

Purpose The purpose of this video is to reinforce the importance of daily school attendance by connecting it to discipline, dedication, and long-term success. Using the powerful metaphor of a high school basketball team, the video illustrates how showing up whether in the classroom or on the court is the foundation of success. It emphasizes that consistent attendance builds strong academic habits, social connections, and essential skills for future achievements in college, careers, and life. The video aims to inspire students, families, and communities to recognize attendance as a key factor in student success.

Where and When It Is Being Used This video is used across multiple platforms, including social media (YouTube, Instagram, Facebook, and Twitter), school websites, and district communication channels. It is also played at local movie theaters, school assemblies, parent meetings, and community events to raise awareness about the impact of attendance. Schools and educators integrate it into classroom discussions, professional development sessions, and parent outreach programs to reinforce its message. The video is particularly valuable at the start of the school year, during attendance awareness campaigns, and in response to chronic absenteeism trends.

Target Audience The primary audience is students, particularly middle and high schoolers, who may struggle with consistent attendance. Featuring student-athletes as role models, the video delivers a relatable and inspirational message. Secondary audiences include parents, educators, and school administrators, who play crucial roles in reinforcing attendance habits. The broader community including local organizations, policymakers, and business leaders can also engage with the campaign to support student success initiatives.

How It Supports Effective Communication The video delivers a strong message by blending storytelling, action-driven visuals, and a motivational tone. The analogy of a basketball team's discipline makes attendance more engaging and relatable. Its pacing, music, and narration create an emotional connection with viewers, reinforcing the idea that every school day matters. Strong, concise messaging amplified by hashtags like #ShowUp #StudentAthlete #HardWork #Basketball #EducationMatters ensures that the campaign is easily shareable and memorable.

Outcomes Achieved This video effectively shifts the conversation around attendance from obligation to opportunity, encouraging students to take ownership of their education. It reinforces that dedication in the classroom is just as important as

commitment on the court, helping to reshape student mindsets around daily participation. By emphasizing attendance as a foundation for success, it helps schools and districts combat chronic absenteeism while fostering a culture of engagement, discipline, and achievement. Beyond students, the video strengthens family and community involvement, urging parents, educators, and local leaders to actively support student attendance efforts. By positioning attendance as a collective responsibility, it builds long-term investment in student success and school engagement. Ultimately, the "Show Up" video serves as a powerful catalyst for action, motivating students to show up every day, put in the effort, and develop lifelong habits that lead to achievement in school, sports, and beyond.