

Everyday Counts: Attendance Strategies for Success

September 9, 2025 Attendance Webinar

Agenda for Webinar

1. USBE Supports Overview
2. Commonly Asked Question & Legislation
3. Statewide Attendance Campaign
4. Parent Engagement
5. Questions

USBE's Support to LEAs

Upcoming Attendance Webinars

- November 18, 2025 at 10:30am
- January 13, 2026 at 10:30am
- March 10, 2026 at 10:30am
- May 5, 2026 at 10:30am

USBE Parent Supports

- Hotline Complaints
 - What happens?
- Board Rule
 - Category II
 - We respond to parents and LEA requests but LEAs have the oversight when it comes to attendance
- Cassie Hays
 - USBE parent liaison

Attendance Legislation & Commonly Asked Questions

Attendance Legislation (1)

- What should be included in an attendance policy? ([R277-607](#))
 - Expectations of the school to the student/parent and expectations for the students/parents to the school (all parties are equally responsible and need to be equally invested)
 - Procedures for excusing absences, checking students in/out, etc
 - Interventions for chronic absenteeism/matrix
 - Appeals process
 - Make it easily available to parents, students, and teachers

Attendance Legislation (2)

- Where in board rule can you find information about the “10-day drop”? ([R277-419](#))
 - (4) (a) For a student primarily enrolled in an attendance validated program, the LEA may not count a student as an eligible student if the eligible student has unexcused absences during the prior ten consecutive school days.

Attendance Legislation (3)

(5) Notwithstanding Subsection (4), an LEA:

(a) shall continue to provide a student with a disability a free and appropriate public education(c) For a student enrolled in a learner validated program, the LEA may not count a student as an eligible student if the LEA has not engaged with the student during the prior ten consecutive school days. even when the student has not attended school or engaged with the LEA during the prior ten consecutive days;

Attendance Legislation (4)

(b) shall maintain the student with a disability's enrollment in the LEA; and

(c) may continue to count the student with a disability in membership for funding purposes up to 30 days if the LEA documents that the LEA is working to locate and engage with the student with a disability.

Statewide Attendance Campaign

Utah State Board of Education | 2025



Why a Statewide Attendance Campaign?

Absenteeism Is Rising

Chronic absenteeism in Utah has nearly **doubled** in 10 years, from 12.2% in 2014 to 23.8% in 2024.

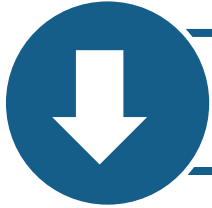
Messaging Works

States using clear, positive attendance messages have seen chronic absenteeism go down.

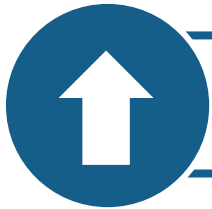
Everyone Plays a Role

Students, families, schools, and communities must partner together to improve attendance.

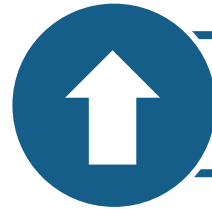
Goals



Reduce chronic absenteeism rates



Increase daily attendance rates



Raise awareness of attendance impact

Fueling the Attendance Campaign

- Statewide Attendance Challenge
- Attendance Ambassadors & Support Network
- Monthly messaging: newsletter & social media
- LEA/school resources & implementation tools
- Attendance Toolkit with customizable posters and fliers
- Ongoing webinars and professional learning



Leading the Way (1)

Unite Your Whole School

Rally students, teachers, and families in a team effort to improve attendance and kick off the challenge.



Leading the Way (2)

Empower Teachers to Connect

Equip teachers to take daily attendance and build positive relationships that motivate students to attend every day.



Leading the Way (3)

Track Progress Together

Share your district/school's attendance story with a mid-year update by January 9, 2026.



Leading the Way (4)

Engage Families as Partners

Collaborate with families and school groups to spread the word and build support for attendance goals that benefit every student.



Leading the Way (5)

Celebrate and Inspire Your Community

Share your successes and inspire others by being featured on the USBE website as a proud participant in this statewide effort.



