

DeKalb County School District

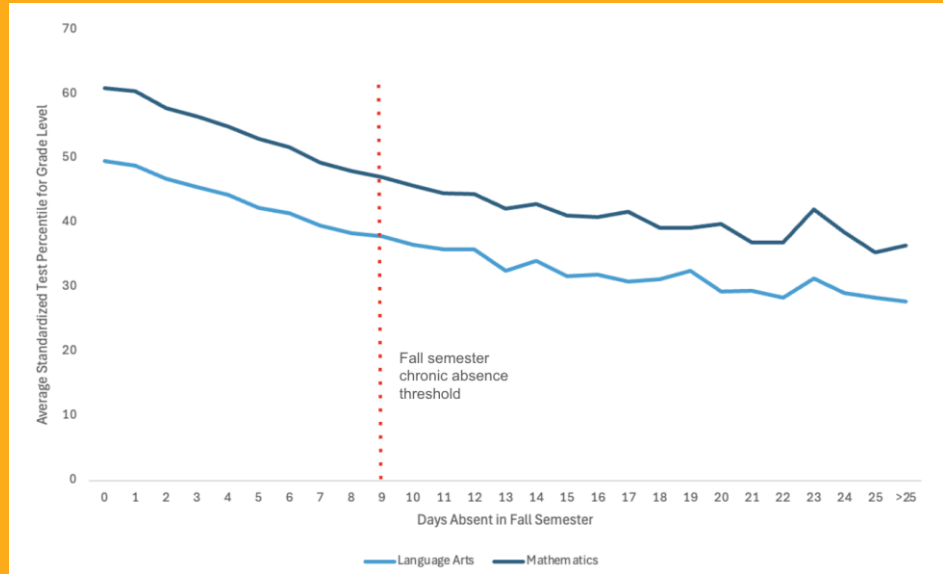
SY 25-26 End of Year Summary

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



Every absence matters for learning

Investment in attendance =
investment in academics



Note: Data reflects 2021–2022 attendance and NWEA MAP scores from approximately 104,000 students. Tests were administered in January. Academic performance is represented as score percentile within grade.

[Jan 2026 research with similar findings.](#) '...if chronic absenteeism is intended to serve as an early warning signal for the need for additional supports, the current policy definition of 10% of school days (about 18 days per year) is likely too high.'

We support work at DeKalb County School District through:



Chronic Absence Communications

- Proactive mail & text nudges
- Connects families to resources



Attendance 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 DISTRICT

School level return address

Parent/Guardian of:
CASEY LEE
122 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

Student	Absences
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 **let2324**, 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))

Date	Reason
Wed, Sep 13 (E)	Wed, Nov 9 (U)
Thurs, Sep 14 (U)	Thurs, Nov 9 (U)
Fri, Sep 15 (U)	Fri, Nov 20 (U)
Mon, Sep 18 (U)	Tues, Nov 21 (U)
Fri, Sep 28 (E)	Fri, Dec 2 (E)
Tues, Oct 10 (U)	Tues, 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/icsd

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.

*We send these letters to help families keep track of attendance. It's just for your information, and we hope you find it helpful. The letter lists excused and unexcused absences between the first day of school and (gsl_date). We know students miss school due to illness, religious holidays, or emergencies. Please talk with your student's school and hear provided in advance when your student will miss school. For questions and support, or if you no longer want to receive these letters, contact (parent_support_phone) and provide the code below.
Unique Code: **let2324**

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

Since the start of the SY 25-26:



31,593 students receiving mail or text communications



4,635 families engaging with the chatbot or the family support team



123,570 text messages sent



30,876 mail nudges sent

Connecting Families to Information & Community Resources

4,635

families/households
connected to resources
via chatbot or family
support team

6,827 total family interactions
with the chatbot or family
support team



Families like receiving the
communications – mail opt out is
0.1% and mobile opt out is 1.6%

Top Resource Topics

Attendance – Share information to help families keep track of absences, link to district attendance policies and answer questions.

