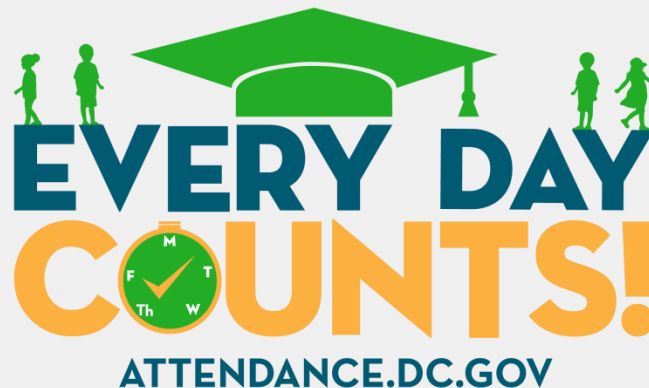


The Office of the Deputy Mayor for Education

Every Day Counts!

February 13, 2020

MAYOR BOWSER PRESENTS



Every Day Counts!



What is Every Day Counts?

Every Day Counts! is a citywide effort initiated by Mayor Muriel Bowser to ensure every student attends school every day in Washington, D.C. Every Day Counts! (EDC!) engages the entire community to support students and families through a public awareness campaign, a task force coordinating public agencies and stakeholders, and data-driven investments to improve attendance.

1 in 4

Kids in DC are chronically absent - let's encourage students to attend school every day on time.

He attends!

S	M	T	W	T	F	S
✓	✓	✓	✓	✓	✓	
✓	✓	✗	✓	✓	✓	
✓	✓	✓	✓	✓	✓	
✓	✗	✓	✓	✓	✓	

Just missing one or two days of school per month can set our students back academically.

#EveryDayCounts attendance.dc.gov

EVERY DAY COUNTS! GOVERNMENT OF THE DISTRICT OF COLUMBIA MURIEL BOWSER, MAYOR



Why Attendance?

- ❖ Strong attendance is critical to our students succeeding academically and realizing their dreams. We know that consistent attendance significantly impacts student learning in our schools today and shapes our students' future educational, social, and economic outcomes.
- ❖ Chronic absenteeism continues to be a significant challenge for Washington, D.C., despite years of work to address truancy and absenteeism.





Key Citywide Attendance Policies

There are four primary pieces of legislation that address truancy and/or absenteeism in the D.C.

- ❖ The Safe Children and Safe Neighborhoods Educational Neglect Mandatory Reporting Amendment Act of 2010;
- ❖ The South Capitol Street Memorial Amendment Act of 2012;
- ❖ Attendance and Accountability Act of 2013 (D.C. Code §4-1321.02 and §38-201 et seq.); and
- ❖ The School Attendance Clarification Amendment Act of 2015.

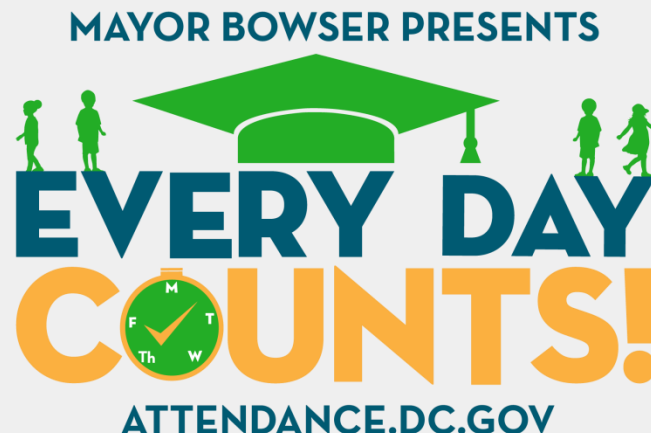
The Office of the State Superintendent for Education (OSSE) has issued regulations approved by the State Board of Education (SBOE) that further define how schools implement these acts



DME's Approach to Addressing Attendance Issues

The DME has a collaborative and coordinated focus that entails:

