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Office of Education**



**COUNTY OF LOS ANGELES  
Public Health**



# **Attendance Awareness Month Campaign Toolkit**

**Child Welfare and Attendance**



# Purpose of the Toolkit

This toolkit provides practical strategies and resources to help schools and districts foster connections, build community and re-engage students post-pandemic.

Students need more than academic recovery — they need connection, consistency and a strong sense of belonging.

Every day a student is present is an opportunity to strengthen relationships, support well-being and build lifelong skills.

Fostering regular attendance is about creating a community where every student feels seen, supported and motivated to thrive.



# How to Use This Toolkit

This toolkit is designed to support your efforts to foster student engagement and improve attendance across your school or district.



- **Self-Guided:** Move through sections at your own pace.
- **Action-Oriented:** Each section offers practical strategies you can implement immediately.
- **Reflect and Plan:** Use reflection questions and action tips to tailor ideas to your site.
- **Ready-to-Use Resources:** Explore templates, links and tools to support your campaigns.
- **Tip:** Review the strategies early to align your planning for September's Attendance Awareness Month!





# Structure – Eight Steps

- Step 1: Setting a Shared Vision
- Step 2: Building the Foundation & Using Data
- Step 3: Campaign Details
- Step 4: Special Focus: Elementary Attendance Strategies
- Step 5: Special Focus: Secondary Attendance Strategies
- Step 6: Strengthening Family & Community Partnerships
- Step 7: Universal Strategies to Promote Attendance
- Step 8: Resource Bank





# Step 1: Setting a Shared Vision



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# Purpose

Improving attendance is **everyone's** responsibility. This section helps you create a shared vision where every staff member plays a role in supporting student engagement and success.

- Why a Comprehensive Response Matters
- What "All Hands-on Deck" Looks Like
- Team Composition
- Reflection Questions for Leadership



# Why a Comprehensive Response Matters

Because chronic absenteeism is widespread, complex and deeply rooted in systemic barriers, we need a comprehensive response, which includes:

- Addresses root causes: from health and transportation to disengagement and mental health.
- Brings together educators, families and communities to build trust and shared responsibility.
- Combines prevention, early intervention and tailored support using real-time data.
- Improves outcomes not just for chronically absent students, but for entire school communities.
- Reduces inequities by ensuring the students most impacted by the pandemic have access to meaningful, sustained support.

**A whole-child, all-hands-on-deck approach isn't optional,  
it's essential for creating lasting change.**



# Trusted Voices

Districts must lead with a systemic, multi-pronged approach, supported by states and community partners, including:

- Consistent, culturally responsive family engagement
- Building school connectedness
- Community school models with wraparound supports
- Expanded school-based health services
- Data-informed tiered systems of support are essential, starting with prevention and early intervention.

## 5 Key Strategies for Schools and Districts:

- Focus on prevention early (especially in K–3).
- Build a supportive and inclusive school culture where every student feels valued.
- Shift from punitive to positive messaging about attendance.
- Engage in two-way, personalized outreach to uncover barriers and co-create solutions.
- Leverage real-time data tools to spot attendance issues early and take strategic action.

# Team Composition

TEAM MEMBER	PURPOSE
<b>Administrator (Principal/AP)</b>	Sets vision and expectations; allocates resources; ensures follow-through
<b>Attendance Counselor</b>	Monitors attendance; identifies root causes; develops intervention plans; conducts check-ins
<b>School Social Worker</b>	Supports students' social-emotional needs; connects families to services
<b>Attendance Clerk</b>	Ensures accurate records; flags concerning patterns early
<b>Teachers</b>	Promotes classroom engagement; encourages regular attendance
<b>Family Liaison/Coordinator</b>	Bridges home-school communication; supports culturally responsive outreach
<b>School Nurse</b>	Provides health guidance; identifies chronic health barriers
<b>Community Partners</b>	Extends school's reach to address root causes of absenteeism
<b>PBIS / MTSS Coordinator</b>	Leads Tiered interventions; ensures follow-up and progress tracking
<b>SRO / Campus Safety Officer</b>	Ensures students feel safe coming to school; can support outreach

# Working Attendance Together



Healthy and Ready to Learn



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# Attendance Improves When:

Districts/schools create **teams** that adopt and sustain a **multi-tiered system of support**.

Districts/schools weave together multiple strategies into a **coordinated comprehensive approach**.

Collaborative leadership meets regularly to plan and use real time data for **continuous improvement**.

Students believe there is **an adult** at school who **knows and cares** about them.

**Positive interactions and strong school communities** are the norm for all students.

There is a **supportive and inclusive environment** that values each student's presence in the classroom.

**Trust is built** with families before absences become chronic.

Students feel **heard, understood and valued**.

# Reflection Questions for Leadership

## Leadership and Vision:

- How effectively has our leadership communicated the importance of an "All Hands-on Deck" approach to all stakeholders?

## Staff Engagement and Collaboration:

- To what extent are *all* staff members actively engaged in supporting students' needs beyond their primary roles?

## Professional Development and Training:

- What professional development opportunities have been provided to help staff understand and implement the "All Hands-on Deck" approach?

## Continuous Improvement and Reflection:

- How do district leaders solicit feedback from staff, students and families to inform continuous improvement efforts?

# ***Step 2: Building the Foundation***



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# Purpose

Strong attendance starts with strong systems. In this section, you'll learn how to build a foundation rooted in connection, data review and a multi-tiered system of supports (MTSS) to prevent chronic absenteeism before it starts.

