



School-Community Partnerships

2024-2025 Kern County Attendance Campaign Strategies

Presented by KCSOS Child Welfare and Attendance; School-Community Partnerships



*“Promote
consistent school
attendance by
engaging students,
parents, and the
community in fun
and educational
activities”*



Attendance Campaigns

Attendance campaigns play a vital role in addressing issues by fostering a culture of commitment, responsibility, and enthusiasm around attending school.

These initiatives not only improve student attendance rates but also enhance academic performance, build stronger connections between students, families, and educators, and create a positive, engaging school environment.

Prioritizing attendance through creative and inclusive campaigns, schools empower students to develop lifelong habits of punctuality and perseverance, setting them up for future success both in and out of the classroom.

"Every Day at School Leads to Success!"



Types of Attendance Campaigns

Recognition Campaigns

Focus on celebrating students with excellent or improved attendance through awards, certificates, or shoutouts.

Competition Campaigns

Create friendly competitions between classes, grades, or schools to see who can achieve the best attendance rate.

Themed Campaigns

Use fun themes like "Superhero Attendance Week" or "Show Up and Glow Up" to make attendance exciting and engaging.

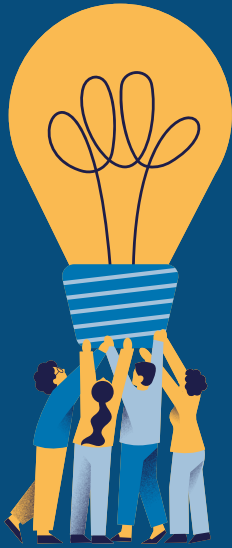
Awareness Campaigns

Educate students and families about the importance of attendance through workshops, social media, and newsletters.

Incentive-Based Campaigns

Offer rewards like small prizes, parties, or privileges to motivate students to attend school regularly.

“Attendance Campaigns are successful with a team!”



Tips to Promote

1. Use Social Media

- Share fun posts, videos, and photos about the campaign on platforms like Facebook, Instagram, or X.

2. Create Eye-Catching Posters and Flyers

- Place them in hallways, classrooms, and community spaces.
- Include bright colors, catchy slogans, and clear information.

3. Talk About It Daily

- Mention the campaign regularly during morning announcements to keep it top of mind.
- Share attendance tips or fun facts.

4. Involve Students

- Let students help design posters, create videos, or plan activities.

5. Send Newsletters and Emails

- Update parents and guardians about the campaign through weekly newsletters or email blasts.
- Include success stories and reminders about the importance of attendance.

6. Partner with Local Businesses

- Ask local stores to display campaign materials or sponsor rewards like coupons or discounts.

7. Celebrate Progress

- Share updates on the campaign's success, such as improved attendance rates or top-performing classes.

8. Host Fun Kick-off and Wrap-up Events

- Plan assemblies or small celebrations to start and end the campaign with energy and enthusiasm.

9. Leverage Word of Mouth

- Encourage teachers, students, and families to talk about the campaign and share their excitement with others.

"Every Day Matters!"

Slogan: "Every Day Matters – Be Here, Succeed Here!"

Key Components

1. Kickoff Assembly

- Host a fun and engaging school-wide assembly.
- Share goals for the campaign and introduce incentives.

2. Daily and Weekly Recognition

- Classroom Competition: Track attendance by class. Celebrate the class with the highest attendance each week with small rewards (extra recess, certificates, or class banners).
- Student Shout-Outs: Recognize students with perfect attendance in morning announcements or on bulletin boards.

1. Incentives and Rewards

- **Individual Rewards:**
 - Weekly prizes for perfect attendance (stickers, bookmarks, or small toys).
 - Monthly drawings for larger prizes (books, gift cards, or school swag).
- **Classroom Rewards:**
 - The class with the best attendance gets a party, extra free time, or a special activity.

1. Family Engagement

- Send letters or emails to parents explaining the importance of attendance.
- Host a family night to discuss how parents can support consistent attendance.
- Create an "Attendance Pledge" for families to sign.

