

DeKalb County School District

SY 24-25 End of Year Summary

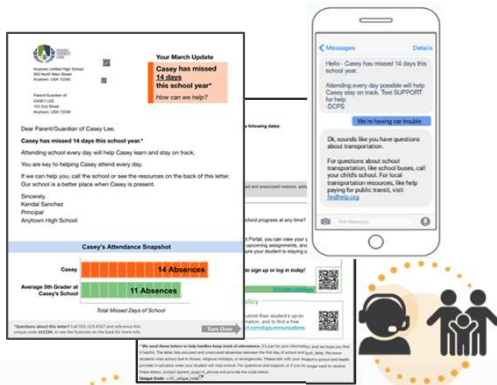
Access to Learning. Access to Supports. Access to Success.



We support attendance work at DeKalb County School District through:

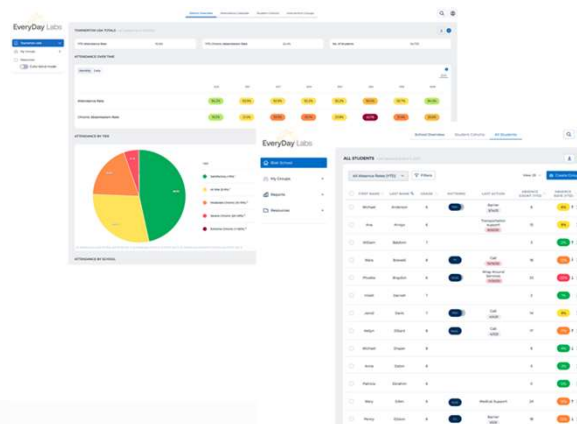
Chronic Absence Nudge Program

- Evidence-based, proactive mail & text nudges
- Chatbot and family support team connects families to resources



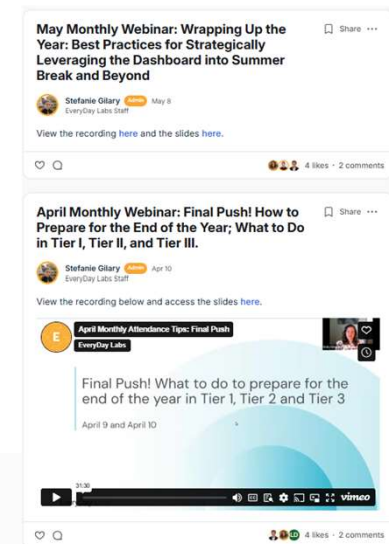
Attendance MTSS Platform

- Actionable data updated nightly
- Intervention coordination & case management



Professional Learning

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



EveryDay Labs Attendance Solutions

Chronic Absence Mail & Nudges

- Evidence-based, proactive communications
- Connect families to resources
- Counter family misconceptions about attendance



“Attendance is the Goal;
Family Engagement is the Strategy”
Dr. Karen Mapp

DeKalb County
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 335-123-4567 and reference this unique code 123234, or see the footnote on the back for more info. **Turn Over**

Track Casey's Absences
Casey's most recent absences occurred on the following dates:
Excused Absence (E), Unexcused Absence (U)

Wed, Sep 13 (E)	Wed, Nov 8 (U)
Thurs, Sep 14 (U)	Thurs, Nov 9 (U)
Fri, Sep 15 (U)	Mon, Nov 20 (U)
Mon, Sep 18 (U)	Tues, Nov 21 (U)
Fri, Sep 28 (E)	Thurs, Dec 2 (E)
Tues, Oct 10 (U)	Wed, Jan 3 (U)
Wed, Oct 11 (U)	Fri, Jan 12 (E)

Did you know? All missed school, for both excused and unexcused reasons, adds up to lost learning time.

Track Casey's Progress

Did you know you can check Casey's school progress at any time?

On the Infinite Campus Portal, you can view your student's grades, attendance, upcoming assignments, and more! It's a great way to make sure your student is staying on track.

Scan the QR code to sign up or log in today!

k12-login.com/dcsd

We're Here to Help!

If we can help with anything, call the school: (school_phone)
For parent resources, visit k12-support.com/dcsd-parents.

