

How Parental Engagement and Involvement Can Increase the Attendance Rates

CWA Summit
February 25, 2025



JPS Strategic Plan

Daily Student Attendance Rate = 95%

Priority 1: Provide safe, healthy, and modern schools

- Utilize the Climate Club and Teen Wellness Council to engage students in a variety of conversations and activities related to wellbeing

Priority 5: Engage with students, employees, families, community members, and other stakeholders

- Plan includes an initiative to Create an Attendance Advisory Committee that consists of various stakeholders



PBIS- Positive Behavioral Interventions and Supports

Positive Behavioral Interventions and Supports (PBIS) is a school-wide framework that aims to create a safe and effective learning environment for all students.



What does PBIS have to do with attendance?

Adopting a PBIS framework changes the focus of discipline from punishment of negative behaviors to recognition of positive ones. The favorable connection that teachers build with students through PBIS helps to build a positive school climate. **Students who see school as a positive place to be are more apt to attend regularly.** And as any educator can tell you, happy students are more successful... and success breeds success.

PBIS Rewards



PBIS- Positive Behavioral Interventions and Supports

Working to improve attendance at all school levels benefits students, teachers, as well as the community at large.



Our mission

- As educators we can create environments where EVERYONE feels safe and connected. Adults, students and family members should all be given the opportunity to collaborate when making decisions that impact school climate.



How can we do this?

In Jefferson Parish each school has a PBIS Team made up of educators, staff members, **family member** and students (Climate Clubs).

These teams are responsible for creating a PBIS Implementation Plan that consists of team make-up, expectations, rewards, evidence of multi-tiered supports, and SMART goals. They are required to have at least 1 SMART goal focused on attendance.



Attendance SMART Goal

By May 2025, student attendance will increase by 2% from 92.1% to 94% by using Everyday Labs, by providing parents and students with support that will increase awareness, and by providing positive incentives for attendance.



How can we do this?

Each team meets at least monthly to look at data and make decisions. We use our data management system to get our data. However, we have partnered with EveryDay Labs which gives each school access to see their attendance data in an easier way.

Using EveryDay Pro to get data

Example:

Attendance

- 269 students with perfect attendance in November
- Avg. daily attendance rate for the month is 95.99%
- Lowest attended date was Monday, November 11
- November individual attendance award- Tuesday, December 3rd



Examples of Initiatives

Top Dog for Perfect Attendance Rewards for Teachers and Students.

Rewarding classes with best attendance average for the month.-
"8th grade had the highest attendance rate for the month of November so they had a doughnut party to celebrate. We continue to track attendance on the bulletin board in the cafeteria."

Morning Announcements welcoming everyone and thanking them for being in school.

Calling home when students are absent and giving make-up work.



PBIS & Family Engagement to Increase Attendance Rates

Prevention

Teaching Expectations

Positive Reinforcement

Data-Driven Decision Making

Family Engagement



Family and Community Engagement in JP Schools

This department builds partnerships between parents, educators, businesses and the community to share in the responsibility of student development.

We have incentives on the district and school level.



Family and Community Engagement Contacts (PAFE)

- Each Title 1 school has the opportunity to select a PAFE Contact. This is a contracted position.
 - This role must be a faculty member who has an educational background. For example: Master Teacher, SPED Teacher, any grade level Teacher, assistant principal, dean, etc..
- PAFE Contact is responsible for building and maintaining relationships with families, business and community/faith organizations to support the school's academic goals and to ensure compliance with federal and state mandates.

Building Bridges

PAFE Contacts must also work collaboratively with the school and district leaders.

- Family & Community Engagement Coordinator
- Title 1 Coordinators
- PBIS Leaders
- Attendance Teams with their schools and district
- Other PAFEs from schools across the district

Increasing School Attendance Through Parental Engagement

1. **Communication:** Regular updates and clear communication between parents and schools help families stay informed about attendance expectations and the importance of consistent participation.
2. **Support:** Parents who are involved can provide additional support, ensuring children attend school regularly.
3. **Incentives and Rewards:** Families can be encouraged to celebrate good attendance, reinforcing positive habits.
4. **Creating a Positive School Culture:** Involved parents help build a school environment where students feel valued and motivated to attend.