- ❖ Coordinating a system wide approach to attendance through the Every Day Counts! Taskforce
- ❖ Identifying, piloting, and scaling programming
- ❖ Supporting attendance problem solving at the school level





Every Day Counts! Taskforce

The Every Day Counts Taskforce coordinates a citywide response to attendance by:

- ❖ Creating and reviewing a Strategic Plan
- ❖ The model looks across agencies to identify strengths and gaps and recommends systemic policy changes
 - Periodic EdStats inform a *measure, monitor, and act* framework:
 - Collects key data points (measure), takes stock of progress by analyzing and reviewing the data (monitor), and creates a plan for action (act)



Pilot Programs

The DME has identified gaps and tested solutions through a variety of pilot programs:

- ❖ Every Day Counts! Campaign
- ❖ Proving Ground Attendance Letters
- ❖ Carpool to School
- ❖ Kinvolved
- ❖ Every Ride Counts



Every Day Counts! Campaign

Gap Identified	Misconceptions around the importance of attendance and the need for increased awareness.
Program Description	The EDC! campaign includes print and digital media, advertisement on public transit, and community engagement to spread a shared citywide message about the value of attending school everyday.
Target Population	All youth and families in DC
Program Duration	SY 2017-18-Current
Status	Currently planning campaign for SY 2020-21





Proving Ground Attendance Letters

Gap Identified	Education about the impact of chronic absenteeism on youth and families
Program Description	Proving Ground pilots evidence-based strategies to improve student attendance and evaluate the impact utilizing attendance letters sent to families
Target Population	DCPS- Students who missed more than 5% of the prior school year KIPP DC- All students
Program Duration	November 2018-June 2020
Status	Energy letter fully implemented, DCPS Implementing a pilot of postcards for Kindergarten parents



DISTRICT OF COLUMBIA PUBLIC SCHOOLS
Office of the Chancellor

October 21, 2018
Parent/Guardian of Dan Thai
1200 First St NE
Washington, DC 20002

Dear Parent/Guardian of Dan Thai,

absent 10 days so far this school year and has missed more school than his classmates.

The number of days a student missed to date

Student	Missed Days
Dan	10
District Average	7

The context

"Dan has missed about 43% more school days than the district average so far this year!"

**Days missed includes both unexcused and excused absences. For most high school students, missing the period makes it harder to catch up. Absences for middle school students, missing 2 or more days is counted as 1/2.

Whether the reason for absence is excused or unexcused, students fall behind when they miss school by school staff and their peers.

There is still a lot of learning left for School Year 2018-2019. We want to partner with your family to help ensure Dan attends every day the rest of the year. We understand that is not always easy, but we are here to help you overcome any attendance barriers. Please call School-Within-School @ Goding's attendance point of contact, Bi Vuong, at (202) 687-2108 to discuss how we can help.

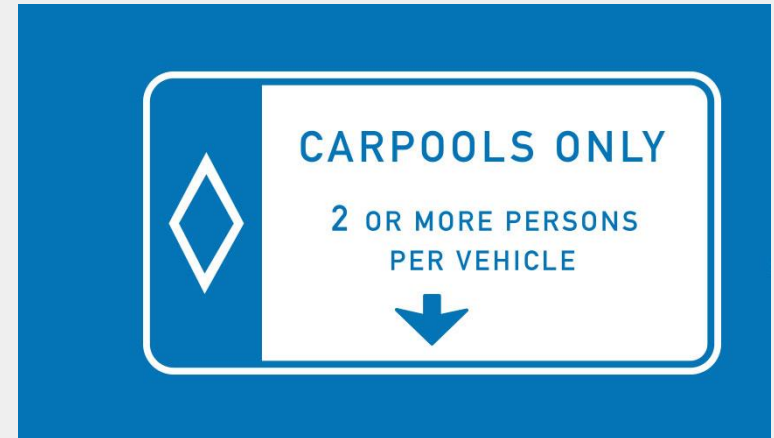
Sincerely,

Amanda Alexander
Interim Chancellor



Carpool to School

Gap Identified	Family transportation challenges
Program Description	Carpool to School offers school administrators the ability to leverage technology to offer diverse, low maintenance resources to parents and students to organize carpools, walk pools, bike pools and transit pools.
Target Population	9 Schools (DCPS and DC PCS)
Program Duration	SY 19-20
Status	Launched Schools: 5 Soon to launch schools: 4