Unique Code: <<01_unique_code>>

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

24-25 Attendance Communications:

- **102,006** text nudges sent
- **20,163** mail nudges sent
- **3,698** families engaged with the chatbot or family support team

Connecting Families to Resources

5,654

Family interactions with the Family Support Bot & Family Support Team

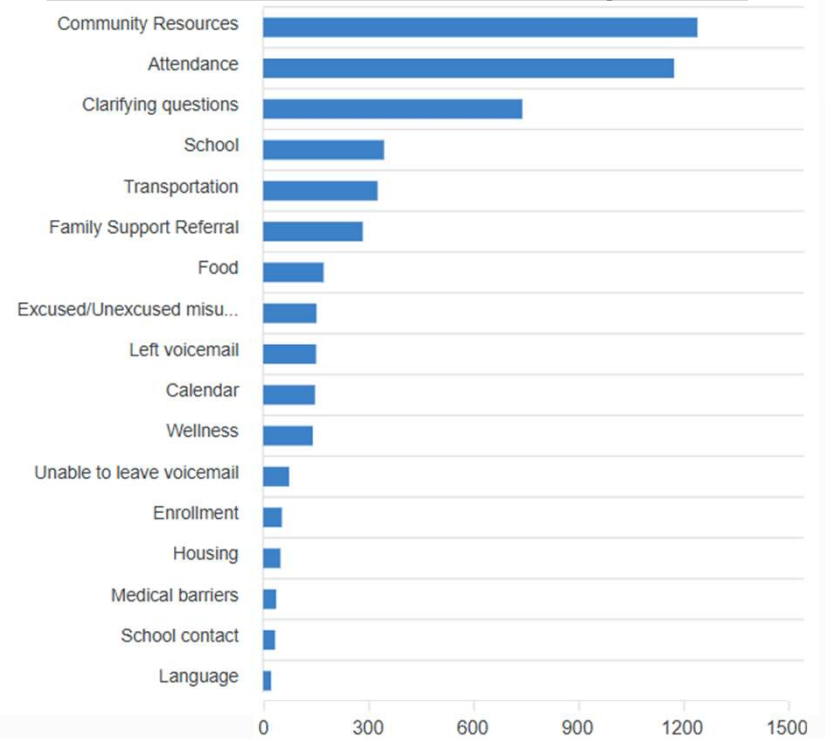
“Thank you so much for the information.”
- DCSD Family



Families like receiving the communications – mail opt-out is 0.1% and text opt-out is 2.8%

