

In January 2025, district administration asked the Communications Department to oversee a campaign to increase attendance in the Worcester Public Schools in Worcester, Massachusetts, which has 25,000 students and 50 schools and programs. This 11" x 17 " poster was translated into 7 languages other than English and distributed to all schools to display in public areas. First, in collaboration with our Office of Culture and Climate, we created the campaign title, "Attendance Matters," and tagline, "Show Up Strong All Year Long." We incorporated the wording into the logo, seen on the top right of the poster, which features a cartoon heart flexing muscles. The heart is in reference to the City of Worcester, which is located in the center of Massachusetts and commonly known as "The Heart of the Commonwealth." Every street sign in the city includes a heart. The graphic image on the poster is a pencil that visually explains the benchmarks that lead to chronic absenteeism. The bottom of the pencil, near the tip, is labeled "Great... If you are absent 0 days of the year," working up to the eraser, the graphic explains the number of days absent that qualify as "Good," "Caution," and "At Risk," ending with "Chronic... If you are absent 18+ days in the school year." This poster accompanied two brochures (elementary and secondary), along with a series of social media posts highlighting incentive programs at specific schools to encourage attendance.