

CHRONOLOGY

EveryDay Labs Contract Renewal (2026–2027 School Year)

Scope:

This request is to establish a student attendance intervention and communication service using a web-based subscription contract to increase attendance, reduce absences, improve family's capacity to track attendance, increase access of families to critical resources for improving student achievement.

The renewal agreement will be for a one-year subscription to run through August 31, 2027. The cost is \$144,788.15. Under this contract, the vendor will provide professional development to all employees working with student attendance and existing student information system. The use of this contract will provide access to the web-based platform on a twenty-four (24) hour, seven (7) days a week basis. This contract will be used to provide services that include integration with the existing student information system, enrollment of all students into the system, personalized “nudges” (texts) to families in their home language, access to families to on-demand Family Support Bot or a multilingual Family Support Team, generate actionable reports twice a year and surveys to get qualitative feedback from families, analysis of attendance trends and patterns using school and district level data, support MTSS teams to identify and target interventions aligned to systemic and individual attendance barriers. Professional learning sessions will be scheduled to increase the capacity of school and district-level teams to provide data driven interventions and family outreach for improving student achievement through consistent attendance.

Contract/Renewal Term:

The DeKalb County School Board of Education approved the initial agreement with EveryDay Labs an attendance intervention platform.

Renewal Term: September 1, 2026 – August 31, 2027 for an amount not to exceed \$144,188.15.

Summary:

The proposed partnership with EveryDay Labs supports DCSD Strategic Goal Area 1: Student Academic Success with Equity and Access, Strategic Goal Area 2: School, Family, and Community Engagement, and Strategic Goal Area 4: Culture and Climate. Since February 2024, EveryDay Labs has supported the district's efforts to address chronic absenteeism through targeted family communications, professional learning, and an MTSS attendance dashboard that provides actionable data, individualized interventions, and case management tools.