Why Are Others Joining the Statewide Attendance Challenge? (1)

“By joining the Attendance Challenge, we are showing our students, families, and community that we are serious about learning, growth, and making every single school day count.” -Bryce Valley High School, Garfield School District

“Attendance has been and continues to be one of the most common concerns for teachers and principals in our district.” -Iron County School District

“We want to be a part of the movement for change!” -Uintah High School

“For ideas and inspiration.” -Hawthorn Academy

Why Are Others Joining the Statewide Attendance Challenge? (2)

"Attendance is a problem that leads to other problems, and it is one we can work on solving!" -Wayne School District

"We are interested in resources and learning what others are doing to promote attendance." -Weber School District

"Poor student attendance is the biggest risk factor for students failing classes." -Copper Mountain Middle School, Jordan School District

"Because attendance MATTERS!" -Early Light Academy

Join the Statewide Attendance Challenge

Be part of Utah's movement to boost attendance, because *Every Day Counts*.

Complete this quick form to get started:
forms.gle/56FekqvYnmijQcwd9



LEA and School Resources

Monthly Newsletter/Email Messages

We will send you a scripted message for each month that you can include in your monthly newsletter/email home to parents focused around attendance.



Sample Social Media Posts

These posts can be “reposted” or you can post as original posts to your own social media accounts.



Posters/Fliers/Postcards Examples

2 Days a Month

Makes a Big Impact.

Every Day Counts

Keep Showing Up for Your Future!

Join Our School

in the State-Wide Attendance Challenge!

Utah State Board of Education

Attendance Calendar 2025-2026

August	September	October
M T W T F	M T W T F	M T W T F
1 2 3	2 3 4 5 6	1 2 3 4 5
5 6 7 8 9	9 10 11 12 13	7 8 9 10 11
12 13 14 15 16	16 17 18 19 20	14 15 16 17 18
19 20 21 22 23	23 24 25 26 27	21 22 23 24 25
26 27 28 29 30	30	28 29 30 31

November	December	January
M T W T F	M T W T F	M T W T F
4 5 6 7 8	2 3 4 5 6	1 2 3 4
11 12 13 14 15	9 10 11 12 13	6 7 8 9 10
18 19 20 21 22	16 17 18 19 20	13 14 15 16 17
25 26 27 28 29	23 24 25 26 27	20 21 22 23 24
	30 31	27 28 29 30 31

February	March	April
M T W T F	M T W T F	M T W T F
3 4 5 6 7	3 4 5 6 7	1 2 3 4
10 11 12 13 14	10 11 12 13 14	7 8 9 10 11
17 18 19 20 21	17 18 19 20 21	14 15 16 17 18
24 25 26 27 28	24 25 26 27 28	21 22 23 24 25
	31	28 29 30

May	June
M T W T F	M T W T F
5 6 7 8 9	2 3 4 5 6
12 13 14 15 16	9 10 11 12 13
19 20 21 22 23	16 17 18 19 20
26 27 28 29 30	23 24 25 26 27
	30

Make Every Day Count!

Going to school today? Check it off! See how your effort adds up over time. Try to keep your streak going all year long!

Make a Transportation Plan

Driving to school? Check the start time and add time for traffic.
Taking the bus? Know the schedule and get to the stop early.

Need a ride? Talk to your family and friends to make a backup transportation plan.

Create a Routine and Stick to It!

- Set a regular schedule for bedtime.
- Lay out clothing and pack lunches the night before.
- Set your alarm 30 minutes early if you need more time.

Why Does Showing Up Matter?

Every day in class builds on the last. Even missing one day can make it harder to keep up. Being there every day helps you stay connected, confident, and ready to succeed.

Too Sick for School?

A quick guide to help you decide when to keep your child home

Going to school every day helps your child learn and build strong routines. But when kids are sick, it's important they rest and feel better before returning to the classroom.

Can My Child Go to School Today?

Yes, if they...

- Have a runny nose or light cough with no fever
- Have not had a fever in the last 24 hours and haven't taken medicine
- Had a stomachache without vomiting
- Have a light rash with no other problems
- Have watery eyes, but are not red, swollen, or painful

No, if they...

