

## 2024-2025 Impact Summary

We support attendance at DeKalb County School District through:

- **Chronic Absence Nudges:** Research-backed mail and text outreach to proactively engage at-risk students
- **EveryDay Pro Platform:** A powerful MTSS platform with data insights, intervention coordination, and case management
- **Professional Learning:** Expert-led training, monthly webinars, and evidence-based attendance resources

### Across the 31 Horizon Schools...\*

# 49%

of students improved  
attendance after  
receiving nudges

# 24%

of chronically absent students  
improved to non-chronic after  
receiving a nudge

# 78%

of at-risk students remained  
non-chronic after receiving a nudge

\*This data includes 7,470 students whose families received at least one text and mail nudge, with students having missed 5% to 95% of school days.\*



## 24,578

Students Receiving Mail or  
Text Communications

## 3,698

Families Engaging with the  
Chatbot or the Family  
Support Team



## 526

Staff Members  
Actively Accessing the  
EveryDay Labs Platform