

Every Day Counts! Taskforce Meeting

July 27, 2017



- I. Welcome (5 min)**
- II. Renaming of Taskforce! (5 min)**
- III. Partner Updates (20 min)**
- IV. Every Day Counts! Campaign Consultancy (45 min)**
- V. Committees (5 min)**
- VI. Every Day Counts! Design Challenge Read Out (5 min)**
- VII. Next Steps (5 min)**

**Meeting Goal: Prepare for the start of School Year 2017-18
and inform a new Strategic Plan for 2018.**

Renaming of Taskforce



- Officially renamed the Every Day Counts! Taskforce
- Why rename?
 - Better reflect focus on all forms of absenteeism
 - Better appeal to public audiences

Partner Updates



- DCPS
- OVSJG
- OSSE
- OAG
- DMHHS
- Others
- DME...

- Mayor Bowser on Every Day Counts!
- Partnership with Attendance Works
- Future Expansion in Taskforce Participation
- Planning for School Year 2017-18 & New Taskforce Strategic Plan

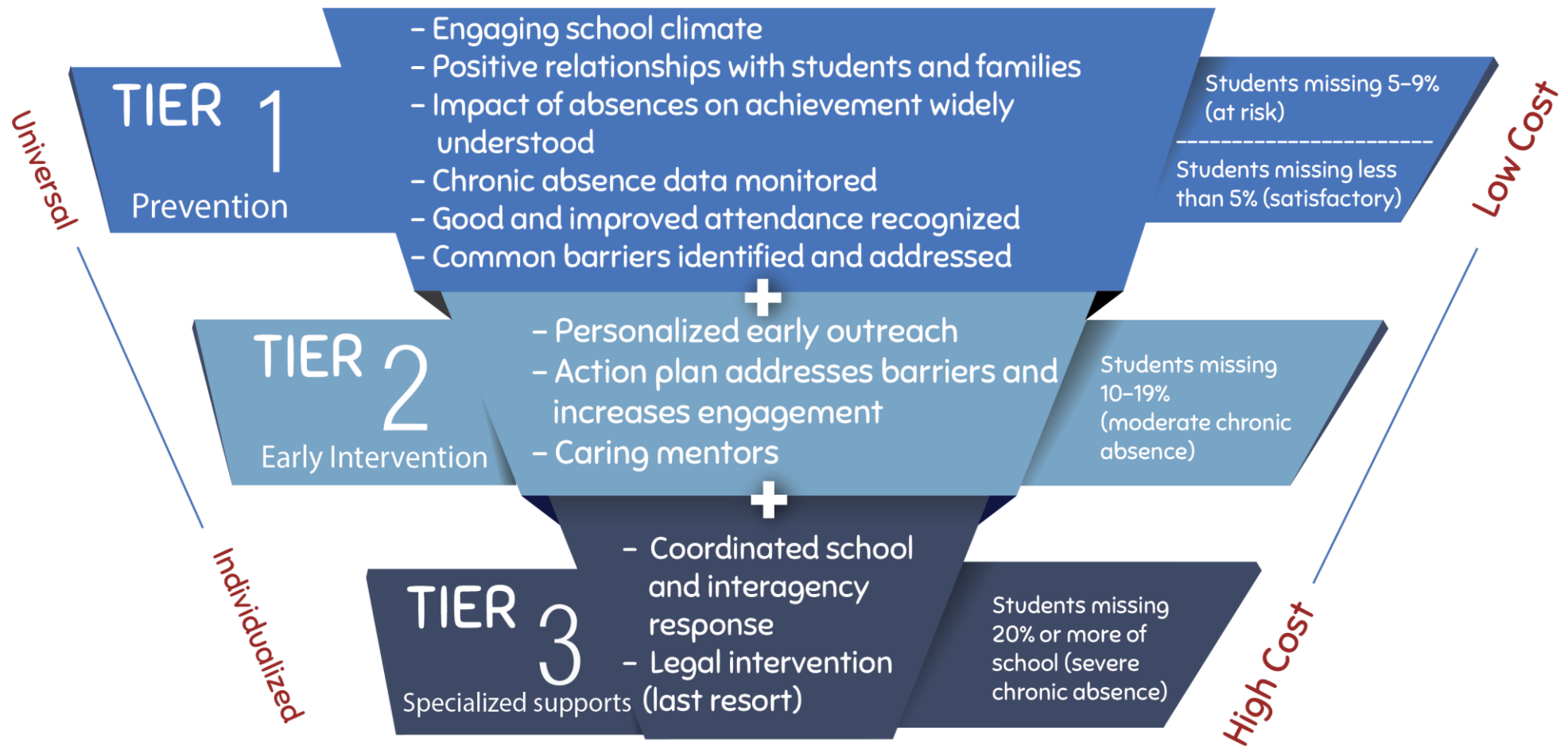


To date the Truancy Taskforce has focused on:

- ✓ Reviewing data and improving data quality
 - ✓ Improving policies that govern attendance
 - ✓ Coordinating agency activities and investments
 - ✓ Creating incentives to improve attendance
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- How should we strategically focus our District-wide work in School Year 2017-18?
 - What result do we want? What are we doing differently to achieve that result?



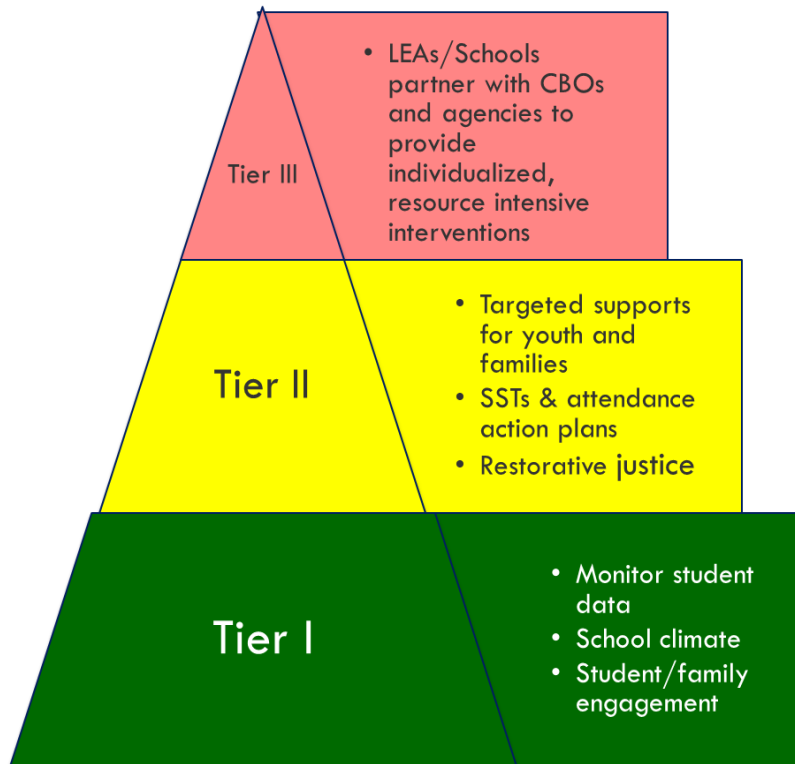
Invest in Prevention and Early Intervention



