

# “Every Day Matters” Attendance Campaign

Alamosa School District

Alamosa, CO



**COLORADO**  
Department of Education

In utilizing data-based problem solving and decision making, the Alamosa School District decided to embark on an intentional "Every Day Matters" community-wide attendance campaign. The Every Day Matters Campaign is a crucial reminder to students and families of the importance of attending school daily. With the change to a 4-day school week, attendance is even more imperative, as the loss of an instructional day has compounded into more instructional time that is lost. Attendance is critical for student success.

Many people were involved in launching this campaign: administration, the multi-tiered system of supports team, the family engagement team, all district staff, and many community partners, as well as a local media company, Zepol Media.

The team came up with the intentional name, Every Day Matters, and began to grow the attendance campaign from there. The media company designed the attendance campaign logo, as well as stickers to hand out and posters to display in the five school buildings and throughout the Alamosa community. The team utilized language equity, so all the design items are in English as well as Spanish. The district's restorative practices, in conjunction with its attendance programming process and Voice Visits program, all align to support the campaign.

The district-wide Voice Visits program allows all Alamosa School District staff to meet with families in a convenient and comfortable location to discuss and problem solve their attendance challenges, as well as any other challenges they may be facing. It may be something as simple as needing the phone number to the bus barn to get their student signed up for a bus route for transportation. These visits come with a stipend, funded through a grant, if a staff member conducts them after contract hours. Alamosa School District also offers restorative attendance mediation meetings to support families with any and all challenges.



All of the efforts entailed intentional data collection. The three big buckets of data that were evaluated were attendance, academics, and behavior incidents. Team members quickly began to see the needles move in the desired direction for improvement in all three areas. In School Year 2022-23, the district attendance rate was 92%, as compared to the state average of 90.8%. This year, internal measures showed a district attendance rate of 93%. In 2022-23 the truancy rate was 2% as compared to 3.5% statewide. The chronically absent rate was 30.5% as compared to 31.1% statewide.

As the school district team reflected on the efforts and results of the attendance campaign, they realized that getting a group of champions together to lead the work was crucial. It made moving this effort in a positive direction much more successful. Utilizing the multi-tiered system of supports framework has made this effort sustainable.

Standard 3 – Support Student Success

Essential Element 2 – Build Trusting Relationships