- Fostering a Culture of Attendance
- Multi-Tiered Systems of Support (MTSS)
- School Wide Systems and Structures
- Best Practices for Student Engagement
- Integrating SEL to Support Attendance

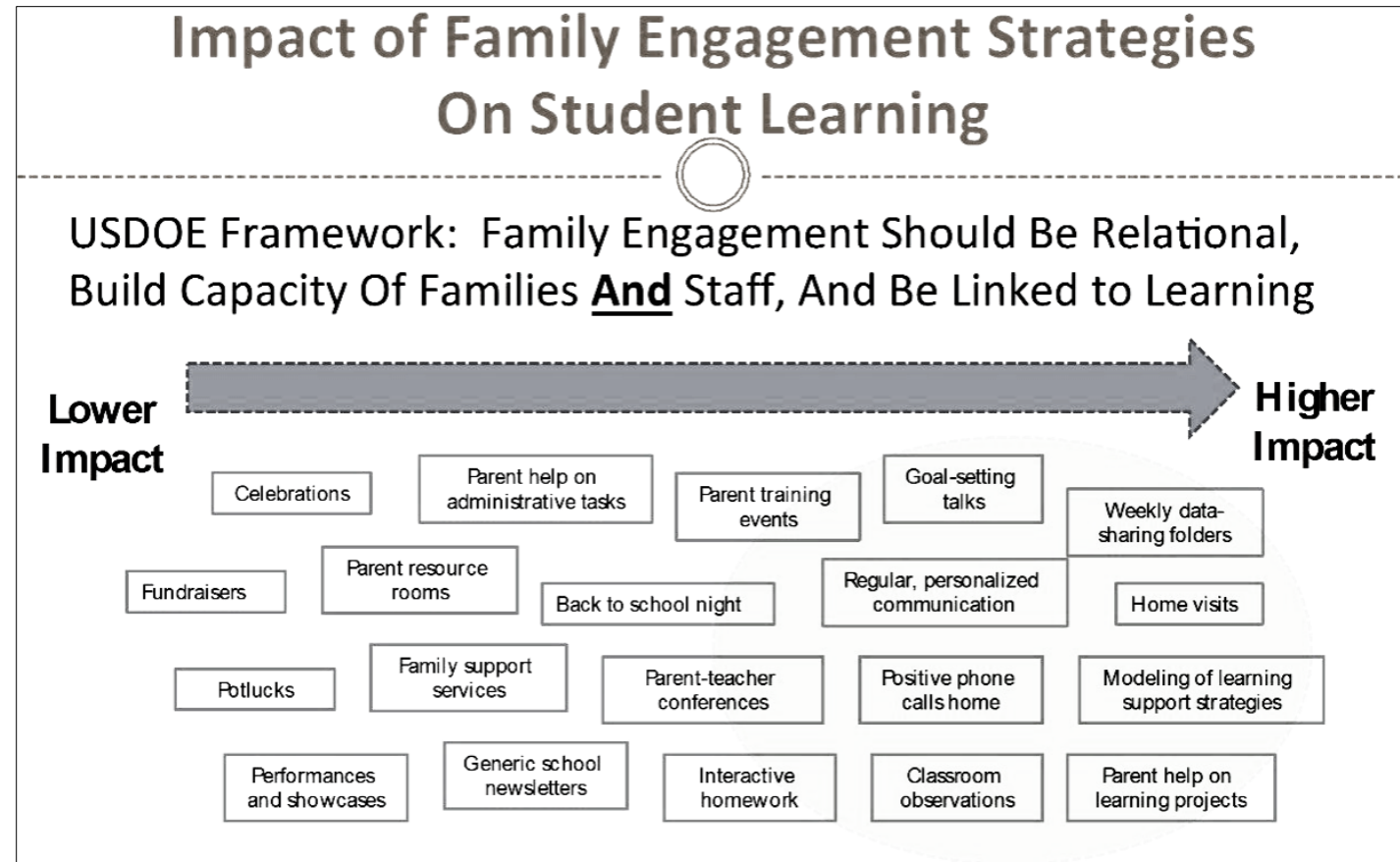
# Fostering a Culture of Attendance

The Administration is calling on states, cities, towns, and schools to cultivate a “culture of attendance” and send a clear message that students need to be in school.

## Focus on 4 Strategies:

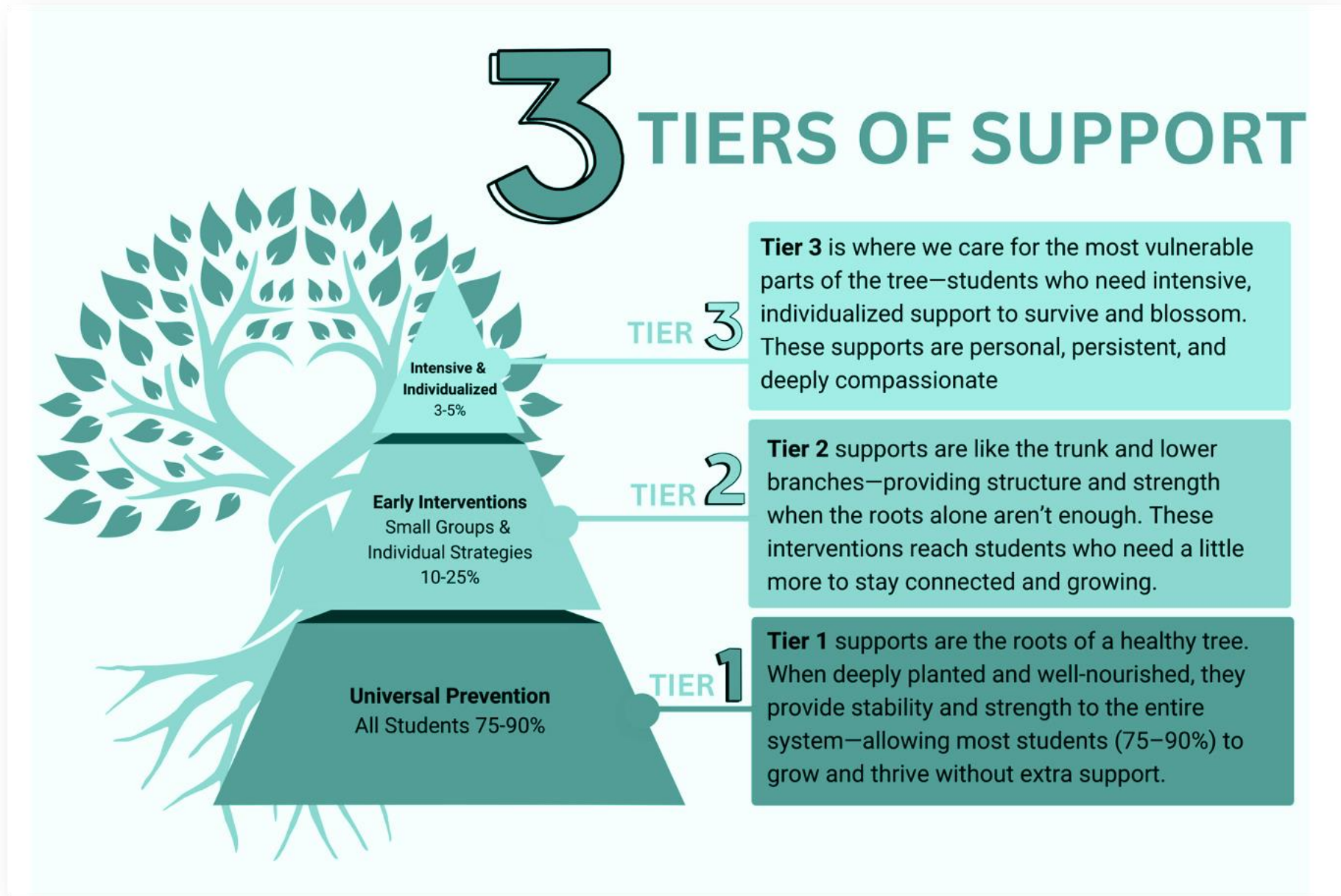
- Improve family **communication**
- **Home visits** for personalized support solutions
- Enhance school relevance to increase **student engagement**
- Address the **basic needs** of students and families