Impact of Family Engagement on Attendance

- **Increased Motivation:** When families are involved, students feel more motivated to attend school regularly.
- **Better Communication:** Consistent updates between parents and schools help families understand attendance expectations.
- **Early Intervention:** Engaged parents can help identify barriers to attendance early, allowing for prompt solutions.
- **Positive Reinforcement:** Rewarding good attendance can motivate both students and parents.
- **Strengthened School Culture:** A collaborative environment encourages students to feel valued, boosting their commitment to attending school.



Attendance Advisory Committee

Committee consists of Educators, Principals, CWA Officers, FINS, TASC, PBIS, Family Engagement

Designed to support schools and families to increase attendance rates and reduce chronic absenteeism.



Chronic Absenteeism

Chronic absence is defined as **missing 10 percent or greater of the total number of days enrolled during the school year for any reason.** It includes both excused, unexcused, out-of-school suspensions and in-school suspensions that last more than one half of the school day.

EveryDay Labs and JP Schools partnership



Student Attendance: Intervention Before Retention...

**2025 Fast Forward Convention / CWA
Summit**



Thoughts regarding attendance on your campus...

- On a scale of 1 - 10, what priority does your school put on addressing students attendance?
- Which staff member(s) have the primary responsibility of tracking student attendance & contacting families?
- Do you know how to identify which students are chronically, severely chronic, and extremely chronically absent?
- Do you know on which tier certain categories of absences belong?
- What significant, deliberate, and intensive actions or interventions are taken when a student is known to be chronically / severely or extremely chronically absent?

Absences earlier in the year predict later absences without intervention...

- Students who missed 2-4 days of school in September were **5x's** as likely to be chronically absent**
- Students who missed 5 or more days of school in September were **16x's** more likely to be chronically absent**

** https://www.attendanceworks.org/wp-content/uploads/2021/11/AW_Web_Absences_early_in_year_image_111021.png

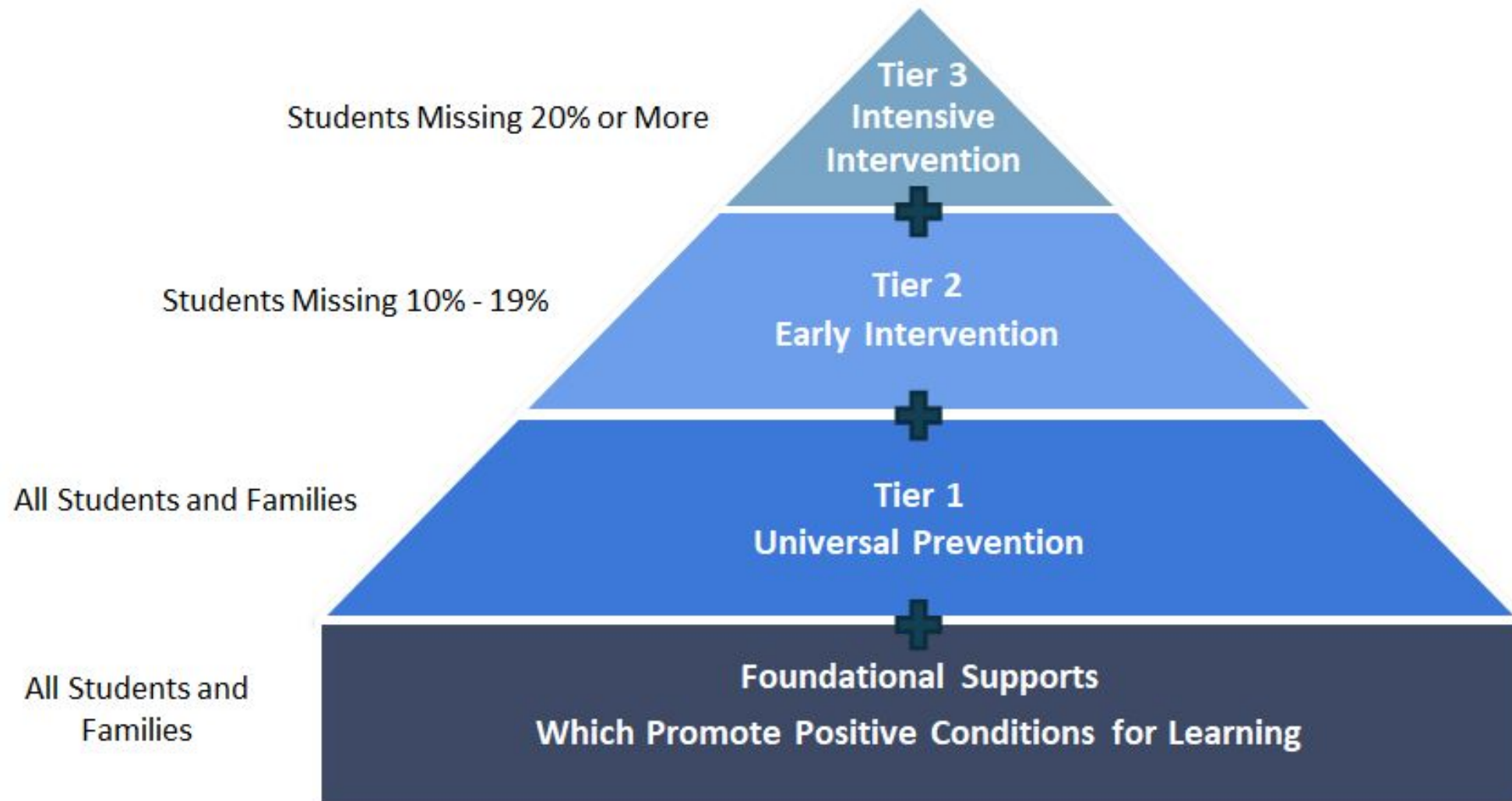
Where do students fit in the 3 tiers of attendance?

