



Innovative Attendance Solutions to Champion Student and School Success

A proposal for partnership with
DeKalb County School District

June 21, 2024

Executive Summary

The research is clear: when students are present they are more likely to be poised for success. When they miss even one to two days per month they can become off track. The accumulation of missed learning opportunities correlates to a trend of missed learning milestones that ultimately lead to students being more likely to drop out altogether.

School leaders and educators are being called on to do more than ever before—responsible not only for student learning, but overall well-being. Our partnership will provide a districtwide support system that will engage families, provide more access to learning opportunities for the students who will benefit most, and reduce the ask of school educators with the goal of setting students and schools up for success.

Together we can:

- Prevent more than 5,000 absences
- Reduce chronic absenteeism among participating students by 11–15%
- Recover more than 1,800,000 minutes of learning time for students

Overview

Attendance is fundamental to student and school success, but absenteeism is more complex than ever. With the significant disparities in educational opportunity exacerbated by the pandemic, it's essential to ensure students are in class to access learning opportunities and social supports. That's why innovative districts across the nation use attendance as a systemic lever to drive improvement across various metrics associated with student success.

With an absenteeism crisis impacting districts nationwide, it is more critical than ever that districts implement evidence-based interventions that are proven to positively impact student outcomes. Further, districts need the ability to quickly leverage real-time attendance data to meaningfully use it as an early warning indicator and act before students are off track. EveryDay Labs is ready to partner with the DeKalb County School District to meet this imperative.

Our groundbreaking program, EveryDay Intervention, is the only PreK–12 attendance intervention to receive the Strong Evidence rating from Evidence for ESSA out of Johns Hopkins University. The program delivers a 11–15% reduction in chronic absence rates by proactively engaging families with information and resources that help them overcome barriers to student attendance. The result: more access to learning opportunities for the students who benefit most from being in class.

EveryDay Pro is our MTSS platform that provides weekly reporting on EveryDay Intervention at the school and district level, along with real time analysis of attendance trends and patterns at the district, school, and student level. With easy-to-understand data cuts and visualizations, this powerful tool allows attendance and MTSS teams to identify, target, and coordinate interventions aligned to systemic and individual attendance barriers. Paired with ongoing professional learning, practitioners will be able to use real-time district data to further develop their teams and intervention strategies.

Our solutions are designed to help increase the efficacy of district and school attendance initiatives. At the core of each is the understanding that more equitable access to information and resources fosters a culture of success for students, families, and educators. Through our partnership, we can help the DeKalb County School District maximize the power of attendance as a lever for student and school success.

EveryDay Intervention

EveryDay Intervention is our evidence-based program that reduces chronic absence by 11–15%. Dr. Todd Rogers, Professor of Public Policy at Harvard University and our co-founder and Chief Scientist, developed the program and founded EveryDay Labs to implement it nationwide based on his seminal research. It leverages nudges—a concept from the science of behavior change—to improve student outcomes.

The program harnesses the power of absence data as an early warning indicator. When students in the district are at-risk of becoming off track for success, missing 5% or more of days, their families automatically begin to receive personalized, differentiated nudges via text and mail. The nudges help prevent one-off absences that add up to missed learning milestones.

The nudges honor families' agency over attendance by:

- Offering a problem-solving partnership that makes support more accessible
- Providing clear information about the number of and dates of absences
- Helping them make connections between attendance and their student's success
- Developing strong attendance habits early to help prevent and reduce chronic absence

Here's how the program works:

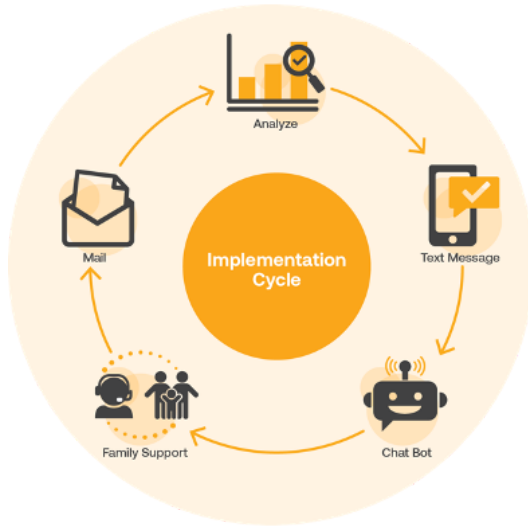
Step One: We develop a customized communication calendar that maximizes impact based on your district's academic calendar.

Step Two: We receive daily attendance data by automating or integrating with your Student Information System and begin to monitor student attendance.

Step Three: We send families [personalized nudges by text and mail](#), in their home language. Nudges are differentiated based on a student's grade level, school, and level of absenteeism. For help with attendance barriers, families can access supports via our on-demand Family Support Bot or multilingual Family Support Team. We also provide up to two check-in surveys to help get qualitative feedback from families.

