



ATTEND TODAY,
¡ASISTIR HOY,



SUCCEED FOR LIFE!
ÉXITO POR VIDA!



Jurupa Unified School District
Attend Today, Succeed for Life!
2024 NSPRA
Golden Achievement
Award Entry

Purpose and Background

Like school districts across the country, Jurupa Unified School District experienced a drop in attendance following the COVID-19 pandemic. The problem persisted long after a return to in-person learning. While our Student Welfare and Supports team worked to find and solve systemic issues causing chronic absenteeism, the Strategic Communications Department was asked to assist in the effort to provide a broad community understanding of the importance of attending school every day; and highlight the fun and excitement of school.

Research and Planning

In the summer of 2023, Strategic Communications met with Pupil Services, Student Welfare and Supports, and Business Services to discuss chronic absenteeism in our district. This marks the second year of our attendance campaign.

Because different factors affect our elementary and secondary students, we had two distinct audiences: younger students and their families and middle and high school students and their families. We also wanted to share information with our broader community.

We set a goal to increase district attendance, which was at 91.32 percent in April 2023 by a little more than 2 percent, to 93.5 percent by April 15, 2024 (P2). We wanted to continue the momentum begun the previous year. We realized this was an ambitious goal, but noted that any increase would be beneficial. In planning how to combat the issue, we identified numerous root causes, such as transportation issues; families where parents work multiple jobs and cannot properly supervise their children's attendance (particularly at the secondary level); lingering concerns about illness and confusion with the messaging we sent during the pandemic urging students to stay home if they had any sign of sickness.

While these causes are complex and varied, we also felt that a campaign to share the importance of coming to school and the positive aspects of school -- friends, learning, sports, clubs, and other activities, would help. We also offered additional incentive dollars to pay for attendance rewards and encouraged school sites to be creative. The idea was to help them find exciting ways to reward students for coming to school on time every day.

We decided to brand this multidirectional effort with the slogan "Attend Today, Succeed for Life!" which shared our belief that regular school attendance can set students up for lifetime success. It also tied in with our district promise: that we will prepare students to succeed in school, in career, and in life

Attend Today, Succeed for Life Communications Plan Year 2

<https://bit.ly/ATSLcommsplan>

Implementation

We identified several different audiences for this campaign: Parents, staff, community, and a differentiated student audience, as we determined that elementary and secondary students would need different messaging. Because of broad, diverse audiences, we also developed unique communications for each group.

For our general audience, we wanted to emphasize the importance of ensuring students attend school daily. We did this through a Superintendent's letter to staff and the community, website messages, and social media, including videos. Some of this messaging included data/statistics about the negative impacts of chronic absenteeism, but most focused on the positive aspects of attending school every day.

Tactics Included:

- Postcards customized for elementary and secondary school students were sent at key times - back to school, before a return from Winter Break, and just before Spring Break
- A toolkit of email messages customized for primary and secondary students to emphasize the importance of attendance
- Social media posts that highlighted the positive aspects of school to encourage regular attendance, including branded graphics to reinforce the "Attend Today, Succeed for Life" message
- A JUSD Loves School mini-campaign with reels focused on why our students love coming to school each day
- Coverage in our district newsletter about our attendance teams and the creative ways schools support attendance.
- Strategic outreach to our media partners that resulted in successful earned media

Evaluation

While we are still in Year 2 of this campaign, it has yielded positive results so far. We are very close to reaching our goal and have been successful in making families aware of the importance of daily attendance, as evidenced by improving attendance numbers.

- In Year 2, we have seen an additional increase in Average Daily Attendance of percent. In April 2023 (P2) our attendance rate was 91.32 percent. In March 2024, we gained 1.61 percent, and our district Average Daily Attendance is now 92.93 percent. We expect more gains by April as we are currently doing another push. We believe we will make or come close to our goal of 93.5 percent.
- Social media response to our campaign has been positive. Our JUSD Loves School reels have been very popular, with the most popular one netting 5,099 views on Instagram. That compares to our "informational post" highlighting the poor outcomes associated with chronic absenteeism. That post had a reach of 409 on Facebook and 782 on Instagram.

Because we saw the overall beneficial impact for a general audience that came from the positive posts, we opted to focus on this communication strategy in future years of the campaign.

Tactics - Postcards

ATTEND TODAY, SUCCEED (AND READ) FOR LIFE!
LET'S WORK TOGETHER TO SUPPORT LITERACY WITHOUT LIMITS!



- Regular attendance increases a child's vocabulary and promotes a love of reading.
- Poor attendance can affect a student's ability to read proficiently by the third grade: an important indicator of future success.

¡ASISTE HOY, TRIUNFA (Y LEE) DE POR VIDA!
¡TRABAJEMOS JUNTOS PARA AYUDAR A LA ALFABETIZACIÓN SIN LÍMITES!



- Asistir regularmente aumenta el vocabulario de un menor y promueve amor a la lectura.
- Para el tercer grado, la mala asistencia puede afectar la habilidad del estudiante de leer hábilmente: un importante indicador de futuro éxito.

If you need additional support, please contact your child's school. Si necesita ayuda adicional, por favor contacte la escuela de su hijo/a.

HAPPY NEW YEAR!
We hope you enjoy your winter break. As a reminder, classes resume Monday, January 8. Please make sure your student is back at school on time so they don't miss out.

Monday
JANUARY 8
Return to School!

Stay on track to have a successful rest of the year and graduate on time by attending school every day!

ATTEND TODAY, SUCCEED FOR LIFE!

¡FELIZ AÑO NUEVO!
Esperamos que disfrutes de tus vacaciones de invierno. Como recordatorio, las clases reanudarán el 8 de enero. Asegúrese de que su estudiante llegue a la escuela a tiempo para que no pierda clases.

lunes
8 DE ENERO
¡Regreso a la escuela!

¡Mantén tus objetivos enfrente para tener un resto del año exitoso y graduarte a tiempo asistiendo a la escuela todos los días!

¡ASISTE HOY, TRIUNFA DE POR VIDA!

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Tactics - Social Media Assets

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Tactics - Media Outreach

Press-Enterprise Article Feb. 28 2023 **(please click for link to article)**



Jurupa Valley students cover principal with Goofy String as reward for good attendance

Children at Pacific Avenue Academy of Music unleashed aerosol string on Principal Hilliary Salley on Monday, Feb. 27.

 Press Enterprise / Mar 1, 2023

Press-Enterprise Article September 2023 **(please click for link to article)**

THE PRESS-ENTERPRISE

Local News | Principal doused by squirt guns to promote good...

LOCAL NEWS • News

Principal doused by squirt guns to promote good attendance in Jurupa schools

Van Buren Elementary School's Kimberly Lambert took quite a soaking for the good cause



Tactics - Videos

Showing Up Horizon Video



JUSD Loves School



JUSD Loves School 2