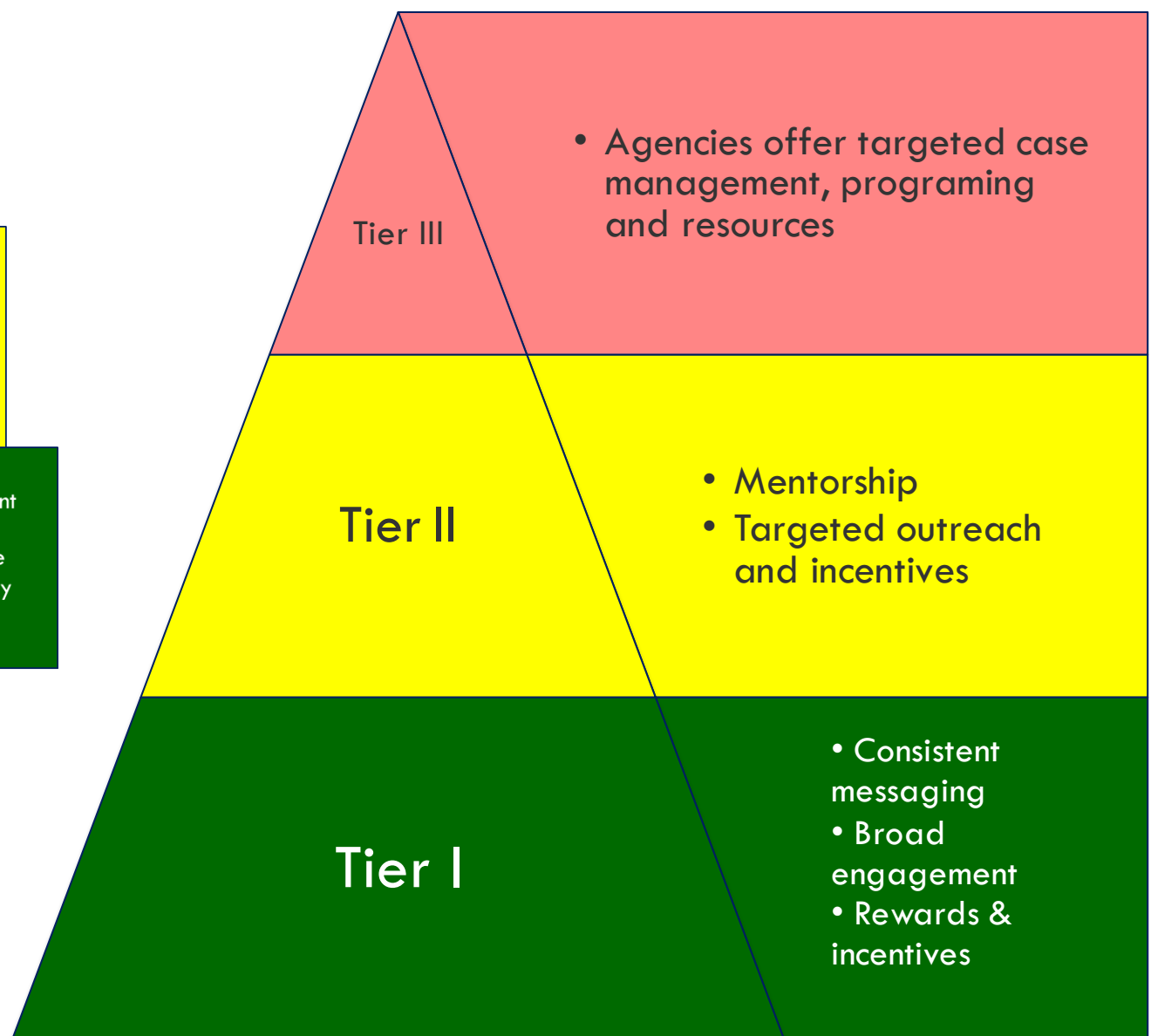
Every Day Counts! Tiered Approach



LEA/School-level



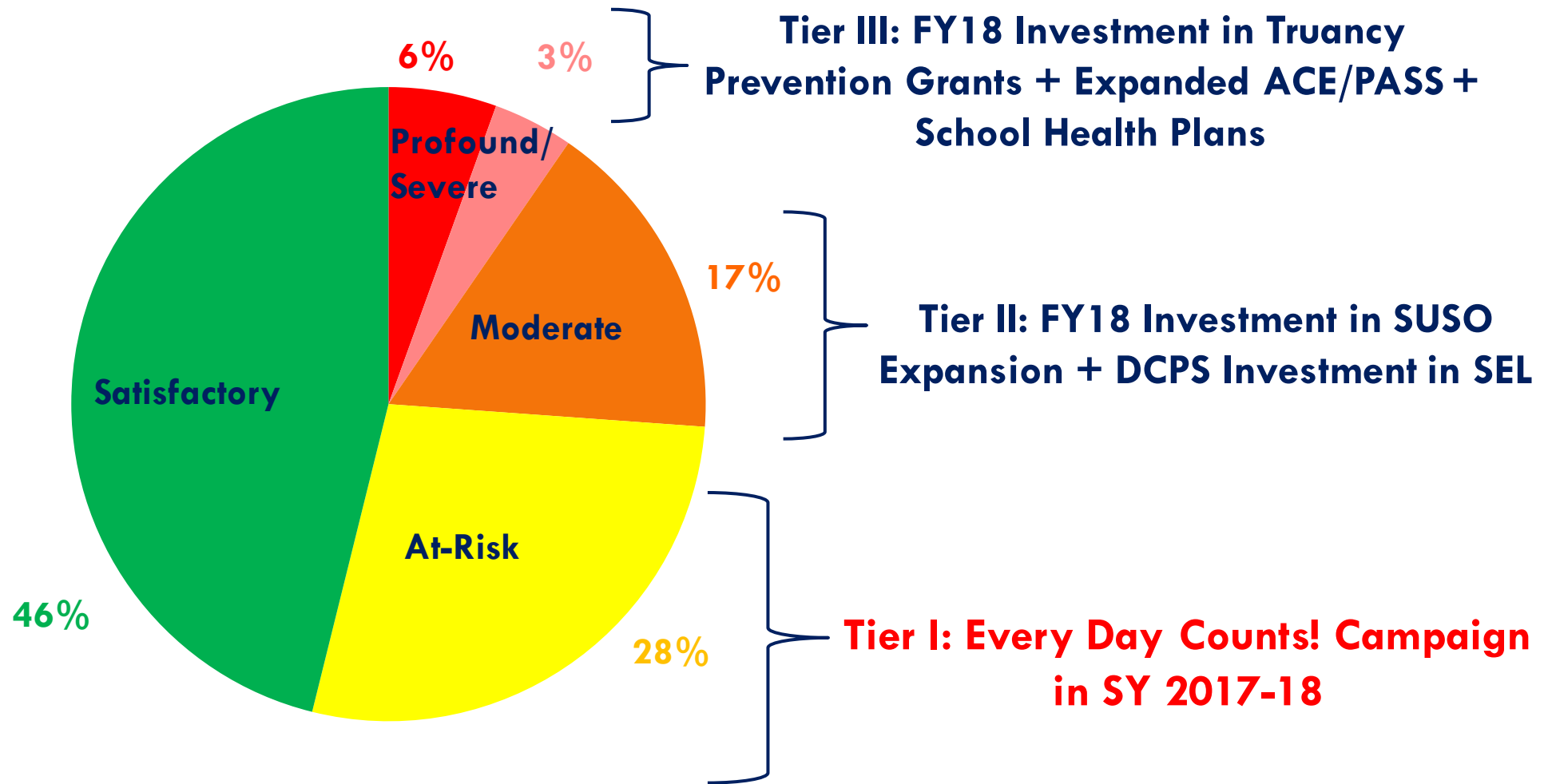
District/Community-level



Taskforce Investment/Activities in SY17-18



DC Student Severity of Absenteeism



Every Day Counts! Campaign Consultancy



Goals:

- Share our planning and thinking for the Every Day Counts! initiative.
- Seek your feedback.
- Generate ideas for agency & stakeholder engagement.