Kinvolved

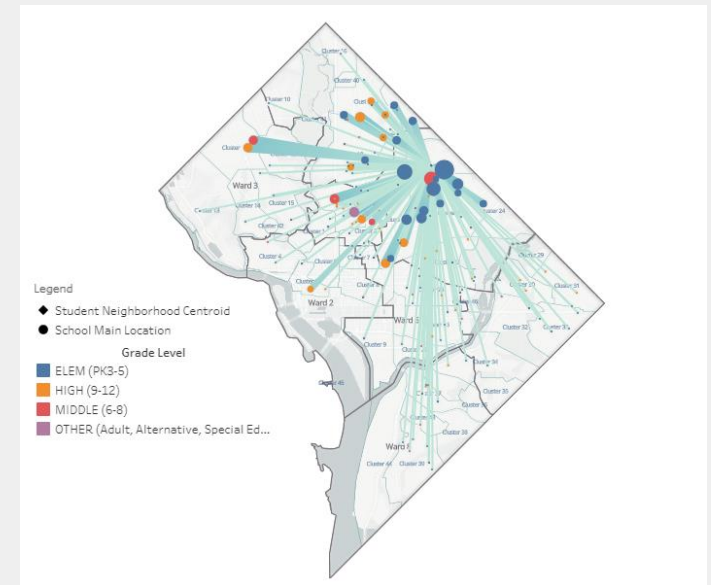
Gap Identified	Parent engagement related to attendance
Program Description	Kinvolved is a web and mobile application for school administrators and teachers. The platform helps them monitor period-level attendance data for each student and directly communicate with parents via direct text messaging and email in multiple languages
Target Population	7 schools (DCPS and DC PCS)
Program Duration	SY 2019-20
Status	Launched schools: 5 Soon to launch schools: 2





Every Ride Counts

Gap Identified	Transportation challenges for families in shelters
Program Description	The Every Ride Counts pilot was implemented to determine whether providing flexible transportation options to families in shelter improves students' attendance.
Target Population	320 families entering short term housing in DC
Program Duration	March 2019-SY 2020
Status	January 2020- 169 families enrolled Results from The Lab @ DC will be available at the end of SY 2019-2020

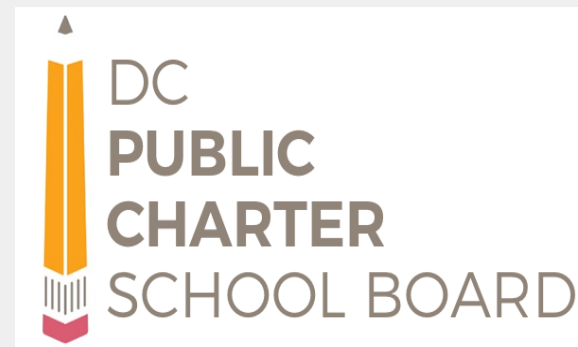




School Level Focus

The DME recognizes that attendance improvements occur at the school level— as a result we work to:

- ❖ Identify schools that have consistently reduced chronic absenteeism
- ❖ Determine the combination of resources and programs at the school level that lead to improvements
- ❖ Provide opportunities for LEAs and schools to share best practices with the goal of scaling successes





Look Ahead

Given the results and trends highlighted in OSSE's 18-19 Attendance Report, the DME is committed to the following moving forward:

- ❖ Focusing on 9th grade and 9th grade repeaters attendance issues
 - DME is partnering with EveryDay Labs which provides an evidence based attendance initiative by utilizing attendance letters and increased family engagement to increase attendance
 - DME selected three high schools for the attendance program to be implemented in Spring 2020
- ❖ Understanding factors that impact at-risk students attendance
- ❖ Promoting kindergarten attendance and family awareness





Thank you!

❖ Questions ?

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