**A culture of attendance includes daily, weekly, monthly and quarterly practices that consistently reinforce the value of attendance for all stakeholders.**



# Multi-Tiered Systems of Support (MTSS)

## The Tree Metaphor





# School Wide Systems and Structures

Make attendance everyone's responsibility—embedded into your school's climate, communication and daily systems.

## Key Strategies:

- **Set Clear Expectations:** Regularly teach and reinforce why attendance matters—with students, staff and families.
- **Engage Early and Often:** Launch the year with a welcome letter and kickoff with a September Attendance Awareness Campaign. Follow up with consistent outreach through multiple channels (newsletters, family nights, classroom reminders).
- **Make It Visible:** Host assemblies, staff meetings and daily morning announcements that frame attendance as a shared community value.
- **Celebrate Progress:** Run monthly recognition campaigns with meaningful, inclusive incentives—focus on effort and improvement, not just perfection.
- **Build Partnerships:** Seek community support for rewards, mentorship and resources that remove barriers to attendance.

# Best Practices for Student Engagement

## Promote Purpose and Belonging

- Integrate Social and Emotional Learning (SEL) practices into daily routines
- Host restorative circles to build trust and connection
- Provide meaningful roles for students in school life

## Elevate Student Voice and Ownership

- Involve students in planning and leading recognition events
- Use two-way communication to gather input on what motivates them
- Celebrate student contributions and progress visibly—in class, announcements or advisory

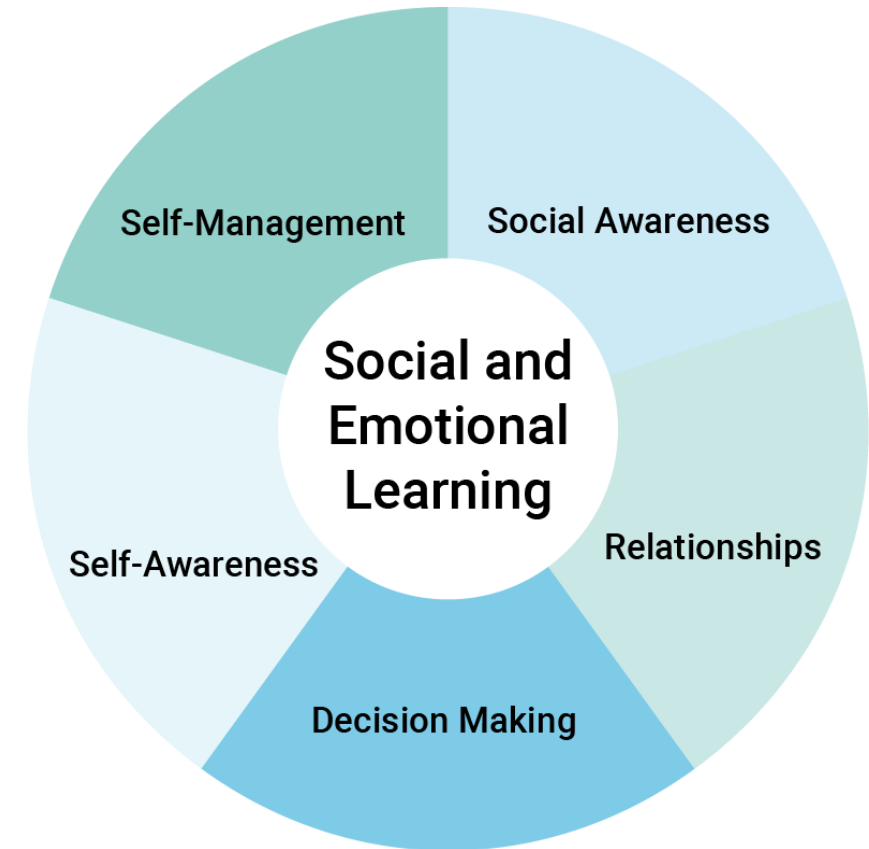
## Celebrate Progress

- Highlight ceremonies and important milestones on social media
- Share individualized attendance updates with all students
- Make attendance feel visible, valued and personal



# Integrating SEL to Support Attendance

- **Self-Management:** Manage thoughts and behaviors
  - *Agenda/planner or calendar of important school events*
- **Social Awareness:** Understanding others' perspectives
  - *Knowing that when I'm absent my peers are impacted with group work*
- **Relationships:** Maintain healthy relationships and navigate settings
  - *Missing classmates when they are away*
- **Decision-Making:** Make caring choices about personal behavior and social interaction
  - *How does my absence impact my academic success*
- **Self-Awareness:** Understand one's thoughts, emotions and values
  - *Reminder of personal goals*



# ***Step 3: September Attendance Campaign Details***



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# Purpose

A strong start sets the tone for the year. In this section, you'll learn how to launch a September campaign that builds excitement, fosters belonging and reinforces the value of showing up every day.