Tier 1...interventions applied to all students / the entire school

Tier 2...interventions for students having missed between 10% - 19% of school days

Tier 3...interventions for students having missed 20% or more of school days





When to add Tier II interventions? These are students who have missed 10% - 19% of school days...ALL days...regardless of the reason)

Tier II Interventions to consider:

- **Students & families at this level receive personalized attention**
- **Check In-Check Out (CICO)...example on next slid**
- **Students assigned a caring mentor**
 - **Enhances a student's sense of belonging**
- **Add attendance strategies to IEP...if SpEd**
- **Restorative alternatives to discipline & suspension**
- **Small group interventions & supports**

When to add Tier III interventions? These are students who have missed 20% or more of all school days.

Tier III Interventions to consider:

- 1:1 connection w/ an adult advocate at the school
- Individual plan developed w/ social worker / admin / attendance team member
- Attendance contracts...see the attached editable links
- Secondary...https://www.attendanceworks.org/wp-content/uploads/2019/06/Secondary-Student-Success-Plan_2024-2025-062824.docx
- Elementary...<https://www.attendanceworks.org/wp-content/uploads/2019/06/Elementary-Student-Success-Plan-2024-2025-062824.docx>

What can I do to make a positive impact on student attendance?

Be sure to visit this link...an easy-to-navigate site w/ one-stop shopping for ideas & printable resources to enhance Positive Engagement & Building Capacity....applicable to every school.

Many of the resources found in the link are available in both English & Spanish

<https://www.attendanceworks.org/resources/>



Effective Use of Attendance Data & Parental Outreach: EveryDay Labs





 Jefferson Parish Schools 


 My Groups 

 Resources

☐ Color blind mode

JEFFERSON PARISH SCHOOLS DASHBOARD

Last updated as of 5/24/2023

2022-23 



YEAR-TO-DATE (YTD) METRICS

YTD Attendance Rate 92.0%

YTD Chronic Absenteeism Rate 23.0%

No. of Students 42,139

ATTENDANCE OVER TIME

Monthly  Daily 

☒ Cumulative View

	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
Attendance Rate	93.5%	93.0%	92.4%	92.0%	91.8%	91.8%	91.9%	92.0%	91.9%	92.0%
Chronic Absenteeism Rate	26.3%	26.3%	28.9%	27.2%	27.5%	26.1%	25.0%	24.3%	23.1%	23.0%

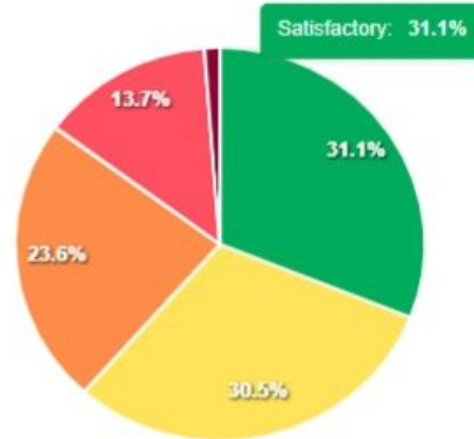


EveryDay Labs, Cont'd.

