

Partnership with DeKalb County School District

Access to Learning. Access to Supports. Access to Success.



We support attendance work at DeKalb County School District through:

Chronic Absence Communications

- Proactive mail & text nudges
- Connects families to resources

Attendance MTSS Platform

- Actionable data updated nightly
- Intervention coordination & case management

Professional Learning

- Customized live staff development
- Monthly webinars
- Attendance resources available to all staff



“Attendance is the Goal;
Family Engagement is the
Strategy”

Dr. Karen Mapp

We engage families through:

- Regular attendance communications
- Connections to resources
- Increasing family-school conversations



Evidence-based Mail & Text Nudges



13,788

chronically absent or at-risk students and their families received personalized attendance nudges



11,340
Mail Nudges



42,522
Text Nudges

DeKalb County
SCHOOL SYSTEMS

School level return address

Parent/Guardian of:
CASEY LEE
123 2nd Street
Anytown, USA 12345

Your March Update
Casey has missed 14 days this school year*
How can we help?

Dear Parent/Guardian of Casey Lee,
Casey has missed 14 days this school year.*
Attending school every day will help Casey learn and stay on track.
You are key to helping Casey attend every day.
If we can help you, call the school or see the resources on the back of this letter.
Our school is a better place when Casey is present.

Sincerely,
Principal Name
Principal
School Name

Casey's Attendance Snapshot

Casey	14 Absences
Average 5th Grader at Casey's School	11 Absences

Total Missed Days of School

*Questions about this letter? Call 555-123-4567 and reference this unique code let1234, or see the footnote on the back for more info.

Messages Details

Hello - Casey has missed 14 days this school year.

Attending every day possible will help Casey stay on track. Text SUPPORT for help -DCSD

We're having car trouble

Ok, sounds like you have questions about transportation.

For info about school transportation, like school buses, visit k12-support.com/dcsd-transportation, or call your school. For local transportation resources, like help paying for public transit, visit findhelp.org

Text Message



Connecting Families to Resources



Thank you so much, you've been a big help.
I really appreciate it.
- DCSD family



Over 3,212 families called the Family Support Team or engaged with the chatbot



Families like receiving the communications – mail opt out is 0.07% and text opt out is 3.48%

Common Resources Requested



Attendance



Community Resources



Calendar



Transportation

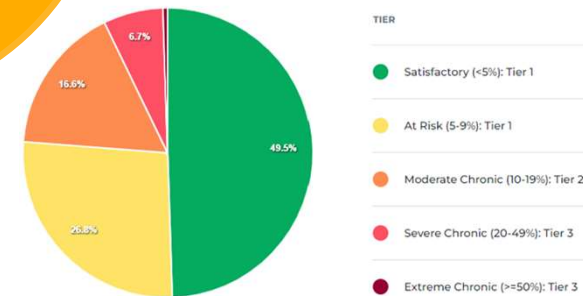
We engage staff through:

- Our attendance data platform
- Actionable professional learning
- Fewer admin tasks, more family engagement



Data Platform Usage

-Actionable data,
updated nightly
-Easy intervention
coordination & case
management
across teams



Usage Numbers:

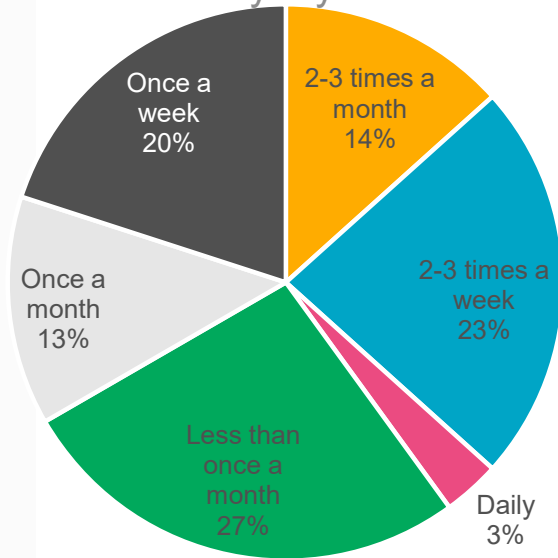
- 743 logins
- 105 active users
- 100% take up rate