- The Why of Hosting a Campaign
- Welcoming Students and Families
- Messaging that Motivates
- September Awareness Month in Action

# The **Why** of Hosting a Campaign

The September Attendance Awareness Campaign is a **schoolwide effort** to kick off the year with connection, clarity and energy around the importance of showing up.

Through regular and consistent messaging, fun activities and shared goals, the campaign helps build momentum for strong attendance habits that last all year.

## **Why:**

- **September sets the tone.** Attendance patterns established early often continue throughout the year.
- **It's a chance to build community.** Campaigns foster a sense of belonging and shared purpose, motivating students and families to stay engaged.
- **We can prevent chronic absence.** Early attention to attendance allows us to identify and support students before patterns become problematic.

**Every day a student is present is an opportunity to build relationships, support well-being and help them thrive.**

# Welcoming Students and Families

Students and their families are more likely to show up consistently when they feel **seen, valued and connected**. The first few weeks of school are a powerful opportunity to build that foundation.

## Strategies to Create a Welcoming Environment:

- Greet students by name at the gate or classroom door
- Use “Welcome Back” signage and banners in multiple languages
- Host a “coffee and connection” or meet-and-greet event for families

## First-Day & First Week Belonging Activities:

- Create a classroom “Where We’re From” map or “All About Me” wall
- Invite students to set personal goals or intentions
- Use circle time or advisory to build community and establish norms

## Communicate Warmly and Clearly:

- Send welcome letters or postcards home before school starts
- Create a short “Welcome Back” video featuring staff and student voices
- Include clear information about opportunities to engage and how to stay connected with the school

# Messaging That Motivates

- **Promote Consistent and Positive Messaging:** Deliver clear, encouraging messages that frame attendance as a pathway to opportunity—not punishment.  
*Example:* Use school-wide slogans like: “Everyday day matters,” “Stay Connected,” or “The Future Starts With Showing Up” or “Don't Let the Sniffles Hold Your Child Back” ([poster examples](#) and [social media examples](#))
- **Make It Relatable to The Families:** Share the importance of attendance in ways they can understand.  
*Example:* Let families know that 80% attendance isn’t a “B”—it means missing 36 days a year, which can seriously impact their child's academic, social and emotional success.
- **Ensure Attendance Is On Everyone’s Mind Daily:** Keep attendance visible and relevant throughout the school day.  
*Example:* Share your daily attendance rate before school dismisses.
- **Empower Every Staff To Be An Attendance Ambassador:** Empower every adult on campus to play a part in promoting attendance.  
*Example:* Share talking points with all staff: “Here’s one thing you can say to encourage attendance today...”





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# September Attendance Campaign in Action

## Theme Ideas:

- "Every Day Matters!"
- "Stay Connected!"
- "Attendance is Everyone's Business!"
- "Don't Let the Sniffles Hold Your Child Back!"
- "The Future Starts with Showing Up!"
- "Be Present, Be Proud"
- "Attendance Champions: Be There, Be Prepared"

**TIP:** A great approach is to hold a slogan contest and let your students create the theme!





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# Week One: Kickoff and Awareness

**School-wide Assembly:** Introduce Attendance Awareness Month. Highlight the importance of consistent attendance and how it impacts future success.

- **Ready-made PPT**

**Morning Announcements:** Daily attendance tips, facts and student shoutouts for outstanding attendance.

- *"Good morning, [School Name]!  
We're so glad you're here today—because when YOU show up, our community is stronger. Big thanks to Ms./Mr. [Teacher Name]'s class, who had the highest attendance yesterday!  
Let's keep showing up for ourselves and each other."*

**Attendance Pledge:** Distribute a [pledge](#) for students to sign, committing to showing up every day.





# Week Two: Incentives and Recognition

## Attendance Recognition:

- Shoutouts for grade with best attendance the prior week

## Attendance Hall of Fame” Wall:

- Use handwritten student quotes
- Include a “Spotlight Student” with a short story or fun fact

## Social Media Campaign – “Why I Show Up”

- Feature short quotes or 10-second videos from students:
  - *“I show up because I want to be the first in my family to graduate.”*
  - *“I come to school for my friends—and the chicken nuggets!”*

## Staff Partnership

- Have teachers and staff nominate one student per week for outstanding attendance + attitude





# Week Three: Parent and Family Engagement

- **Parent Workshop on Attendance:** Provide parents with resources to support regular attendance
  - Make it fun with this [Bingo](#)
- **Set Up a Fun, Welcoming Photo Booth**
  - Use a theme like “We Show Up” or “Stronger Together”
  - Include props (graduation caps, books, mascot gear) and student-made signs with affirmations
- **Call Home Campaign:** Staff and volunteers make positive calls to parents/guardians to acknowledge their important contribution in students' success and share support available at the school site.
- **Promote Consistent and Positive Messaging:** Mail home postcards or flyers that encourage attendance as a pathway to a success. (add link to postcard or flyer template)







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# Week Four: Attendance Spirit Week

Celebrate each day with fun, low-cost themes that connect to the value of showing up:

- **Pajama Day** – “Dream Big, Show Up!”
- **Sports Day** – “Team Up for Success”
- **Twin Day** – “Double the Fun, Double the Attendance!”
- **College/Career Day** – “Show Up for Your Future”
- **School Colors Day** – “We Show Up Together!”

**Tip:** Let students vote on themes ahead of time for extra buy-in and ownership.

Students who have shown improved or consistent attendance throughout the month are entered into a Grand Prize Raffle.

[September Attendance Awareness Campaign Template](#)



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# Closing Celebration

- **School-wide Party:** Celebrate students with improved attendance or outstanding attendance for the month. Offer snacks, music and games.
- **Award Ceremony:** Present certificates and prizes to students and classes that stood out during Attendance Awareness Month.





