

How ATTENDANCE LETTERS CAN IMPROVE ABSENTEEISM

HERE'S WHY USING **PSYCHOLOGY & automation** HELPS DISTRICTS BOOST ATTENDANCE!

WHAT ARE THEY?

ELECTRONIC OR MAILED
Automated Letters TO
PARENTS NOTIFYING THEM OF:



THE **importance** OF
attendance



THEIR CHILD'S
attendance



HOW THEIR CHILD'S
attendance **compares**
TO THEIR PEERS'

WHERE TO START?

SKYWARD CAN HELP!

PARENTS WHO ONLY SAW REMINDERS
(NO DATA) **underestimated** THEIR
CHILD'S ABSENCE RECORD BY



50%
(ABOUT
6 DAYS)

AFTER PARENTS RECEIVED LETTERS,
STUDENTS WERE CHRONICALLY ABSENT

8-15% LESS OFTEN



LETTERS MAY INCLUDE ALL
OR ONLY SOME OF THIS, BUT
PARENTS' MOTIVATION
IMPROVES MOST WITH THE
comparison nudge.

How IMPORTANT IS ATTENDANCE ANYWAY?

2 = 10%
DAYS OF SCHOOL

MISSING JUST
TWO DAYS PER
MONTH IS
CONSIDERED
CHRONIC
absenteeism!

...**CHRONICALLY** absent MIDDLE
SCHOOL STUDENTS WERE UP TO

7.4x

**MORE
LIKELY**

TO DROP OUT OF SCHOOL

HERE'S HOW TO MAKE IT WORK FOR YOUR DISTRICT.

AUTOMATE ATTENDANCE LETTERS

ELIMINATE THE LEGWORK TO **make letters work.**

1.

use
attendance
data IN
SKYWARD



2.



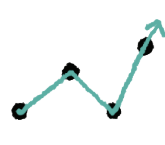
use merge
fields TO FILL
IN DATA
PERSONALIZED
TO EACH
FAMILY.

3.

set
THRESHOLDS
OF HOW MANY
absences
TRIGGER A
LETTER.



4.



ADD
aggregated,
comparative
attendance
TRENDS SO
PARENTS KNOW
WHERE THEIR
STUDENT
STANDS.

5.

SCHEDULE THE
LETTERS FOR
CERTAIN TIMES
OF THE YEAR,
QUARTER, OR
MONTH.



EASE ADMINISTRATIVE ATTENDANCE TIME FOR TEACHERS

... WITH **positive attendance!**



1.

STUDENTS CHECK IN
WHEN CLASS STARTS.

2.

TEACHERS TEACH!



FOR MORE INFORMATION
VISIT THESE SOURCES:



<https://bit.ly/3curBoD>



<https://bit.ly/3kSnoQk>