

# How ATTENDANCE LETTERS CAN IMPROVE ABSENTEEISM

Here's why using psychology and automation helps districts improve attendance!

## WHAT ARE THEY?

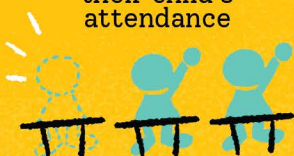
Automated letters to parents notifying them of:



the importance of attendance



their child's attendance



how their child's attendance compares to their peers'

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 your student information system where attendance data is kept.

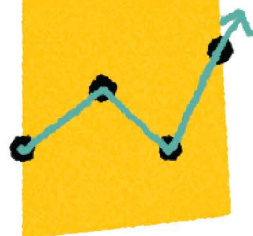


2.

Use merge fields to fill in data personalized to each family.

3.

Add aggregated, comparative attendance trends so parents know where their student stands.



### 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>