The Dayton City School District, like many urban districts, has a problem with chronic absenteeism. The district has 25 schools and approximately 12,300 students. In March 2019, 28.6% of students were chronically absent.

In March 2019, the district conducted thorough research to determine the causes of student absences and what could be done to improve student attendance.

A comprehensive communication plan, along with addressing common barriers to attendance, was implemented. The Be Present for a Better Future attendance campaign officially launched in August 2019 with a back to school event designed to address the leading barriers to attendance that students in the district are facing.

The campaign involved strategic communication with students, parents and employees to raise awareness about the importance of attendance and the consequences of not attending school, as well as strategically incentivizing students to attend school every day.

Communicating the attendance campaign would be done in a variety of ways, including a multitude of social media platforms to target our three key audiences. Facebook would target parents and staff, Instagram would target students, and Twitter and LinkedIn would target community partners and staff. YouTube would host videos for platform cross-promotion.

In order to boost attendance on days with historically low-attendance, such as the days before and after breaks and holidays that students may think they have off but do not, such as Columbus Day, BePresent Days were implemented. Using previous attendance data, 14 BePresent Days were identified, and the two weeks before summer break were identified as BePresent Weeks.

Leading up to these days, communication efforts would focus on informing parents and students that school was in session on the particular date via social media and many other methods.

**Example: Top 5 Schools**

Each week, the 5 schools with the best attendance are shared on social media to celebrate their successes. This supported our overall goal because it gave schools and students a sense of ownership of their attendance. Each week, schools became more and more competitive trying to make the Top 5.

**Example: Are you on track?**

“Are you on track?” is a monthly social media post, aimed at parents and students, informing them of the number of days they could have missed at a certain point in the school year to still be on track with attendance.

These examples support the educational aspect of the campaign because communicating with parents, staff and students about the technical number of absences a student may have to not be chronically absent made it easier to determine if a student needed help getting back on track with attendance.
TOP 5 SCHOOL ATTENDANCE THIS WEEK

1. HORACE MANN 95.38%
2. VALERIE 93.45%
3. CLEVELAND 93.00%
4. EASTMONT 92.83% & RIVER'S EDGE 92.83%
5. KISER 92.72%

BE PRESENT for a BETTER FUTURE

Dayton Public Schools

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634 views • Liked by jen_b_photo and hhcsdistrict
dayton_public_schools It's not delivery, it's DPS! 😄 These Edison students are creating their own pizza masterpieces for their attendance pizza party... more
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February 19

Dayton Public Schools @DaytonSchools • Nov 1, 2019

Have a good weekend, DPS! Please remember, students are in school Monday, November 4th and Wednesday, November 6th.

Students are OFF on Tuesday, November 5th so teachers may attend their Professional Development sessions. #DPSBePresent

Dayton Public Schools

November 5th
Students in School:
November 4th
November 6th

BE PRESENT
#DPSBePresent
By 6th grade, absenteeism is one of the signs that a student may drop out of school.

Is your student's attendance on track? At this point in the year, missing 7 or fewer days of school means a resounding “yes!” If not, no worries. Students can get back on track by doing their best to get to school on time every day! #DPSBePresent

If you've missed 7 or fewer days, your attendance is on track.
District Calendar 
2019-2020 & 2020-2021

Available in 8 languages.
- English
- Arabic
- Spanish
- Russian
- Kinyarwanda
- Swahili
- Tigrinya
- Turkish

BE PRESENT for a BETTER FUTURE

Dayton Public Schools

When do we have school? Our District Calendar comes in 8 languages so you can stay in the know and be in school, on time, every day!
http://bit.ly/dpscalendar #DPSBePresent

1,041 People Reached 22 Engagements

Tag Photo Add Location Edit

2 Shares
Like Comment Share

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This holiday season, the best gift you can give your child is a good education. And the best place to get an education is in school. It's tempting to extend your vacation by a few days, but remember, those days count as absences.

Tomorrow is a #DPSBePresent day, and we have a special surprise for several lucky students who are present. See you there!

2,963 People Reached 155 Engagements

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15 Shares
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Comment as Dayton Public...