2. Visual Motivation

- Use colorful charts or posters to show attendance progress for each class.
- Create a "Wall of Attendance Stars" where students' names are added for each week of perfect attendance.

3. Attendance Ambassadors

- Select a group of students to be "Attendance Ambassadors." They can encourage peers and share tips for staying on track.

4. Support Systems

- Provide resources for families facing challenges (transportation, breakfast programs, or counseling).
- Work with school staff to identify and assist students with chronic absenteeism.

Timeline

1. Week 1:

- Launch the campaign with the assembly and distribute materials (pledges, charts).
- Start tracking attendance.

2. Weekly:

- Announce winners, celebrate progress, and update visuals.

3. Monthly:

- Hold a bigger celebration for students and classes with perfect attendance.

Budget-Friendly Ideas

- Use donated items or local business sponsorships for prizes.
- Involve parent-teacher associations to support activities.
- Focus on no-cost rewards like extra recess, leadership opportunities, or certificates.

Tagline Reminder:

"Every Day Matters – Show Up, Shine Bright!"

Sample Campaign

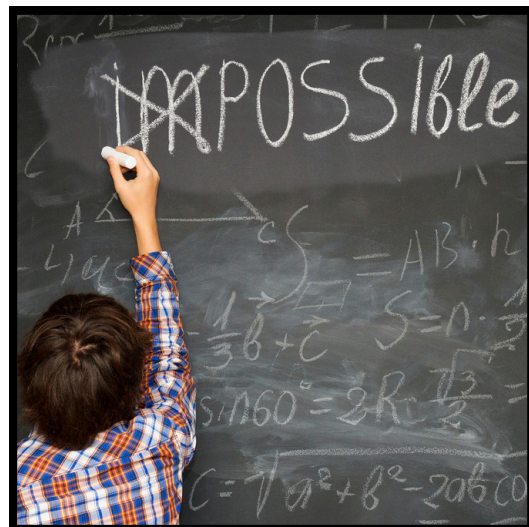


Local
Success



2024-2025

KERN COUNTY HIGHLIGHTS



MARCH MADNESS CHALLENGE SCHOOL WIDE ATTENDANCE INCENTIVES



What activities did the students engage in?

Students participated in a district wide March Madness Challenge Bracket, where Stonecreek Jr. High competed against all schools within the Panama Buena Vista Union School District. As part of our attendance efforts, students took part in school wide challenges and received weekly attendance updates to track progress and recognize their growth. We celebrated Spirit Week to boost school spirit and encourage daily participation. Classrooms earned points for strong attendance, reinforcing the importance of showing up every day. To keep things exciting, we held a weekly raffle called Show Up, Show Out, Win. Each week, two 7th graders and two 8th graders with perfect attendance were entered into a drawing to win a prize. These combined efforts created a fun, rewarding atmosphere and helped promote a culture of strong attendance across our campus.

How did you track their progress? how long was the challenge?

We utilize multiple tools to effectively monitor and assess the impact of our school wide attendance incentives. Synergy and KernKids are used to track daily attendance, classroom trends, and participation in school wide challenges. In addition, we maintain spreadsheets that include classroom rosters and total student counts to ensure competitions are fair and accurately reflect participation across all class sizes. We also conduct regular data monitoring to review engagement in school wide incentives. This allows us to recognize growth, progress, and refine our strategies to continue promoting strong attendance.

How was it promoted?