- 1. Campaign Overview – 10 mins**
- 2. Clarifying Questions (All) – 10 mins**
- 3. Probing Questions (All) – 10 mins**
- 4. Whole Group Discussion – 15 mins**
- 5. Reflect on Insights – 5 mins**

FY18 Every Day Counts! Goals & Metrics



Goals	Metric
1. Change community awareness, attitudes and behaviors related to attendance.	Website Visits Social Media Impressions Toolkit Downloads
2. Increase the number of youth with an adult mentor or other positive adult relationship.	School Climate Survey
3. Evaluate new attendance interventions to support a body of evidence-based practices.	Pilots (ACE, Letters Home) Students in Pilot Pilot Results
4. Reduce absenteeism by 3-5% in among target groups (K, 6 th graders, 9 th graders, and students with chronic health conditions).	Absenteeism Rates by Focus Area/Demo
5. Reduce all absenteeism Districtwide by 3%.	Absenteeism Rates

FY18 Every Day Counts! Components



Every Day Counts! Campaign

- Public messaging via media strategy and partner engagement
- Rewarding students and schools for improvement and success



Attendance Ed Stats

- Measuring, monitoring, identifying, and sharing what works



Every Day Counts! Taskforce

- Improving local policy using legislation, regulation, and reporting
- Coordinated agency activities focused on attendance

Every Day Counts! Campaign Messaging

Area	Current Belief		Desired Belief
Awareness	"I don't know the impact absences can have."		"Just missing two days per month can cause me (my child) to fall behind in school."
Attitude	"It's okay if I (my child) miss(es) one or two days per month."		"I don't want (my child) to miss an opportunity to learn something I (he/she) will need later."
Behavior	"I don't really think about or track my child's attendance." "I miss a few days a month and go to the important classes."		"I'm going to track my child's absences and do everything I can to ensure he/she does not miss school." "I'm going to try to best to make it to school every day, all day, because I don't want to miss anything, and I know [caring adult] will ask me about it later."

Every Day Counts! Campaign Messaging



1. **Absences Add Up:** Before you know it, just missing one or two days a month can add up to nearly 10% of the school year. And skipping just one or two classes can easily add up to too much lost time in the classroom.
2. **Everyone Can Make a Difference:** Everyone – agencies, schools, community and faith-based organizations, teachers, neighbors – must communicate to students and families that going to school every day is critical to realizing their hopes and dreams. Behavior changes when students and families get messages consistently.
3. **We Care:** Just one person showing they care – a teacher, crossing guard, school resource officer, neighbor – matters. When students and families know someone cares about their future and whether they show up, they are more likely to attend and ask for help.
#WeCareDC will be used to promote on social media.

Every Day Counts! Campaign Vehicles




- **Community/All Audiences**
 - TV and radio; public transportation advertisements
 - Social media
- **Students**
 - Prizes and incentives (DPR Day, movie nights)
 - Gear for individuals with student-facing jobs (crossing guards, school staff, etc.)
- **Parents**
 - Checklist for Parents (i.e. start routine; find a back-up plan)
- **Schools & LEAs**
 - Letters from school leaders at the beginning of the year
 - Individualized mid-year attendance letter for each students (informative, not punitive)

Every Day Counts! Campaign Website



Student Attendance: Every Day Counts!

Home Policies Resources Truancy Taskforce FAQs Ed Stat



Support Youth Voice and Recognize DC Students for Strong Attendance

Do you think that every day of school matters?! So does the Office of the Deputy Mayor for Education, and we need your help to increase student attendance in DC. For more information and to donate, please visit [Learn More](#) below.

[Learn More](#)

- Policies
- Resources
- Taskforce
- FAQs
- Ed Stat

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Attendance Counts

Every day of school counts! That's why Mayor Muriel Bowser and the State Board of Education are partnering to reward students and schools that improve attendance this year! Schools that make the most improvement will receive an end of year celebration and students making the most improvement will be invited to participate in a special end of year

Did You Know...

