

When the Hawai'i State Department of Education launched its attendance campaign, engagement was key. To ensure that the message resonated with students and families, we turned to our online community, letting them choose the campaign slogan through an Instagram poll. The winning slogan was "Attend Today! Achieve Tomorrow!" But a great slogan alone won't drive change ? it needs visibility and impact. Our bold, comic strip-style attendance banners were designed to be both eye-catching and inspiring. These banners were distributed to all 258 schools statewide, transforming campuses into daily reminders that attendance is the first step toward success. Schools have reported a stronger connection between home and school, reinforcing the idea that attendance is a shared commitment. ?I look forward to seeing the students and their parents every morning and feel that our school-home relationship has increased tremendously since starting this initiative,? Kalihi Elementary School Principal John Hamilton said. Beyond relationships, the banners have helped instill lifelong habits in students. ?Students are benefiting from strengthening social relationships, building healthy habits, and becoming workforce-ready by getting to school on time every day and understanding the importance of attendance,? Ka?ala Elementary School counselor Marisa Toyooka said. By making attendance a highly visible, everyday priority, these banners didn't just decorate school campuses, they helped build a culture of showing up, learning and achieving.