7 sessions
average per active user

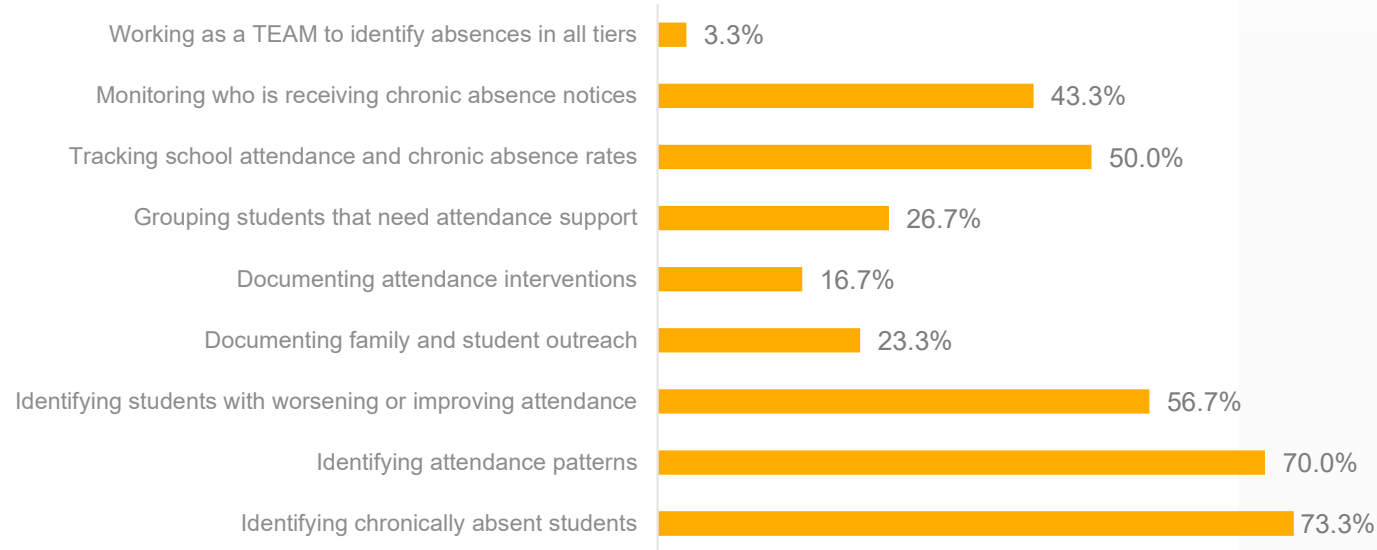
16 minutes
average session length

Pro Feedback Survey Results

About how often do you log into Everyday Pro?

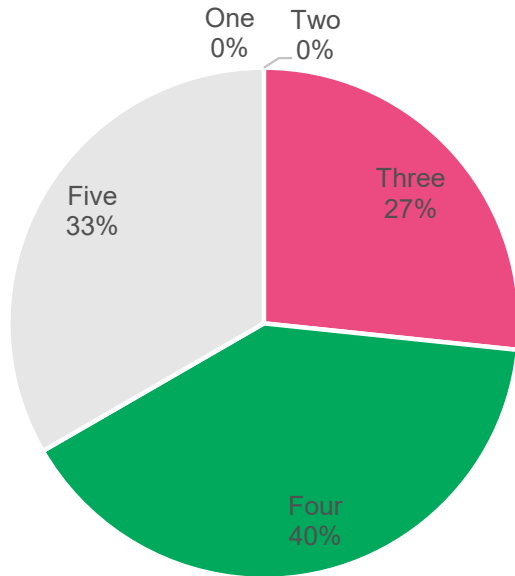


Which of the following has Everyday Pro helped you with

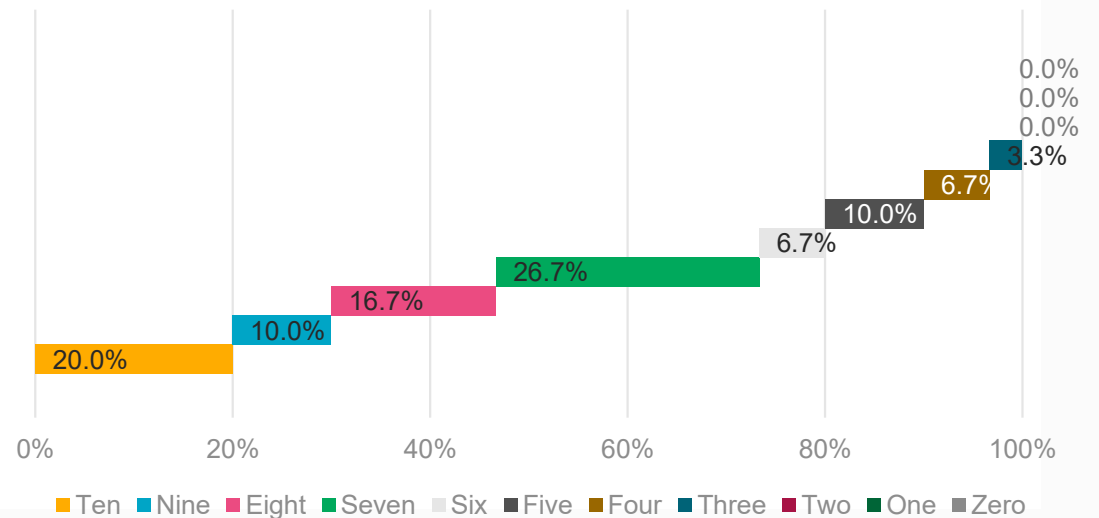


Pro Feedback Survey Results

How important is it to you that you continue to have access to EveryDay Pro next year?
(1-5 Scale)



