

For Immediate Release

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Media Release

Charleston County School District shines a spotlight on student success with "Showing Up Together: Show Up to Glow Up" attendance campaign

Office of Communications

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Charleston, SC – Charleston County School District (CCSD) is in full swing with its latest initiative to foster student achievement and community engagement: the "Showing Up Together: Show Up to Glow Up" Attendance Campaign. This program illuminates the path to academic excellence and personal growth, empowering students to thrive academically while cultivating a sense of togetherness within the greater Charleston community.

The campaign's name, "Show Up to Glow Up," encapsulates its mission by encouraging consistent school attendance. CCSD aims to empower students to "show up" for their education, unlocking the potential for personal growth and academic achievement that will ultimately help them "glow up" into successful, well-rounded individuals.

The attendance campaign officially kicked off in late July when over 800 educators and administrators came together for professional learning at CCSD's Charleston Educators Symposium (CES).

Dr. Shavonna Coakley, Executive Director of School Support, and her team rallied the troops at the CES with the announcement of the "Show Up to Glow Up" Campaign, where teachers and leaders at all schools will be advocates for student attendance. In preparation for the 2023-2024 school year, the CCSD Attendance/Truancy Project Team is asking everyone to do his or her part by showing up together.

Over the 2023- 2024 academic year, the CCSD will roll out a series of engaging events, activities, and resources to support the campaign's goals. These initiatives will emphasize the importance of attending school regularly and create a sense of belonging, motivation, and excitement among students and their families.

The dive into chronic absenteeism began during the 2017-2018 academic year. South Carolina's Board of Education initiated a concerted effort to address chronic

absenteeism, prompting CCSD to delve deeper into the consequences of this issue.

CCSD is dedicated to collaborating with families to enhance chronic absenteeism rates. Recognizing the myriad factors contributing to student's chronic absenteeism, including transportation challenges, family schedules, illness, and overall well-being concerns, CCSD actively partners with families and leverages community resources to support them in improving student attendance.

"Showing Up Together! Speaks to the importance of everyone collectively understanding, educating, and engaging all stakeholders on the devastating impacts student tardiness and absences can have on student learning," said Coakley. "When students attend school regularly and on time, we know the [outcomes](#) are more positive for students."

CCSD invites parents, students, educators, and the entire community to unite in this collective effort to ensure every child has the opportunity to thrive academically and personally.

To learn more visit the CCSD Show Up To Glow Up [website](#) or contact the Office of Communications at (843) 937-6303.

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Disclaimer to accompany graphic - 2017-2018 believed to have flawed data due to the implementation of new policies, and 2019-2020 data impacted by Covid-19.

About the Charleston County School District

Charleston County School District (CCSD) is a nationally accredited school district committed to providing equitable and quality educational opportunities for all its students. CCSD is the second-largest school system in South Carolina and represents a unique blend of urban, suburban, and rural schools spanning 1,300 square miles along the coast. CCSD serves approximately 50,000 students in 88 schools and specialized programs.

CCSD offers a diverse portfolio of educational options and specialized programs delivered to the students of CCSD through neighborhood, magnet, IB (international baccalaureate), Montessori, and charter schools and programs. Rich educational opportunities for students include programs in science, technology, engineering, and mathematics (STEM); music and other creative and performing arts; career and technical preparation programs; military; dual credit; and many more.