



# DeKalb County School District & Everyday Labs Partnership

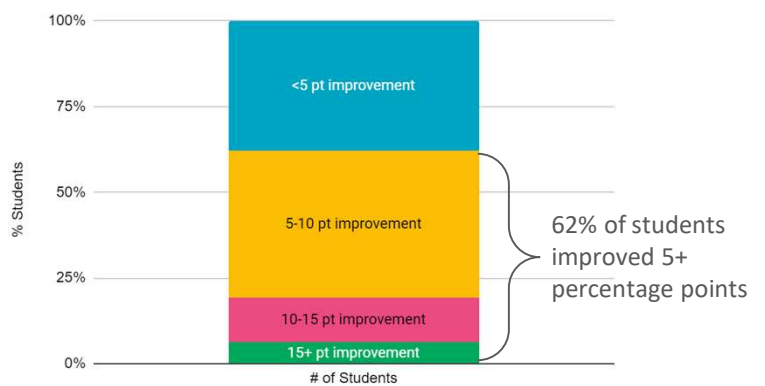
EveryDay Labs and DeKalb County’s partnership began in February 2024 with a goal of systemically reducing chronic absenteeism across 31 schools to support the district’s attendance and academic goals.



## EveryDay Labs Program Results

- **55% of students** receiving EveryDay intervention saw their **attendance improve**
- **10% of students** improved attendance enough to **no longer be considered "chronically absent"**\*
- Over 3,000 families interacted with the 24/7 Family Support Bot and/or phone-based Family Support Team

Change in Attendance Rate Among Improved Students



\*These students had missed 10%+ of school days prior to receiving the EveryDay Labs intervention and ended the year missing fewer than 10% of school days.

## More About Everyday Labs

- **Equips staff with expert training, tools, and a game plan for high impact, data-driven attendance MTSS and family engagement**
- Delivers personalized mail & text nudges on the district’s behalf to ensure district-wide fidelity of program implementation without burdening staff
- Engages families as partners and connects them to resources to help them overcome barriers to attendance, leveraging behavioral science and proven family engagement principals
- Developed by Harvard Kennedy School Professor Dr. Todd Rogers, it is the only PreK-12 attendance intervention that meets “strong evidence for ESSA”<sup>1</sup> based on gold-standard randomized controlled evaluations.<sup>2</sup>



<sup>1</sup> Evidenceforessa.org, Evidence for ESSA, 2020, [www.evidenceforessa.org/programs/attendance/everyday-labs-formerly-inclass-today](http://www.evidenceforessa.org/programs/attendance/everyday-labs-formerly-inclass-today).

<sup>2</sup>Rogers, T., Feller, A. Reducing student absences at scale by targeting parents’ misbeliefs. *Nat Hum Behav* 2, 335–342 (2018). <https://doi.org/10.1038/s41562-018-0328-1>