

2022 Attendance Awareness Campaign

<https://fultonk12.sharepoint.com/sites/SWSHub/SitePages/ATTENDANCE.aspx>

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| Campaign Goal | To reflect and raise awareness of the importance of attending school | |
| Campaign Themes | <p>Showing Up On Time Makes a Difference</p> <p>Attendance Matters for R.E.A.L.</p> <ul style="list-style-type: none"> - Build Routines - Increase Engagement - Provide Access to Resources - Support Learning | |
| Dates | <p>September 2022</p> <p>Schools may choose to implement one or several of the communication blasts or attendance awareness activities in the 2022 Attendance Awareness Campaign Plan. Please pick and choose whatever works best for your school community,</p> | <p>Example Campaign Implementation Plans</p> <ul style="list-style-type: none"> • Hang Up Posters • Attendance Awareness Week with daily communications and activities. • Implement Attendance Awareness communications/activities one day a week (for example Mondays) for the entire month of September. • Attendance Spirit Week • Assembly • Identify specific day(s) in the month of September (for example September 15th) for Attendance Awareness communications/activities. |
| Poster/Material Distribution North Delivery - Independence South Delivery – Heritage | <p>Pick-up September 9th - Please feel free to pick up for your SSW friends in your cluster to minimize trips. 😊</p> <p>North- Independence 9:30 -2:30 South- Banneker High 8:00 -2:30</p> <p>*If banners are not in by Friday they will be sent out the following week. They are not specific to September so they can be used all year long.</p> | |
| Campaign Materials | <p>General Kit - Every Social Worker</p> <p>Elementary: Banner</p> | |

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| | <p>Showing Up Matters for REAL Showing Up On Time Makes A Difference #1</p> <p>Posters & Flyer –2/school Showing Up On Time Makes A Difference #1 Showing Up On Time Makes A Difference #2 Showing Up Matters for REAL</p> <p>Sidewalk Chalk Bracelets</p> <p>Middle & High: Banner Showing Up Matters for REAL</p> <p>Posters & Flyers – 76 each – 4/school Showing Up On Time Makes A Difference #1 Showing Up On Time Makes a Difference #2 Showing Up Matters for REAL</p> <p>Notecards & Markers Bracelets</p> |
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Campaign Communication/Messaging


| Elementary | Communication Platform | Optional Message or Attachment |
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| | Banner | |
| | Email Blast | <p>Example – Feel free to tweak as needed to meet your needs.</p> <p>Teachers and Staff,</p> <p>Greetings (your school) family, Regular attendance is vital for student success. When students attend regularly, starting as early as preschool and kindergarten, they have an opportunity to achieve academically and thrive. Research shows that when students are chronically absent, (missing 10% or more of the school year or 18 days over an entire year), they are less likely to read proficiently by third grade, achieve in middle school and graduate from high school.</p> |

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| | | <p>Parents and Families,</p> <p>September is Attendance Awareness Month</p> <p>Attendance Matters – All Day, Every Day</p> <p>Showing up Matters for R.E.A.L</p> <p>Attending school regularly provides an opportunity to:</p> <ul style="list-style-type: none"> • Build Routines • Increase Engagement • Provide Access to resources • Support Learning <p>Routines: Daily attendance routines can reduce stress, increase your child’s self-confidence and lay a foundation for good attendance in later grades.</p> <p>Engagement: Participation in school helps your child connect with other children and adults and get excited about learning.</p> <p>Access to Resources: Schools can give you access to meals, physical and mental health care and other supports, and fun enrichment activities (sports, clubs, music, afterschool and summer programs, etc.).</p> <p>Learning: Children learn best from hand-on activities and through meaningful interactions with their teacher and other students.</p> |
| | Social Media Post/Newsletter | Please see resources and flyer below. |
| | Attendance Videos | Attendance Videos for school staff and families |
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| Middle School | Communication Platform | Message or Attachment |
| | Banner | |
| | Email Blast | <p>Example – Feel free to tweak as needed to meet your needs.</p> <p>Teachers and Staff,</p> <p>Greetings (your school) family, Regular attendance is vital for student success. When students attend regularly, starting as early as preschool and kindergarten, they have an opportunity to achieve academically and thrive. Research shows that when students are chronically absent, (missing 10% or more of the school year or 18 days over an entire year),</p> |

