

This 45-second video was shared widely with families and staff via the district website, social media, e-newsletters, and targeted emails and text messages. These communications also included the link to a companion video voiced in Spanish to meet the needs of our Spanish-speaking community, as well as links to a clear, concise health-attendance fact-sheet provided in nine languages, including English, Spanish, Haitian Creole, Arabic, Daro Persian, Hindi, Khmer, Kirundi, and Portuguese. These resources were posted on the attendance landing page of the district website (<https://www.hps.holyoke.ma.us/page/attendance>). All marketing efforts are consistently linked back to this page. While this campaign relied on a wide range of marketing materials to reach our families and staff, the health-attendance video proved the most effective way to draw people in to learn more, since it was short, upbeat, and provided both visuals and links to the health-attendance fact sheet (<https://5il.co/2zyts>). By way of background: During summer 2024, the district's Communications staff developed and launched a unifying logo to accompany all marketing and communications efforts related to the importance of student attendance and that logo was prominently featured in the health-attendance campaign video to visually tie it to the broader attendance campaign. (<https://bit.ly/3XQu5FT>) The video was intended to build on marketing efforts that began at the start of the 2024-25 school year, when HPS Superintendent Anthony Soto sent a letter to families, staff, and community partners that underscored the importance of good attendance and to launch the "Here! | ¡Aqui!" marketing campaign. (<https://bit.ly/425h6To>).