



Attendance Matters  
**BeHereNM.org**

# SCHOOL CAMPAIGN GUIDANCE

## 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 continuing the 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 2025-2026 school year, you will see billboards and other advertising across the state to accompany your participation in the campaign.

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### THE "BE HERE NM" CAMPAIGN HAS THREE COMPONENTS:

- **Media:** Statewide billboards, radio, social media platforms, and print media.
- **School Campaign Physical Materials:** Posters and downloadable materials will be provided at the State Attendance Conference and on the website. These are designed to support your school in raising awareness and promoting great attendance.
- **BeHereNM.org:** Electronic and printable resources to support attendance promotional efforts.

### INCLUDED ON THE WEBSITE

- 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
- Facebook Post Graphics
- Facebook Cover Photos
- Website Banners
- Elementary School 11x17 Posters
- Middle & High School 11x17 Posters
- 15-Day Student Attendance Tracking Poster
- BeHereNM Posters

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

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## POSTERS

Students come to school for a variety of reasons from engaging in classwork to spending time with friends. The posters and materials allow students to get motivated to attend school.

- **Hang the posters** 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 entrance of the school with at least two staff members who can hand out information and guidance on what is expected regarding attendance this year.
- **Announce goals** and projected progress for the year regarding attendance.
- **Hold school campaign events** stressing the importance of attendance.
- **Hold an end-of-the-month summit**, rewarding students with good and improved attendance.
- **Launch an attendance contest** among schools and classes.
- **Host a press conference** talking about the community's or school districts emphasis on attendance.
- **Enlist reporters** to attend assemblies or report on celebrity visits at a school promoting attendance.
- **Unveil a special attendance display**, logo and theme for the school year.
- **Share the schools/districts chronic absence numbers** with the school community, school board and city officials.
- **Share tweets (BeHereNM) and Facebook posts** about the Attendance Awareness Campaign.

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## SOCIAL MEDIA

Posting on all social media platforms used by the school can further the message of Attendance Matters. Social media graphics and sample tweets/captions, Facebook posts are available at 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, websites, Facebook or correspondence sent from the school and by educators.

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## STUDENT ATTENDANCE PLEDGE AND RECOGNITION

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

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## LESSON PLANS AND CLASSROOM ENGAGEMENT

Engaging students in the classroom can make coming to school fun and rewarding. BeHereNM.org has sample lesson plans and tiered activities to help.