# ***Step 4: Special Focus: Elementary Attendance Strategies***



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# Shining Together Cards

**The Shine Together activity is a simple ritual that helps students:**

- Feel recognized and welcomed EVERY DAY
- Set intentions that nurture self-awareness and positive behavior
- Reinforce a sense of belonging, even when they're absent
- End the week with reflection and connection to caregivers



## **Positive Impact:**

- This activity isn't about perfect attendance—it's about creating a culture where kids feel like their presence matters.
- It blends celebration, intention-setting, emotional connection and —all within five minutes a day.
- When students feel missed, not punished, for being absent, they are more likely to want to return.

**Every child wants to be seen. Every child deserves to shine!**

# Shining Together – Weekly Routine

## Monday: Shining Together Kickoff

Each student completes a Shine Card with:

- Their name
  - One thing they're looking forward to
  - An intention they circle (e.g., *Be kind, Be here all week*)
- Cards are posted on a “Shining Together” board

## Daily Check-In

- Celebrate present students during morning circle
- Flip over cards for absent students to show a gold star
  - Say: “*We miss your shine!*”

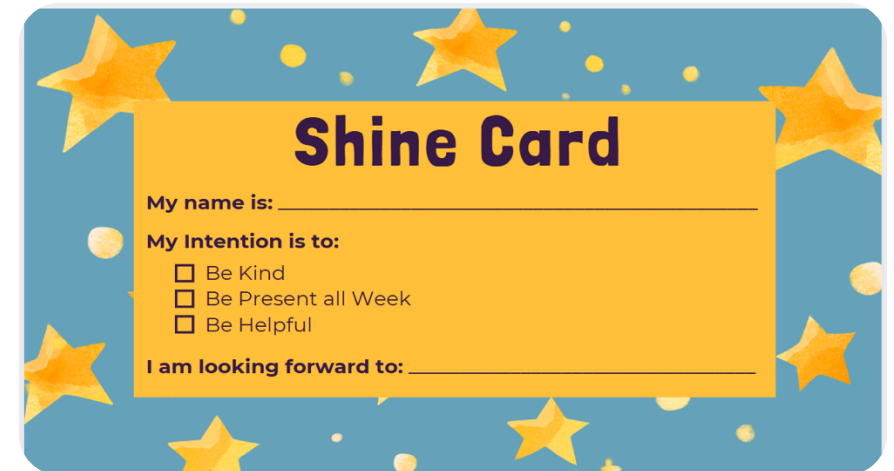
## Friday Reflection

- Students receive their cards back
- Invite a few students to share:
  - A highlight of their week
- Cards go home to share with caregivers





# Shining Board and Cards Example



# ***Step 5: Special Focus: Secondary Attendance Strategies***



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# Celebrating Milestone Days

Let your school community know that this campaign launches a yearlong focus on Milestone Days—special dates where students are celebrated for consistent attendance and engagement.

## What Are Milestone Days?

- Designated days (*every 25 days of school*) to recognize students who show up regularly and improve
- Fun, inclusive celebrations that build momentum and school spirit
- Opportunities to reinforce the message: *Showing up matters!*

## How the Community Can Get Involved:

- Staff can nominate students for recognition
- Families can join celebrations or write encouraging notes
- Community partners can donate small prizes or sponsor events
- Students can track their attendance and celebrate progress together





# Benefits of Milestone Days Celebrations

- **Increased Motivation:** Celebrations provide students with goals to look forward to, making school more enjoyable.
- **Improved Attendance:** Regular, engaging events encourage consistent attendance.
- **Enhanced Engagement:** Fun activities and recognition help students feel valued and involved.
- **Community Building:** Celebrations foster a sense of belonging among students, staff and parents.



# How to Implement

- **Planning:** Create a milestone calendar at the start of the school year.
- **Involvement:** Engage teachers, students and parents in planning and execution.
- **Resources:** Allocate resources for materials, prizes and events.
- **Promotion:** Use newsletters, social media and PA announcements to promote events.
- **Feedback:** Gather feedback from participants after each event to improve future celebrations.





# Milestone Days Outline Example

Milestone	Theme	Lunch Activity
25th day of school	School Kick Off	What's one positive thing you will do to kick off the year to a great start?
50th day of school	Fall into great attendance	"Whoooo" has helped you get through the first 50 days of school?
75th day of school	SuperHERO Here, Every Day, Ready & On Time	Which superhero power would you choose to help you with school and why?
100th day of school	Valentines Day	What is one thing that would make each school day "sweeter" for you?
125th day of school	Spread Kindness	What kind words can you say to yourself and others when life gets stressful?
150th day of school	Looking Ahead	What is one goal you have for the rest of the school year, and how will you achieve it?
180th day of school	Celebration	What's your favorite memory from this year, and what are you looking forward to next school year?



# Milestone Days Planning

## Milestone Days Planning Template

For these events to be successful, we need to plan milestone attendance celebrations across the school year ahead of time. Identify your themes, activities, and resources needed in advance to maximize impact!

Milestone Day	Theme	Event/Activity	Event Lead	Materials Needed	Incentives
25th					
50th					
75th					
100th					
125th					
150th					
180th					

### SAMPLE NEWSLETTER MESSAGE – START OF THE YEAR

**Subject: Celebrating Every Step Forward!**

This year, [School Name] is excited to recognize important milestones in student attendance!

We will celebrate key days throughout the year—such as the 25th, 50th, 75th, and 100th day of school—with fun activities, student recognitions, and school spirit events. Our goal is to:

- Celebrate student commitment
- Strengthen community pride
- Remind everyone: every day counts!

Watch for updates and join us in encouraging students to show up, shine bright, and keep reaching new milestones!

## Milestone Days Planning Template

### SAMPLE NEWSLETTER MESSAGE – EACH MILESTONE EVENT

**Subject: Every Step Forward Matters!**

To celebrate reaching **[Insert Milestone Number]** days of school, we're hosting a special event!

- **Event Name:**
- **Theme:**
- **Date/Time:**
- **Open to:** *All Students / Excellent Attendance / Improved Attendance / Specific Grade Level*

These milestone moments build school spirit, boost student motivation, and reinforce that **each day matters**.