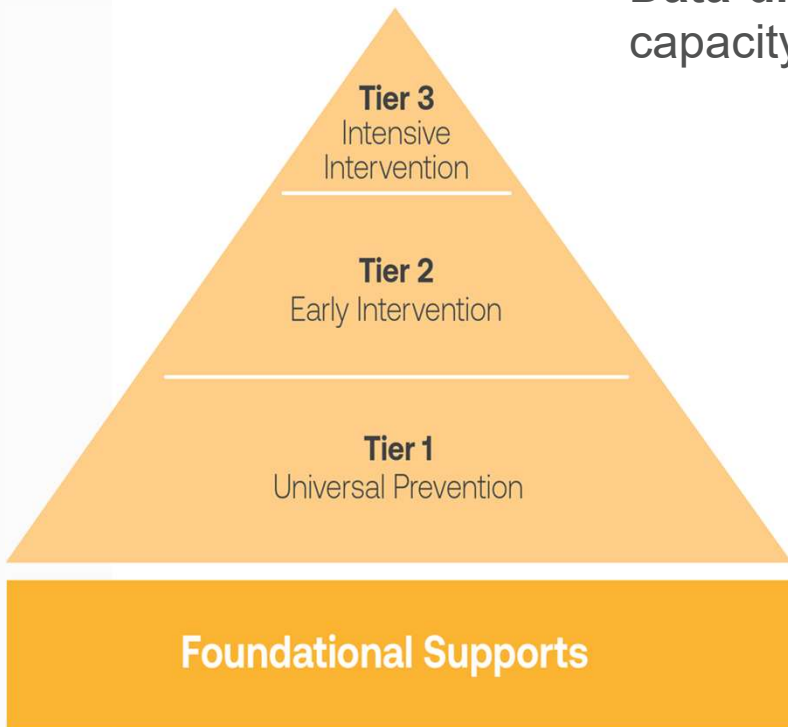
How likely would you be to recommend EveryDay Pro to other schools in DeKalb?
(0-10 Scale)



**80% gave a score of six or higher*

Staff Engagement through Professional Learning

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



- Maximize EveryDay Pro and learn best practices for understanding attendance data and leveraging evidence-based improvement strategies at each tier of the MTSS
- Access monthly live professional learning webinars filled with actionable attendance strategies
- Explore a vast library of resources for expert interventions, barrier assessments, and much more.

4
Sessions

100+
Attendees

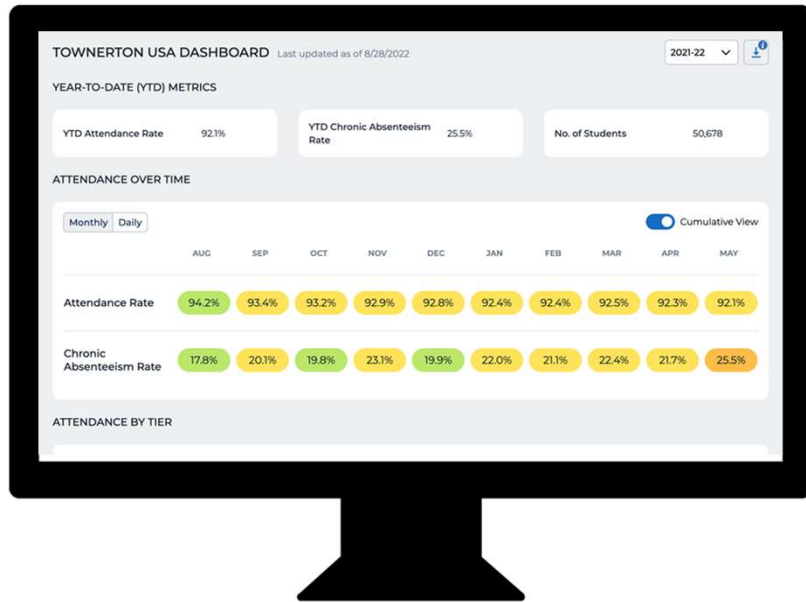
Staff Engagement through Professional Learning



4
Sessions

100+
Attendees

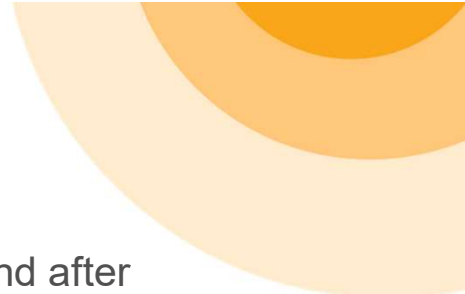
Fewer Admin Tasks, More Family Engagement



We improve student attendance through:

