



Attendance Matters

MARKETING CAMPAIGN



Stanislaus County
**Office of
Education**

GOLD MEDALLION
NSPRA Awards 2025

Judy Boring, Director II Communications
Stanislaus County Office of Education
209-238-1709 ~ jboring@stancoe.org

3 Communications Staff ~ 1,196 Employees
County Office of Education
107,024 Students

01 SYNOPSIS



In an effort to support the 25 school districts in Stanislaus County improve overall attendance at the beginning of the 2023-24 school year, the Stanislaus County Office of Education embarked on a campaign called ***"Every Day Counts, Attendance Matters."***

The campaign's overarching goal was to increase student attendance in schools throughout Stanislaus County by educating students, parents, staff, and the community about attendance issues.

The awareness campaign outreach was accomplished through a multimedia campaign that included: website, streaming and set TV commercials, geo-fencing, broadcast radio messages, print media, magazine articles, parent letters, posters, postcards, and vinyl banners hung at schools. Additionally, a comprehensive social media communication plan with monthly themes was implemented.



School district liaisons were instrumental in assisting with distributing and sharing the ***"Every Day Counts, Attendance Matters"*** message with their parents and students.

At the end of the 2023-24 school year the campaign results were extremely positive. The campaign's outreach to students, parents, and the community helped ***increase countywide attendance by 1.55% and decrease chronic absenteeism by 5%!*** This translated to an additional \$16,976,257 in revenue for the school districts. This translated to a 5,659% return on investment.

Key to the campaign's success was the extensive outreach strategy, which generated more than 30 million impressions from September 2023 - June 2024.

The involvement of all 25 school districts played a definitive role as we shared a consistent message about the importance of regular school attendance, reinforcing the value of education.



02 RESEARCH

Research is clear – students who attend school regularly do better academically and are more likely to establish work habits that help them succeed in life and a career. During the COVID19 pandemic parents were told to keep their student home if they had any signs of sickness. During the 2021-22 school year those requirements were lifted.

However, in 2022-23 parents were in the habit of keeping students at home. Attendance across the school districts in Stanislaus County remained lower than the pre-pandemic school years by 2% to 8%.*

In May 2023, the 25 district superintendents requested support from the **Stanislaus County Office of Education (SCOE)** to run an attendance initiative to help increase awareness of the issue.

District Name








ADA 2022-23

Ceres Unified	92%
Chatom Union	93%
Denair Unified	93%
Empire Union Elementary	89%
Gratton Elementary*	100%
Hart-Ransom Union Elementary	96%
Hickman Community Charter	97%
Hughson Unified	93%
Keyes Union	95%
Knights Ferry Elementary	92%
Modesto City Elementary	93%
Modesto City High	90%
Newman-Crows Landing Unified	90%
Oakdale Joint Unified	92%
Paradise Elementary	93%
Patterson Joint Unified	92%
Riverbank Unified	91%
Roberts Ferry Union Elementary*	96%
Salida Union Elementary	93%
Shiloh Elementary	94%
Stanislaus Union Elementary	93%
Sylvan Union Elementary	93%
Turlock Unified	92%
Valley Home Joint Elementary	95%
Waterford Unified	94%

**Exception is districts with less than 250 students*



RESEARCH SHOWS

-  1 missed day of school puts them 2 days behind their classmates.
-  Missing 2 days a month – excused or unexcused = considered chronically absent.
-  15 days of absences per year = 1 year's worth of school before their senior year
-  Students attending school have resources and support programs, including breakfast and lunch.
-  A child learns more about responsibility each day they attend school
-  Schools lose revenue when students don't attend school.
-  Education pays off in terms of a meaningful future and success in the workforce.

Staff Outreach

In June 2023, SCOE's Superintendent and Director of Communications met with 25 school district superintendents and attendance personnel to present a proposed marketing plan and budget. They discussed a draft plan for launching the campaign, which was set to begin in two months, and reviewed the overall marketing strategy. The meeting also included a SWOT analysis exercise, where participants provided feedback to identify the Strengths, Weaknesses, Opportunities, and Threats related to the Attendance Campaign.

SCOE's campaign marketing messaging utilized the most pressing threats identified from the SWOT Analysis feedback of the school districts and from the Attendance Works research.

The planning meeting with the districts allowed for the presentation of the proposed paid media marketing promotion and associated costs. The Communications Director explained the rationale, methodologies to be used, and how each would roll out over the school year. Advertising would be in both English and Spanish. Total cost to bring an engaging all-out marketing awareness campaign for the county was projected to cost \$301,067.

To fund the proposed budget, she offered four funding options. These options ranged from \$2.00 per student to \$2.50 per student with \$2.50 covering the robust awareness marketing campaign.

With a resounding response all 25 superintendents committed to the awareness campaign at \$2.50 per student.

SWOT Analysis Highlights

STRENGTHS/OPPORTUNITIES

- County leadership
- Social media presence
- Leverage resources, budget, and energy
- Communication and shared messaging
- Increased home visits
- Promote all the resources that schools offer

WEAKNESSES/THREATS

- Timing for fall 2023 rollout (Can we make it?)
- Data on reasons for chronic absences
- Spanish/other languages materials, how to track data, the success of initiatives.
- Parents/families no longer understand/see the importance of in-person learning.
- Student and parent mental health needs
- The culture around attendance post covid, false ideas about independent study, covid illness mindset, anxiety about coming to school.