Let's keep the momentum going—**show up, shine bright, and aim for the next milestone!**

### POST-EVENT REFLECTION – FOR THE ATTENDANCE TEAM

Use these questions to reflect after each Milestone Day celebration:

1. What worked well?
2. What could be improved next time?
3. What feedback did we hear from students and staff?
4. What was student turnout like? (Any surprises?)
5. Who helped make the event happen? Any shout-outs?
6. What did we learn that can inform future events?
7. Could logistics (time, day, location) be adjusted?
8. Any new ideas or partnerships to explore?
9. What's our next milestone—and what's the early plan?

### Student Survey – Milestone Day Feedback

1. How did you feel about the Milestone Day Event?

- 😊 It was amazing!
- 🙂 Pretty good
- 😐 It was okay
- 😞 Not my thing
- 🙄 I didn't even know there was an event.

2. What was your favorite part? (Choose one)

- ☐ The games and activities
- ☐ The performances/talent show
- ☐ The food and snacks
- ☐ The prizes or giveaways
- ☐ Hanging out with friends

3. What was your least favorite part? (Choose one)

- ☐ Too many people/crowded
- ☐ Some activities weren't fun
- ☐ I didn't win a prize
- ☐ I didn't like the food
- ☐ It felt too long
- ☐ I didn't get to do much
- ☐ I didn't go

4. How could we make the next Milestone Day even better? (Choose one or more)

- ☐ Have a DJ or live music
- ☐ Add more hands-on activities (art, crafts, etc.)
- ☐ Bring in food trucks or different snacks
- ☐ Include video games or a chill lounge
- ☐ Bigger or more prizes
- ☐ Let students vote on activities next time

5. Anything else you want us to know? (Optional)

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**Return your survey to the main office to be entered in a prize drawing!**

# Milestone Days Components



Congratulations!

<<Insert Student Name>>

Your attendance is so good, it's scary!

You have \_\_ Absences (Proficient/Advanced Attendance!)

This isn't a TRICK,  
Enjoy your TREAT!!



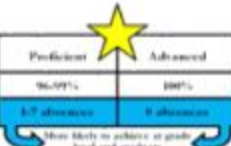
Dear Parent/Guardian,

**CONGRATULATIONS!** Your child «Student\_Name» has achieved Proficient or Advanced attendance as of 50<sup>th</sup> day of school.

To prevent falling behind in class, your child should have no more than **7 absences per school year**. The district's attendance goal is for all students to attend school at least 96% of the time, which means a maximum of one (1) absence for every 25 days of instruction.

We will send you an update about your child's attendance every 25 days of instruction (approximately every 5 weeks).

Far Below Basic	Below Basic	Basic	Proficient	Advanced
Less than 87%	87-94%	95-99%	96-99%	100%
24 or more absences	15-23 absences	9-14 absences	5-7 absences	0 absences



ATTENDANCE THROUGH THE 50<sup>th</sup> DAY OF SCHOOL FOR «Student\_Name»:

- Year-to-Date Attendance Rate: «Actual\_Attendance»
- Total Number of Full Day Absences: «Total»
- Number of Part Day Absences: «Part\_Days\_Present»
- Total Number of Tardies: «Periods\_Tardy»



**Attendance is #Trending**  
50<sup>th</sup> day SnapFact!



Current Attendance Rate: 100%  
Current Chronic Absence Rate: 0%  
Grade with Best Attendance: ALL!







We are here to support you! If you face any obstacles that make it difficult to attend school regularly, please visit us in the counseling office. Our door is always open!





**CERTIFICATE of RECOGNITION**  
*Most Improved Attendance*

awarded to  
**Student Name**

You improved your attendance rate by 62%  
since November 14<sup>th</sup>, 2016

# Secret Ingredients...

Think outside the box and

**HAVE FUN**

with it!!!





# ***Step 6: Strengthening Family and Community Partnerships***



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# Purpose

Families are essential partners in supporting student attendance and success. In this section, you'll learn how to build trust, foster two-way communication and collaborate with community organizations to create a shared culture of showing up.

- Building Trust Through Relationships
- Creating Welcoming, Inclusive Environments
- Promote Consistent and Positive Messaging
- Engage and Empower Parents as Partners in Tracking Attendance
- Partnering with Community-Based Organizations

# Building Trust Through Relationships

Trust is the foundation for family engagement.

- Families are more likely to engage when they **feel respected, heard and valued**.
- Trust is built through **consistent, non-judgmental interactions**.
- Frame attendance messages positively:
  - “We noticed you weren’t here—are you okay?” vs. “Your child was absent again.”
  - “Your child has been here 10 days in a row—what a great start!”
- Use home visits, phone check-ins or informal meet-and-greets to build connection.
- Acknowledge families’ strengths and unique knowledge of their children.

**“People don’t care how much you know until they know how much you care.”**

# Creating Welcoming, Inclusive Environments



- First impressions matter—ensure the front office and school entry are **inviting and culturally responsive**.
- Use **multilingual signage**, family ambassadors or open house tours.
- Celebrate cultural events and invite families to share their traditions.
- Involve caregivers in decision-making spaces (e.g., school site councils, focus groups).





# Promote Consistent and Positive Messaging

- **Everyday day matters!** School plays a vital role at every stage of a child's development. Regular school attendance impacts a child's social-emotional growth and academic success.
- **Stay connected!** Social connections are essential to academic success. Students come to school to learn and build relationships with their peers. Without connections, children may struggle with critical learning milestones, engagement and mental health.
- **Attendance is everyone's business!** Whether at a local coffee shop or after a doctor's appointment, if you see a school-aged child out during school hours, offer kind encouragement to help them return to school. School provides learning opportunities and access to essential resources such as food, tutoring, counseling and other support.
- **Don't let the sniffles hold your child back!** Students with mild symptoms who feel well enough to learn and play should still come to school. Consider wearing a high-quality mask indoors. However, if a student has a fever of 100.4 F or higher, or is experiencing vomiting or diarrhea, it's best for them to stay home and rest until their symptoms are absent for 24 hours.
- **The Future Starts with Showing Up!** Students who attend school regularly are more likely to graduate from high school and college. Obtaining a high school diploma puts students on track for better life outcomes. Did you know that high school graduates make more money, have access to better healthcare and lead happier, healthier lives than those who do not graduate? When students attend school, they're on track for better outcomes and a brighter future.