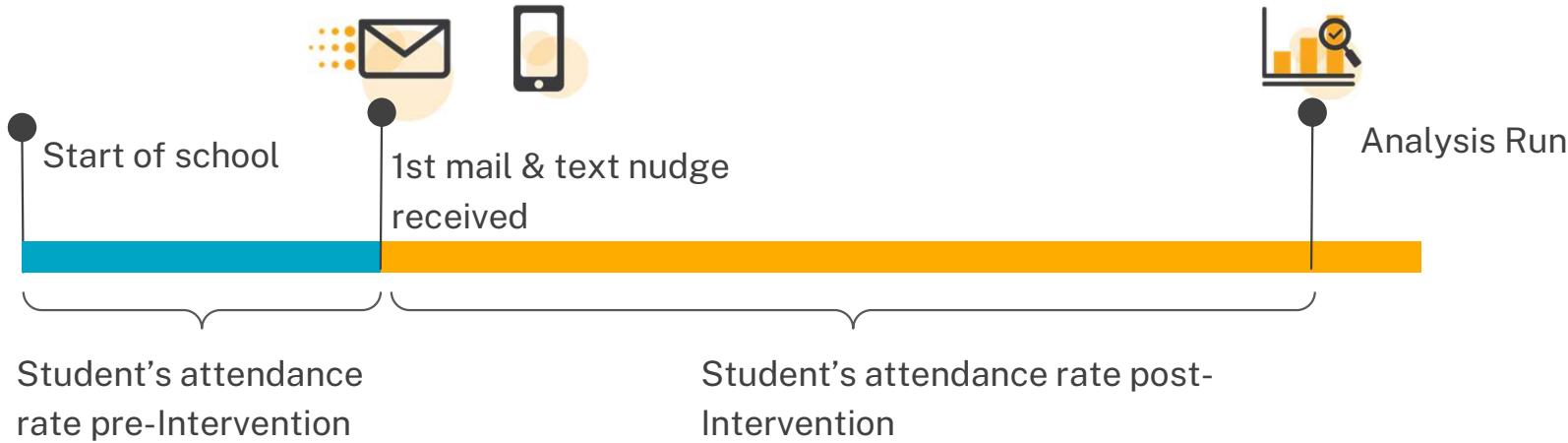
EveryDay Labs

Breakdown of Resources Requested



Understanding the Analysis

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



7,470 students are included in this data analysis. These are the students attending a Horizon School whose families received at least one text and at least one mail nudge.

SY 2024-25 Student Outcomes



24%

of chronically absent students improved to non-chronically absent

49%

of students improved attendance rate after receiving EveryDay Labs Chronic Absence Nudges*



78%

of at-risk students did not become chronically absent

Improving Attendance

3,632

students' attendance rate improved after receiving EveryDay Intervention



49% of students' attendance rate improved

Impact on at-risk students



78%

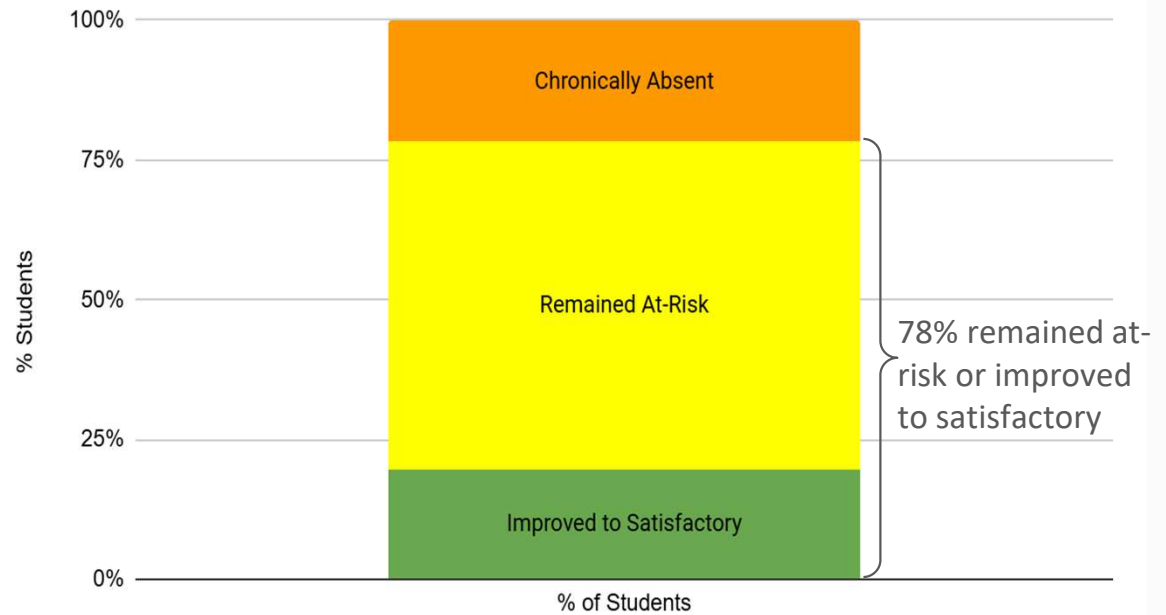
of at-risk students did not become chronically absent

3,245 students were at-risk prior to receiving their first attendance nudge.

At the end of the school year...

