

## Salina Public Schools USD 305

1511 Gypsum Ave.

Salina, KS 67401

(785)309-4700

[usd305.com](http://usd305.com)



### Media Release

Date: October 1, 2025

Contact: Olivia Opat, Director of Communications, (785) 309-4723

## Greatness Grows When You're Here: SPS Launches District-Wide Attendance Campaign

Salina Public Schools (SPS) has launched a district-wide attendance awareness campaign, "Greatness Grows When You're Here." The campaign emphasizes the critical connection between consistent attendance and student success while uniting the SPS community in helping every student reach their full potential.

"Strong attendance habits start early and make a huge difference, not just in academics but also in social and emotional development," said Jody Craddock-Iselin, director of support services for Salina Public Schools.

Too many absences, whether excused, unexcused or due to suspension, can keep students from succeeding in school and in life. Research shows that chronic absence, defined as missing 10% or more of the school year – just two days a month – can cause students to fall behind academically and feel disconnected from their learning environment.

Across SPS, educators, counselors, social workers and staff are partnering with families to build strong attendance habits that lay the foundation for lifelong learning. School counselors and social workers are available to help families overcome barriers and prevent small issues from becoming larger challenges to learning.

SPS is also working to inform community members and business partners about the importance of school attendance. By encouraging families to schedule appointments and student work hours outside of school time, businesses and organizations can help reinforce responsibility and time management skills that benefit students well beyond the classroom.

### Families can help by:

- Establish consistent daily routines and homework schedules
- Plan vacations and appointments outside of school hours when possible
- Communicate with their student's school about absences

- Know their student's attendance and talk with teachers to address barriers early on
- Strive for Five, aim for their student to miss no more than five days of school all year

By working together, students, staff, families and the community can ensure that all students have the opportunity to grow, achieve and succeed. Because at SPS, greatness truly grows when you're here.

To learn more about our attendance campaign, [click here!](#)

###