



## ABOUT THE CAMPAIGN

Chronic absenteeism has become a critical barrier to success for students in New Mexico. In response, the New Mexico Public Education Department (NMPED) is launching a statewide “Be Here NM” campaign aimed at increasing awareness that school attendance matters.

“Be Here NM” illuminates that a student’s future success begins in the classroom and invites them to imagine possibilities and connect those to opportunities available in your school. During the 2024-2025 school year, you will see billboards and other advertising across the state to accompany your participation in the campaign.

### THE “BE HERE NM” CAMPAIGN HAS THREE COMPONENTS:

- **Media:** Statewide billboards, radio, social media, and print media.
- **School Campaign Physical Materials:** The materials included in this shipment are designed to support your school in raising awareness and promoting great attendance.
- **BeHereNM.org:** Electronic and printable resources to support attendance promotion efforts.

## INCLUDED IN THIS SHIPMENT

**The start of the school year is an essential time to communicate the importance of daily attendance to students and families.** What this campaign launch looks like at your school is up to you, but we hope that the resources included in this shipment will help you participate:

- One (1) white write-on banner
- Twelve (12) multi-colored markers for the write-on banner
- One (1) orange photo opportunity banner
- Eight (8) zip-ties to hang the banners
- Two (2) “Be Here NM” posters
- One (1) informational immunization poster sponsored by the New Mexico Department of Health

## ADDITIONAL RESOURCES AVAILABLE AT BEHERENM.ORG

- Social media graphics and tweets/captions
- Student activity book
- Attendance Matters fact sheets
- Great Attendance Certificates
- Student Attendance Pledge
- Tiered activity examples
- Sample lesson plans

*Turn this page over for tips to launch New Mexico’s “Be Here NM” campaign at your school!*

# TIPS TO LAUNCH “BE HERE NM” CAPAIGN AT YOUR SCHOOL

## BANNERS

Students come to school for a variety of reasons from engaging classwork to spending time with friends. The write-on banner allows students to record what motivates them to attend school. The photo opportunity banner is designed to take a picture with and share on social media. Here are some tips for using the banners:

- **Hang the banners** in a well-lit, centralized area so parents/guardians, students, staff and community members will see them and will be reminded that the school is committed to improving attendance.
- **Organize an event** (or use an existing event such as open house, family night, student orientation, etc.) at the beginning of the school year for the school community to see students add their pledge to the banner.
- **Send a notification** prior to the event letting the school community know that this will be a focal point of the event. Consider notifying local media about your school event and inviting them to attend.
- **Set up a table** next to the banner with at least two staff members who can hand out the included markers and give guidance on what is expected.

## SOCIAL MEDA

Posting on all social media platforms used by the school can further the message of Attendance Matters. Social media graphics and sample tweets/captions are available at [BeHereNM.org](http://BeHereNM.org). It is best practice to schedule one or two posts per week (these can be scheduled ahead of time). The assets can also be used for newsletters or correspondence sent from the school and by educators.

## STUDENT ATTENDANCE PLEDGE AND RECOGNITION

NMPED has designed a “Student Attendance Pledge” as well as a “Great Attendance Certificate” as a way to formalize a student’s commitment to attend school every day. One option for using these materials is to incorporate it into the first school open house event or parent teacher conferences.

## LESSON PLANS AND CLASSROOM ENGAGEMENT

Engaging students in the classroom can make coming to school fun and rewarding. [BeHereNM.org](http://BeHereNM.org) has sample lesson plans and tiered activities to help.

REGULAR ATTENDANCE IS CRUCIAL TO IMPROVE OUTCOMES FOR STUDENTS IN NEW MEXICO. THIS KIT IS THE FIRST STEP THAT THE NEW MEXICO PUBLIC EDUCATION DEPARTMENT IS TAKING THIS SCHOOL YEAR TO SUPPORT YOUR SCHOOL IN ADDRESSING CHRONIC ABSENTEEISM. THANK YOU FOR YOUR PARTICIPATION!