Step Four: We provide actionable reporting twice a year to help districts understand the program's impact, including how many students improved their attendance and attendance tiers. EveryDay Pro identifies trends, patterns, and barriers to attendance and provides weekly downloadable reports,

EveryDay Intervention Provides a Continuous Cycle of Access to Support



Families of at-risk students are automatically enrolled in the program and will continue to receive proactive support with the goal of moving their student into an improved attendance tier.

Families will receive up to six nudges by mail per year at times that are proven to be most impactful to attendance improvement.

Families will receive text nudges twice per month with an update on the number of days their student has missed along with a friendly reminder they can simply text our 24/7 Support Bot for help. Additionally, families can

receive check in surveys up to two times per year. Support Bot and survey responses are reported back to the district to help identify systemic barriers to attendance.

Families can call our Family Support Team, and will receive a call back by the next business day to receive one on one support reaching the right resources in their home language.

Quick Link: [EveryDay Intervention Demo](#)

While the ultimate outcome of the program is proven attendance improvement, at its heart it's about access—making information, resources, and learning opportunities more accessible.

Implementation Timeline & Scope

Milestone	Description
Program Kickoff	After signing a contract and Data Use Agreement (DUA), EveryDay Labs and your district administrators and data team members attend a kickoff meeting.
School Leader Training	Prior to the first nudges going out, EveryDay Labs will host training sessions with school leaders to inform them about the program and share strategies for communicating about it with families.
EveryDay Learning Membership	Your dedicated program manager delivers virtual professional learning sessions over the course of the school year. You'll also get access to monthly webinars and a full resource center of best practices & strategies.
Intervention Begins	The first mail nudges go out four to six weeks after the program kickoff meeting. The first text nudges go out a few days prior to the first mailing.
Continuous Intervention & Support	Mail-based nudges will be sent to families every four to six weeks during high-impact windows of the district's academic calendar. Families will receive up to six in the school year. Text nudges will reach families every two weeks.
Bi-Annual Impact Analysis	District leaders will be invited to attend a meeting twice a year to discuss the partnership and our attendance analysis & impact.
Ongoing Customer Support	Your dedicated program manager will be by your side throughout the year. This includes training, quarterly reports, and biweekly meetings to discuss program implementation and attendance research & resources.

Truancy Support

A Positive, Proven, and Restorative Approach to Truancy for Your Entire District

Built on research conducted by EveryDay Labs' cofounder Dr. Todd Rogers and Attendance Works' Executive Director Hedy Chang. Leveraging behavioral science and proven family outreach principles, we push clear, simple, and nonpunitive notifications to families of students who are truant. Our technology removes the compliance burden, increasing school capacity to build relationships with students and families.

Quick Link: [Truancy Support Demo](#)

How Our Multifaceted & Restorative Approach Works

- EveryDay Labs continuously monitors attendance data and identifies students eligible for a Notice of Truancy, according to state requirements.
- Educators select or sign off on all identified students to receive Notices of Truancy.
- EveryDay Labs mails Notices of Truancy to families, removing the administrative burden from busy educators so they can spend more time nurturing student & family relationships.
- Educators can view program reporting throughout the year to gain insights into school & district level trends.



Truancy Support Configuration Options

District may select from the following truancy configuration options:

- Number of notices per student (up to 3)
- Minimum age for notice eligibility (not grade)
- Maximum age for notice eligibility (not grade)
- Qualifications for notices:
 - Number of full day absences to qualify for the notice
 - Number of period absences to qualify for the notice
- Time period over which absences should be totaled:
 - Select from: the start of the school year, from the last notice that was sent, or over a certain number of calendar days

Please Note:

- If the District sets a number of period absences to qualify for a notice, and a student has period absence data, then eligibility will default to using period absences.
- The system does not review both period and full day absences for each student, but selects one based on the data and configurations available.
- Only one time period can be reviewed. I.e. We can identify students who've missed 3 absences since the beginning of the school year.
- We cannot identify students who've missed 3 absences since the beginning of the school year OR 2 consecutive absences in the last 30 days.
- It may take up to 11 days for approved notices to be sent to families.

EveryDay Pro

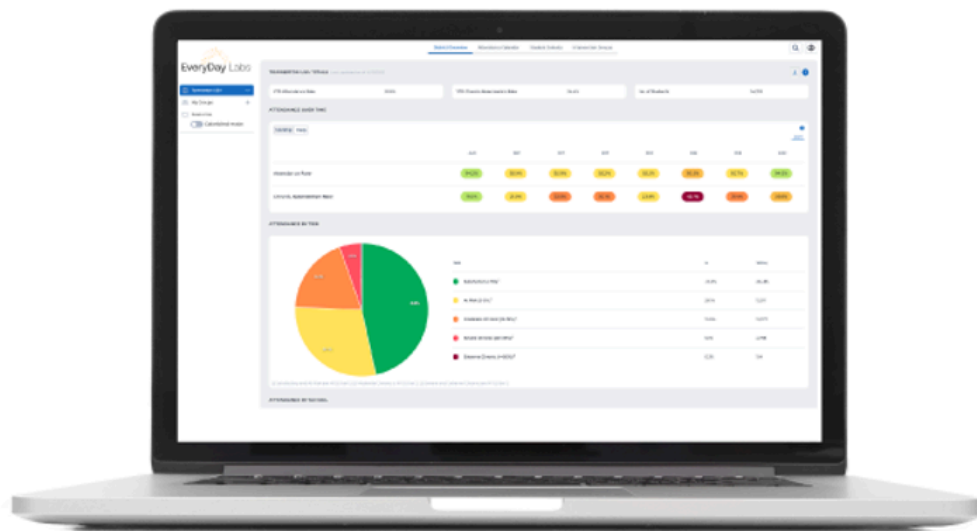
Reporting and MTSS Platform Included With EveryDay Intervention