Complete list of SWOT Analysis

Strengths +	Weaknesses -	Opportunities +	Threats -
<ul style="list-style-type: none"> • Revamped clarity of the SARB process • Investment in CC, nurture connection with parents, meet with admin + att teams. • Budget • Frequent prizes, data communication • County leadership • Incentives, power in numbers, Students have better access to services when at school. • Social media presence • Leverage resources, pool resources, and energy • Communication • Increased home visits • Common messaging • Collective effort, common message across the county all schools and districts • Having a simple common message • Monthly rewards, semester rewards, posters, flags • Common message, large broadcast, prizes/recognition for students, encouraging. • Kids are a captive audience at school (when present). Districts have direct communication access to parents (parent square) • Teachers call names, personalized relationships. • Newspaper articles • Current incentives • Social media and flyer awareness campaigns • Data driven. 	<ul style="list-style-type: none"> • School experience is not compelling enough for kids to want to attend school (for those who are not attending) • Visibility of student incentives, outliers (country leaders) • Finding a common denomination that works for all districts is a struggle. • Costs, districts need to have a common goal (% growth) • Messaging to families • How to maintain the momentum of a common message/campaign throughout the year • Different abilities of districts to track data. • Visibility of student incentives • Timing for fall 2023 rollout (Can we make it?) • Data on reasons for chronic absences • Spanish/ other languages materials, how to track data, the success of initiatives. 	<ul style="list-style-type: none"> • Collaboration between districts (ideas, best practices), increased learning & achievement • Increased ADA/ Money. Have resources available at schools. • Push for "growth for all," everyone has room to grow, and districts can determine the specifics. • Motivate students and attend assemblies to share/show prizes (can be a video) Have students as audience. Messages to parents may be designed differently. • Build relationships with businesses & community partnerships. • Promote all the resources that schools offer (how to access), Food Services, MH support safety, etc. • Develop language that makes sense to families about the cumulative effects of absences and the negatives of school. • Two target audiences (Adults, Students), create marketing that uniquely targets both audiences. • Need to target specific audiences. Follow the data based on student groups. • Changing the mindset of parents and students • Parent feedback • Attendance taskforce • Expand Saturday Academy. Include enrichment. • Use student info system to compile attendance data. • Letter templates to families by mail • Maximize ELOP. Supplemental days. • Attendance taskforce • Improvement initiatives • Motivate students as well as parents, with child-friendly messaging. 	<ul style="list-style-type: none"> • Annual family trips out of the country • Parents/families no longer understand/see the importance of in-person learning. • Time • Student and parent mental health needs • Data collection of workloads specifically for smaller districts, the volume of students needing attention in bigger districts • "YOLOing" and "Mommy dates" COVID taught people that they would rather make memories (take the long weekend) • Mindset of families • Covid- Era perceptions and fears about sending kids to school with symptoms. • Covid era perceived liberties to attend school or not depending on personnel preference. • The culture around attendance post covid, false ideas about independent study, covid illness mindset, anxiety about coming to school. • Reteaching post-covid • Real illnesses (covid, flu) when we want students to stay home. • Parent mindset, fear of covid, homeschooling/ private school, independent study • Parent mindset, covid, independent study, home school • When do we take off the "do-ers plates? Or how do we help them create solutions? • Certain cultures are still very fearful of the virus. Mostly multi-generational households.

04 PLANNING

With less than 2 months before the 2023-24 school year would begin, planning began in earnest. Superintendents and representatives from each district participated in planning meetings and were instrumental in the campaign. Another commitment asked of the districts was for them to provide a district contact who would serve as a liaison with SCOE's Director of Communications and be responsible for sharing information to school staff, students, and parents in their districts.

Creating a successful plan entailed setting goals and identifying target audiences to measure if the plan was working and if it was successful.

Target audiences included students, parents, community, school staff, board members, and businesses.

A set timeline for ongoing communications and updates to the school district liaisons was incorporated within the plan. Email messages at the beginning of the month shared what was currently happening and what was in the works or what to expect next.

Measurable Goals

- All school districts in Stanislaus County will participate in the campaign
- Participating schools will increase attendance during the '23-24 school year by .50% to 1%
 - Individual districts will set their own goals within the range
- Chronic absenteeism will decrease
- Revenue to schools will increase
- Community awareness of the campaign will be measured by:
 - Number of impressions
 - Business support of the campaign

Communication Channels Include:

- TV commercials (set-box and streaming)
- Radio commercials and geo fencing
- Social Media (posts, stories, and reels)
- Billboards, vinyl banners, posters, magazine articles, monthly parent letters, mailers, and post cards
- Everybody Counts video series and podcast
- Community events
- Website resources
- Included tag lines into the marketing plan

The following communication vehicles were identified:

- **Community Outreach:** Utilize opportunities to present or speak about the importance of student learning, social and emotional resources.
- **Special Events:** Attend and provide information at club meetings, community events, chamber events, student events, and the county fair.
- **Traditional Media:** Send media alerts to local newspapers serving the community. The Modesto Bee is the regional newspaper with other newspapers serving Ceres, Denair, Newman Oakdale, Patterson, Riverbank, Turlock, and Waterford communities.
- **TV/Radio:** Media buys for ad space on TV, streaming, radio broadcast and streaming commercials.
- **Magazines:** Submit success stories to Stanislaus Magazine and the Chamber's Progress Magazine.
- **Social Media:** Create a focused plan to populate social media venues from August – June. SCOE utilizes Facebook, Instagram, X, LinkedIn, and YouTube.

05 PLANNING

Marketing/Promotion/Communication Strategy

The marketing plan, along with the following strategies and action items within the plan, will guide the work of Every Day Counts Attendance Matters Initiative for SCOE's Communications Department staff and school district liaisons.

1. Build and maintain a plan to encourage daily school attendance

a. Strategy: Create a monthly focus to solidify messages to parents and students that are geared to why attendance matters

Action: Utilize themes currently in place and reframe messages to tie in with attendance

Action: Create tag line for each school group, elementary, middle, and high school

Action: Identify best way to reach each group

b. Strategy: Coordinate communication with school districts to support year-long information sharing

Action: Create a Google file with clearly defined folders for the different categories. Example: Billboard, social media, commercials, messages, print material, Car Giveaway-Attendance Drive

Action: Email updates and monthly resources to the district contacts to share with parents, staff and their community

2. Every Day Counts LOGO

Strategy: Create a new Every Day Counts logo to identify campaign brand

Action: Work closely with graphic designer to create a clean easily identifiable logo

Action: Create Style Sheet on use of Logo

Action: Brand all marketing materials with the new logo

Action: Share logo with school districts

3. Create collateral promotional materials

a. Strategy: Create marketing materials July – September 2023

Action: Work closely with graphic designer and ensure timely design, smooth production, and distribution of materials (posters/flyer/infographics/school banners)

Action: Ensure districts can add their logo to the branded flyers and infographics easily without changing the design brand and message

Action: Design unique infographics to share on social media from August to July approximately 4 times per month

Action: Design posters specifically for elementary, middle school, and high school using the tagline for those grade levels

Action: Design large vinyl banners specific for elementary, middle school, and high school and display on fences at each school in the county

b. Strategy: Create 15 and 30 second TV commercials targeting key audiences

Action: Select Advertising agency to assist with year-long creative commercial concepts