- **58%** (1,896) remained at-risk
- **20%** (642) improved to satisfactory

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



Impact on chronic students



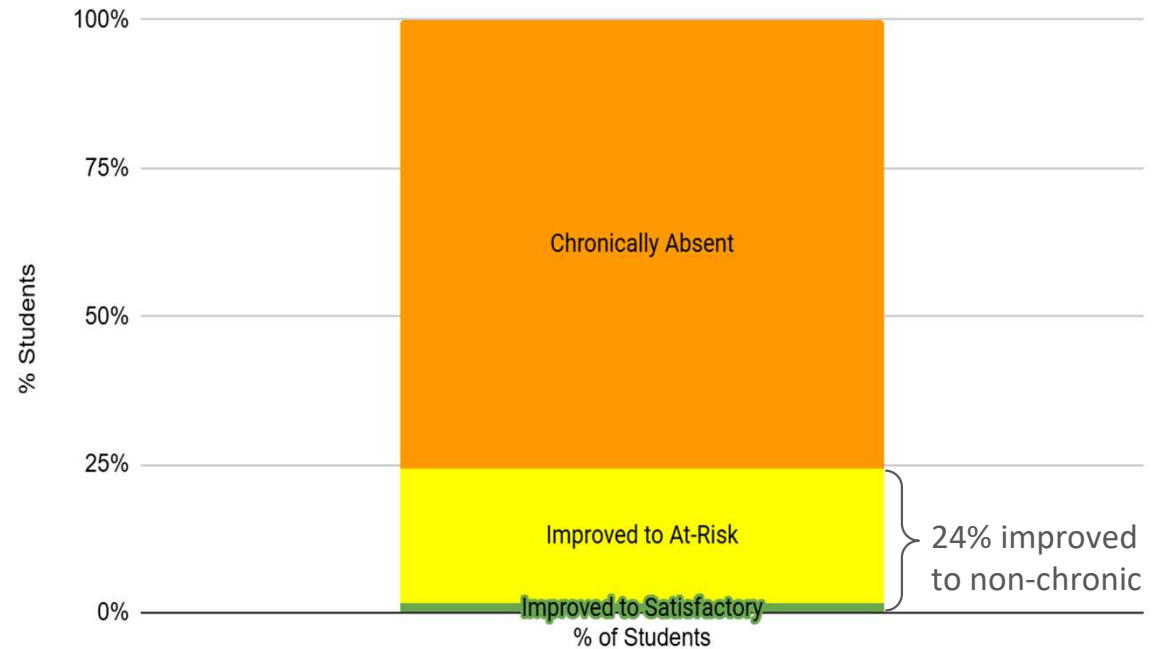
24%

of students improved from chronically absent to non-chronically absent

3,472 students were chronically absent prior to receiving their first attendance nudge.

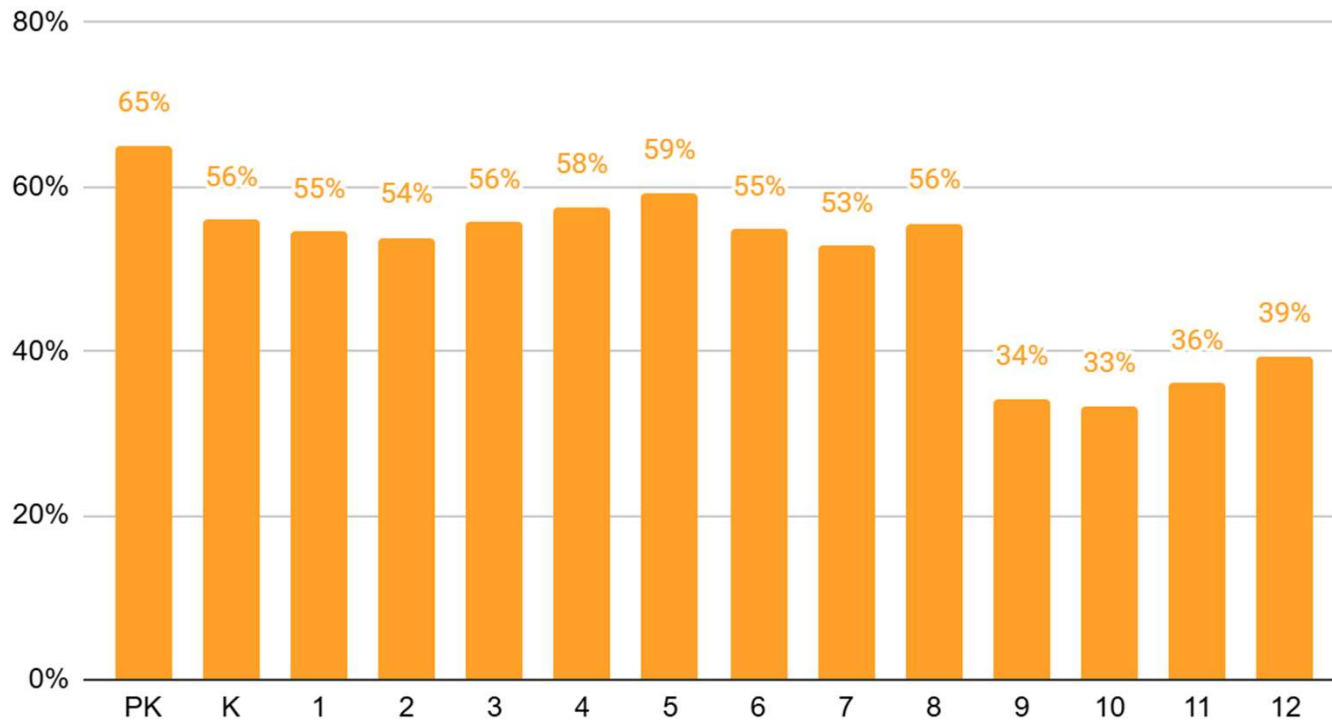
At the end of the school year, 24% (845) improved to at-risk or satisfactory.

