Getting Everyone On Board!

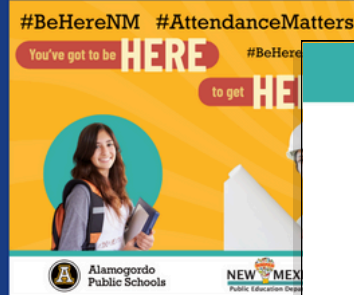## BE HERE ALAMO CAMPAIGN

Available Resources

- **#BeHereAlamo Career Posters:** Sets of 12 posters have been included in your kit and should be displayed around your building. These posters are meant to show students that they need to be in school to reach their career goals.
- **Be Here Alamo School Spirit Posters:** Each kit includes enough posters to have one in each classroom.
- **"I go to school every day because..." Posters:** Three laminated fill-in-the-blank posters are included. Ask students why they come to school every day and have them write their answers with a dry-erase marker on the poster. Don't forget to snap some pictures and share them with the Communications team or on your school's FB page. *(Note: Laminated posters must be cleaned thoroughly after each use to ensure they can be used as long as possible.)*
- **"I go to school every day because..." Activity:** The APS website has a smaller version of the I Go to School posters with questions on the reverse to get students thinking about their why. Download, print, and use in the classroom.
- **#BeHereNM Activity Book:** An activity book geared towards younger students is available for download and print on the APS website.
- **Sample lesson plans & attendance pledge:** provided by BeHereNM.org are also available on our website.
- **Social Media Blurbs & Graphics:** The Communications Department will be sharing a #BeHereAlamo graphic weekly on all school pages throughout the school year. You are welcome to use the provided social media blurbs to share with your student photos.

Scan for Resources

Social Media Examples

Similar graphics will be shared on social media to encourage students to prioritize attendance. Utilizing the NMPED campaign idea the graphics created will show students that, in order to reach their career goals they must prioritize being in class every day. We currently have 12 different graphics highlighting a variety of careers & students.

#BeHereNM #AttendanceMatters
You've got to be **HERE** to get **HERE.** #BeHereAlamo
Alamogordo Public Schools — NEW MEXICO Public Education Department

#BeHereNM #AttendanceMatters
You've got to be **HERE** to get **HE**
Alamogordo Public Schools — NEW MEX

Alamogordo Public Schools

View the Alamogordo Public Schools Golden Achievement-winning "Be Here Alamo" Attendance Campaign.

View the #BeHereAlamo Social Media Posts

On the reverse, you will find poster examples, social media posts, and other resources that you can use for your district attendance campaign.

Instructions & Communications for Schools

Our Communications Team believes that providing clear instructions and information as best we can is essential. We often remind ourselves that the people we communicate with may not have the information or insight we have. That is why we always send instruction sheets with a list of all the available resources to schools. These instructions are also sent out via email to staff, and we work closely with principals, secretaries, and our communications liaisons at each school to keep everyone in the know! These are examples of one of the flyers we made for staff during the kick-off of the #BeHereAlamo Campaign. Providing similar resources can help get your district on board.

OTHER MARKETING MATERIALS

Website Banners

Facebook cover photo and website banner for all school pages has been updated.

BE HERE EAGLES · BE HERE FALCONS · BE HERE TIGERS · BE HERE · BE HERE TIGERCUBS
BE HERE COYOTES · BE HERE TINYTIGERS · BE HERE · BE HERE MUSTANGS · BE HERE CHIEFTAINS
BE HERE PANTHERS · BE HERE BOBCATS · BE HERE WOLVES · BE HERE EAGLES · BE HERE SCORPIONS

If your school has a sign board use the campaign hashtags or Be Here [insert mascot]
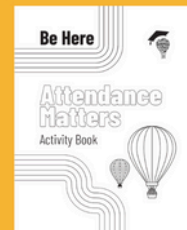
Hashtags:
#BeHereAlamo
#BeHereNM
#AttendanceMatters

School Spirit Poster Examples
(Your kit includes 1 per classroom)

BE HERE EAGLES · BE HERE TIGERS
BE HERE JAGUARS · BE HERE COYOTES

I go to school every day becuase... Posters
(Your kit includes 3 laminated posters)

I go to school every day because... **I love Learning!**
I go to school every day because... **I want to be successful!**

Poster & Activity Book Examples

You've got to be HERE to get HERE.