Action: Write scripts and record commercials based on

overcoming the top obstacles for not attending school daily
Action: Air first commercials in September on streaming video, OTT (Amazon ads) and social media channels

Action: Set budget for yearlong promotion

Action: Obtain media buy and select stations that will have the highest reach for targeted audiences

c. Strategy: Create 15 and 30 sec radio spots targeting key audiences

Action: Write scripts (use information from TV commercial) and tape radio spots

Action: Media buy in local radio market

Action: Air commercials in August through May

Action: See Marketing Budget plan for monthly timeline

d. Strategy: Distribution of materials

Action: Meet with district contacts to distribute and share materials

Action: Blanket business and community with information

4. Create Website Pages

Strategy: Utilizing new logo and messages add resources and commercials to dedicated webpage

Action: Add content that is relevant to improving student attendance

Action: Provide resources for parents

Action: Update content regularly including adding photos and videos to website

Action: Utilize information about prizes (Example win a free car for high school students)

Action: Create online evaluation and feedback tools to ensure continuous improvement

5. Utilize Social Media

Strategy: Develop a positive and proactive Social Media message and timeline

Action: Identify a theme for each month and create infographic and captions geared to the monthly theme

Action: Post infographics and photos, reels, videos, stories on Facebook, Instagram, Twitter, LinkedIn, and YouTube weekly

Action: Share information with district liaisons

Action: Utilize ads on social media sites, i.e., boost posts and Google ads to reach a broader audience

Action: Pay to post on radio program's social media accounts

6. Create Every Day Counts PowerPoint slide presentation

Strategy: Meet with District Superintendents to review SWOT Utilize information to develop key messages and PowerPoint content

Action: Create a PowerPoint template with pertinent information

Action: Share with school district staff for their use

Action: Utilize PowerPoint during outreach presentations

7. Community Event Participation

Strategy: Look for opportunities to participate in community events using funds to pay for booth space when necessary

Action: Participate in community outreach and events including the Stanislaus County Fair, Hispanic Marketplace, Modesto's Dia de Los Muertos, Inspire Youth Fair

Action: Get on calendar with Modesto Rotary, Leadership

Modesto, Board of Supervisors, and other community groups

Action: Add information to present at SCOE's monthly new employee orientation and employee newsletter

06 IMPLEMENTATION

A timeline was established, and the campaign began in July 2023 by creating the logo and commercial creatives, utilizing multi-media, including TV and radio spots in English and Spanish. In addition, SCOE’s Communications Department reached out to target audiences through press releases and articles in SCOE’s Annual Report, Stanislaus Magazine and social media. Schools hung posters in their offices and hallways, distributed buttons for school staff to wear, and placed decals on windows and vehicles.

Principals included articles in their newsletters to parents about the importance of school attendance and focused on incentive programs at their school sites. We shared all resources with district contacts utilizing a Google file and folders. This included all commercials to post on the district website. In addition, SCOE reached out to the business community who supported the campaign by posting EVERY DAY COUNTS decals in their windows and provided incentives to award students at the end of the school year. The big prize was a new 2024 Toyota Corolla awarded to one high school student with great attendance.

Target Audiences

Students, Parents, Community, School Staff, Board Members, Targeted groups, and key methods of communicating to them:

Target Audience	Key Message	Communication Vehicle
Elementary school students	<p>“Be in School – it’s where your friends are!”</p> <p>Focus on:</p> <ul style="list-style-type: none">• Students need to take school attendance seriously• School attendance and success in life and work are linked	<ul style="list-style-type: none">• Principal/Teacher Communication who make this a daily priority• Posters• School kickoff activities• Radio English/Spanish• Streaming TV• Monthly Incentives (school district attendance recognition)• Year-end prizes awarded in May
Middle school students	<p>“Miss School – Miss Out”</p> <p>Focus on:</p> <ul style="list-style-type: none">• When students miss school, they miss access to resources and support services• If students aren’t in school, they miss out on learning• They miss out on socio-emotional support• If they don’t learn they won’t graduate• If they don’t graduate their chances for success are limited	<ul style="list-style-type: none">• Principal/Teacher Communication - making this a daily priority• Posters• School kickoff activities• Radio English/Spanish• Streaming TV• Social Media• Monthly Incentives• Prize’s awarded in May
High school students	<p>“Every Day Counts to Win a New Car”</p> <p>Attendance Drive – Car giveaway</p> <p>Focus on:</p> <ul style="list-style-type: none">• When students miss school, they miss access to resources and support services• If students aren’t in school, they miss out on learning• If they don’t learn they won’t graduate• If they don’t graduate their chances for success are limited	<ul style="list-style-type: none">• Principal/Teacher Communication - making this a daily priority• Posters• School kickoff activities focus on car giveaway• Modesto Toyota car at high school campuses, football games, etc. from August-April• Radio English/Spanish• Streaming TV• Social Media• Monthly Incentives• New car giveaway in May

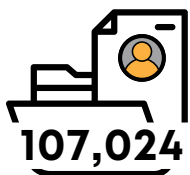
07 IMPLEMENTATION

Target Audience	Key Message	Communication Vehicle
Parents & Community	"Every Day Counts" Focus on: <ul style="list-style-type: none"> • If students aren't in school, they miss out on learning from teacher • If they don't learn they won't graduate • If they don't graduate their chances for success are limited • When students miss school, they miss access to resources and support services • Every day missed puts a child 2 days behind in school • School attendance and success in life and work are linked 	<ul style="list-style-type: none"> • Letter from Superintendents • Social Media • Streaming TV commercials English/Spanish • Radio ads in English/Spanish • Geo-fencing • HWY 99 Billboard • Magazine Articles • Parent Newsletters • Website resources

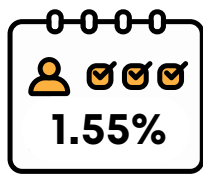
EVALUATION

- Attendance in Stanislaus County **improved overall by 1.55%**
- The 1.55% increase in ADA brought in **\$16,976,257** or rounded at \$17 million in **additional revenue to school districts!**
- Outreach efforts resulted in over **33,851,877 impressions.**
- Chronic absenteeism **decreased by 5%** overall in the county.
- **All 25 school districts** in Stanislaus County supported the campaign – which was the power behind the campaign as ALL SCHOOL DISTRICTS PARTICIPATING sent a clear message that student attendance is important.
- **Twelve** business supported the campaign with prizes or money for prizes.
- Prizes were distributed to schools that achieved .50-1% increased attendance rates compared to 2022-23 district data.
- SCOE and Modesto Toyota gave a new 2024 Toyota Corolla away to a high school student with good attendance and TSM Insurance provided one year of car insurance.
- Return on investment (ROI) for the school districts equaled **5,659%!**

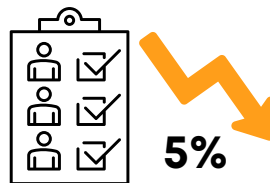
At the May monthly superintendent's meeting, SCOE's Superintendent of Schools asked: "How can the county office support your district during the 2024-25 school year?" The overwhelming response from superintendents was that SCOE continue the "EVERY DAY COUNTS" attendance campaign for another year.



