

## **"Attendance Matters: Roseville Area Schools" Animated Video**

### **Captivate Media + Consulting**

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The Roseville Area Schools Attendance Video, created by Captivate Media + Consulting, aims to educate families about the importance of student attendance and the growing challenge of absenteeism. Presented in an engaging animated format, the video highlights the shared responsibility in ensuring students attend school regularly, illustrating how absenteeism impacts academic success and the opportunity for students to thrive. This video was offered through our AnimatED series of customizable videos for school districts. The video is used to educate and motivate families with customization options to fit specific district needs. It has been distributed through school websites, newsletters, and social media, it is available in multiple languages to reach a wide audience. The video is used year-round by school districts, particularly during back-to-school periods and fall attendance-awareness campaigns. Targeting K-12 families, particularly those facing absenteeism or unaware of its long-term effects, the video also engages school staff. Its clear, visually appealing format makes the content accessible to diverse audiences. The video supports effective communication by simplifying a complex and sensitive issue with clear language and visuals. Its animated style appeals to both students and adults, addressing common attendance barriers and offering actionable solutions. The video has proven to be an effective, cost-efficient tool in communicating about absenteeism, promoting a shared commitment to attendance, and contributing to student success across districts.