

# ATTENDANCE AWARENESS MONTH

**September is Attendance Awareness Month!** Attendance Awareness Month is a national initiative sponsored by Attendance Works to rally communities across the nation around the importance of attending school every day. Attendance Awareness Month provides the District with an opportunity to raise community awareness about the importance of school attendance and demonstrate that attendance is a top priority for the City. The District will launch a set of activities in September through the Truancy Taskforce<sup>1</sup> that will engage and empower students, parents, educators and community members to support students to attend school every day! [#SchoolEverydayDC](#)



## RELEASE OF INFORMATIONAL MATERIALS

- Release of promotional materials for parents and schools (Released September 4)
- Webinar series for school leaders (Released September 25)
- Revised Parent Resource Guide (Released September 30)

## PUBLIC AWARENESS/OUTREACH

- Mayor's Proclamation of September as Attendance Awareness Month
- Live Social Media Campaign [#SchoolEverydayDC](#) (September 19)
- Show Up, Stand Out Official Youth Program Launch (September 17)

## CALL TO ACTION

- Special Convening of the Truancy Taskforce (September 15)

## DESCRIPTION OF ACTIVITIES AND TOOLS

### Promotional Materials for Parents and Schools

Promotional materials are stakeholder specific handouts on the common causes and consequences of truancy and truancy prevention methods. The materials will be available at public meetings and activities, stakeholders may also download materials online.

### Webinar Series

The three part recorded webinar series provides information on DC's laws and regulations related to absenteeism and truancy, as well as information on intervention and referral services. The series will be available at <http://osse.dc.gov/node/1108787>.

### Revised Truancy Prevention Parent Resource Guide

In 2013, OSSE created the first edition of the Truancy Prevention Parent Resource Guide. The resource guide provides information on steps a parent or legal guardian can take to prevent truancy; the common causes and consequences of truancy; and Intervention and referral resources available to parents and caregivers to address the common causes of truancy and its prevention. The second edition of the guide has updated resources and contact information.

### Special Convening of the Truancy Taskforce

The truancy taskforce will convene on September 15 to discuss School Year 2014-15 end of year truancy data findings, discuss the work/progress of the data, policy, program and steering committees.

### Live Social Media Campaign

Agencies and programs such as the DME, OSSE, and Show Up, Stand Out will post to social media about the importance of school attendance using the hashtag [#SchoolEverydayDC](#)

### Show Up, Stand Out Launch Event

Launch event for Show Up, Stand Out—a program using peer empowerment, campus community, and mentor support to increase attendance. The event will offer an inside-look at the middle school clubs supported by the Show Up, Stand Out program.

<sup>1</sup> The Truancy Taskforce is a committee of government agencies and partners that convene to strategically address truancy in our public schools.