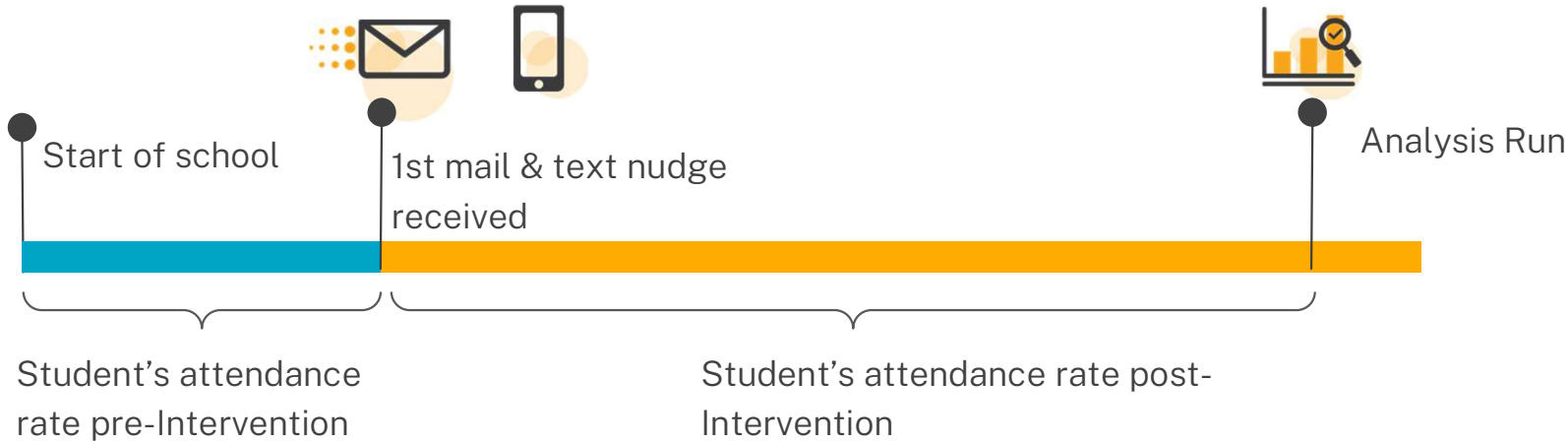
- Evidence-based interventions that produce proven results





Understanding the Analysis

This analysis looks at the change of each student's attendance behavior before and after receiving a mail and text nudge.



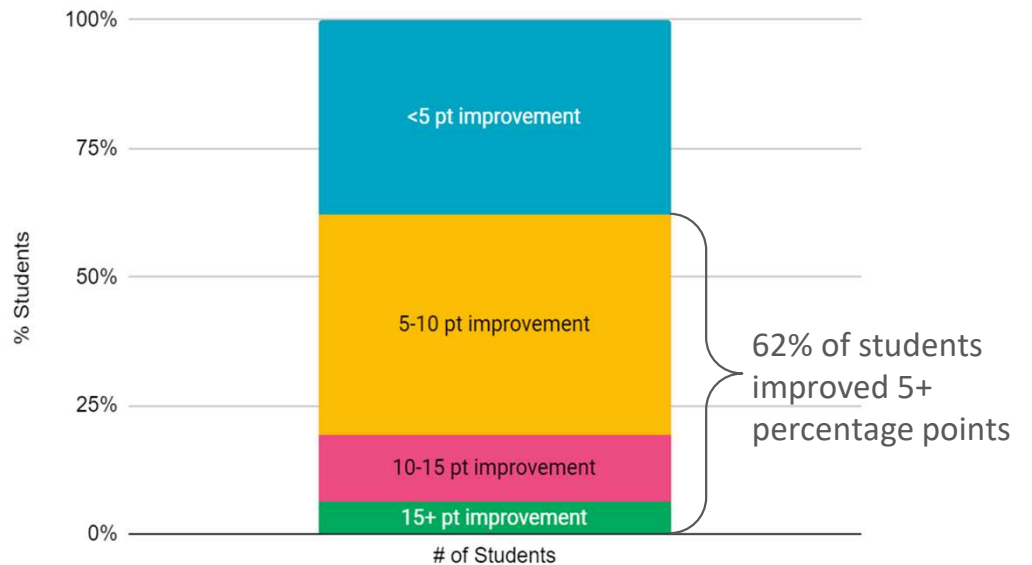
7,127 students are included in this data analysis. These are the students whose families received at least one text and at least one mail nudge.

55% of Students Improved Attendance Rate

3,954 (55%) of students improved their attendance rate after receiving EveryDay Labs intervention