Use multiple formats (text, email, [posters](#), [social media](#), school apps) and home languages.



# Engage and Empower Parents as Partners in Tracking Attendance

Attendance Works created a Student Attendance Success Plan that supports parents/guardians:

- **Track their children's attendance**
- Work with school staff to set **appropriate goals**
- Maintain a calendar of **key instructional dates** inclusive of district and school-wide events for the current school year.
- **Student Attendance Success Plans** have been created and deemed helpful for [preschool](#), elementary ([Eng](#) / [Span](#)) and secondary students ([Eng](#) / [Span](#)).
- Helpful [school calendars](#) can be great tools to help parents track attendance and track key dates. [Attendance Achievement Calendars](#) can also help track student attendance for every 25 instructional days.

*\*Resources used with permission of Attendance Works*

# Final Tips for Parent Engagement

- Communicate clearly how parents can be involved—even if they can't be on campus.
- Normalize offering support early—don't wait for a crisis.
- Make school-based and local resources (e.g., food banks, health clinics, transportation support) visible and easy to access.
- Provide resource directories in families' home languages and ensure they're distributed in multiple formats (online, print, during events).
- Host resource fairs or parent workshops that address common challenges (e.g., morning routines, anxiety, housing instability). Parenting a young child is different than a teenager.

**Don't forget:** *Attendance is a reflection of life circumstances, not just motivation.*



# Partnering with Community-Based Organizations

Expand your school's capacity to support families by tapping into community assets.

- Identify local partners (e.g., nonprofits, faith-based groups, mental health providers, housing organizations) who can help address root causes of absenteeism.
- Visit and share information with community partners. [sample posters](#)
- Invite community organizations to school events or parent workshops.
- Collaborate on wraparound services like mentoring, after-school care or basic needs support.
- Highlight shared goals: When community and schools work together, students thrive.



# ***Step 7: Universal Strategies to Promote Attendance***



**Los Angeles County  
Office of Education**



**COUNTY OF LOS ANGELES  
Public Health**



# Purpose

A strong culture of attendance starts with what we do every day. In this section, you'll explore universal, schoolwide strategies that create consistent routines, positive reinforcement and shared accountability across your entire campus.

- Universal Attendance Engagement Ideas
- Incentives Ideas
- Community Canvassing and Incentives
- Donation Tips



## Schoolwide Events

- September Attendance Awareness Month
- Weekly Attendance Cart
- Student Attendance Pledge
- Holiday Attendance Challenges
- Milestone Days Celebrations



## Classroom/Grade Competitions

- Monthly Classroom Competitions
- Monthly Grade Competitions
- Traveling Trophy



# UNIVERSAL ATTENDANCE ENGAGEMENT IDEAS

## Student Incentives

- Lunch with a Favorite Staff Member
- Front-of-the-Line Lunch Pass
- "Bucks" or CARESnival Tickets for redeeming at events or raffles
- Attendance Assemblies to celebrate and recognize students



## Recognitions & Celebrations

- Certificates for Students with outstanding or improved attendance
- Certificates for Parents of students with improved attendance
- Shout-outs for Teachers supporting attendance initiatives
- Positive Phone Calls Home



