

Start Your Own Attendance Culture Movement!

Your guide to a smooth journey to kickstart your attendance campaign!



**Alamogordo
Public Schools**

Messaging Do's

- **Do:** Inform staff and families via email and social media about the attendance campaign.
- **Do:** Once the campaign is launched, post regularly on your district social media platforms and website to keep families informed about the importance of attendance.
- **Do:** Always use your personalized hashtags on posters, social media graphics, posts, etc.
- **Do:** Share fun facts and statistics in your posts that show why attendance is important.
- **Do:** Keep the messaging positive and focused on student & school successes even if they are small.

Quick Wins You Can Start this Month

- Connect with district and school leadership to get their buy-in and support.
- Establish your hashtag & campaign title.
- Brainstorm monthly themes or promotions.
- Make sure your attendance website is up-to-date and providing valuable resources and information for families.

Resources



Golden Achievement Entry

Find more details and resources for the "Be Here Alamo" campaign.



Truancy Card Template

Personalize this truancy card for your district.



Tracking Poster & Certificate Templates

Canva brand templates to kick-start your Be Here Day planning and fun!



Be Here Alamo Social Media Examples

Check out our social media posts for #BeHereAlamo #BeHereDay



NOTE: Please note that you will have to make a copy of the template to customize the file.

Working Together Towards Success

- For your attendance campaign and "Be Here Day" initiative to be successful, all staff, students, and families must be well informed and have easy access to resources.
 - Include info in district-wide emails & newsletters.
 - Create quick reference sheets for staff.
 - Provide shared graphic templates (we use Canva).
- Think outside the box, how can you include various departments throughout your district.

Social Media Captions

- "Did you know that missing just 2 days of school per month can throw a student off track?"
- "Help students to believe in their ability to succeed."
- "Promoting healthy hygiene habits promotes good attendance."
- "When parents/guardians express interest in their child's classwork, it promotes good attendance."
- View more social media captions examples and other resources at www.beherenm.org

Be Here Day Ideas

- Encourage schools to provide students with activities and incentives on Be Here Day to create a fun and exciting day. The littlest things can truly motivate. Visit the APS Attendance Matters page for ideas: www.alamogordoschools.org/page/attendance
- Provide certificate templates that teachers can use to celebrate student success.
- Work with support services to broaden involvement, include Student Nutrition, Transportation, Custodians, Administration . . .
- Connect with local businesses & government orgs to help promote your attendance efforts.

Contact

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Connect!



**Alamogordo
Public Schools**

COMMUNICATIONS



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Gold Mine

Session Notes

NOTES:

QUESTIONS?

1.

2.

3.

ACTION ITEMS

1.

2.

3.



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