

# ATTENDANCE AWARENESS CAMPAIGN 2022

Stay Connected, Keep Learning!



## 2022 Campaign Summary

### I. Overview

The Attendance Awareness Campaign is a nationwide effort to promote the importance of regular attendance and engage partners in supporting solutions to reducing chronic absence (broadly defined as missing too much school). Now in its 10th year, the campaign is led by 10 convening partners — Attendance Works, America's Promise Alliance, the Campaign for Grade-Level Reading, Everyone Graduates Center, FutureEd, Healthy Schools Campaign, National League of Cities, Institute for Educational Leadership, MENTOR, and United Way Worldwide — and 100 plus collaborating partners.

The slogan for the 2022 Attendance Awareness Campaign is **Stay Connected, Keep Learning!** This year's slogan speaks to the critical need for relationships, and to shore up whole-school universal supports for all students that promote engagement in learning. We are emphasizing the importance of predictable routines, helping all students to continue to learn even when they cannot get to school, and encouraging adults to investigate the factors that motivate showing up as well as those that create barriers to attendance.

This year's campaign will elevate the value and importance of showing up to school, whether learning is in person or distance, and raise awareness that attendance is a leading indicator of engagement. Monitoring chronic absence is key to recovery. Prior to the pandemic, 8 million students were chronically absent, and this year, chronic absence has nearly tripled. It is highest among students living in poverty and communities of color who have already experienced the greatest amount of time away from school settings. It reflects the trauma experienced by students and families due to significant economic and health challenges. When classes begin for the 2022-23 school year, how we work together to help schools address today's high levels of absenteeism will be even more critical for addressing educational inequities exacerbated by the pandemic.

### II. Goals

The goals of the 2022 Campaign are:

- a. Expand awareness of the growing gap in attendance and learning recovery, where some students are bouncing back and others are stagnating, and calling for immediate and long-term investments in an equal opportunity to learn so we don't leave huge numbers of students behind.
- b. Promote use of chronic absence data, and other measures of engagement, to inform local and state action and allocation of resources.
- c. Advance a whole-child approach to education, and investing in positive conditions for learning that support wellness, belonging and connection for everyone in the school community.

- d. Cease the taking of a punitive and compliance-oriented approach to attendance, because research shows it doesn't improve attendance, engagement, grades or graduation rates!
- e. Expand the pool of educators, volunteers, community allies and public agencies working together to address student and family needs.
- f. Increase attention to physical and mental health issues facing students, families, educators and school staff, given how these challenges can impede learning, engagement and attendance, and emphasize opportunities for community partners and allies who can help provide support.

### III. Key Strategies

We employ three, mutually reinforcing campaign strategies:

- a. **A strategic messaging and awareness-building campaign** that includes the designation of September as Attendance Awareness Month as the launch of year-long attendance campaigns.
- b. **Community-level action and engagement**, especially in conjunction with Attendance Awareness Month.
- c. **National and local-level public events**, to occur all year with an emphasis on the month of September, that garner media attention and raise public awareness.

### IV: Attendance Awareness Partners

#### Convening Partners

The Campaign is led by 10 convening partners. See the logos below

##### Convening partner responsibilities include:

1. Joint decision making on issues that affect the Campaign.
2. Reviewing drafts and approving final versions of documents.
3. Participating in convening partners' conference calls.
4. Offering to serve as a lead or co-lead on the development of a particular activity.
5. Serving as a lead dissemination partner for the Campaign's messaging and involvement opportunities.



#### Collaborating Partners

The Campaign is also supported by a large number of collaborating partner organizations who help expand participation to an even broader array of stakeholders, including interested state level non-profits or governmental entities.

## Collaborating partners agree to:

1. **Disseminate updates and materials:** Partners encourage their local members to get involved in activities, by sharing materials and updates about webinars, resources and ideas for action through social media, their website and/or newsletter. We will email regular updates with information about our webinar series, ideas for taking action and other resources. If you'd like to link to our materials directly to your website, please let us know.
2. **Generate excitement about attendance:** Partners help generate excitement about the importance of investing in engagement activities to motivate regular attendance and daily attendance taking to help identify where resources are needed. Partners can include our Facebook cover or Campaign badge on social media platforms and share our sample tweets and images.

Partners can also sponsor activities to generate excitement. If they post blogs on their websites, they can write about engaging students and families and including them in recovery planning and implementation to encourage attendance and participation. They can also consider holding poster contests, spirit weeks or creating PSAs or videos. Let us know and we will promote your blog or activity.

3. **Share success stories:** We are encouraging partners to help us identify programs, schools, districts, community groups or states doing a good job promoting investments in recovery planning that encourage attendance, engagement and create an equal opportunity to learn. Please let us know if you are aware of these. Submit stories, photos and contact information to [Catherine@attendanceworks.org](mailto:Catherine@attendanceworks.org)
4. **Nurture media coverage:** Partners with good relationships with a media outlet or a reporter can pitch them on covering activities in your network that support attendance and engagement. You can find tips on media outreach here.

Once again, the 2022 Attendance Awareness Campaign is partially financially supported by **Corporate Sponsors**. Sponsorship is available at varying levels: Friend (\$5,000), Partner (\$10,000), Champion (\$20,000) and Superstar (\$50,000) with the amount determining the levels of recognition in social media, webinars, our website and the Count Us In! toolkit.

## V. Attendance Awareness 2021

The following resources will be available to support Attendance Awareness Campaign 2022:  
**Stay Connected, Keep Learning!**

### a. Attendance Awareness Campaign Webinar Series

This year's series will emphasize how attendance is a leading indicator of family and student engagement and can help educators to meet and address today's education challenges. We'll show how educators and community partners can work together to better understand the realities of how students, families and school staff are experiencing challenges to showing up and participating in school in light of the pandemic.

Each webinar will feature speakers from a variety of communities and organizations that operate at the local and state level who will discuss how they are making connections, building relationships, creating engagement and sustaining learning. The titles are draft. (Note: We welcome suggestions for webinar speakers.) All of the webinars will take place on Wednesdays from 12:00pm – 1:30pm PT / 3:00pm - 4:30 pm ET.

1. April 6, Keep Kids Engaged and Showing Up for Learning: Relationships, Routines and Partnerships.
2. May 25, What Promotes Engagement and Attendance? Insights from Students, Parents and Educators.
3. August 3, Ensuring a Healthy and Restorative Start to School (working title).
4. September 28, What Works to Sustain Engagement and Attendance (working title).

**b. Regular Email Blasts to Campaign Supporters**

Campaign updates will be emailed once or twice a month (weekly in September) and will highlight important ideas, opportunities and actions that various stakeholders can take. More than 34,000 individuals have signed up for updates, and we expect to increase this number in 2022. The convening and collaborating partners often forward information from these blasts to their constituents via newsletters, emails, blog posts, etc.

**c. Attendance Awareness Campaign Website**

To make it easy for campaign partners and community supporters to engage in common messaging and implement activities, we offer a vibrant website especially dedicated to the Attendance Awareness Campaign. This microsite will still provide quick access to inspirational success stories, videos and multimedia, banners and badges, webinar recordings and blogs highlighting AAC 2022 activities. We would love to highlight what our partners are doing for AAC 2022, so please let us know.

**d. Messaging Toolkit: Showing Up Matters**

We will release an online toolkit to help schools and communities work together to promote the value and importance of attending school every day possible in light of the challenges of the pandemic. The toolkit will focus on messaging for families and students, and will include resources targeting PreK-elementary and middle and high school. Recognizing that educators and schools are stretched thin, it will offer guidance for integrating messaging into existing activities.