Access real-time data analytics, reporting and intervention coordination tools to proactively drive attendance improvement.

EveryDay Pro is our award-winning attendance analysis and intervention coordination platform. The platform provides weekly reporting on EveryDay Intervention at the school and district level, along with real-time attendance data in easy-to-understand views that help practitioners get ahead of trends and patterns at the district, school, and student levels. EveryDay Pro gives practitioners an end-to-end tool that can create and track intervention groups while making collaboration easy with visibility into intervention progress, family outreach, and general notes.

While EveryDay Intervention is implemented across your district, teams can easily use real-time attendance data as an early warning indicator and quickly intervene as well as track and target support throughout the intervention process. The platform provides finger-tip access to the qualitative and quantitative data attendance teams need to better allocate resources and easily identify barriers to attendance to more effectively address the unique needs of students and families.

Quick Link: [EveryDay Pro Demo](#)



Dashboard	Features
 <p data-bbox="191 674 456 737">EveryDay Intervention Reporting</p>	<p data-bbox="532 464 1446 537">Download & view interactive weekly reports at the district & school level that include:</p> <ul data-bbox="581 558 1403 684" style="list-style-type: none"> • Reporting of text and mail nudges sent via EveryDay Intervention • Incorrect family addresses • District resources families have requested & engaged with
 <p data-bbox="212 982 440 1045">School and District Dashboards</p>	<ul data-bbox="581 852 1446 978" style="list-style-type: none"> • Attendance and chronic absence patterns and trends by day, month, and year • Insights by school, grade level, demographics, and attendance tier
 <p data-bbox="168 1465 479 1528">Student Dashboard & Intervention Coordination</p>	<ul data-bbox="581 1115 1446 1671" style="list-style-type: none"> • Student calendar including a breakdown of days absent and whether they were excused or unexcused • Ability to quickly create intervention groups based on attendance tier, grade, and student demographic. • Intervention tracking and next steps based on trends, patterns, and root cause • Space to collaborate on case management by tracking meetings and notes • Absence pattern identification (early absence, prior year absence, specific days) • Upward or downward student attendance trends • Period level attendance metrics at the student & school level.

EveryDay Learning Membership

Membership Included With EveryDay Intervention

Data-driven professional learning that builds staff capacity to improve attendance and engagement.

Throughout the year, your team will have access to a wide array of professional learning opportunities to support your district's goals for attendance, learning recovery, and family engagement. This includes:

- Guidance for maximizing EveryDay Pro and best practices for understanding attendance data and leveraging evidence-based improvement strategies at each tier of the MTSS, delivered by your dedicated Program Manager
- Access to monthly live professional learning webinars filled with timely and immediately actionable attendance strategies
- Comprehensive library of resources for expert interventions, barrier assessments, and much more.

Impact Summary

The proposed EveryDay Labs program is projected to have the following impact:

- Prevent more than 5,000 absences
- Reduce chronic absenteeism among participating students by 11–15%
- Recover more than 1,800,000 minutes of learning time for students

Quick Links

- [2 Minute Explainer Video](#)
- [22-23 Nationwide Impact](#)
- [Research](#)



Pricing

Description	Price	Quantity	Subtotal
EveryDay Intervention*			
Program Management & Design	\$10,000.00	1	\$10,000.00
Licenses† - Mail & Text Nudges - Family Support Team - Family Support Bot - EveryDay Pro MTSS Platform (Data Analytics, Reporting, & Onboarding Sessions)	\$7.50	15752 students	\$118,140.00
EveryDay Learning			
Annual Membership - Includes professional learning sessions, monthly live webinars, resource library	\$6,000.00	1	Gratis
Discounts			
Enrollment Discount	5%	1	-\$6,407.00
		Annual Subtotal	\$128,140.00
		<i>Discount</i>	<i>-\$6,407.00</i>
		Annual Total**	\$121,733.00

* A minimum spend of \$40,000 is required.

† Includes: unlimited text nudges; unlimited Support Bot requests; unlimited Family Support Team calls; up to six mail nudges a year for up to 20% of program enrollment; mail and text nudges in English and Spanish.

**Price valid through: November 2, 2024

For more information, contact:

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