- Missing just 10% of the school year in early grades can leave many students struggling throughout elementary school.
- By sixth grade, missing 18 days a year is strongly linked to dropping out of high school.
- Chronic absence affects every grade level and can set preschoolers back for an incredibly long period of time

Featured Resources

- [Tips to Prevent Bullying](#)
- [Kids Ride Free Changes](#)
- [Homelessness Prevention](#)
- [Reengaging Disengaged Youth Ages 16-24](#)
- [Plan Ahead for SafeTrack Metro Closures](#)
- [Behavioral Health Resource Directory](#)
- [QSSF Healthy Youth Resource Guide](#)

- Featured Resources
- Attendance Facts
- Taskforce Meeting Schedule
- Media

Latest

Press Releases

15 SEP State Board and Deputy Mayor Kick Off Every Day Counts! Attendance Campaign
SBOE, Deputy Mayor for Education Jennifer Niles, Calvin Coolidge HS Principal Richard Jackson among...

Attendance Events

[Mayor Proclaims September Attendance Awareness Month](#)

[Truancy Taskforce Meeting](#)
May 25, 2017
4 - 5:30 pm
Room G9

SY17-18 Agency Engagement - DRAFT



	Messengers (Tier I)	Incentives (Tier I)	Mentors (Tier II)	Programs (Tier III)
Description	Activate agency media platforms and distribution lists to send a message about attendance.	Reward students and families who improve their attendance.	Train youth-facing adults on how to have an impactful conversation on attendance.	Provide services or supports that address common barriers to attendance.
Potential Agencies	DPR, DCPL, DOES, DSLBD, DYRS	DPR, DCPL, CAH, DOES	DYRS, DCPS, DDOT, MPD, DCPL	DHS, OVSJG, DCPS
Example	DCPL is willing to communicate about attendance using their Books from Birth distribution list	DPR is willing to provide a rock wall day and/or movie night to schools making improvements	MPD's SROs are willing to support student attendance teams with implementing their ideas	OVSJG is increasing funding for case management for high school absenteeism

Upcoming 2017 Milestones

— **JULY – SY17-18 Strategy Finalized**

- Student Design Challenge (6 school teams plan for SY17-18)
- Steering Committee & Taskforce re: SY17-18 Strategies
- Consultation with DCPS, EOM, SBOE & Cross-sector Collaboration Task Force

— **AUGUST – Initial Student, Family & Educator Engagement**

- Start of School Summit - Attendance Breakout & Resources for Educators
- Back to School Messaging to Students & Families

— **SEPTEMBER – Attendance Awareness Month**

- Begin media engagement with community kick-off event (TBD)
- Participate in Attendance Awareness Month Events (TBD)

— **OCTOBER/NOVEMBER – Ed Stat on Attendance**

- OCA Stat on attendance & Taskforce Meeting on Data

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Committees



- Data Committee
 - Q4 Data
 - CFSA and CSSD Attendance Crosswalk
- Policy Committee
 - Anticipate convening in October so stayed tuned for a forthcoming calendar invitation
- Program Committee
 - Seeking two student representatives to join Taskforce, please pick up a flyer to share with interested parties
 - Will begin planning events for September's Attendance Awareness Month
 - Next meeting will be held Thursday, August 3rd
 - Completed SY16-17 Every Day Counts! Attendance Competition

Every Day Counts! Attendance Competition



The following 6 schools had significant improvement in their attendance and received various celebrations: Ketcham Elementary School, Meridian Public Charter School, Kramer Middle School, Friendship Public Charter School Technology Prep, Cardozo Education Campus, and Capital City Public Charter- High School.