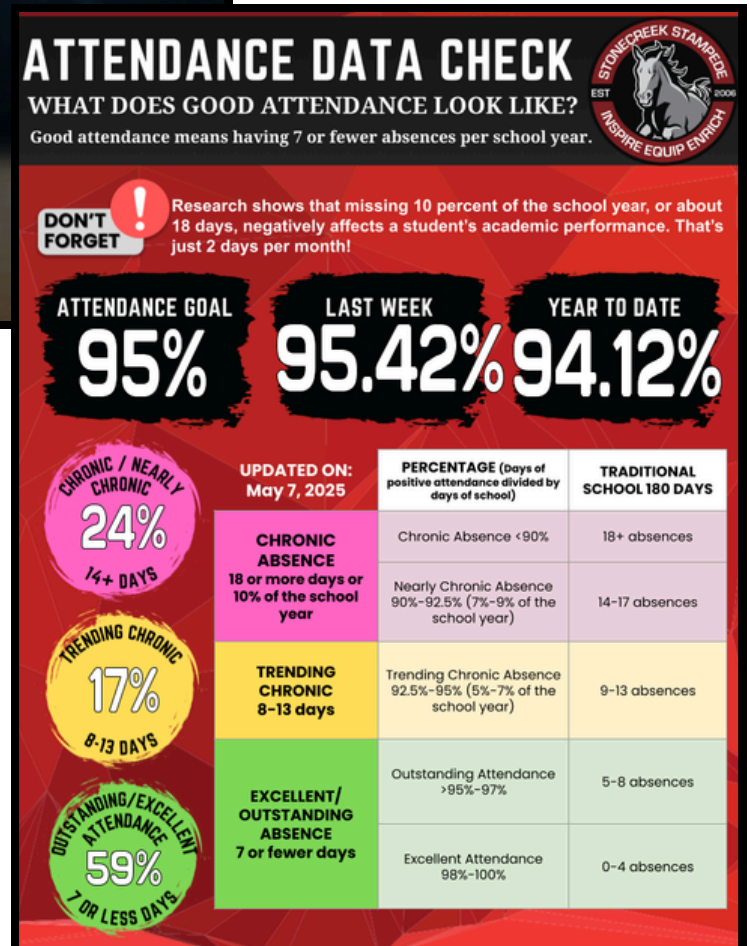
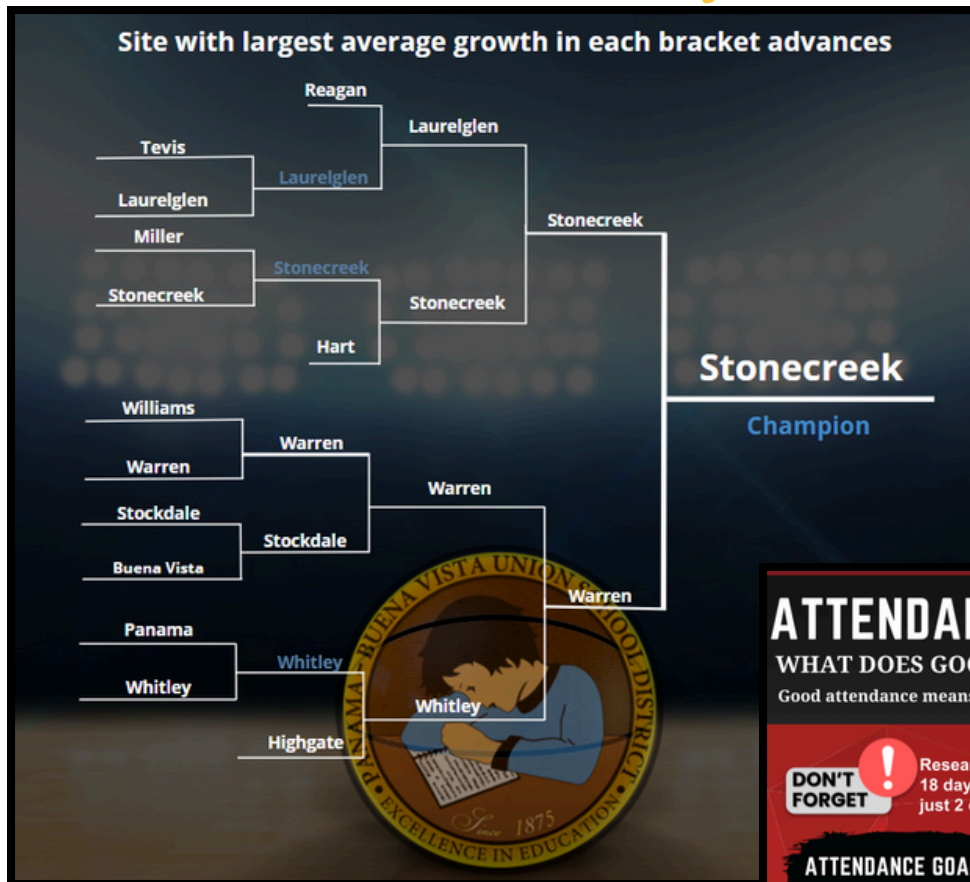
Our school wide attendance incentives were promoted through multiple channels to ensure visibility and engagement from the entire school community. Information was shared with families via ParentSquare, and updates were communicated to staff through all staff emails. Students received information through the Student Resource page on Canvas, student news, and slides presented in their homeroom. Daily morning and lunch announcements were delivered by our administration, counselors, and attendance liaison. These combined efforts helped reinforce the importance of attendance and kept everyone informed and involved throughout each incentive.