Movement of Chronic Students from Pre-Intervention to EOY



Attendance Improvement Across Grades

% of Students w/Improved Attendance Rates by Grade

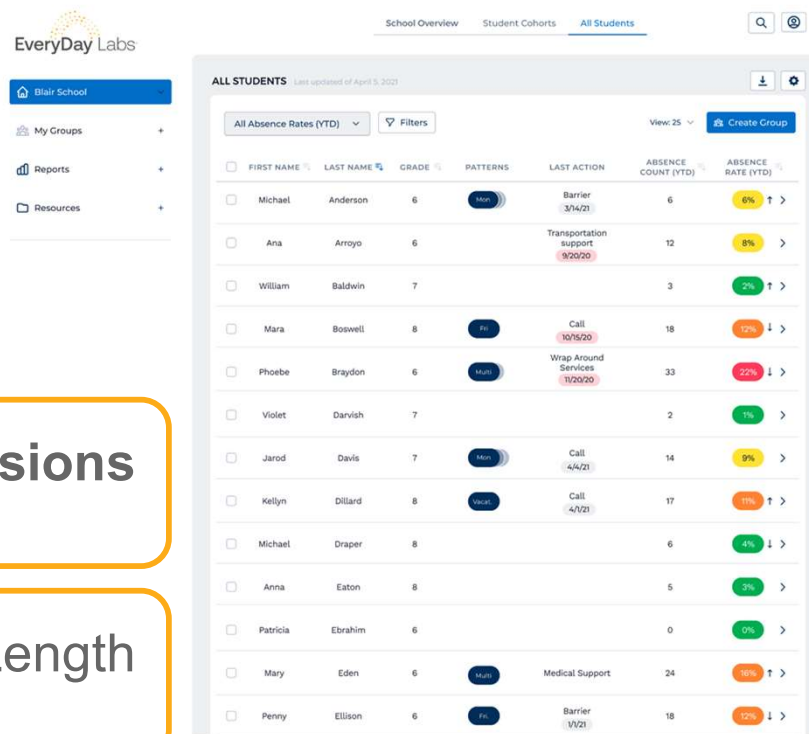
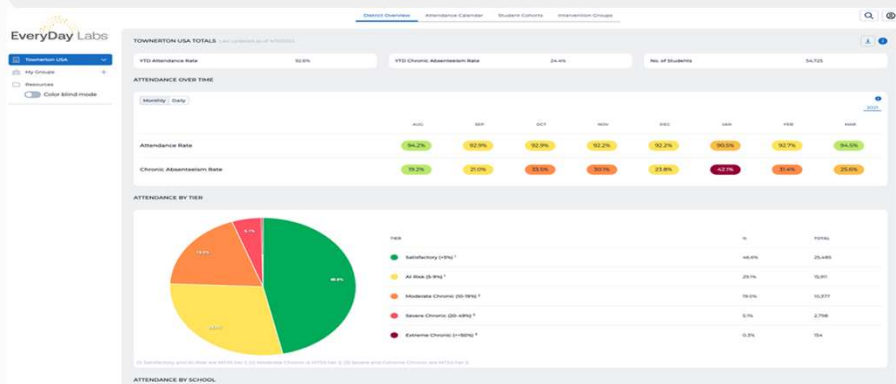


Data reflects students who received at least one text and at least one mail nudge.