**TOTAL
STUDENT
ENROLLMENT**



**COUNTYWIDE
ATTENDANCE
IMPROVEMENT**



**DECREASE
CHRONIC
ABSENTEEISM**



**\$16,976,257
ADDITIONAL
REVENUE TO
SCHOOL DISTRICTS**

YEAR-OVER-YEAR ATTENDANCE 2022-23 TO 2023-24

District Name	Enrollment	2022-23 ADA	2023-24 ADA	Total
Ceres Unified	14,263	92.2%	93.8%	1.61%
Chatom Union	565	93.2%	93.9%	.72%
Denair Unified	1,300	93.3%	95.2%	1.9%
Empire Union Elementary	2,875	88.7%	91.4%	2.7%
Gratton Elementary*	142	99.5%	98.6%	-.9%
Hart-Ransom Union Elementary	1,176	95.7%	96.5%	.6%
Hickman Community Charter	985	97%	97.4%	.45%
Hughson Unified	2,157	92.5%	94.4%	1.83%
Keyes Union	1,020	95.2%	96.1%	.8%
Knights Ferry Elementary*	118	92.1%	91.3%	-.8%
Modesto City Elementary	15,092	92.5%	94.4%	2%
Modesto City High	16,175	89.5%	90.1%	1.3%
Newman-Crows Landing Unified	3,189	90.2%	93.1%	2.9%
Oakdale Joint Unified	5,227	92.4%	93.5%	1.1%
Paradise Elementary*	193	93.9%	92.8%	-.1%
Patterson Joint Unified	6,177	91.7%	92.3%	.6%
Riverbank Unified	2,972	91.4%	93%	1.6%
Roberts Ferry Union Elementary*	198	95.5%	98.2%	2.7%
Salida Union Elementary	2,994	92.7%	94%	1.3%
Shiloh Elementary*	170	93.9%	94.3%	.4%
Stanislaus Union Elementary	3,392	93.4%	95.1%	1.7%
Sylvan Union Elementary	7,972	93.3%	94.9%	1.6%
Turlock Unified	13,664	91.8%	93.5%	1.7%
Valley Home Joint Elementary*	169	95.1%	96.6%	1.5%
Waterford Unified	2,572	94.2%	95.2%	1%

*Higher challenge to move the needle for districts with less than 250 students, but not unattainable.

09 SUPPLEMENTAL MATERIALS

In addition to the district's financial contribution, SCOE committed \$20,000 and the Communications Department staff time to the campaign in support of the districts.

CAMPAIGN COST BY DISTRICT

District Name	2022-23 Average Daily Attendance	Cost to district per student
Ceres	13,218	\$35,658
Chatom	529	\$1,413
Denair	1,214	\$3,250
Empire	2,596	\$7,188
Gratton	141	\$355
Great Valley Academy	1,800	\$4,500
Hart-Ransom	1,133	\$2,940
Hickman	955	\$2,463
Hughson	2,007	\$5,393
Keyes	974	\$2,550
Knights Ferry	109	\$295
Modesto City Schools	27,407	\$73,780
Newman-Crows	2,945	\$7,973
Oakdale	4,888	\$13,068
Paradise	181	\$483
Patterson	5,690	\$15,443
Riverbank	2,756	\$7,430
Roberts Ferry	190	\$495
Salida Union	2,810	\$7,485
Shiloh	156	\$425
Stanislaus Union	3,219	\$8,480
Sylvan	7,491	\$19,930
Turlock	12,623	\$34,160
Valley Home	163	\$423
Waterford	1,658	\$4,146

Total Investment = \$300,000

Net Profit = \$16,976,257

$300,000 / 16,976,257 \times 100 = 56.59 \times 100$

ROI=5659%

Campaign Return on Investment is 5,659%

CAMPAIGN TYPE	PROJECTED	ACTUAL COSTS
Local Marketing		
• Comcast - Effect TV	\$49,000	\$50,000
• iheart Radio broadcast	\$21,000	\$21,000
• iHeart streaming	\$14,000	\$15,000
• iHeart (OTT) Amazon Streaming	\$40,000	\$36,000
• iHeart podcast advertising	\$5,000	\$5,000
• iHeart GEO Advertising	\$28,000	\$16,000
• Cumulus - KWNN (98.3)	\$15,995	\$16,000
• iHeart- Spanish Radio streaming ads	\$12,000	\$12,000
Social Media Advertising		
• Instagram	\$900	\$800
• Facebook	\$900	\$900
• Google+	\$3,000	-
• LinkedIn	\$900	\$100
Graphic Design		
• Infographics - designs (3 targeted)	\$1,650	\$350
• Poster-High School (72) (72 x 2)	\$216	\$432
• Poster-Jr. High School (44 x4) (176x2)	\$352	\$352
• Poster-Elementary School (108 x 4) (432x2)	\$864	\$864
• Window clings	\$580	\$680
• Vinyl Banner 3 x 6	\$30,000	\$30,000
• Pop-up Banner	\$700	\$600
• Downtown light pole banner design only	\$300	-
• Produce light pole banners - Modesto	\$800	-
• Post cards - elementary (108 x 50)	\$810	\$810
Outdoor Advertising		
• Advertisement mailer	\$10,000	\$10,000
• Billboard - HWY 99 - Turlock	\$7,000	\$7,000
• Billboard Yosemite Ave Modesto	\$2,250	\$2,250
• Billboard - HWY 99	\$17,500	\$17,500
Campaign Creative content & Logo		
• Campaign Creative concept for video and four 30 sec videos w 15 sec	\$30,000	\$25,000
• Logo creation	\$5,000	\$4,900
Videos & reels, Social Media		
• SCOE video creation	\$14,000	\$14,000
• SCOE social reels	\$9,000	\$9,000
• Infographics - designs (3 targeted)	\$1,800	\$1,800


PLAN
 TOTAL
 PROJECTED
 \$300,000


**TOTAL ACTUAL
 COSTS**
 \$276,178

11 FLYERS

Flyers were created in English and Spanish. In some cases they were provided to districts as templates so they could add their own logos.

everyday counts Attendance Matters

Changing the Playbook on Improving Attendance

1 Understanding the Changes

The pandemic changed how our communities behave and feel about attending school. We need to address the root causes of the problem to make improvements.