SY2016 - 2017 Progress

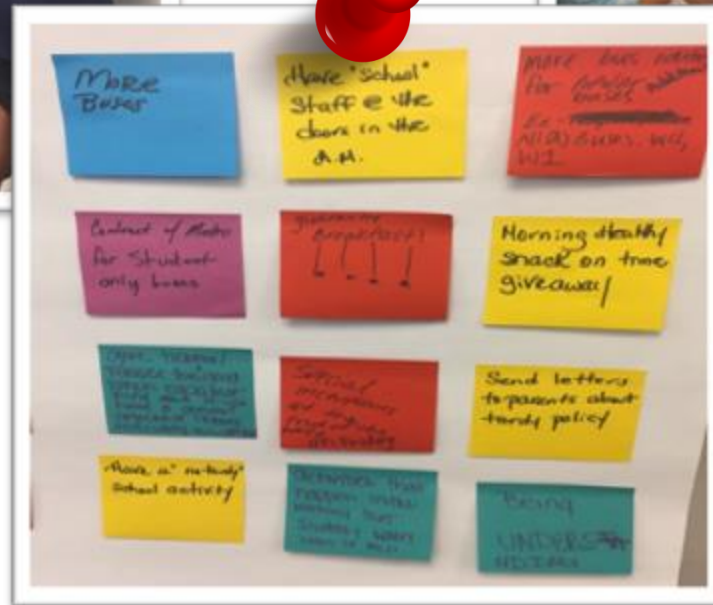
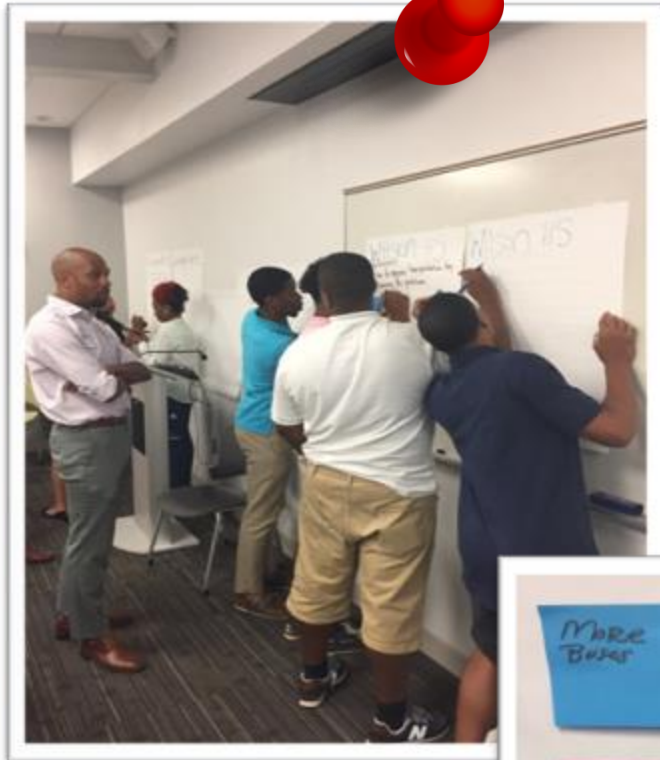
Phase	Activity	Taskforce	Steering	Policy	Data	Program	Timeline
Advancing	Advance Citywide Planning						
	Identify agency/entity strategies	X					Jan. 2017
	Plan FY18 budget needed		X				Mar. 2017
	Incorporate Youth Input						
	Select and onboard student reps		X				Nov. 2016
	Identify opps for youth input		X				Jan. 2017
	Support Design Challenge II					X	Mar. 2017
	Align Agency Work						
	Incorporate attend. in new work			X			Mar. 2017
	Identify existing opportunities			X			Mar. 2017
	Provide guidance where needed			X			Mar. 2017
	Strengthen Strategic Use of Data						
Improving	Develop timeline for Ed Stat			X	X		Jan. 2017
	Revisit codes/regs to match evidence			X			Apr. 2017
	Improve agency data sharing				X		June 2017
	Expand Attendance.dc.gov						
	Expand resources → LEAS/families			X			Apr. 2017
	Increase site usage + comms					X	June 2017
	Increase Community Outreach						
	Add new campaign elements					X	June 2017
Scaling	Focus on Evidence						
	Continue building evidence base			X	X		Dec. 2017
	Build support for effective strategies			X			Dec. 2017
	Comm./Implement Best Practices						
	Share practices w/ practitioners					X	Dec. 2017
	Plan FY19 budget support		X				Dec. 2017

