

The Showing Up for Success campaign supported the district's marketing objectives by increasing student engagement, reinforcing attendance as a priority, and strengthening connections with families. Using a multi-channel approach, the campaign raised awareness, encouraged consistent attendance, and provided targeted support to students and families. To reduce chronic absenteeism, the district used postcards, billboards, flyers, posters, and stickers to communicate the importance of regular attendance and ensure families had access to resources. These materials helped set expectations and provided families with tools to address attendance barriers. Family engagement was a priority. At the start of the school year, postcards were mailed to all 17,541 students, welcoming families, reminding them of key dates, and including an Absence Tracker and a QR code linking to attendance resources. Personalized outreach strengthened relationships. Mid-year postcards featured handwritten notes from teachers, reinforcing that students were valued and missed when absent. This approach encouraged students to return to school and helped maintain a connection between home and school. Posters and billboards provided daily reminders about the impact of attendance, while holographic stickers and "Join the Fun" rewards helped create a positive association with showing up to school. The campaign delivered measurable results. The Family Connections Project, which targeted students with high absenteeism, led to: ? A drop in chronic absenteeism from 97% to 73% among participating students. ? Improved attendance rates, showing that a combination of broad messaging and personalized outreach made a difference. By aligning with district goals?academic success, student engagement, and community involvement?the campaign helped make attendance a district-wide priority. The materials reached diverse families with bilingual messaging and clear, actionable steps. The Showing Up for Success campaign successfully reinforced positive attendance behaviors, strengthened school-family connections, and helped more students stay engaged in their learning. It demonstrated how strategic marketing can lead to real educational impact.