Share any other details.. (what staff members were in charge, how engaged were the students, etc.)

Staff members involved in leading and supporting the attendance initiatives included administration, counselors, teachers, and the attendance liaison. Students were excited, engaged, and competitive throughout the challenges.

Panama Buena Vista Union School District

MARCH MADNESS CHALLENGE SCHOOL WIDE ATTENDANCE INCENTIVES



Pond Union School District

Pond Union School district has implemented many school activities to increase student attendance. Parent workshops to increase knowledge around SARB and importance of daily attendance. Below are many examples of their activities and attendance challenges that occurred throughout the school year.

Michelle Placencia- School Social Worker
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Tier-1 30-Day Attendance Challenges



Pond School NACHO AVERAGE ATTENDANCE CHALLENGE

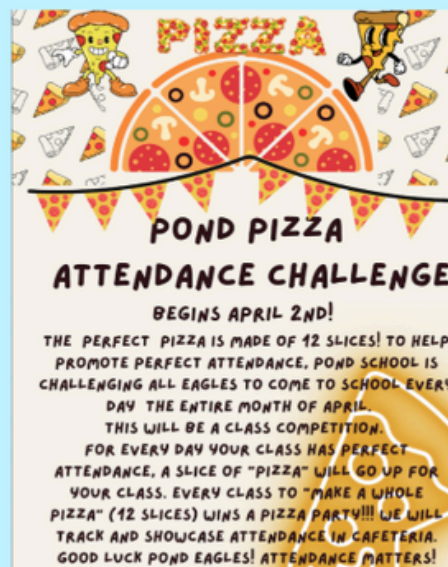
March 1st-22nd

Who knows how to build a NACHO?

The perfect Nacho is made with 12 items. To help promote perfect attendance, Pond school is challenging all students to come to school every day the entire month of March.

For every day your ENTIRE CLASS has PERFECT ATTENDANCE, your CLASS will earn an item for the "nacho". Every CLASS to earn all "NACHO" items (12 items=12 days) will win a Nacho party! We will track and showcase attendance "nachos" in cafeteria.

Good luck Pond eagles! Attendance matters!



PIZZA

POND PIZZA ATTENDANCE CHALLENGE

BEGINS APRIL 2ND!

THE PERFECT PIZZA IS MADE OF 12 SLICES! TO HELP PROMOTE PERFECT ATTENDANCE, POND SCHOOL IS CHALLENGING ALL EAGLES TO COME TO SCHOOL EVERY DAY THE ENTIRE MONTH OF APRIL.

THIS WILL BE A CLASS COMPETITION.

FOR EVERY DAY YOUR CLASS HAS PERFECT ATTENDANCE, A SLICE OF "PIZZA" WILL GO UP FOR YOUR CLASS. EVERY CLASS TO "MAKE A WHOLE PIZZA" (12 SLICES) WINS A PIZZA PARTY!!! WE WILL TRACK AND SHOWCASE ATTENDANCE IN CAFETERIA.

GOOD LUCK POND EAGLES! ATTENDANCE MATTERS!



DONUT MISS A DAY

30 DAY ATTENDANCE CHALLENGE

Sep 3rd-Oct 14th

SEPTEMBER is Attendance Awareness Month!

Pond school is challenging all students to come to school every day for 30 days!

This is a **SCHOOLWIDE CHALLENGE** among each class from TK-8th grade!