Be Here **Attendance Matters** Activity Book

Hello! It's great to meet you!

Alamogordo Public Schools

Alamogordo Public Schools

#BeHereAlamo

Collateral Materials & Ideas

Celebrate your students! Alamogordo Public Schools recognized the most improved and best attendance for primary and secondary schools at each month's regular board meeting. Principals invited students to receive a traveling trophy, recognizing their efforts in improving attendance. Photos were shared on social media.

BE HERE
BUENA VISTA
BOBCATS
Alamogordo Public Schools   #BeHereAlamo

We Miss You!
Do you need extra support or resources? H.O.P.E. is here to help. Our mission is to empower families and students academically, socially & emotionally, inspiring them to access services within their school & community.

Our Services
- Clothing, school supplies, shower, and laundry facilities available.
- Referrals for families to food, housing, and other community resources.
- Help with Medicaid predetermination.
- Assistance for students transitioning back into the school environment.
- Suicide Prevention
- Connecting students and families with mental health providers.

ALAMOGORDO PUBLIC SCHOOLS
HOPE Healing · Opportunities · Promotion · Encouragement

CONTACT US
📞 Call or Text: 575-430-0191
✉️ HOPE@alamogordoschools.org

Truancy Cards were created for all schools. Additional resources were added to these cards to inform families about the programs offered by the district.

WHEN YOU'RE HERE, YOU'RE ON THE PATH TO SUCCESS - BE HERE ON FEBRUARY 12!
BE HERE DAY
FRESH BAKED COOKIE
FOR EVERY STUDENT AT LUNCH!
FROM STUDENT NUTRITION & K-U BY ELIOR! THANKS FOR BEING HERE!
#BeHereDay Feb 12th
100% attendance is our goal!
Alamogordo Public Schools   NEW MEXICO Public Education Department

BE HERE DAY   SIERRA ELEMENTARY
POPCORN & BOARD GAMES
SIERRA ELEMENTARY WILL CELEBRATE GOOD ATTENDANCE ON FEBRUARY 12TH WITH AN AFTERNOON POPCORN PARTY & BOARD GAMES!
LEARN MORE: ATTENDANCE MATTERS!
#BeHereDay Feb 12th
100% attendance is our goal!
Alamogordo Public Schools   NEW MEXICO Public Education Department

"I Go to School Because..." posters were provided to all schools for students to share the reasons why they chose to prioritize attendance.

#BeHereDay Feb 12th MVMS JAGUARS

I go to school every day because...
to play with my friends
#BeHereAlamo

I go to school every day because... to play with my friends and going to centers

I go to school every day because...   +23

Posters were provided to all schools to advertise school-specific and district-wide promotions & incentives for #BeHereDay.
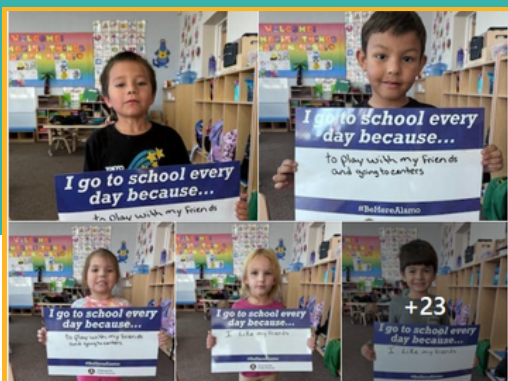
Schools got creative, providing challenges and incentives for #BeHereDay. From principals kissing a goat to goodie baskets & popcorn parties, each school had fun promotions to encourage students to prioritize attendance. Additionally, district departments participated by providing their own incentives, fresh-baked cookies, stickers, and coloring contests.

Alamogordo Public Schools