



ATTEND TODAY,
¡ASISTIR HOY,



SUCCEED FOR LIFE!
ÉXITO POR VIDA!



Jurupa Unified School District
Attend Today, Succeed for Life!
2023-24 CalSPRA
Excellence in Communication
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 fall of 2022, Strategic Communications met with Pupil Services, Student Welfare and Supports, and Business Services to discuss chronic absenteeism in our district. At the time, we had a districtwide attendance rate of 91.05 percent

Our goal was to increase attendance to 92 percent by the second reporting date: April 15. 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
<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 overall importance of ensuring students attend school every day. We did this through a Superintendent's letter to staff and the community, website messages, and social media. Some of this messaging included data/statistics about the negative impacts of chronic absenteeism.

We also looked for ways to highlight creative activities at school sites in the media and on our website and social media channels as a strategic storytelling tactic.

Tactics Included:

- Postcards customized for elementary and secondary school students were sent out just before Spring Break to emphasize the importance of coming back to school after the vacation (a practice of staying away longer was identified as an issue for families)
- ParentSquare email messages to emphasize the importance of attendance
- Social posts that highlighted the positive aspects of school to encourage regular attendance. These included branded graphics to reinforce the "Attend Today, Succeed for Life" message.
- Outreach to our media partners

Evaluation

This campaign has yielded positive results. While we didn't reach the numbers we hoped, we were successful in making families aware of the importance of daily attendance, as evidenced by improving attendance numbers.

- Between Dec. 15 (P1) and April 15 (P2), we saw an increase in districtwide attendance from 91.05% to 91.32%. Average Daily Attendance rose from 89.05 in December 2022 to 91.2 % in April, 2023.
- Social media response to our campaign was positive. The greatest impact was seen when we showcased positive activities highlighting attendance incentives. One of the most popular was when Pacific Avenue Academy of Music students earned a chance to Silly String their principal. The post had a reach of 1,954 on Facebook and 1,161 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 Year 2 of the campaign.

Tactics - Postcards



ATTEND TODAY, SUCCEED FOR LIFE!

- Every day counts! Missing as few as 2 days a month adds up to chronic absenteeism.
- Keeping your student out of school beyond the official school holidays can negatively impact a student's success.
- Attendance is important for all grades, TK-12.



If you need additional support, please contact your child's school.



¡ASISTE HOY, TRIUNFA DE POR VIDA!

- ¡Cada día cuenta! Faltar tan solo 2 días por mes resultará en ausentismo crónico.
- Mantener a su alumno fuera de clases más allá de los días escolares feriados puede impactar negativamente el éxito de un estudiante.
- La asistencia es importante para todos los grados, del TK-12.

Si necesita ayuda adicional, por favor contacte la escuela de su hijo/a.



ATTEND TODAY, SUCCEED FOR LIFE!

- Every day counts! Missing as few as 2 days a month adds up to chronic absenteeism.
- Keeping your student out of school beyond the official school holidays can negatively impact a student's success.
- Students who attend school regularly are more than 2 times likely to graduate on time.



If you need additional support, please contact your child's school.



¡ASISTE HOY, TRIUNFA DE POR VIDA!

- ¡Cada día cuenta! Faltar tan solo 2 días por mes resultará en ausentismo crónico.
- Mantener a su alumno fuera de clases más allá de los días escolares feriados puede impactar negativamente el éxito de un estudiante.
- Los estudiantes que asisten a clases con regularidad tienen 2 veces más probabilidad de graduarse a tiempo.

Si necesita ayuda adicional, por favor contacte la escuela de su hijo/a.

Tactics - Social Media Assets



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