- Have a fever of 100.4°F (38°C) or higher
- Threw up two or more times in the last 24 hours
- Have watery diarrhea or had an accident, or may be prone to one
- Are too tired or sick to join class or play
- Have red, swollen or painful eyes or they had an eye injury

Call the Doctor If Your Child:

- Has a fever and pain (like earache, sore throat, stomachache, toothache or headache)
- Has blood in their stool is dehydrated or hasn't peed in 8 hours
- Has a cough that won't go away or trouble breathing
- Has eye pain, swelling, or injury
- Has a rash that is painful, has blisters, or looks like bruises

Every Day Counts

If you are not sure whether to send your child to school, have specific concerns regarding your child's physical or mental health, or are worried about spreading illness, contact your child's health care provider, urgent care or the school nurse. These tips are not meant to take the place of local health department guidance.

Utah State Board of Education | June 2025

Statewide Attendance Google Drive

- Incentive Ideas
- Interventions
- Letter Examples
- Messaging
- Policy Examples
- Teaming/Agenda Examples
- Campaign Information
- USBE Attendance Toolkit

Attendance Ambassadors

An Attendance Ambassador is Someone Who (1):

Is working hard to promote students attending school.

Knows about the campaign and helps spread the word within their school or community.

An Attendance Ambassador is Someone Who (2):

Cares about students and their success in school
and out of school.

Supports others by sharing tools and pointing them to
helpful attendance resources.

Who are the Utah Attendance Ambassadors?

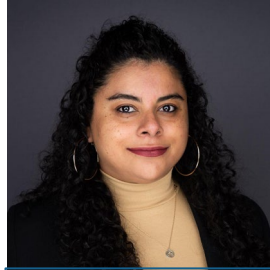
Utah Attendance Ambassadors (1)



Cassie Hays



Kendra Muir



Susie Estrada



Jennifer
Wadsworth



Cathy Gray



Cole Kelley



Lavinia
Gripentrog



Sharon Turner



Betty Jimenez



Julia Armstrong

Utah Attendance Ambassadors (2)



Alden Jack



Coleen Dolan



Kim Schaefer



Nikki Stringham



Jamie Kent



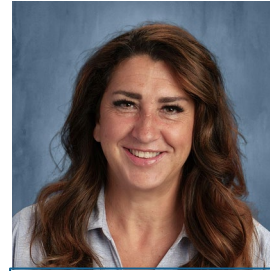
Douglas Welton



Jenna Landward



Michelle Reyes



Tamra Larsen



Amanda
Charlesworth

Utah Attendance Ambassadors (3)



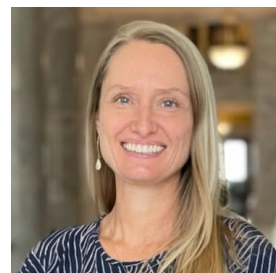
Evan Feinberg



Ben Trentelman



Molly Hart



Erica Wood



Amber Bonner



Nicole Lovell



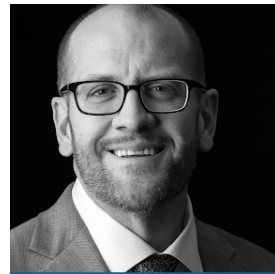
Sierra Marsh



Jennifer Warren



Jeanne-Marie
Burrows



Brett Peterson

Utah Attendance Ambassadors (4)



Erin Adams



Brittany Roller



Lexi Cunningham



Brandie Evans



Todd Jepperson



Laney Benedict



Shauna Warnick



David Sollami



Kelcey Tupuloa



Drew Barclay

Want to Be an Attendance Ambassador?

It's easy to get involved!