- Parents think the value of some absences outweighs the value of attendance.
- Teachers are unsure of their role in combating chronic absenteeism.
- Students generally don't feel nearly as **COMPETENT, CONNECTED, ENGAGED, or SUPPORTED** as they did pre-pandemic.
- The Pandemic severed relationships. It caused a disconnect with each other, with learning, and with hope for the future.

Sources: Stanislaus COE, Four Play Counts, EAP and LAR School Superintendent's Association, Video and Resources from IAB (Highly Recommended), Other Attendance Resources for School Leaders

Stanislaus County Office of Education

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2 Addressing the Changes

The most effective way to combat chronic absenteeism is to address the root causes at the foundational level.

- Make it extremely clear to parents they know WHY and WHEN to bring their kids to school.**
 - Make posters that tell parents when they should and when they should not bring kids to school.
 - Refresh info periodically so you aren't just saying the same thing and sending the same thing home all year long.
 - Make info **EASILY ACCESSIBLE** so parents don't have to hunt for information.
- Thoroughly support teachers with tools and information so they have the capacity to work with students and families.**
 - Prepare a guide for teachers. Include **HOW** you want them to communicate with parents and students about attendance and **WHAT** they should communicate.
 - Give schools and teachers "right now" data, along with regular updates, to understand where they are with attendance numbers.
 - Communicate any successes and impact schools/teachers are having with improved attendance.
- Help students stay healthy.**
 - Provide supports to physically show up to school.
 - Help students see the value in education and enjoy learning as a community.
- Everyone needs to BELIEVE students will make improvements and have successes in school.**
 - Students need to **SEE** the connection to life outside school.
 - Students need to feel **SUPPORTED** at home and school, to understand where they are with attendance numbers.

everyday counts Attendance Matters

But mostly... If the pandemic severed connections to school and each other, then the solution is to **MEND and BUILD** these connections every chance you get!

Help Students FEEL:

- Competent; That success is possible
- Connected to peers and staff at school
- Engaged in their school community and activities
- That school connects to their future aspirations
- That support is available when needed

"Two big reasons students leave school: they have no meaningful connection to an adult in the building, and no one knows their name or how to pronounce it. This work isn't just feel-good. We know through research that relationships and connections keep kids in school." -Admin, Washoe COE

- Employ a "2 X 10"**
 - 2 min/day, 10 days
 - Direct career or targeted student
 - Nothing about grades or behavior
- Attendance Sign Boards**
 - Post attendance daily
 - At pick-up/drop off
 - On newsletters, social media
- Focus on having QUALITY RECESS**
 - Review your plan and schedule
 - Ensure emotional and physical safety
 - Facilitate peer relationships
 - Teach and directly engage students in PLAY
- Prioritize and support a daily WARM WELCOME for students**
 - Greeting students each day/period matters
 - Start learning with low cognitive demand and pick up rigor as you go
 - Use routines to make their day as predictable as possible
- PROVIDE extra-curricular opportunities and RECRUIT students/families to be engaged**
 - Examine your schedules to ensure they work for everyone
 - Provide accessibility options to make it easy to attend
- WHY EXTRA-CURRICULARS?**
 - 26% less likely to have an UNEXCUSED ABSENCE*
 - 16% less likely to SKIP A CLASS*

everyday counts Attendance Matters

WHEN IS A STUDENT TOO SICK FOR SCHOOL?

Send me to school if:

- I have mild cold symptoms (i.e. a runny nose, occasional coughing, or slight sore throat) but feel well enough to attend school.
- I have not taken any fever reducing medicine for 24 hours, and I have not had a fever during that time.
- I have not thrown up or had any diarrhea for 24 hours.

Keep me at home if:

- I have a temperature higher than 100.4 degrees.
- I have symptoms of a respiratory illness consisting of persistent cough, thick, colored secretions from the nose and overall look of sickness.
- I am throwing up or have diarrhea.
- My eyes are pink and crusty.

Recommend calling a doctor if:

- I have a temperature higher than 100.4 degrees, even after taking medicine for more than 3 days.
- I have been throwing up or have had diarrhea for more than 2 days.
- I have had the sniffles for more than a week, and they are not getting better.
- I have asthma symptoms after using asthma medicine. Call 911 if having trouble breathing after using an inhaler.

Testing is highly recommended to rule out a COVID-19 infection.

everyday counts Attendance Matters

STUDENT SUPPORT SERVICES

Stanislaus County school campuses offer services to support physical and mental health, academic success, and college and career planning for students. Support is also available for students experiencing homelessness, substance abuse, and/or unemployment.

On-campus services include:

- Mental Health Counseling
- Academic Counseling
- Career Navigation
- Student Support Advocacy
- Credentialed School Nurses

[Phone Number]

District Logo

everyday counts Attendance Matters

MY FAMILY'S SCHOOL TRANSPORTATION BACKUP PLAN

- MY FAMILY:** Identify family members who live nearby.
- EVERYDAY HELPERS:** Identify who you can call on to help child off or who can pick your child up when you cannot. These are people like friends, neighbors, and relatives can help regularly.
- OCCASIONAL HELPERS:** Identify people who probably cannot help every day, but can help in a pinch. Maybe it's a godparent, relative, or friend who lives outside your neighborhood but can be there for short stints.
- POTENTIAL HELPERS:** Identify people who are part of your community, place of worship, or neighborhood who are able to help - if you ask.