# Make Attendance Visible.

# Celebrate Effort.

# Reinforce Belonging.

# Photos of Universal Interventions in Action



Teacher Recognition



Weekly Attendance Cart



Traveling Trophy

# Incentives Ideas

Snacks

Food Gift Cards

Dodgers/Rams Tickets

Plushies

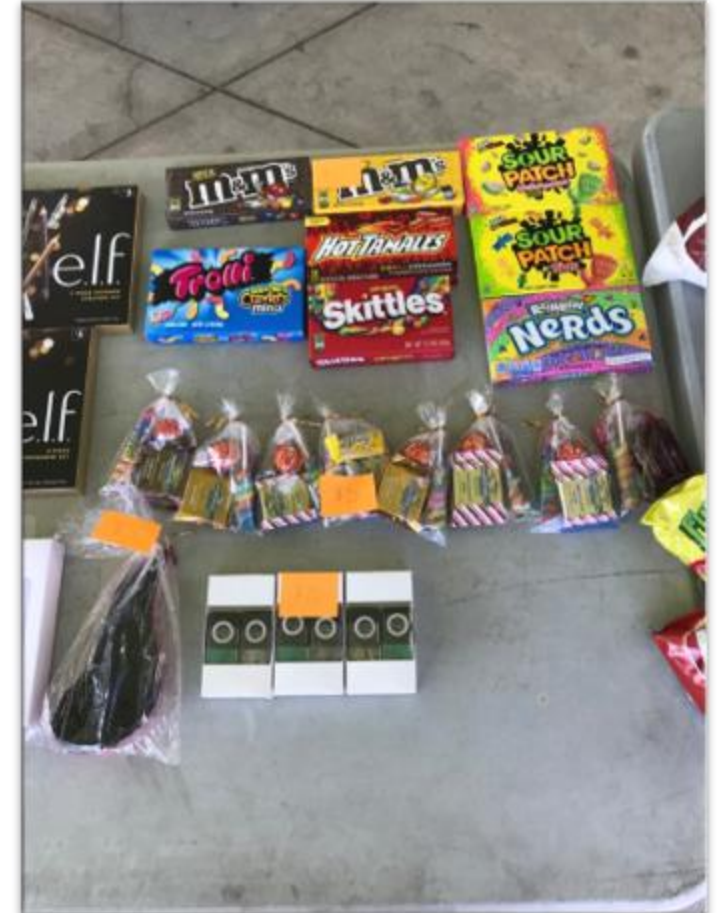
Make-up

Bluetooth Speakers

School Supplies

Phone Chargers

Ear Buds

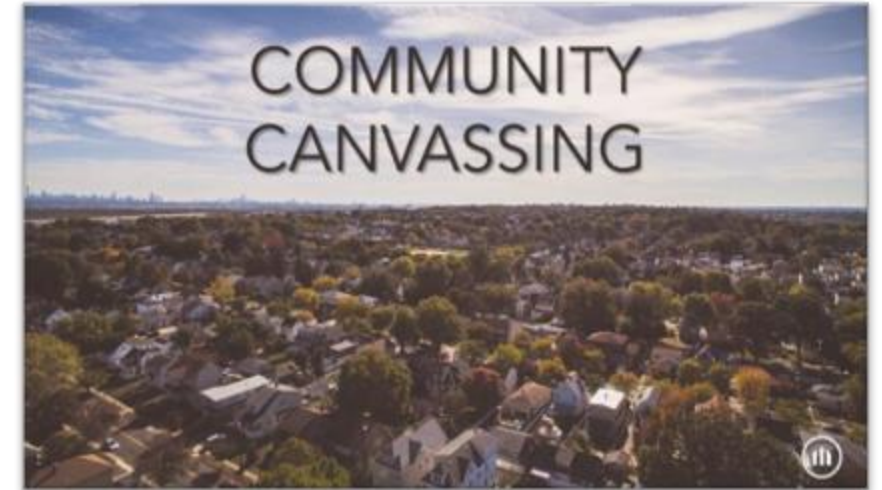




# Donations

## How to Canvas the Neighborhood for Business Donations:

- **Identify Local Businesses** likely to support youth, education or community causes.
- **Prepare a Donation Request Packet** with a clear explanation of your campaign and what you're asking for.
- **Make the Ask in Person** and share how their support will impact students.
- **Follow Up Politely** after a week or two if you haven't heard back.



## Tips for Success

- **Be Respectful but Persistent** – A “no” now may become a “yes” later.
- **Leverage Your School Community** – Ask families or staff who have connections to local businesses to make introductions or advocate.
- **Showcase Impact** – After receiving a donation, send a photo or update showing how it was used to recognize student attendance or engagement.

# Donation Tips



**Donation Introduction Letter Template**

Dear [Potential Donor's Name],

My name is [Your Name], and I am the [Your Title] at [School Name] in [Location]. Our school is dedicated to serving at-risk youth by providing comprehensive academic and socio-emotional support to improve student attendance and overall academic achievement.

As part of our attendance improvement program, we are developing a series of incentive initiatives aimed at encouraging and rewarding students for their attendance. Each month, we host a recognition assembly where we award students who have demonstrated perfect or excellent attendance, as well as those who have shown significant improvement. These assemblies not only celebrate student success but also foster a sense of community and motivation among our students.

To enhance our incentive programs, we are seeking contributions from generous community members like yourself. Our specific needs include:

- **Monetary Donations:** To fund various incentive initiatives, such as gift cards, special events, and field trips.
- **Supplies:** School supplies (notebooks, pens, pencils), art supplies, sports equipment, and electronics.
- **Services:** Contributions such as printing services, event photography, or catering.

We deeply appreciate your consideration. All donors will receive:



## Donation letter Template

Business Name	Address	Phone Number	Contacted on:	How	Donation
Business ABC	704 W 1st St. Los Angeles, CA 90012	213-625-2224	Dec. 2020	Phone call	Manager never got back to me
Business DEF	1701 S Figueroa St, Los Angeles, CA 90015	213-746-6330	Dec. 2020	In person	\$250
Business GHI	639 N. Broadway, Ste 101 A, Los Angeles, CA 90012	213-680-7825	Dec. 2020	In person	Could donate coffee
Business JKL	1001 S. Broadway, Los Angeles, CA 90015	213-746-3391	Dec. 2020	In person	Don't do donations
Business MNO	712 W 1st St, Los Angeles, CA 90012	213-346-9791	Dec. 2020	Letter	Don't do donations
Business PQR	Silverlake		Dec. 2020	Phone call	\$30 Gift Card
Business STU	Eagle Rock		Jan. 2021	In person	100 gift certificates

# Key Benefits of Home Visits in Tier I

- **Build Trusting, Supportive Relationships**  
Strengthen the connection between families and school staff from the start.
- **Identify Barriers Early**  
Gain insight into potential challenges before they escalate, allowing for timely support.
- **Enhance Family Engagement**  
Foster open communication and increase families' comfort in partnering with the school.
- **Connect With Families in Their Own Environment**  
Demonstrate respect and curiosity by meeting families where they are.
- **Deepen Understanding of Students' Contexts**  
Learn about students' home lives, strengths and needs to inform more responsive support.
- **Show Support Before There's a Crisis**  
Show care and investment early, not just when something is wrong.





# ***Step 8: Resource Bank***



**Los Angeles County  
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**COUNTY OF LOS ANGELES  
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# More Resources

- [All Hands-On Deck: Today's Chronic Absenteeism Requires A Comprehensive District Response and Strategy - Attendance Works](#)
- [Addressing Chronic Absenteeism Requires An "All Hands-On Deck" Approach \(sia-us.com\)](#)
- A message from the California Department of Education: [September is National School Attendance Awareness Month: Engaging Families to Reduce Chronic Absence](#)
- Provide students/parents a [school resource directory](#) of the administrative team and support services staff (mental health and counseling, academic support, health services, technology assistance, School Resource Officer, etc.)
- The Attendance Works [Student Reengagement Fact Sheet](#) can assist you with engaging city leaders and elected officials in the plight of addressing chronic absenteeism.
- To access sample informational materials of the preceding information, please visit: <https://www.attendanceworks.org/resources/welcome-students-to-school/>
- **Attendance Works** has curated many helpful attendance campaign ideas (e.g., Count Me In! campaign) and tools to help teams build out effective programs. To access their campaign toolkit, please visit: <https://awareness.attendanceworks.org/resources/count-us-toolkit/>
- [Attendance Achievement Calendars](#) can also help track student attendance for every 25 instructional days.
- [Incentives/Events](#) and based on meeting attendance goals/milestones
- [Monthly classroom competitions with rewards and recognition for students](#)
- [Phone calls](#) home before the start of school and when students are first absent to convey interest and concern
- [Incentives for teachers who submit attendance on time](#)
- [Recognition certificates to parents for supporting their student's attendance](#)
- Attendance certificates for [elementary](#) and [secondary](#) students are a great way to celebrate improved attendance
- A [Student Attendance Pledge](#) can help students set a written goal for attendance