Everyone Graduates Center combines analysis of the causes, location, and consequences of the nation's dropout crisis with the development of tools and models designed to keep all students on the path to graduation. That includes tracking of early warning indicators, including chronic absence.



Get Schooled was founded on the belief that students themselves have the power to improve their future if given the right information and motivation. The organization sponsors nationwide attendance contests, wake-up calls with celebrities and offers an Attendance Calculator for students and parents.



Healthy Schools Campaign (HSC) is a nonprofit organization dedicated to making schools healthier places for all students. HSC provides leadership development and tools to school stakeholders and advocates for better access to nutritious school food, physical activity, school health resources and clean air.



MENTOR The National Mentoring Partnership (MENTOR) is the unifying champion for expanding quality youth mentoring relationships in the United States. For more than 25 years, MENTOR has served the mentoring field by providing a public voice; developing and delivering resources to mentoring programs nationwide; and promoting quality for mentoring through evidence-based standards, innovative research and essential tools.



Points of Light is the world's largest organization dedicated to volunteer service. At Points of Light, we help millions of volunteers change the world. We mobilize people to action on the causes they care about through innovative programs, events and campaigns.



United Way Worldwide is engaged in nearly 1,800 communities across more than 40 countries and territories worldwide. We bring people and organizations from all sectors of society together to improve EDUCATION, INCOME AND HEALTH.