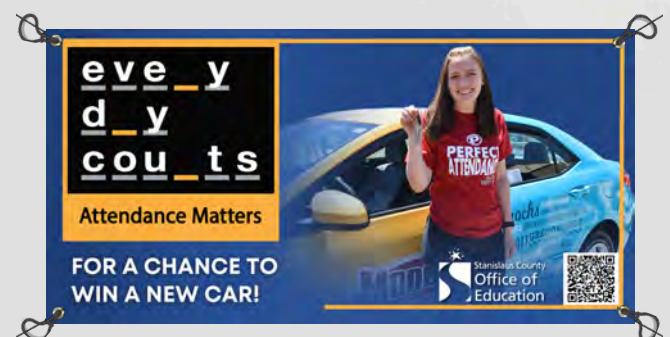
Source: Attendance Works

12 POSTERS AND BANNERS

We created three unique poster designs to target elementary, middle, and high school age groups. Additionally, we had a separate flyer advertising the Attendance Drive car giveaway. Posters were printed and distributed to the school districts, who then distributed them to every school campus. Additional posters were available to order online through Shoob Photography.

Each age group also had a unique 3x6 ft banner that hung in a prominent location at every school campus in the county. This ensured the campaign was visible to parents as they dropped off and picked up children from school each day. All PDFs can be found in the Google folder ([here](#)).

Total Impressions = 7,897,200



13 POSTCARDS AND CERTIFICATES

Attendance Certificates were branded for Every Day Counts and offered as templates to school districts. **Postcards** for teachers to send to parents about attendance were also printed and sent to the districts. Additional postcards were available to order online from SCOE Graphics or Shoob.



SCOE ANNUAL REPORT ARTICLES



2022-23 Annual Report

2024-25 Annual Report

14 ATTENDANCE DRIVE

Thanks to a generous donation from Modesto Toyota, all public high school students had an opportunity to win a new 2024 Toyota Corolla for attending school daily through the Every Day Counts Attendance Matters campaign. A local insurance company provided one year of car insurance too.

To be entered into the contest, a student must have had at least one month of perfect attendance during the school year. Each month of perfect attendance earned an additional opportunity for entry into the contest. (Perfect attendance means that the student has attended all class periods of all school days within the calendar month of August 2023 through mid-April 2024.) School districts diligently entered student names and held drawings at their schools in April, submitting the allotted number of qualified students as finalists to SCOE on April 19.

SCOE announced the names of 50 high school student finalists eligible to win the Corolla on May 8, 2024. The student finalists were recognized for their school attendance during a recognition event held at Modesto Toyota on May 14, 2024. During the event, students each submitted their names for the final drawing to win the car donated by Modesto Toyota. SCOE and Modesto Toyota drew the winning name and surprised a student at their high school with the car on Friday, May 17, 2024.



ATTENDANCE AWARDS

Twelve businesses supported the campaign by providing funding for student incentive prizes and awards. Prizes were distributed to schools that achieved a 0.5% to 1% increase in attendance rates compared to the 2022-23 district data.



16 SOCIAL MEDIA

Stanislaus County school districts had access to a social media toolkit for the campaign, including dates for release, captions, thumbnails, and a Canva template link so that districts could add their own logos to the posts.

Date	Canva Pages	Caption Example	Thumbnail English	Thumbnail Spanish
11/22/23	7-8	Not only does school teach students important subjects like math and reading, but it builds valuable soft skills as well. #EveryDayCounts #AttendanceMatters		
11/15/23	5-6	Showing up to school is the first step to a successful career. #EveryDayCounts #AttendanceMatters		
11/8/23	3-4	Attending school every day is key to graduating and starting a career on the right foot. #EveryDayCounts #AttendanceMatters		
11/2/23	1-2	Did you know that people with a high school diploma make an average of 22% more than those who do not finish high school? Showing up to school can put students on track to pursue higher education and lead to greater financial success. #EveryDayCounts #AttendanceMatters		

Instructions: Please note the scheduled dates below and post on or after the date listed. The first social media caption and document are listed in reverse chronological order. Click the link for instructions on how to add your school's logo to the graphic. *Spanish versions are available on Canva docs as well.

How to add your logo to a Canva graphic:

https://docs.google.com/document/d/1LQOo0WxDJF_nIPuPSh1FF0bk9Nvl6DjVGbtbRHME1fQ/edit

Canva Link: https://www.canva.com/design/DAFyMSHrq88/RW8ipogXxqsr63lYYUwuGA/view?utm_content=DAFyMSHrq88&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview *All posts for the month can be found at this link

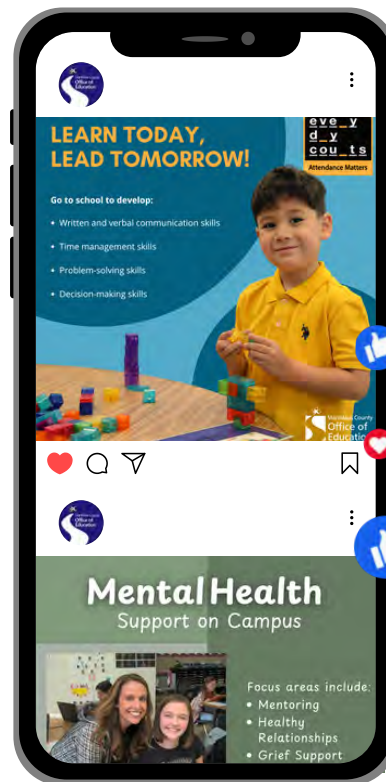
17 SOCIAL MEDIA CONTINUED

Each month of the school year had a different social media theme, emphasizing the benefits of attending school daily while also addressing some of the barriers to regular attendance. These topics were also the focus of each monthly parent letter shared with districts to give to parents. There were 4-5 posts per month, with both English and Spanish graphics.



Monthly Themes

- August: National Back to School Month**
- September: Attendance Awareness Month**
- October: Student Support Services**
- November: National Career Development Month**
- December: Education is a gift!**
- January: National Mentoring Month & Transportation Focus**
- February: College Awareness Month**
- March: National Nutrition Month**
- April: Week of the Young Child**
- May: National Mental Health Month**



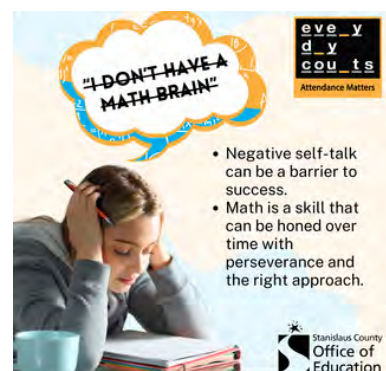
During the year, we assessed the performance of our social media by

tracking impressions and engagement. Our videos and photos featuring our districts' students tended to perform best. By the end of the school year, our Every Day Counts posts had garnered a total of 113,950 impressions on Facebook and 57,445 impressions on Instagram.