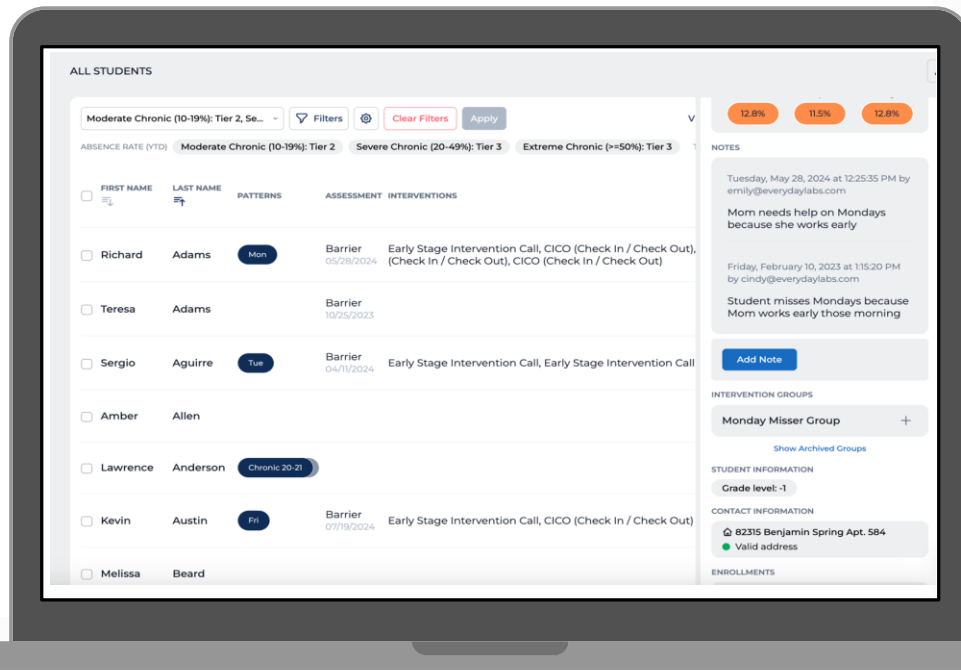
Family Support Referral – Connect families to district, school, and community supports.

Wellness – Assist families with resources related to student health and wellness.

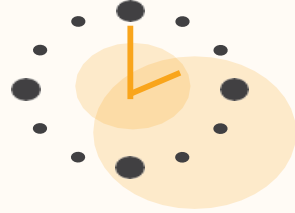
Transportation – Connect families to district resources and contacts to address transportation-related questions or concerns.

Staff Engagement with Platform

- ➔ 14,471 Sessions
- ➔ 1,060 Total Users
- ➔ 843 Active Users
- ➔ Avg of 25 sessions per user
- ➔ Avg of 21 mins per session

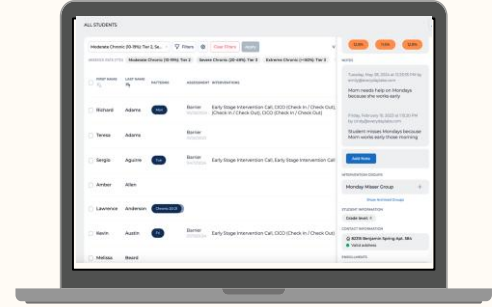


Fewer Admin Tasks, More Family Engagement



6,714 hours* - Staff time needed
to replicate EveryDay Labs work
(texting/mailling/phoning)
(Approximately 179 DCSD Work Weeks.)

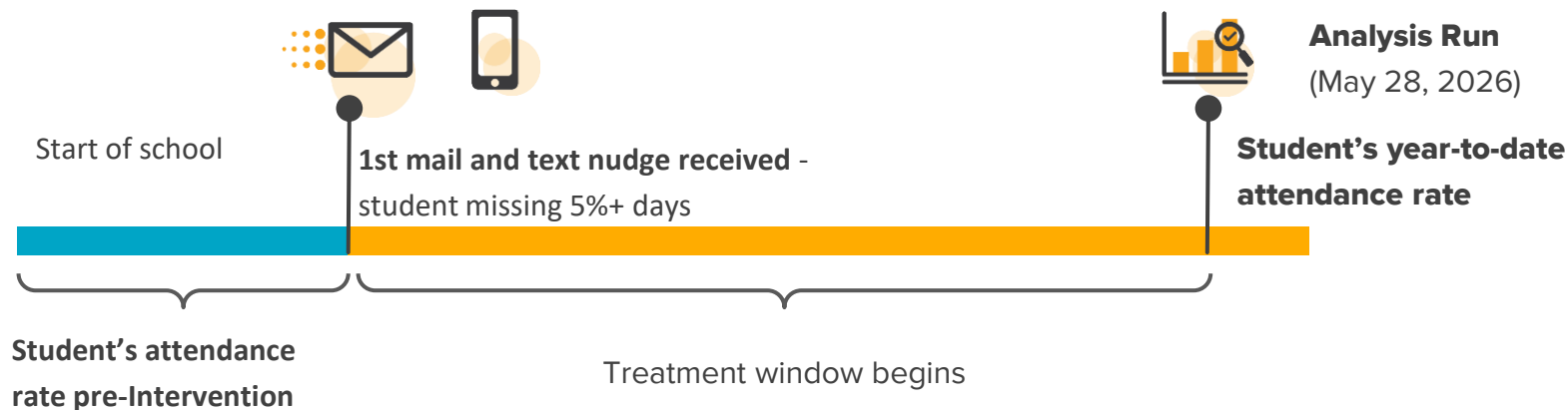
**“Time with students and families is a district’s
most precious resource.”** John Kim CEO of DM Group