The **CLASS** that has the most PERFECT ATTENDANCE DAYS during the 30 day challenge **WINS A DONUT PARTY!**





POND UNION ELEMENTARY SCHOOL DISTRICT PARENT WORKSHOP WEDNESDAY

Attendance Awareness Workshop

brought to you by: Mr Lopez and the School Social Worker

**Come learn why attendance
really matters!**

In this workshop you will learn:

1. Pond Attendance Policy
2. What is SARB?
3. When is my child considered Truant?
4. What happens if my child is chronically absent?
5. SARB Process
6. Tips to help you get your child to school everyday



**August 23, 2023
4:00pm-5:00pm
Spanish and English**

*Light drinks
and desserts
Provided

CHILD CARE ON SITE

Raffle
Prize
Giveaway



PARENT INFORMATION SESSION

Attendance Awareness Workshop

In this workshop you will learn:

Pond Attendance Policy
What is SARB?

When is my child considered Truant?
What happens if my child is absent for
3 days?

When Should I keep my child home?
What is Pond's Attendance Program?

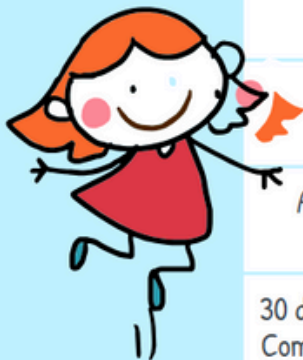
RSVP through QR
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**August 21, 2024
5:00pm-6:00pm
Spanish and English
CHILD CARE ON SITE**

Tier 1 ATTENDANCE CHALLENGES

ATTENDANCE	INCENTIVES
Weekly Kick Off (School Wide Competition-Best Class Wins)	Traveling Trophy Snack Incentive at end of week, end of day
Monthly awards (Individual)	Monthly awards will be given out at awards assembly for students with Perfect attendance.
Quarterly (Individual)	Students with 98% will go to field trip or campus special day
Annual individual awards (Individual)	End of Year award and special treat for perfect attendance
30 day challenges (School Wide Competition-Best Class Wins)	30 day classroom challenges to promote perfect attendance, pizza party, ice cream social, etc.

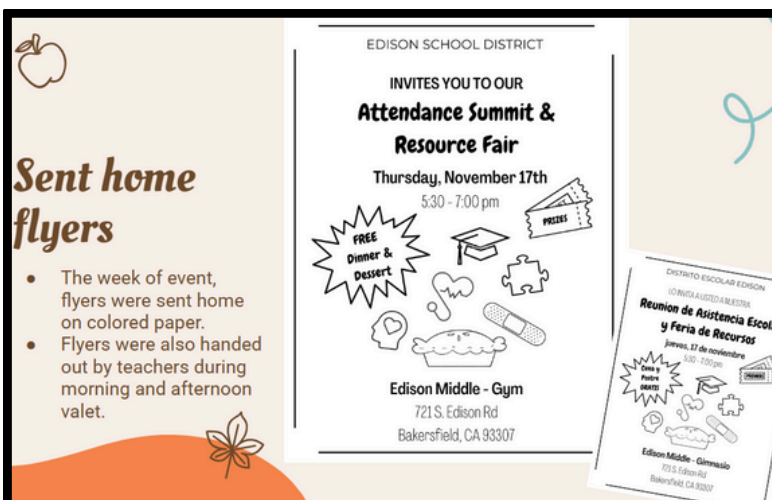


Edison School District

Edison School district hosted an event for parent and community engagement to promote attendance. They provided food, a resource fair, and raffle prizes.



Patty Gonzalez, Orangewood School Counselor
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Sequoia Elementary School

Sequoia Elementary School hosted many monthly and weekly attendance challenges that engaged students to compete and look forward to prizes.



These events were promoted on ParentSquare and daily on campus.