School Attendance Nutrition Facts	
PORTION SIZE	Daily Attendance
AMOUNT PER PORTION	% School Day
Total Academic Skills	100%
Math	25%
Reading	25%
Science	25%
History	25%
Total Social-Emotional Development	100%
Communication and Listening	100%
Cooperation and Teamwork	100%
Problem-Solving Skills	100%

*The % Daily Value (DV) tells you how much each nutrient serving contributes to a daily diet. Daily attendance is used for general nutrition advice.



Total Impressions
113,950

18 IMPRESSIONS/PAID ADVERTISING

During the year, we assessed the performance of our social media by tracking impressions and engagement. Our videos and photos featuring the school districts' students tended to perform best. By the end of the school year, our Every Day Counts posts had nearly 200,000 organic impressions.

FACEBOOK = 118,950 impressions

INSTAGRAM = 57,445 impressions

From December - May "Dreams Come True When Kids Attend School" ad were on billboards located on Highway 99 in both Modesto and Turlock. An additional billboard was placed when

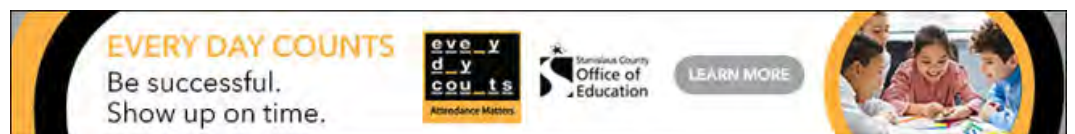
Modesto - Downtown = 2,687,136 impressions

Modesto - highway 99 = 13,733,256 impressions

Turlock - highway 99 = 5,640,168 impressions



Another marketing tool utilized for the attendance awareness was **GEO fencing**. Ads would pop-up when the targeted audience was shopping in specific areas - Target, Walmart, and fast food locations. The following ads automatically popped up on cell phones.



19 VIDEOS

The “Everybody Counts” social media video series, and regular reels and stories had higher engagement than the weekly posts.

Everybody Counts

5.5K followers

Title	Permalink	Publish time	Month	Day	Impressions	Shares	Reactions	Comments
Every Teacher Counts	https://fb.watch/y118NzrhPS/	7:01 a.m.	Feb	2	12,051	6	21	0
Every Principal Counts	https://fb.watch/y1E5HGTrv/	8:00 a.m.	Feb	12	8,990	6	29	2
Every Bus Driver Counts	https://fb.watch/y1EXDLXrTs/	7:01 a.m.	Mar	8	668	1	7	0
Every Para Educator Counts	https://fb.watch/y1E-BCrWys/	12:01 p.m.	Apr	9	964	3	17	1
Every Nurse Counts	https://fb.watch/y1Z2PlvUdJ/	8:15 a.m.	May	8	415	1	2	0

Highlighting the important role different school staff play in helping students succeed

All Videos

Every Attendance Secretary Counts
Attendance Matters
1:29

2 · 0 comments · 55 views

Every Teacher Counts
Attendance Matters
0:59

21 · 0 comments · 1.5K views

Every Principal Counts
Attendance Matters
1:07

29 · 2 comments · 1.5K views

Every Bus Driver Counts
Attendance Matters
0:45

7 · 0 comments · 95 views

Every Para Educator Counts
Attendance Matters
1:04

17 · 1 comments · 1.1K views

Every School Nurse Counts!
Attendance Matters
1:26

2 · 0 comments · 409 views

Every Counselor Counts
Attendance Matters
2:07

Ceres Unified School District and 8 others · 0 comments · 717 views

Every Nutrition Services Staff Counts
Attendance Matters
1:54

1 · 0 comments · 230 views



As the year went on, we incorporated more video content because it consistently outperformed still images in impressions and interactions. We also launched a series called “Everybody Counts,” showcasing how various school staff roles contribute to student success. Lower staff attendance was a threat identified by the school districts. The five videos from this series released in the spring of 2024 garnered a total of 23,028 impressions and shared a positive message. View the “Everybody Counts” series on [Facebook.com/stanislauscoe](https://facebook.com/stanislauscoe) or click [here](#).

Total Impressions

23,028

20 DISTRICT COMMUNICATION

We kept the school district liaisons informed of what was happening each month with the campaign. By providing information and resources, the liaisons were able to share it with students, parents, and their staff. SCOE communications staff sent emails regularly and included a link to the shared Google folder with social media posts, videos, flyers, radio and TV commercials. In addition to sharing information, the emails were a valuable tool to receive information from the districts.

One of the ongoing resources shared was a monthly letter to parents about the campaign, written in both English and Spanish. The theme aligned with the monthly 'Every Day Counts' focus area. These letters served as templates for school districts to communicate regularly with families about attendance and the on-campus resources available to support students' academic, mental, and emotional well-being.



PAID MARKETING

We wrote monthly radio commercial scripts that the radio station produced. Below are sample scripts.

September commercial:

Every Day Counts, and school attendance matters! The Stanislaus County Office Education and all 25 school districts encourage students to attend school every day. If you miss school, you miss out on strategic learning techniques that help you be successful at school. You also miss out on seeing friends at lunch and during recess. So come to school every day. Your future success depends on it, and we look forward to seeing you! Visit FOR MORE INFO AND VISIT S-T-A-N-C-O-E DOT ORG!

November commercial:

Children dream of careers such as musician, fireman, doctor, police officer, or scientist. Going to school every day is the way to help make those dreams come true. Teachers and counselors are there to guide students. So, strive to get your child to school every day – their future success depends on it! Visit S-T-A-N-C-O-E DOT ORG for more info!