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| | | <p>they are less likely to read proficiently by third grade, achieve in middle school and graduate from high school. Please make sure you take an active role in monitoring and supporting your students' attendance.</p> <p>Parents and Families,</p> <p>September is Attendance Awareness Month</p> <p>Attendance Matters – All Day, Every Day</p> <p>Showing up Matters for R.E.A.L</p> <p>Attending school regularly provides an opportunity to:</p> <ul style="list-style-type: none"> • Build Routines • Increase Engagement • Provide Access to resources • Support Learning <p>Routines: Establishing a routine of daily attendance helps reduce stress at home, and supports a habit of attendance that will help your teenager get and keep a job.</p> <p>Engagement: Being in school helps students to get to know each other and school staff and builds relationships that can motivate participation in learning.</p> <p>Access to Resources: Schools provide access to valuable resources such as meals, health, mental health supports and fun enrichment activities such as sports, clubs, music, and other afterschool and summer programs.</p> <p>Learning: Students who attend school regularly do better academically in middle school and are more likely to graduate from high school.</p> |
| | Social Media Post/Newsletter | Please see resources and flyer below. |
| | Attendance Videos | Attendance Videos for school staff and families |
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| High School | Communication Platform | Message or Attachment |
| | Banner | |
| | Email Blast | <p>Example – Feel free to tweak as needed to meet your needs.</p> <p>Teachers and Staff,</p> |

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| | | <p>Greetings (your school) family, Regular attendance is vital for student success. When students attend regularly, starting as early as preschool and kindergarten, they have an opportunity to achieve academically and thrive. Research shows that when students are chronically absent, (missing 10% or more of the school year or 18 days over an entire year), they are less likely to read proficiently by third grade, achieve in middle school and graduate from high school. Please make sure you take an active role in monitoring and supporting your students' attendance.</p> <p>Parents and Families,</p> <p>September is Attendance Awareness Month</p> <p>Attendance Matters – All Day, Every Day</p> <p>Showing up Matters for R.E.A.L</p> <p>Attending school regularly provides an opportunity to:</p> <ul style="list-style-type: none"> • Build Routines • Increase Engagement • Provide Access to resources • Support Learning <p>Routines: Establishing a routine of daily attendance helps reduce stress at home, and supports a habit of attendance that will help your teenager get and keep a job.</p> <p>Engagement: Being in school helps students to get to know each other and school staff and builds relationships that can motivate participation in learning.</p> <p>Access to Resources: Schools provide access to valuable resources such as meals, health, mental health supports and fun enrichment activities such as sports, clubs, music, and other afterschool and summer programs.</p> <p>Learning: Students who attend school regularly do better academically in middle school and are more likely to graduate from high school.</p> |
| | Social Media Post/Newsletter | Please see resources and flyer below. |
| | Attendance Videos | Attendance Videos for school staff and families |
| Campaign Activities | | |

Optional activities – all materials will be available for pick-up with campaign materials for those who preordered activity kits. We are unable to fulfill any requests for items that were not pre-ordered.

| Elementary | Activity | Resources/Materials |
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| School Wide Activity | Attendance Chalk Talk | Attendance Chalk Talk - Classes will use chalk to draw pictures on why it is important to be at school. |
| Classroom Activity/Lesson | Routine Chart | <p>Make a Routine Chart to take home (10-15 minutes) Provide sample routine chart similar to the one below to show students. Here are instructions you can then use with students:</p> <ol style="list-style-type: none"> 1. Use the poster horizontally to give you the most room for writing. Decide whether you want a Morning Chart, an Evening Chart or both. 2. Under the title for your chart, draw three columns. A large center column plus smaller columns to the left and right. 3. Using the art supplies place sticky side of velcro dots on the right and the left columns and choose decals to attach to the velcro. 4. In the center column, list 3 to 5 actions the student can do in the morning (or evening) to be ready for school each day. Students can then move the decal after they complete each action listed.  |
| Spirit Week | Gear up for excellent attendance by | Going For The Gold: Attendance Spirit Week <u>Monday</u> |