Change in Attendance Rate Among Improved Students



Impact on at-risk students



87%

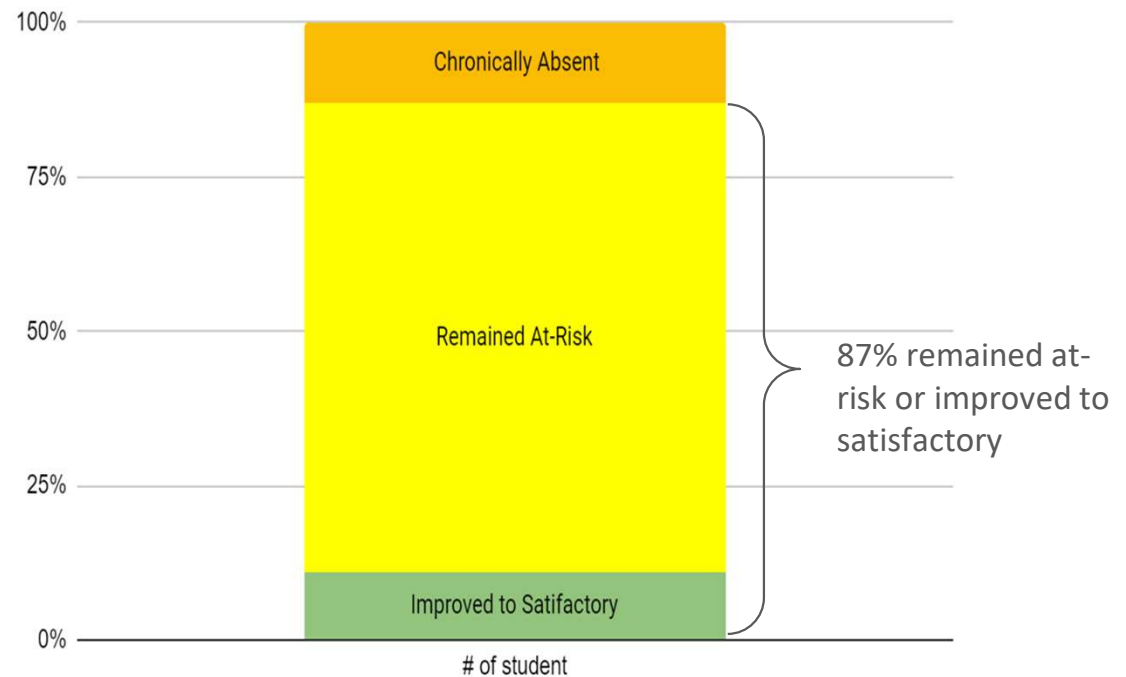
of at-risk students did not become chronically absent

2,570 students were at-risk prior to receiving their first attendance nudge.

At the end of the school year...

- 76% (1,948) remained at-risk
- 11% (285) improved to satisfactory

Movement of At-Risk Students from Pre-Intervention to EOY



Impact on chronic students



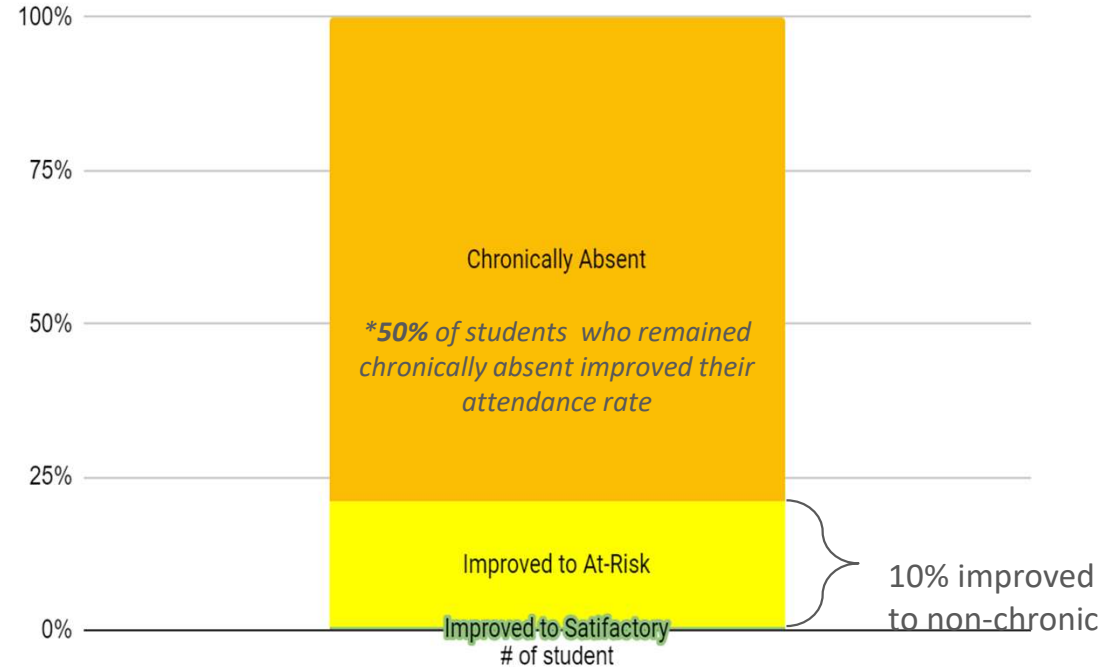
10%

of students improved from chronically absent to non-chronically absent

3,978 students were chronically absent prior to receiving their first attendance nudge.