Angela Hernandez, SSW
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Octoberfest Event

Weekly Incentives for Attendance

Incentives Earned:

- Bear points for PBIS student store
- 15-minute extra recess
- Bear Cave (game room) time during recess Lunch with the principal
- Bubble party on the blacktop

SEQUOIA SOCCER TOURNAMENT

MONDAY AFTERNOON
FEBRUARY 3RD

FOR ALL CLASSES
WITH
95% ATTENDANCE OR BETTER

WE WILL ALSO HAVE
RAFFLES FOR SOCCER BALLS,
VOLLEYBALLS, AND
BASKETBALLS FOR THOSE IN
ATTENDANCE
ON
MONDAY 2/3/25

March Madness Attendance

Week 1

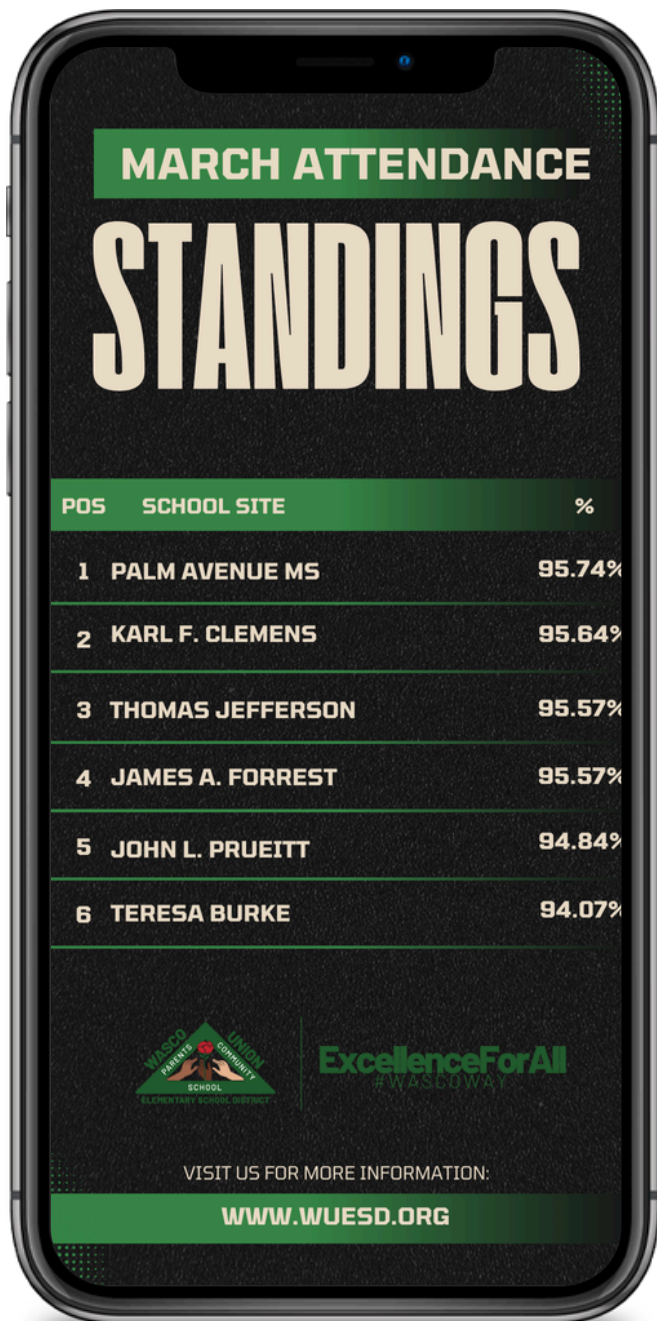


MARCH MADNESS ATTENDANCE CHALLENGE

- Weekly Winners Announced: Each Monday, we announce the weekly attendance winners.
- Free Recess: Winning classes get an extra 15-minute recess on Mondays from 10:15-10:30 a.m. (First winner: 3/11).
- Wildcard Week: The week of March 17th, classes eliminated from the competition can rejoin with the highest attendance.
- Grand Prize: The overall winner will enjoy lunch with the principals and a movie party.



Carlos Barraza- Coordinator of
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Program Implementation

- Saturday School get a new reputation.
- Office staff receives training to analyze and interpret DATA.
 - Training with KIDS Dashboard, and A2A.
- District Vehicle assigned.
- Strengthen Communication Efforts
 - Social Media, Parent Square directed at educating staff and parents.
- Introduction to the **Attendance Ranger!!**
 - Monthly Attendance Competition: School with the highest attendance receives a flag, and banner to showcase their success!
 - Recognize students with strong attendance
- Restorative Workshops with Students.