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| | stepping out in something special each day according to the theme! | <p>Teamwork Makes the Dream Work: Rep your class by wearing the same-colored shirt!</p> <p><u>Tuesday</u> Head for Success: Wear a hat or cap!</p> <p><u>Wednesday</u> Good Attendance Leads to Bright Futures: Wear your favorite pair of shades!</p> <p><u>Thursday</u> Attend Today, Achieve Tomorrow: Wear a shirt from a college or university!</p> <p><u>Friday</u> Going for The Gold: Dress like an Olympian!</p> |
| Assembly | Celebrate Attendance | Plan a school-wide attendance celebration for your school. |
| Middle School | Activity | Resources/Materials |
| School Wide Activity | Lunchroom Attendance Awareness Table | Set up a table in the lunchroom and have students create positive attendance messaging notecards. You can use the notecards to create a banner or bulletin board for the school or you can save them and pass them out to students who need attendance encouragement. |
| Classroom Activity/Lesson | Washing the Elephant | <p>Washing the Elephant -</p> <p>1. ICEBREAKER: PRESENT VS. ABSENT (15 minutes) Learning objective: to reflect on the effects of absenteeism</p> <p>Ask one person (Volunteer #1) to leave the room and explain to the rest of the group that you are going to “wash the elephant.” Using an imaginary pail of water and cloth, and informing the audience about the meaning of each move, wash the sides, the legs and the trunk; lift the ears and tail and so on. A member of the group (Volunteer #2) then volunteers to demonstrate with no words what he/she has seen you do. The volunteer outside the room is brought back and silently observes the mimed demonstration, then demonstrates what he/she observed and explains what he/she is doing at every move.</p> <p>2. DEBRIEF (15 minutes) Now ask the Volunteer #2 to explain the demonstration to Volunteer #1 who had left the room. Observe her/his reaction. Popcorn-style, ask the following questions:</p> <ol style="list-style-type: none"> 1. What made a difference between the first and second volunteers? 2. When do you think absences seriously affect a student’s ability to do well in school? |

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| | | https://attendanceworks.org/wp-content/uploads/2017/09/WashingtheElephant-1.pdf |
| Spirit Week | Gear up for excellent attendance by stepping out in something special each day according to the theme! | <p>Going For The Gold: Attendance Spirit Week</p> <p><u>Monday</u> Teamwork Makes the Dream Work: Rep your class by wearing the same-colored shirt!</p> <p><u>Tuesday</u> Head for Success: Wear a hat or cap!</p> <p><u>Wednesday</u> Good Attendance Leads to Bright Futures: Wear your favorite pair of shades!</p> <p><u>Thursday</u> Attend Today, Achieve Tomorrow: Wear a shirt from a college or university!</p> <p><u>Friday</u> Going for The Gold: Dress like an Olympian!</p> |
| High School | Activity | Resources/Materials |
| School Wide Activity | Lunchroom Attendance Awareness Table | Set up a table in the lunchroom and have students create positive attendance messaging notecards. You can use the notecards to create a banner or bulletin board for the school or you can save them and pass them out to students who need attendance encouragement. |
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| | | <p>4. When do you think absences seriously affect a student's ability to do well in school?</p> <p>https://attendanceworks.org/wp-content/uploads/2017/09/WashingtheElephant-1.pdf</p> |
| Spirit Week | Gear up for excellent attendance by stepping out in something special each day according to the theme! | <p>Going For The Gold: Attendance Spirit Week</p> <p><u>Monday</u> Teamwork Makes the Dream Work: Rep your class by wearing the same-colored shirt!</p> <p><u>Tuesday</u> Head for Success: Wear a hat or cap!</p> <p><u>Wednesday</u> Good Attendance Leads to Bright Futures: Wear your favorite pair of shades!</p> <p><u>Thursday</u> Attend Today, Achieve Tomorrow: Wear a shirt from a college or university!</p> <p><u>Friday</u> Going for The Gold: Dress like an Olympian!</p> |
| Resources and Flyers | | |
| Attendance-Works-Elementary | | |
| Middle/High handout | | |
| Attendance-Works-Elementary 2 | | |
| Middle/High School Attendance-Works 2 | | |
| Attendance Infographic | | |