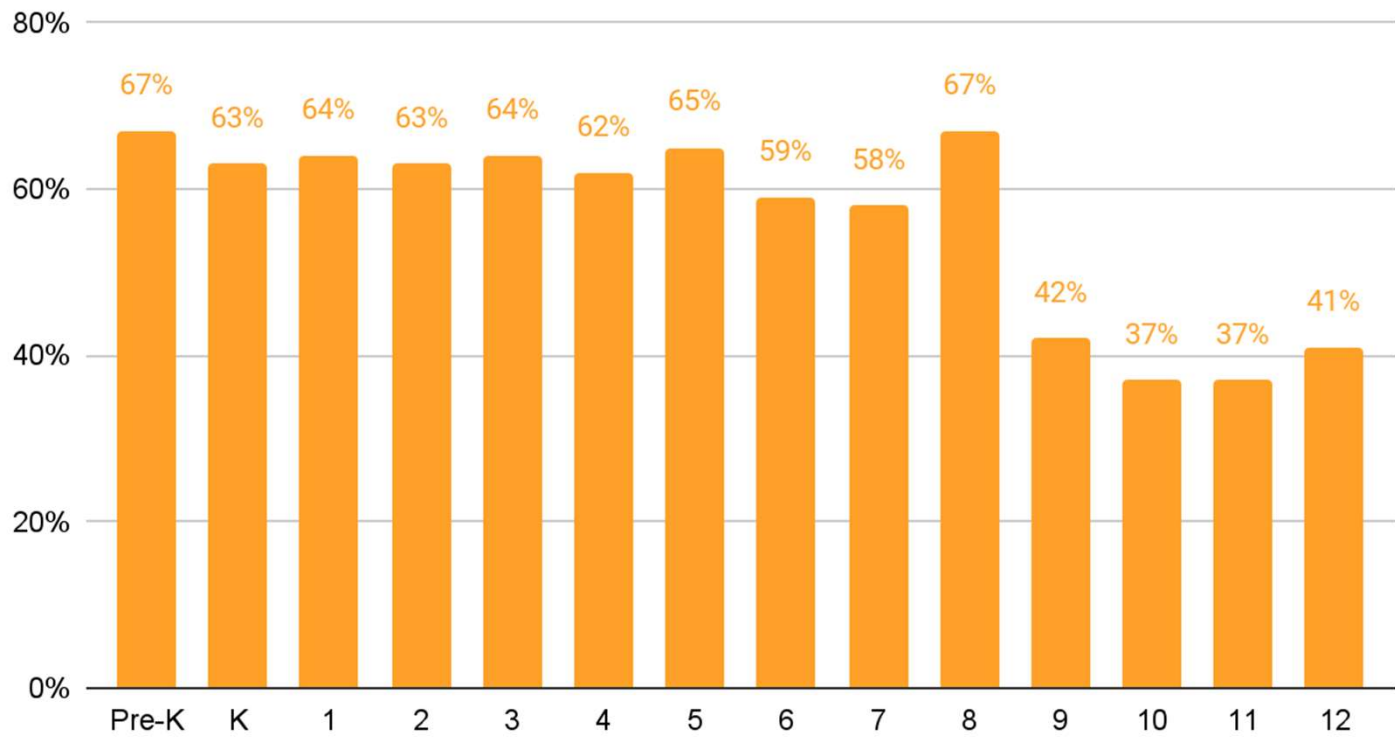
At the end of the school year, **10% (397)** improved to at-risk or satisfactory.

Movement of Chronic Students from Pre-Intervention to EOY



Student Improvement - Post Intervention Attendance Rate Improvement Across Grades

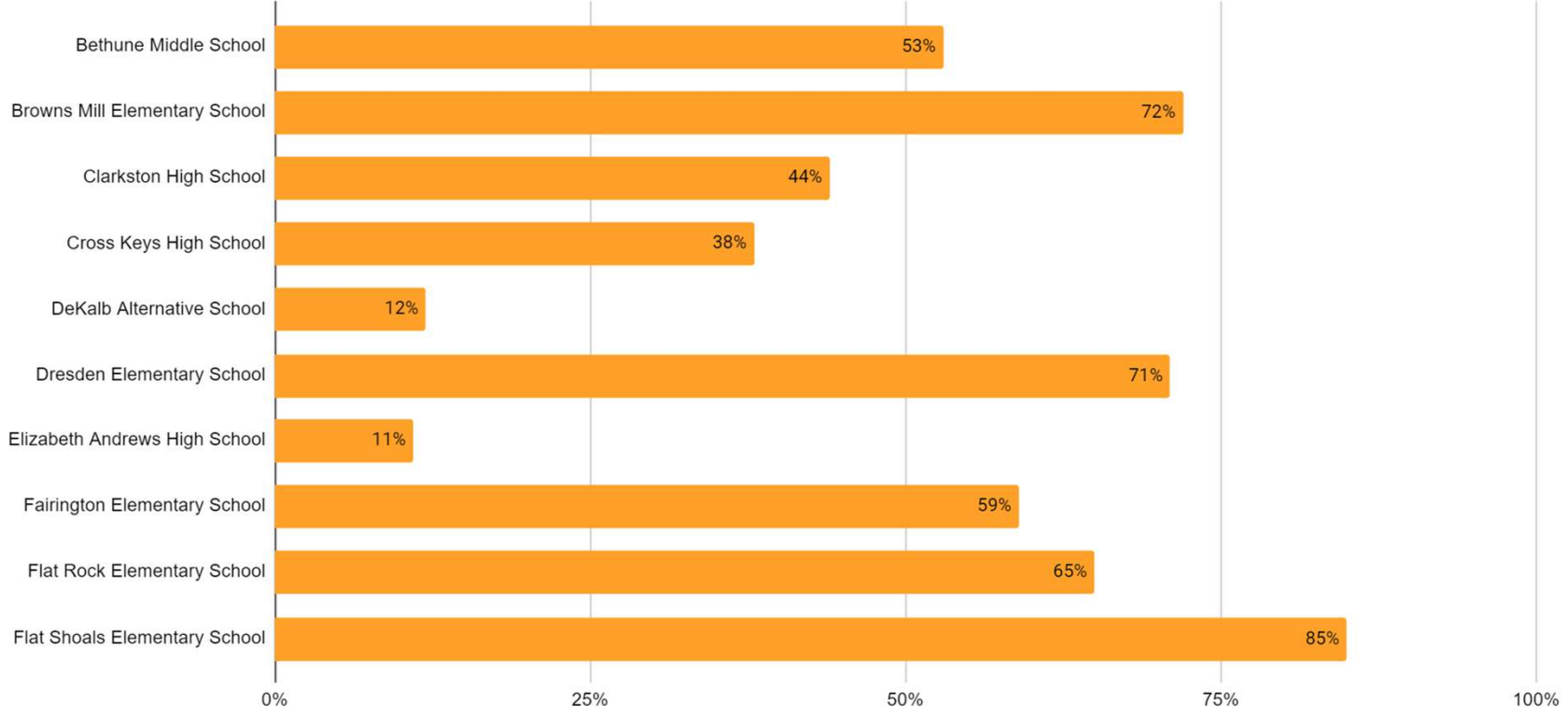
% of Students w/Improved Attendance Rates by Grade