ATTENDANCE BY TIER

Scrolling down will give you a graphic representation of your school's attendance rate by tier.

Clicking on any "tier" will generate a list of all students in that category.



TIER	%	TOTAL
<div></div> Satisfactory (<5%) ¹	31.1%	382
<div></div> At Risk (5-9%) ¹	30.5%	375
<div></div> Moderate Chronic (10-19%) ²	23.6%	290
<div></div> Severe Chronic (20-49%) ³	13.7%	168
<div></div> Extreme Chronic (>=50%) ³	1.2%	15

(1) Satisfactory and At-Risk are MTSS tier 1; (2) Moderate Chronic is MTSS tier 2; (3) Severe and Extreme Chronic are MTSS tier 3.


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[Privacy Policy](#)

Need help? Email pro-support@everydaylabs.com



EveryDay Labs, Cont'd.



EveryDay Labs

School Overview Attendance Calendar Student Cohorts **All Students** Intervention Groups

SEARCH USER

Bonnabel Magnet Academy High School

My Groups +

Resources

Color blind mode

ALL STUDENTS

Download

Moderate Chronic (10-19%), Severe... 49% TOTAL 168

Filters Clear Filters Apply

View: 10 Add to Group

☐ All Absence Rates (YTD)

☐ Satisfactory (<5%)

☐ At Risk (5-9%)

☒ Moderate Chronic (10-19%)

☒ Severe Chronic (20-49%)

☒ Extreme Chronic (>=50%)

	PATTERNS	TOTAL ABSENCES	ABSENCE RATE (YTD)	
<input type="checkbox"/>	Chronic 21-22	71.5	41.6%	>
<input type="checkbox"/>	Early Abs.	39.5	23.0%	>
<input type="checkbox"/>	Chronic 21-22	42.5	24.7%	>
<input type="checkbox"/>	Chronic 21-22	46.5	27.0%	>
<input type="checkbox"/>	Chronic 21-22	48	28.2%	>

AYTH ABU ZAID

SHLEY ACOSTA


ASMIN ACOSTA-BANEGAS

STEPHANY AGUILAR

By clicking the drop-down box, you can select all the top categories of chronic absences.

This will give you each student in all categories and the # of days missed with the attendance rate.

EveryDay Labs, Cont'd.



Bonnabel Magnet Academy High School

My Groups

Resources

Color blind mode

School OverviewAttendance CalendarStudent CohortsAll StudentsIntervention Groups

ALL STUDENTS

Moderate Chronic (10-19%), Severe...

Filters

Clear Filters

Apply

View: 10

Add to Group

☐ All Absence Rates (YTD)

☐ Satisfactory (<5%)

☐ At Risk (5-9%)

☒ Moderate Chronic (10-19%)

☒ Severe Chronic (20-49%)

☒ Extreme Chronic (≥50%)

49%

TOTAL

168

	PATTERNS	TOTAL ABSENCES	ABSENCE RATE (YTD)	
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<input type="checkbox"/>	Chronic 21-22	48	28.2%	>

Click here to download this list of students and their absence data into a simple Excel spreadsheet.

Download

EveryDay Labs Automatically Contacts Parents w/ Nudges, Texts, and Emails

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████████████████████

ID: ██████████

Attendance

Communications

COMMUNICATIONS

> Text Nudge D

2024-12-10

> Text Nudge C

2024-11-12

> Text Nudge B

2024-10-29

> Text Nudge A

2024-10-15

> Mail nudge

2024-10-04

> Check In Text

2024-09-17

ASSOCIATED RESPONSES

> Chatbot

2024-09-17

STUDENT INFORMATION

EveryDay Labs Automatically Logs all Outreach to Parents

▼ Text Nudge D

2024-12-10

Absence rate: 25.7%

Language used: English

▼ Text Nudge C

2024-11-12

Absence rate: 23.7%

Language used: English

▼ Text Nudge B

2024-10-29

Absence rate: 19.0%

Language used: English

▼ Text Nudge A

2024-10-15


Absence rate: 15.9%

Language used: English

▼ Mail nudge

2024-10-04

Absence rate: 13.2%

Download: 

Language used: English

▼ Check In Text

2024-09-17



**Mail Nudges to Parents
are Friendly, Supportive,
& Encouraging.**



On an ongoing basis, EveryDay Labs identifies students in need of intervention, and delivers the intervention without burdening school staff



Mail Nudges for students and families:

- Six mailings for up to 6,465 students per mailing
- Selection criteria: absent 5–95% at the time of the data pull*



Text Nudges and Chatbot Support:

- Bi-weekly Text Nudges to all eligible students
- 24/7 Chatbot Support

Family Support Team

- Multilingual team available to families Mon-Fri over the phone to answer questions and provide resources



Mail Nudge Example

Our attendance Nudges address the **three critical parent misconceptions** about attendance.