Every Day Counts!

Design Challenge



Every Day Counts! Design Challenge



Five schools participated in the Design Challenge, as well as various school resource and truancy officers, Taskforce members and other community stakeholders.

Every Day Counts! Design Challenge



- Ballou High School: Receive a college scholarship for perfect attendance and require parents referred to court in the previous year for their child's attendance to attend a design challenge to present their challenges and resolve their needs.
- Cardozo High School: Craft an individualized student school schedule based off of students' transportation, work and sleep schedule.
- Paul Public Charter School: Increase focus on school safety and relationship building through more security in school neighborhoods and teacher home visits.
- Washington Metropolitan High School: Create a student government to have the school administration hear the concerns/voice of the students.
- Wilson High School: Update DCPS student data to WMATA in real time to ensure students are able to use their DC One card without delay or interruption and are never prevented from accessing transportation even when their card is missing or unavailable.

Next Steps

- **Taskforce**

- Next Meeting: September 28, 2017

- **Committees**

- **Steering Committee:**

- Strategic Planning/School Year 17-18

- **Data Committee:**

- Prepare for SY2016-17 End of Year Reporting
- Reconvene on CFSA/CSSD & attendance data match

- **Policy Committee:**

- Revisit codes/regulations to match evidence

- **Program Committee:**

- Support Every Day Counts! & Identify Agency Roles
- Plan September's Attendance Awareness Month
- Update attendance.dc.gov
- Create and share additional resources for parents and LEAs

Appendix:

2015-2016 Year in Review



- 
- Mapped **truancy policy challenge dependencies** (code, practice, regs)
 - Researched **model LEA system** for addressing absenteeism
 - Adopted a **citywide “plan” by agency role** to address absenteeism
 - Inventoried **current investments** in addressing truancy
 - Coordinated **Attendance Awareness Month** (Sept. 2015)
 - Drafted Truancy Taskforce **Strategic Plan**
 - Developed Truancy Taskforce **Data Plan**
 - Adopted **common methodology** for calculating truancy across sectors
 - Reported quarterly on **Attendance Accountability Amendment Act**
 - Informed **School Attendance Clarification Amendment Act of 2016**
 - Hosted a **Design Challenge** engaging youth, educators, and agencies
 - Attended the **National Conference on Attendance** as a state team

 Taskforce/Steering Cmte

 Policy Cmte

 Data Cmte

 Program Cmte

2016-2017 Year in Review



- 
- Launched the **Every Day Counts! citywide attendance campaign***
 - Created **attendance.dc.gov**
 - Conducted **learning sessions** on attendance SST meetings and health resources
 - Selected four high school Truancy Taskforce **student representatives**
 - Designated September **Attendance Awareness Month**
 - Extended the **Strategic Plan** to Fall 2017
 - OSSE LEA Institute and OSSE Community Schools COP **Taskforce Presentations**
 - Drafted **Ed Stat Timeline** of data topics for Taskforce
 - Included attendance in **ESSA School Accountability Framework**
 - Released and presented **School Health Plans** to Taskforce
 - Rewarded **6 schools & over 100 students** through attendance competition
 - Hosted 2nd Annual **Design Challenge** engaging students and stakeholders

 **Taskforce/Steering Cmte**

 **Policy Cmte**

 **Data Cmte**

 **Program Cmte**