21 PAID MARKETING

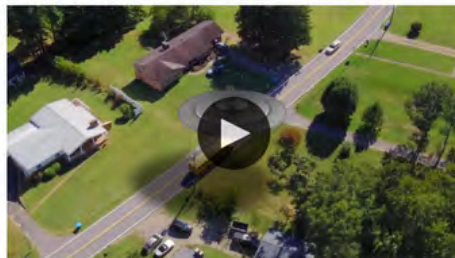
COMMERCIALS, OTT, STREAMING, BROADCAST

Radio commercials aired in both English and Spanish stations from September - May. We also created four 30-sec commercials with messaging based on barriers of attending school or why students should attend school daily. streaming services. The fifth commercial highlighted the success of the program and thanked parents for getting their children to school. The commercials can be found on our Every Day Counts web page. www.stancoe.org/attendance-matters

Dreaming of a career?



Getting children to school...



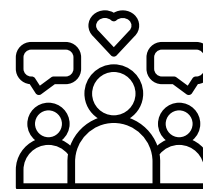
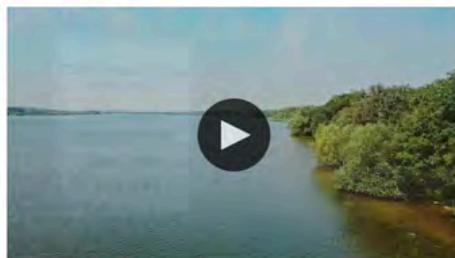
Thank you parents!



Schools Miss Students



Importance of Reading

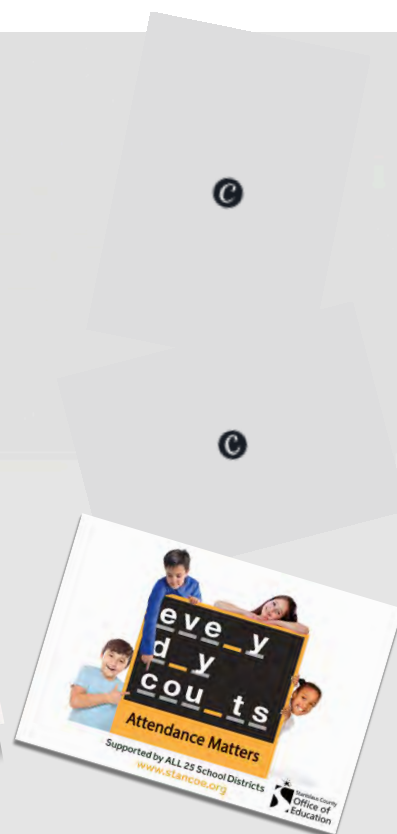
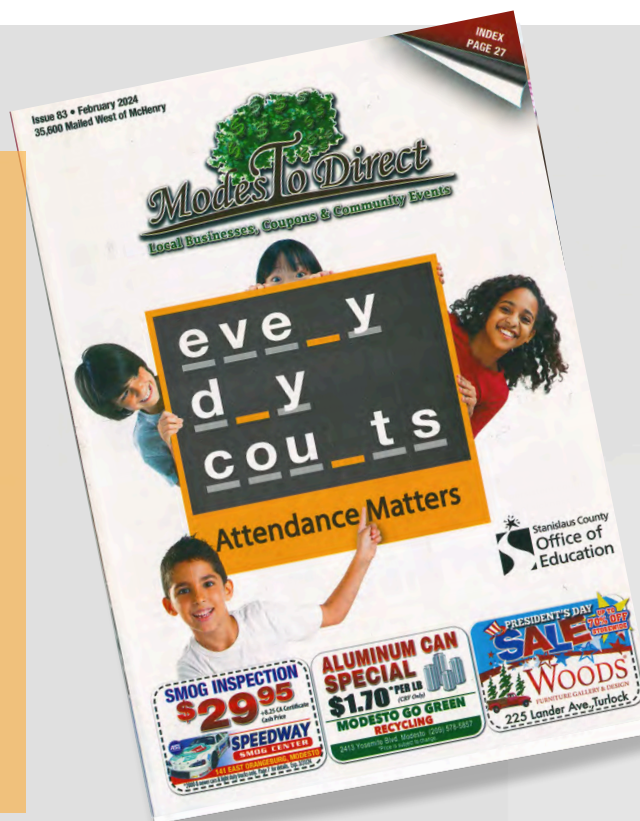


Total Impressions
2,525,489

We continued to stay in front of our audience in specific areas through strategic paid advertising. We placed ads in a popular advertising publication that is delivered to homes. For example, we secured the cover page in the January edition (see sample below) and 1/2 page ad in January, February, and March.

Total Impressions

58,578



Local Media outlets including the Modesto Bee, Ceres Courier, and Turlock Journal reported on the Every Day Counts Campaign and the Attendance Drive Car Giveaway. The campaign was also highlighted in five issues of the Stanislaus Magazine.



SCOE's Communications Department staff hosted booths at four community events during the 2023-24 school year to promote the attendance campaign. The first two were held during October 2023, as part of Hispanic Heritage Month at the Modesto Mercado and a Dia de los Muertos event. In January and November 2024, we hosted a booth at the Modesto Chamber's Inspire Youth, Inspire Dreams Expo, which attracted over 8,000 8th-grade students. Finally, during the summers of 2023 and 2024, we hosted a booth at the Stanislaus County Fair, where we highlighted SCOE programs and the attendance campaign. The Fair drew over 100,000 visitors during its 10-day run.



HOLIDAY CARD

In December 2023, the County Board and Superintendent sent a holiday card to over 200 community members, 57 COEs, and 25 school districts. The card incorporated the December theme- *Dreams come true when kids attend school.*



24 SWAG

We gave away promotional items at community events as a way of bolstering the campaign. Items included pencils, pens, card holders, Croc charms, sticky notes, cell phone holders, window clings, and wall clips. We also gave away prizes to schools who increased daily attendance by 1%.



BUSINESS PARTNERS

Local business supported the campaign with prizes, money for prizes, in-kind support with design work, printing of posters, flyers, and postcards.



**e_v_e_y
d_y
c_o_u_t_s**

Attendance Matters

33,851,877

**NUMBER OF
IMPRESSIONS**

\$16,976,257

**ADDITIONAL REVENUE TO
SCHOOL DISTRICTS**

1.55%

**COUNTYWIDE ATTENDANCE
IMPROVEMENT**

5%

**DECREASE CHRONIC
ABSENTEEISM**

5,659%

**RETURN ON
INVESTMENT**