Designed for all families and guardians:

- 5th grade reading level
- Home language
- Simple graph

Nudges include both excused and unexcused absences because **all absences result in loss of instructional time.**



Standard Mail Nudge

Misconception #1:
Families underestimate their students' total absences by 50%



Anytown Unified High School
555 North Main Street
Anytown, USA 12345

Parent/Guardian of
Casey Lee
123 2nd Street
Anytown, USA 12345

Your March Update

**Casey has missed
14 days
this school year***

How can we help?

Misconception #2:
Families underestimate the link between attendance and academic progress.

Dear Parent/Guardian of Casey Lee,

Casey has missed 14 days this school year.*

Attending school every day will help Casey learn and stay on track.

You are key to helping Casey attend every day.

If we can help you, call the school or see the resources on the back of this letter.
Our school is a better place when Casey is present.

Sincerely,
Kendal Sanchez
Principal
Anytown High School

Misconception #3:
Families believe that their students' attendance is average or better than average.

Casey's Attendance Snapshot



*Questions about this letter? Call 555-325-4567 and reference this unique code **kt1234**, or see the footnote on the back for more info.

Turn Over



Bonnabel Magnet Academy High
School
2801 BRUIN DR
KENNER, LA 70065

08/05/2024

0000000046*12*2***AUTO**SCH 5-DIGIT 70065
Parent/Guardian of:

KENNER, LA 70065-6271

Dear Parent/Guardian of

Many families tell us it is helpful to get updates about their student's attendance. To help you track attendance, you may receive additional letters this school year.

is an important part of our school community. We want to partner with you to help attend school every day.

If we can help with anything, call the school or see the resources on the back of this letter.

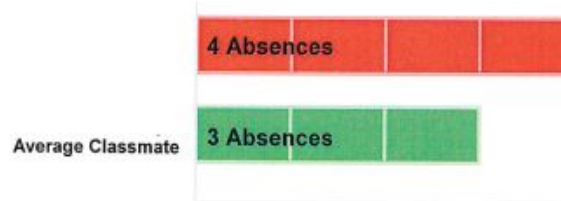
Sincerely,
Katrina Torrado
Principal
Bonnabel Magnet Academy High School

Your October Update

has missed
4 days
this school year*
How can we help?

10/04/2024

Trinity's Attendance Snapshot



Total Missed Days of School

*Questions about this letter? Call 504-290-4750 and reference this unique code or see the footnote on the back for more info.

Turn Over



Track Absences

most recent absences occurred on the following dates:

- 09/10/2024 (Unexcused)
- 08/30/2024 (Unexcused)
- 08/27/2024 (Excused)
- 08/26/2024 (Excused)
- 08/23/2024 (Unexcused)

Did you know? All missed school, for both excused and unexcused reasons, adds up to lost learning time.

Track Trinity's Progress

Did you know you can check school progress at any time?



On the Student Progress Center, you can view your student's grades, attendance, and more! It's a great way to stay informed about your student's progress.

Scan the QR code to sign up or log in today!



k12-login.com/jps

We're Here to Help!

If we can help with anything, call the school: +15044434565
For family resources, visit: k12-support.com/jps-family

* We send these letters to help families keep track of attendance. It's just for your information, and we hope you find it helpful. The letter lists excused and unexcused absences between the first day of school and 09/30/2024. We know students miss school due to illness, religious holidays, or emergencies. Please talk with your student's school and health provider in advance when your student will miss school. For questions and support, or if you no longer want to receive these letters, contact 504-290-4750 and provide the code below.

Unique Code:

Discussion & Questions



Contact us...

Erin Valls- PBIS Coordinator erin.valls@jpschools.org

Salonge Smith- Family and Engagement Coordinator
salonge.smith@jpschools.org

Otis "Chip" Guichet- Child Welfare and Attendance Officer
otis.guichet@jpschools.org