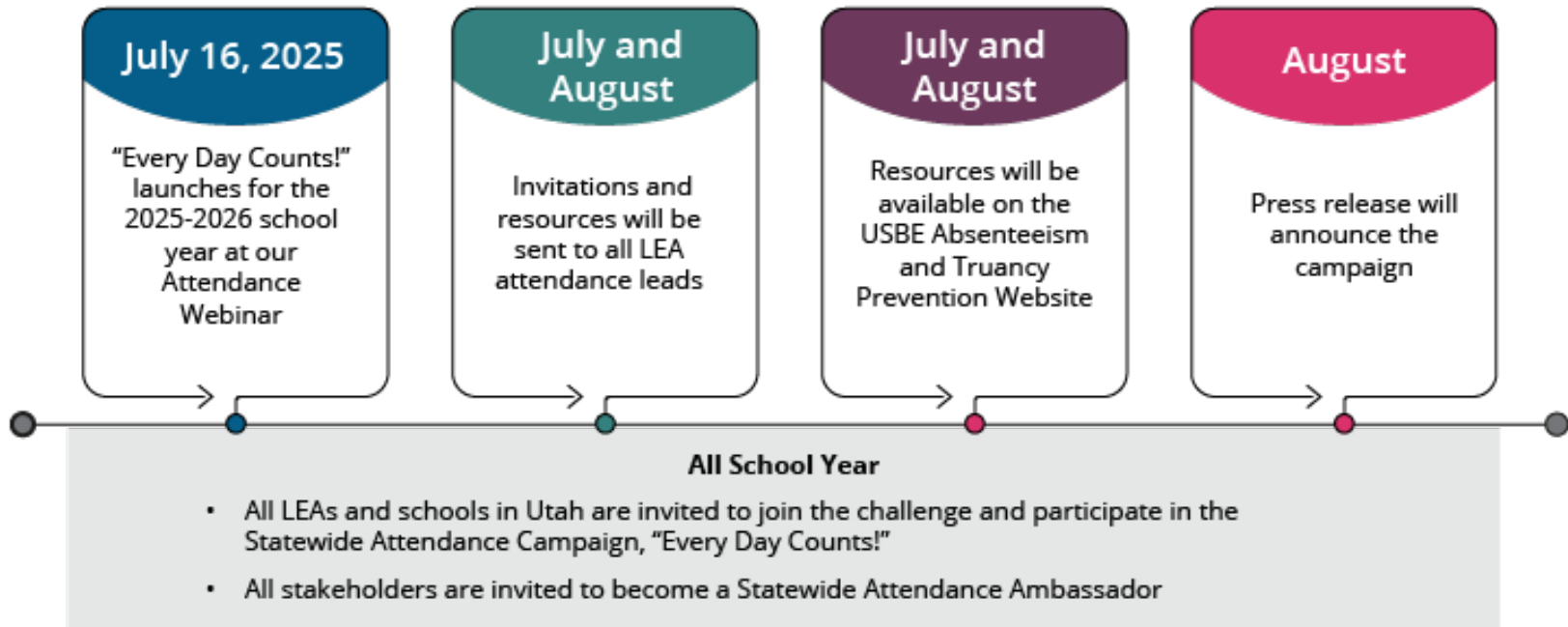
- Commit to the ambassador actions shared earlier
- Email [Megan Menlove](mailto:megan.menlove@schools.utah.gov) at megan.menlove@schools.utah.gov
- Include a headshot and let us know you'd like to be counted as an Attendance Ambassador for Utah **OR**
- Fill out this simple [Google survey](#)

Everyone is welcome!

The more voices we have working together, the stronger our impact—because *Every Day Counts*.



Statewide Attendance Campaign Timeline



USBE Attendance Team



Garrett Russell

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Megan Menlove

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Benji Carrier

benjamin.carrier@schools.utah.gov

Parent Engagement

Made Simple

“Behind the Child that makes the most progress, is an *engaged* parent”

WHAT Is It? (1)

Involvement vs. Engagement

“Parent involvement is more of a ‘doing to’, while engagement is a ‘doing with’.”



WHAT Is It? (2)

Involvement
vs.
Engagement



WHY Should We?



Benefits of Effective Engagement

“Change happens at the speed of trust. Trust moves at the speed of relationships.” -Stephen Covey

Student Academic Progress

Attitudes and Behavior

Teacher Job Satisfaction



Challenges (1)

“Educators and families often struggle to build partnerships and trust”.



Challenges (2)

“Educators and families often struggle to build partnerships and trust”.



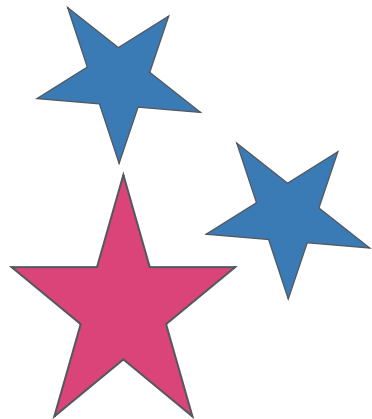
Perception, perspective and assumptions.