Data reflects students who received at least one text and at least one mail nudge.

Student Improvement - Post Intervention Attendance Rate Improvement by School

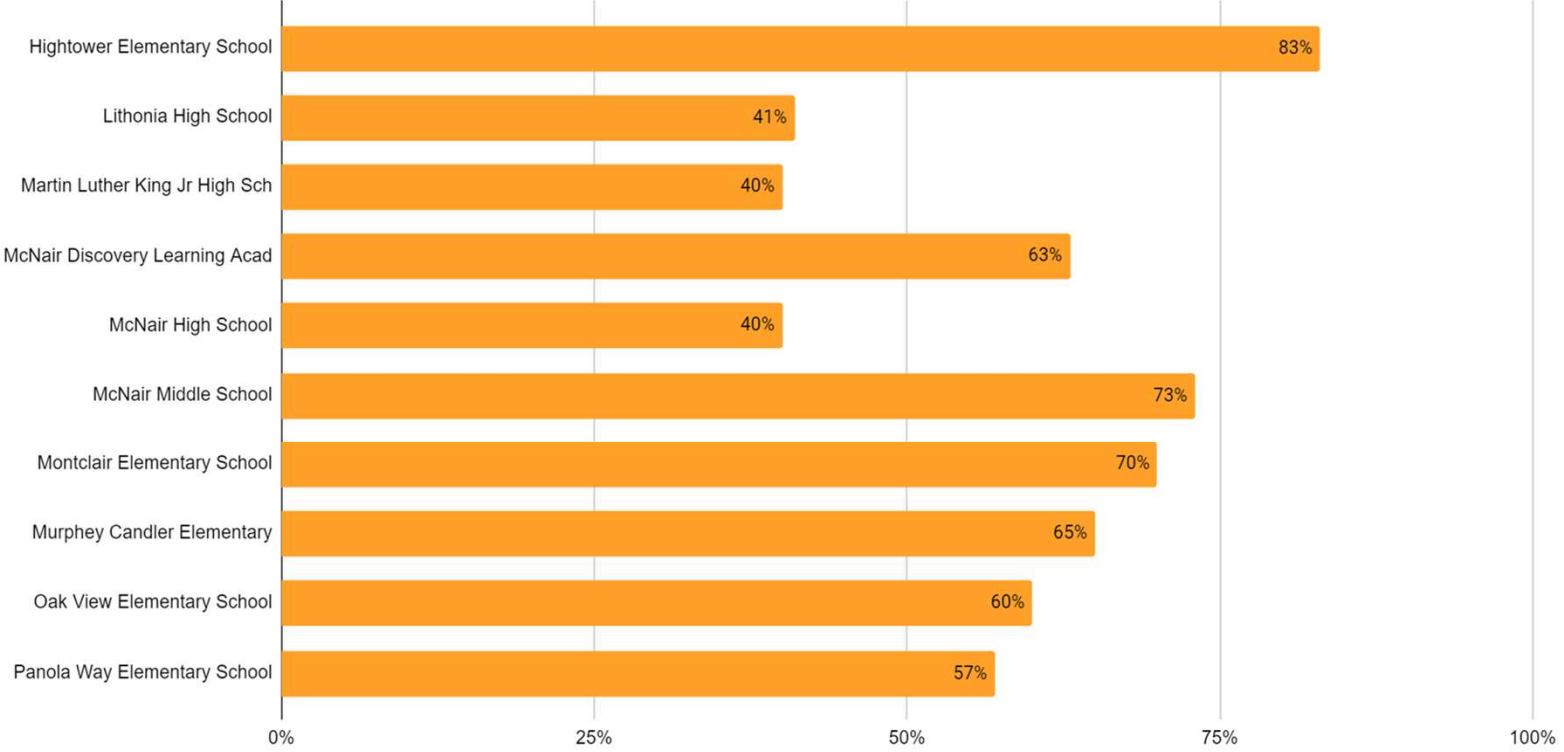
% of Students w/Improved Attendance Rates by School