School sites had access to visual standings from attendance challenges.

*Incorporating digital platforms can boost engagement and participation.

Wasco Union Elementary School District



Carlos Barraza- Coordinator of
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**ATTENDANCE
RANGER** visiting
school sites
celebrating monthly
attendance student
champions.





SPRING INTO FUN FESTIVAL

Vanessa Rodriguez-Alba; School Social Worker
email: varodriguez-alba@kern.org



What activities did the students engage in?

Students participated in a Spring Spirit Week, where they had the opportunity to dress up in themed outfits. They also took part in various spring activities, including a bubble fest for the lower grades and a volleyball game for the upper grades. In addition, we include a classroom activity to involve teachers by having a Spring Door Contest. Lastly, students who achieved 95% attendance for the month were eligible to participate in a Color Run event.

How was progress tracked? How long was the campaign?

The campaign lasted for a month, and progress was tracked by monitoring student attendance by gathering a monthly report on Aeries. Regular checks were made to ensure students who achieved 95% attendance were identified and were able to participate in the Color Run Event.

How was it promoted?

The activities were promoted through the school's weekly bulletin and distributed flyers, ensuring that all students and parents were informed and encouraged to participate.

Share any other details.. (what staff members were in charge, how engaged were the students, etc.)

The School Social Worker collaborated with the Assistant Principal, Principal, and Elementary School Counselor to coordinate and implement the activities, including the Color Run event. Additionally, the SSW worked with the Dean of Student Success and the Middle School Counselor to engage middle school students, who played a key role in assisting during the Color Run. Parents were invited to attend, further enhancing the sense of community.

This event was a tremendous success, especially since it marked the first time many students had the opportunity to participate in a Color Run. It was a memorable and enjoyable experience for all involved. Approximately 441 students participated, making it a significant and well-received event for the school community.

Redwood Elementary School



REDWOOD ELEMENTARY

SPRING

INTO FUN FESTIVAL

EVERY WEDNESDAY
APRIL 2024

WEDNESDAY 3 1st-6th Grade are invited for a Spring Scavenger Hunt during lunch recess.	WEDNESDAY 10 4th-6th Grade Your invited for a spring Volleyball game.
WEDNESDAY 17 TK-K Grade meet us during lunch recess for a Bubble Fest!	WEDNESDAY 24 1st- 3rd Grade join us for a Fun Water Fest during lunch recess.

NOTE:
Don't Forget to be here everyday, on time to attend our Color Run Event!

ALL PARTICIPANTS WILL ENTER A RAFFLE FOR A KINDNESS GIVEAWAY
Host: Kindness Squad

REDWOOD ELEMENTARY

SPRING

COLOR RUN FESTIVAL

CELEBRATING ATTENDANCE

95% or higher Attendance Earn A Ticket entry

SCHOLARS WITH 95% ATTENDANCE FROM 4/2 - 4/30 WILL RECEIVE A TICKET TO PARTICIPATE IN OUR COLOR RUN FESTIVAL.

MAY 01, 2024

TK- 3RD START: 1:15 PM - 1:45 PM
4TH -6TH START: 2:00 PM - 2:30 PM

FOR THE MONTH OF APRIL SCHOLARS NEED TO BE IN SCHOOL ON-TIME AND STAY ALL DAY TO PARTICIPATE IN THE FESTIVAL

WEAR LIGHT COLORS OR A WHITE T-SHIRT ON THE DAY OF THE EVENT!