What are our preconceived biases and perceptions about parents and families in schools?

What are some solid assumptions we can assert about parents and families in schools?

Key Components of Effective Engagement

- Collaborative Decision-Making and Advocacy
- Two-Way Communication
- Building the Capacity of Both Families and School Staff
- Creating a Welcoming and Inclusive School Climate
- Community Partnerships



HOW Do We Do This? (1)

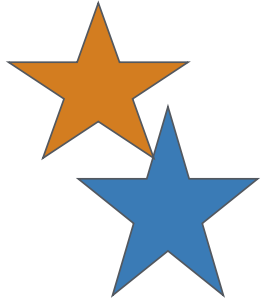


HOW Do We Do This? (2)



- Individualization
- Trust
- Open-minded
- Leadership driven
- Intentional
- Meaningful professional development for staff
- Culture shift
- Real transparency
- Educate families
- Consistency
- Innovation
- Authenticity
- Practices and policies
- Create opportunities
- Inclusivity

Real Tools to Get Started



- Feedback Form
- Parent Webpage
- Teacher calls
- Be Consistent
- Classroom Meets
- Home Visits

Parent Engagement Specialists

Cassie Hays- Parent Liaison and Engagement Specialist

Phone: (801) 538-7845

Email: cassie.hays@schools.utah.gov

[Parent Portal](#)

[Parent and Family Engagement for Educators](#)

Susie Estrada- School Improvement Program and Special Education

Parent Engagement Specialist

Phone: (385) 295-7891

Email: susie.estrada@schools.utah.gov

Family Engagement- What (1)

Family engagement is built by recognizing, respecting and addressing families needs. By doing this, trust is built which will lead to collaboration among all stakeholders (school, family, and community). It is equally important to be culturally aware when engaging with families to better understand cultural differences. The goal is to develop a partnership to improve outcomes for everyone.

Family Engagement- What (2)

- School Resource Centers
- Counseling
- Therapists
- Community School Coordinators
- Americorp Staff
- District Level Messaging around Attendance
- District Level Attendance Campaign(s)
- Family and Student Engagement Surveys

Family Engagement- How

Family engagement is developed by:

- Connecting Early and Often
- Practice Empathy
- Work Together to find solutions
- Communicating in preferred language of each household
- Developing a consistent messaging campaign that is shared out at regular intervals
 - I.e. Every term, monthly, weekly, after breaks, before testing
- Establishing Procedures for Home Visits

Attendance Interventions focused on Parent Engagement (1)

- Attendance Plans
 - 3 legs (parent, student, school)
 - Build relationships
 - Proactive vs Reactive
 - Set goals together
 - Follow-up

Attendance Interventions focused on Parent Engagement (2)

- Parent/Teacher Conferences
 - Attendance handouts for teachers to give out
 - Script for teachers to talk about during their conference about school wide attendance goals
 - Attendance meetings with administrators and counselors during parent/teacher conference hours
 - Attendance secretary to be there

Breakout Session

What have you been doing to engage your parents with your current attendance interventions?

What have you learned today that you want to try doing in the next couple of months to increase parent engagement at your school/district?

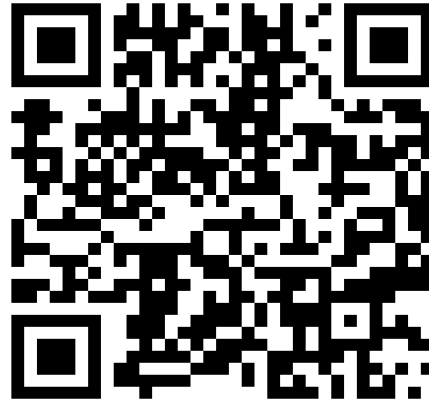
Assign someone in your room to be ready to share back with the group.

Questions

Exit Survey

We appreciate your attendance and would love your feedback!

<https://forms.gle/HVVd3ZTRdPkavayH8>



USBE Attendance Specialists

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