



Folsom Cordova USD Attendance Communications Campaign: 2024-2025

Campaign Title: *Attendance Matters: Your Future Starts with Attendance*

Summary

The Folsom Cordova Unified School District (FCUSD) launched the *Attendance Matters: Your Future Starts with Attendance* campaign from August 2024 through May 2025 to emphasize the importance of daily school attendance across all grade levels. The campaign engaged students, families, staff, and community partners through coordinated communications, social media, video storytelling, and targeted outreach. Its goals were to improve attendance rates, raise awareness of available support resources, and establish attendance as a shared community priority.

Research

FCUSD analyzed data from the district's Attendance Data Platform to identify high-absenteeism periods and trends by grade level and school site. Key insights included early intervention potential for PK-3 families, attendance challenges among middle and high school students, and lower rates at Title 1 schools requiring targeted outreach. The team also reviewed **case studies** of successful attendance campaigns nationwide to determine effective channels and high-engagement content formats, including video, infographics, and social media. [Click here to review the success stories.](#)

Planning

The campaign objectives, informed by research and historical attendance data, focused on raising awareness among students, families, staff, and the community about the importance of regular attendance, with a district-wide goal of 96% and a first-quarter target of 95%. Goals included engaging families in understanding attendance as the #1 predictor of high school graduation, promoting support services to overcome barriers, and fostering consistent messaging for daily attendance habits. The target audience included students of all grade levels, families, especially Spanish-speaking households, Black families, and families of students with IEPs, school staff, and community members. Key messages emphasized attendance as essential for academic achievement, skill development, social interaction, and long-term opportunities, with FCUSD supports available to help students attend consistently. Building on prior efforts like the Back-to-School Challenge, the campaign employed targeted social media posts, a dedicated Attendance Resource Webpage, and a coordinated content rollout, including videos and family communications, strategically timed around historically high-absenteeism periods, ensuring all tactics reinforced attendance as a shared priority.

- [Click here to see the webpage planning document.](#)
- [Click here to view the social media plan and timeline.](#)
- [Click here to view the video timeline planning document.](#)



Implementation

FCUSD executed a year-long, multi-channel *Attendance Matters: Your Future Starts with Attendance* campaign using digital, social, community, and media strategies. The Back-to-School Challenge (Aug 8–Sep 5) engaged families with weekly posts in English and Spanish, followed by *EveryDayCounts* posts (Sep 6–Jan 2025) highlighting attendance benefits, success stories, and resources, using hashtags #FCUSDBacktoSchool and #FCUSDEveryDayCounts. Infographics, videos, and student testimonials were shared across [Facebook]([Post 1](#), [Post 2](#), [Post 3](#), [Post 4](#), [Post 5](#), [Post 6](#), [Post 7](#)) and [Instagram]([Post 1](#), [Post 2](#), [Post 3](#), [Post 4](#), [Post 5](#), [Post 6](#), [Post 7](#)). The Communications team connected with families of color through Black Families United for Education meeting ([Click here to see the presentation](#)) and leveraged ParentSquare for regular notifications. The campaign included a video ([Click here to watch the video on YouTube](#)) produced by FCUSD staff, earned media coverage on CBS13 ([Click here to read article](#)), and a dedicated webpage ([Click here to view](#)) with resources and tips. Activities were coordinated throughout the school year to reinforce attendance awareness and provide actionable support.

Evaluation

The *Attendance Matters* campaign demonstrated measurable impact, with FCUSD achieving a 0.5% increase in Average Daily Attendance (ADA), reaching 95.0% by January across an enrollment of 22,215, equating to roughly \$3.5–\$4 million in additional funding per 1% ADA increase. **According to our data from Attend on 5/30/25, our year-end attendance rate for the 24-25 school year was 94.7%.**

The Communications & Community Engagement Department was instrumental in this success, producing a [video viewed 369 times on YouTube](#), and ensuring consistent, engaging messaging across social and community channels, helping attendance become a shared community value. Digital engagement was strong, with campaign posts generating 24,506 views and reaching 15,867 users on Facebook and Instagram, ([Click here to view metrics](#)). Earned media highlighted efforts to strengthen attendance ([read coverage](#)) and FCUSD received the prestigious 2025 SARB Award for Attendance Excellence ([Click here to read more](#)). Increased ParentSquare engagement, higher community meeting attendance, and anecdotal evidence from staff reflected improved student accountability and family involvement. **Total views: 39,214**

Click links below to read the messages:

[Jan 24 Board Briefs with the Topic “Attendance Matters Video - Watch now!”](#)
[Jan 10 Board Briefs with the Topic “Attendance Matters”](#)



Supporting Materials: Graphics used in social media campaign



Back-to-School Challenge

Regular attendance builds key skills like literacy, numeracy, and problem-solving.



Desafío de regreso a clases

La asistencia regular desarrolla habilidades clave como la alfabetización, el cálculo y la resolución de problemas.



Attendance Matters



ATTENDANCE MATTERS 🔍



Attendance Resources