



**September is Attendance Awareness Month
Every School Day Counts for Student Success!**

The Attendance Awareness Campaign is intended to be used throughout the school year.

Attendance Messaging

The messages below may be embedded in your school's routine ParentLink updates to parents. Many schools send weekly or bi-weekly messages to parents to update the community about upcoming events and school functions. These brief statements are intended to remind parents (K-12) that regular attendance is a key component to academic success. A variety of messages are included for you to choose from throughout the school year.

Attendance Counts! General messages promoting regular attendance.	
1	Good attendance helps all students do well in school and sends a message that their education is important to their future. Attendance Counts! All day, every school day!
2	Reducing chronic absenteeism is essential to ensuring student success. We need your support. At <OUR SCHOOL NAME> our goal is to encourage all students to be in school every school day. Attendance Counts!
3	Did you know that missing too many days of school makes it more difficult for a student to be academically successful? Help support your child's education by having them in school every school day Attendance Counts!
4	Student attendance is closely linked to academic success. We ask that parents try to schedule family vacations, as well as medical and dental appointments around the school calendar. Thank you for partnering with us to support your child's education. Attendance Counts! All day, every school day!
5	K-8 Attending school regularly helps children feel better about school – and themselves. By prioritizing good student attendance, you are sending a strong message that education is important to you and to your child's future. Attendance Counts! All day, every school day!

Promote Reporting Excused Absences

These messages are intended to encourage parents to report reasons for student absences and increase the percentage of excused absences compared to unexcused absences.

1	Parents have been asking for an easier way to report an absence. Our school has an online form that parents can fill out and get a confirmation of the information you share with our school. Visit our school website, go to "Contacts" and select "Report an Absence" for more information. Attendance Counts! All day, every school day!
2	Together, we can improve student attendance and achievement by pledging to ensure your child attends school every school day he or she is healthy. If your child must be absent, please report the reason within two days. You can report an excused absence by phone, a written note, or the new online form on our website. Visit our school website, go to "Contacts" and select "Report an Absence" for more information. Attendance Counts! All day, every school day!
3	To report an excused absence for your child, visit our website – go to "Contacts" and select "Report an Absence" using our online form. You can also call the attendance hotline or bring a written note. Attendance Counts! All day, every school day!
4	If your child is absent, remember to report the reason within two days to help us reduce unexcused absences and increase student achievement. Attendance Counts! All day, every school day!
5	We want our students in school each school day. If your child must be absent, report the reason for an excused absence by phone, note, or by using the online form on our website. Visit our website- go to "Contacts" and select "Report an Absence. Attendance Counts! All day, every school day!

Sample Marquee Messages

These messages are intended to encourage parents to report reasons for student absences and increase the percentage of excused absences compared to unexcused absences.

1	Attendance Counts! All Day, every school day!
2	Attendance matters for Student Success
3	Every school day matters!
4	Be in school every school day!
5	Regular Attendance = Success!