**Assumes 3 min to download, print, stuff envelopes and mail a nudge, 2.5 min to send a text nudge, and 5 min to call a family, answer their questions, and provide resources. The standard work week is regarded as 37.5 hours.*

Understanding the Analysis

The impact of EveryDay Intervention within DeKalb County School District analyzes the change in student attendance behavior prior to and after receiving an attendance nudge.



10,970 students are included in this data analysis. These are the students whose families received at least one text or at least one mail nudge.

Participating Schools



SY 2025–26 Student Outcomes as of May 28, 2026

44%
of nudged
students
improved

- 10,970 students treated with 1+ chronic absence text and mail nudge
- 4,775 students improved after receiving text and mail nudge
- 20% of chronically absent students improved to non-chronic (1,048 of 5,190)
- 75% of students at risk (missing 5–9%) have remained non-chronic (3,629 of 4,813)

Participating Schools

Year Over Year School Trends,
as of May 28th



- ❖ **23 of 43 (53%)** schools have reduced their chronic absence rate
 - Average reduction of **-4.75%**
- ❖ **21 of 43 (49%)** schools have increased their average daily attendance rate
 - Average increase of **+.99%**



**Attendance metrics are based on students actively enrolled at the participating schools at the conclusion of the school year.*

Coming next school year...

EveryDay Truancy Support

What makes our truancy notifications different?

Standard Truancy Notices

- ✗ Focused on punitive language that leaves families angry, sad, or scared
- ✗ Compliance-centered without providing solutions
- ✗ Time consuming to produce, personalize, print, & mail

VS.

Our Truancy Notices

- ✓ Clear & simple language that make families feel valued, hopeful, and respected
- ✓ Empowering language that motivates families to take action
- ✓ Automatically printed & mailed to give educators more time to nurture relationships



Michael Anderson

At Risk: 8% ↑ Grade Level: 9

Absences: 12 Partial Absences: 31

BARRIERS

2021-22

Family Misconceptions

2020-21

Chronic: Asthma School Not Valued

PATTERNS

Prior absence rate: 12% Mondays

Vacation extender Multi-day absences

ABSENCES

Aug

Sep

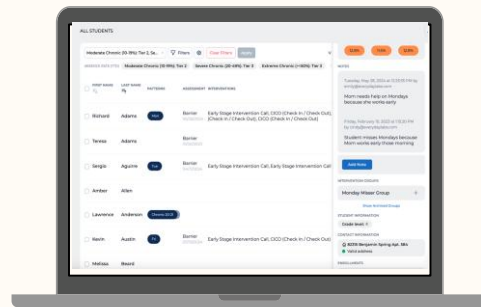
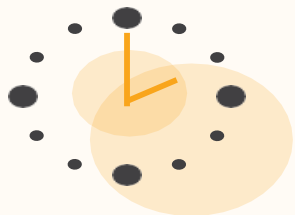
Oct

Truancy Support identifies students eligible for a truancy notice across the entire district. EveryDay Labs prints & mails restorative truancy letters to families each week on Friday. The attendance platform offers reports on students who received truancy notices and provides PDF copies of these mailings for record-keeping purposes.

Select NOT		School	Apply			Approve		
☐	FIRST NAME	LAST NAME	NOT1	NOT2	NOT3	SCHOOL	NOTES	UNEXCUSSED ABSENCES
☐	Michael	Anderson	1/15/23	1/26/23	2/10/23	Smith HS, Reynolds HS		10 periods
☐	Kayla	Jones	1/15/23	2/16/23		A.J. Frank MS		6 days
☐	Layla	Dawson	2/19/23			Jacobs ES, Wilder ES		3 days
☐	Jose	Alvarez	1/17/23	1/26/23		Jacobs ES		8 days

EveryDay Truancy Support

Fewer Admin Tasks, More Family Engagement



2026-27 Estimated Truancy Notice Mailings: 37,846
1,892 hours* - Staff time needed to replicate EveryDay Labs work
(Approximately 50 DCSD work weeks of time saved)

**Assumes 3 min to download, print, stuff envelopes and mail a truancy letter. The standard work week is regarded as 37.5 hours.*