

**WAKE Up and Read - Attendance
2014-2015 through 2019-2020**

Need: Increase the percentage of students reading on grade level in grade three from 70% to 95% on the NC End-of-Grade test by 2019-20. As of Spring 2015, 68.8% of all K-3 students attended 95% or more during the school year. For all kindergarten students, 64.7% attended 95% of the school year.
School Attendance Goal: Improve the percentage of K-3 students who are in attendance 95% or more during the school year

Context	STRATEGIES	IMPLEMENTATION AND STUDENT IMPACT OUTCOMES		
		Short-Term	Intermediate	Long-Term
<p>a. Parents often lack support needed to ensure attendance</p> <p>b. Parents may lack a relationship with schools</p> <p>c. Community awareness about the impact of absences is limited</p> <p>d. Students who move around from school to school have high absences of 10 days or more</p>	<p>a. Identify potential barriers (e.g., understanding student assignment, school calendars, transportation options available, family situations, etc.) to attendance and connect families with community or school resources</p> <p>b. Increase family engagement through building relationships between teachers, students and families (School social workers proactively focus on students who missed more than 10 days of school the previous school year)</p> <p>c. Develop PSAs and work with community partners (e.g., faith-based organizations, before/aftercare programs, and pediatricians) to spread the message</p> <p>d. Educate parents on importance of attending school</p>	<p>a. Establish benchmark data for what K-2 parents understand of the impact absences have on student achievement</p> <p>b. Create an attendance message that schools can give to parents when registering their child in school</p> <p>c. Develop a media campaign to raise awareness of the importance of school attendance (create a message with Ruben: <i>Be Cool, Come to School</i>) that engages parents, not blames them (add resources on the WAKE Up and Read website)</p> <p>d. Share the importance of school attendance linked to academic achievement with the WAKE Up and Read Full Collaborative and establish a baseline on the number of organizations that currently include attendance in their messaging to families</p> <p>e. Provide each family from the nine targeted schools receiving books that attend a Parent Literacy Event with a <i>Be Cool, Come to School</i> message</p>	<p>a. Provide information on the importance of school attendance and available community resources in parent materials and share at PTA meetings and through community partners (e.g., afterschool programs).</p> <p>b. Release designed PSAs on the importance of school attendance</p> <p>c. Increase the number of local businesses and community partners that message the importance of school attendance with families (i.e., Health Department, Housing Authority, Chamber of Commerce, United Way)</p> <p>d. Include in the messaging to parents the importance of routines at home that can impact daily attendance and resiliency to help students develop coping skills</p> <p>e. Engage business leaders in providing resources for school-based attendance incentives</p>	<p>a. Parents report an increased understanding about the importance of school attendance</p> <p>b. Increased percentage of K-3 students in attendance 95% or more during the school year</p> <p>c. Increased number of health organizations, faith-based organizations, community partners and business partners that are sharing the message about the importance of attendance</p> <p>d. Increased the number of K-2 parents understanding of the impact absences have on student achievement</p>