EveryDay Platform



Robust and accessible attendance dashboards, updated daily, plus intervention coordination & case management



Usage Numbers:

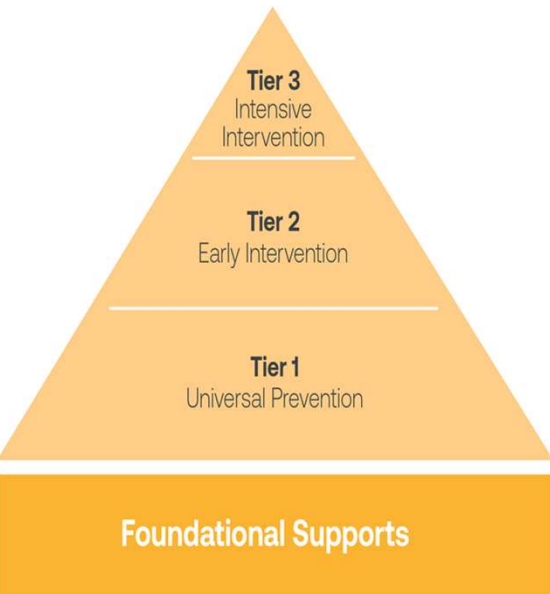
- 7,541 logins
- 526 active users

Average of **14 Sessions** per active user

Average Session Length is **18 Minutes**



Professional Learning



Expand your attendance prowess with our expert professional learning sessions!



Core Attendance PL Series

Available multiple times throughout the year, choose the best time for you from the community page.

Session 1: School-Wide Attendance Promotion Strategies

Session 2: Clustered Interventions for Chronically Absent Students

Session 3: Individualized Interventions for Severely Chronically Absent Students

We highly recommend you attend one of each of these sessions!

On-Demand Core PL

Watch the Core Professional Learning Series at Your Convenience

Monthly Attendance Tips Series

Each month, we'll share tips to maximize the EveryDay Labs attendance platform based on seasonal trends and challenges. We'll also highlight important new features during these sessions.

Bimonthly Office Hours

30 mins, every other Thursday,
10 PT/11 MT/12 CT/1 ET

Customized Session

9/24/24 – In-Person Session

Student Improvement - Post Intervention Attendance Rate Improvement by School

School Name	# Treated	# Improved	%Improved
Bethune Middle School	219	127	58%
Browns Mill Elementary School	129	64	50%
Clarkston High School	436	183	42%
Cross Keys High School	497	164	33%
DeKalb Alternative School	129	11	9%
Dresden Elementary School	172	113	66%
Elizabeth Andrews High School	147	7	5%
Fairington Elementary School	172	88	51%
Flat Rock Elementary School	343	206	60%
Flat Shoals Elementary School	117	67	57%
Hightower Elementary School	226	174	77%
Lithonia High School	503	206	41%
Martin Luther King Jr High Sch	474	174	37%
McNair Discovery Learning Acad	134	73	54%
McNair High School	260	134	52%
McNair Middle School	222	136	61%



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

Treated students no longer enrolled at these schools are not included in the numbers above.

Student Improvement - Post Intervention Attendance Rate Improvement by School

School Name	# Treated	# Improved	%Improved
Montclair Elementary School	192	129	67%
Murphey Candler Elementary	176	112	64%
Oak View Elementary School	222	127	57%
Panola Way Elementary School	170	79	46%
Peachcrest Elementary School	213	107	50%
Pine Ridge Elementary School	194	124	64%
Rock Chapel Elementary School	187	109	58%
Salem Middle School	328	206	63%
Shadow Rock Elementary School	178	115	65%
Snapfinger Elementary School	148	67	45%
Stone Mill Elementary School	202	137	68%
Stone Mountain Elementary	134	62	46%
Stoneview Elementary School	304	154	51%
Towers High School	286	98	34%
Woodridge Elementary School	136	79	58%



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

Treated students no longer enrolled at these schools are not included in the numbers above.

Thank you for your partnership!
Reach out anytime @everydaylabs.com

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

