

This campaign's goal is to increase and incentivize good attendance and do it in a fun and engaging way. The communications department is part of a cross-departmental team that has been meeting for more than a year now, trying to tackle the issues associated with decreasing attendance many districts are facing. We know good attendance needs to be a long-term focus, not a sprint, that's why we launched the Attendance Marathon in the second quarter of the 2024-2025 school year. Every week we take the names of every school (we have more than 100) that have shown any improvement in attendance over the previous week and enter them in a drawing for \$1,000. There are generally around 45-65 schools which qualify. We randomly choose two schools to win and turn the drawing into a fun video. Every quarter we also reward our top 10 schools in several categories (one high school, one middle school, one elementary school from each of the 7 regions, and one specialty school) with the big prize of \$10 per student to host a celebratory activity. The campaign has not increased attendance as much as we hoped, as we have been faced with many challenges that have had a huge negative impact, including immigration fears, but it has had some unexpected wins. It has increased visibility and humanized the communications department by providing an avenue for our community and staff to see our personalities and get to know us. It also provided a friendly competition between sites, with each one fighting to be in the weekly and quarterly contests. The winners are also shouted out on various platforms, establishing a sense of pride and appreciation. And finally, right before one of our most recent videos, we were contacted by Monster Jam representatives (last link of those provided) who saw our videos and wanted to give away 80 free tickets as an incentive to students. We are now establishing a partnership with them to get tickets for all their shows, including Ringling Bros. and Disney on Ice. This is great because many of our students are extremely socioeconomically disadvantaged, so providing these experiences is invaluable.