

# 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](https://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](https://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](https://k12-support.com/dcsd-transportation), or call your school. For local transportation resources, like help paying for public transit, visit [findhelp.org](https://findhelp.org)

Text Message

## 24-25 Attendance Communications:

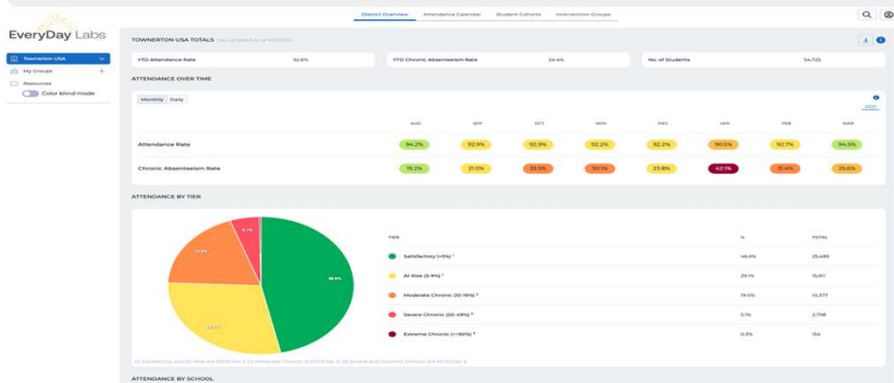
- **102,006** text nudges sent
- **20,163** mail nudges sent
- **3,698** families engaged with the chatbot or family support team



# EveryDay Platform



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



**ALL STUDENTS** (Last updated on April 5, 2021)

FIRST NAME	LAST NAME	GRADE	PATTERNS	LAST ACTION	ABSENCE COUNT (YTD)	ABSENCE RATE (YTD)
Michael	Anderson	6	Mon	Barrier 3/14/21	6	8%
Ana	Arroyo	6		Transportation support 9/20/20	12	8%
William	Baldwin	7			3	2%
Mara	Boswell	8	Fr	Call 10/15/20	18	12%
Phoebe	Braydon	6	Multi	Wrap Around Services 11/20/20	33	22%
Violet	Darvish	7			2	1%
Jarod	Davis	7	Mon	Call 4/4/21	14	9%
Kellyn	Dillard	8	Wed	Call 4/1/21	17	11%
Michael	Draper	8			6	4%
Anna	Eaton	8			5	3%
Patricia	Ebrahim	6			0	0%
Mary	Eden	6	Multi	Medical Support	24	16%
Penny	Ellison	6	Fr	Barrier 1/1/21	18	12%

## Usage Numbers:

- 7,541 logins
- 526 active users

Average of **14 Sessions** per active user

Average Session Length is **18 Minutes**

## Improving Attendance

**3,632**

students' attendance rate improved after receiving EveryDay Intervention



**49% of students'** attendance rate improved

\*This data includes the 7,470 students whose families received at least one text and a mail nudge. At the time the nudges were sent, students had missed between 5% and 95% of days.

## Student Impact

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

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



# Backup Slide

# 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