Redwood Elementary School



Spring Class Door Contest Results

1st Place



2nd Place



3rd Place



4th Place



REDWOOD ELEMENTARY

SPRING

INTO FUN FESTIVAL

DRESS UP WEEK

MONDAY 4/15/24	ALOHA TO SPRING DRESS HAWAIIAN	
TUESDAY 4/16/24	SPRING TWINS DRESS LIKE YOUR FREIND	
WEDNESDAY 4/17/24	SPRINTING INTO SPRING WEAR WORKOUT CLOTHES	
THURSDAY 4/18/24	SPRING FEST WEAR FLOWERS OR SPRING COLORS	
FRIDAY 4/19/24	SPRING SPIRIT WEAR REDWOOD COLORS (BLUE AND GREEN)	





SPOOK-TACULAR EVENT

Vanessa Rodriguez-Alba; School Social Worker
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What activities did the students engage in?

Throughout the month leading up to the Spooktacular Event, students had the exciting opportunity to participate in a variety of fun weekly activities. These included classic games like Connect 4, a Reading Buddy library activity where Kindergarten and 6th-grade students partnered up, and an engaging trivia game. In addition, we wanted to include a home activity to involve parents, which was the Family Pumpkin Decorating Contest. Families had the opportunity to decorate a pumpkin and bring it to the school for students to vote for the best pumpkin. Students who maintained 95% attendance were eligible to join the Spooktacular celebration. These activities not only allowed students to have fun but also provided them with the chance to connect, build relationships, and create lasting memories.

The highlight of the month, the Spooktacular Event, featured different booths with games run by students and community members. Some of the games included a photo booth, ring toss, spooky tic tac toe, spooky tattoo, witch hat toss, Halloween sensory game, Halloween photo booth, witch wands craft table, and zombie toss. Having community members provide the activities added excitement and energy to the event.

How was progress tracked? How long was the campaign?

The campaign lasted for a month, and progress was tracked by monitoring student attendance by gathering a monthly report on Aeries. Regular checks were made to ensure students who achieved 95% attendance were identified and were able to participate in the Spooktacular Event.

How was it promoted?

The activities were promoted through the school's weekly bulletin and distributed flyers, ensuring that all students and parents were informed and encouraged to participate.

Share any other details.. (what staff members were in charge, how engaged were the students, etc.)

The School Social Worker teamed up with the Assistant Principal, Principal, and Elementary School Counselor to plan and execute the activities. In addition, they collaborated with key community partners, including the Shafter Learning Center, Shafter Continuation School, Richland Jr. High School, Shafter Family Resource Center, and the School Library Staff, Shafter Police Department to ensure the event's success. Each participant played a vital role in bringing the event to life. The students were engaged and enthusiastically participated in every activity.

Redwood Elementary School



Redwood Elementary School





ATTENDANCE FOCUSED GROUP

Vanessa Rodriguez-Alba; School Social Worker
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What activities did the students engage in?

In addition, our school has established an Attendance Focus Group for students at risk of chronic absenteeism. Facilitated by the School Social Worker and the Elementary School Counselor. This group is designed to emphasize the importance of regular school attendance and provide support to students who may have attendance challenges. Students receive ongoing encouragement and support to improve their attendance, and those who meet their attendance goals are rewarded with incentives, including the opportunity to participate in a monthly activity. The Attendance Focus Group has been effective, with the majority of students showing improvement in their attendance.

How was progress tracked? How long was the campaign?

The School Social Worker and School Elementary Counselor reviewed each student's attendance on a weekly basis to keep track of student progress. Every month, a monthly report on Kern Integrated Data System (KiDS) was generated to determine students' progress and if they graduated from the group successfully. Running the report also helped to identify additional students who may benefit from entering the group.

How was it promoted?

The School Social Worker and School Elementary Counselor sent out an introduction letter to parents and sent out weekly reminder emails to teachers. Additionally, daily/ weekly reminders were provided to students of upcoming incentives or monthly attendance events.

Share any other details.. (what staff members were in charge, how engaged were the students, etc.)

The School Social Worker and School Elementary Counselor facilitated this psychoeducation group. The students involved in the attendance-focused group demonstrated a high level of participation and engagement. They actively participated in discussions about the importance of attending school regularly and shared their personal experiences and strategies for improving attendance. The group activities were met with enthusiasm, and students showed a genuine interest in supporting their peers to overcome attendance barriers. This positive engagement not only helped improve their attendance rates but also fostered a community of support and encouragement among the students.