

The final component of the #180DaysofSchool attendance campaign was a video highlighting messages from students on their first day of school and again on their last day. Students in grades 1-8 were captured on their first day of school and again on their final, a visual representation of growth and joy, all of which flourish through daily attendance. The video aimed to further engage with students and families to decrease chronic absenteeism and encourage stronger daily attendance. A challenging video to capture from start to end, the video was meant to feel as if a parent or family member was documenting their child's growth as a memory or keepsake. Think of a digital yearbook or iPhone video highlight of sorts that always features and captures the joy of its subject. The video begins with the messaging about the importance of student attendance: "180 days of learning," "180 days of fun," "180 days of growth," and more. This complimented messaging is used throughout the school in the same format, "180 days of..." to not only educate students and families on the number of days of school but also the opportunities missed when a student is absent. The student video was captured using Osmo Pocket 3 cameras, which made the video quality emotionally moving and evoked a sense of personal pride and accomplishment. The editing was purposeful, making this video feel warm and welcome, a strong reminder of our true purpose: helping students succeed. The video was distributed via Facebook, Instagram, and ParentSquare. The target audience included families and students across the district who actively accessed these platforms. The video received strong engagement on ParentSquare, with roughly 38,000 "appreciating" the post by clicking the heart icon. Facebook (2,778 impressions) and Instagram (1,851 plays) engagement were also considered successful in consideration of the typical performance of each account. Overall, the video exceeded expectations. In its entity, the #180DaysofSchool campaign resulted in a 6.1% decrease in chronic absenteeism for the district, with some schools experiencing decreases of 14-16% and higher. Daily attendance increased 1.5% for the district, and schools with the most challenging attendance saw

significant increases of 2.2-4%. Community engagement on social media was greatly elevated to a collective 6.73% during the campaign. All stakeholders considered the video a success.