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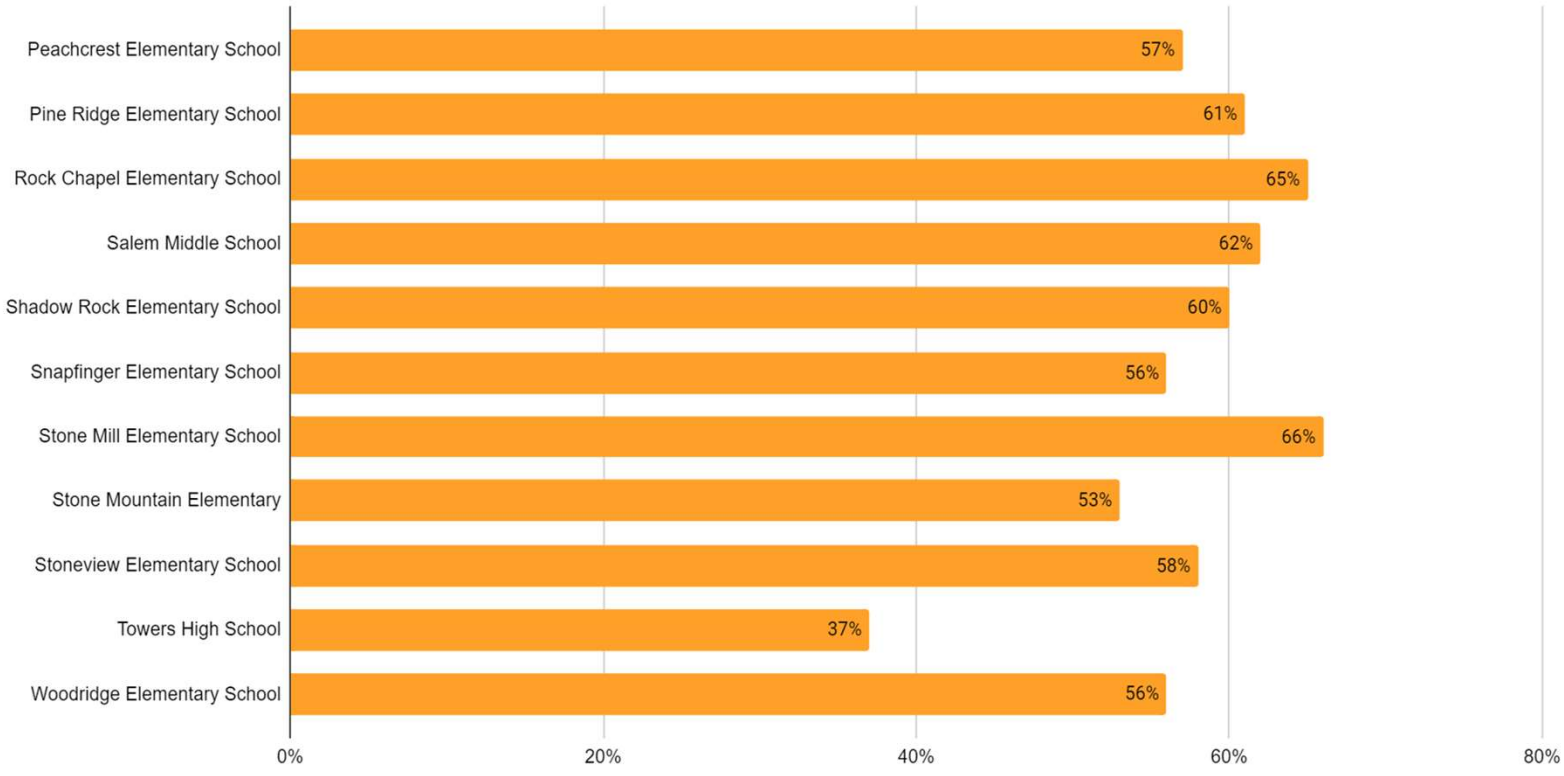
% of Students w/Improved Attendance Rates by School



Data reflects students who received at least one text and at least one mail nudge.

Student Improvement - Post Intervention Attendance Rate Improvement by School

% of Students w/Improved Attendance Rates by School



Data reflects students who received at least one text and at least one mail nudge.

Thank you for your partnership!

Reach out anytime @everydaylabs.com

Tell us how we're doing in [this survey](#).

