**Attendance**

**Matters**

**Campaign:   
ACE The   
School Year**



ACE is a partnership between schools and families that allows students to:

**ATTEND**– by being present for remote or on-campus learning with a feeling of wellness, safety, and belonging

**COMMIT** – by showing dedication to learning with a feeling of connection to what is being taught

**ENGAGE** – by displaying academic progress with a feeling of confidence and accomplishment



**WHAT DO WE KNOW?**

* Data shows that chronic absence directly affects student achievement.
* Regularly missing school as early as pre-K and kindergarten can lead to lower academic performance across all ages, specifically affecting reading development by the end of 3rd grade.
* Chronic absenteeism carried into the middle and high school years are more likely to result in school dropout or delays in graduation.
* Early warning systems indicate that chronically absent 9th graders are 10 times more likely to not graduate on time.

**WHAT CAN YOU DO?**

As school districts face the challenges of reopening campuses amid uncertainties of the pandemic, Central Texas districts are turning the crisis into an opportunity to redefine what it means to attend school. No longer apt to describe attendance as a physical presence, school districts today are rethinking and reimagining classroom instruction in a remote setting. What resources do we provide that allow students and families to commit to school? How will we transform classroom instruction in the remote and physical settings so that students wish to engage deeply in learning?

**HOW CAN WE WORK TOGETHER?**

We know that pulling together as a community, who cares for all children and their ability to receive equitable access to high-quality instruction, sets them up for success in college, career, and life. Our new Attendance Matters campaign helps to focus on transforming policies and practices to make it possible for students to ACE their school year. ACE stands for:

**ATTEND** – by being present for remote or on-campus learning with a feeling of wellness, safety, and belonging.

**COMMIT** – by showing dedication to the learning with a feeling of connection to what is being taught.

**ENGAGE** – by displaying academic progress with a feeling of self-efficacy and accomplishment.

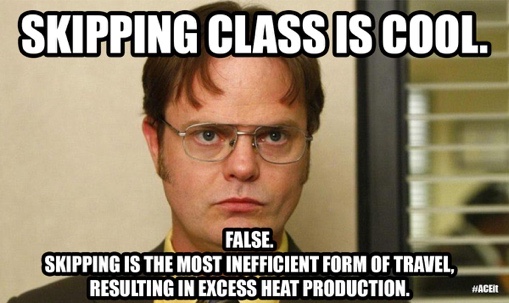
In redefining attendance so that all students **Attend**, **Commit**, and **Engage** because they feel healthy, safe, valued, and

**Video**  
We teamed up with local Grammy award-nominated artist SaulPaul to produce the #ACEit hip-hop music video. Written and produced to inspire today’s youth, we encourage you to promote the video in class, in other messaging to students and families, and on your social media platforms.

Visit [ace.e3alliance.org](file:///C:\Users\m1916600\AppData\Local\ace.e3alliance.org) to access the video.

**Social Media Kit**  
In tandem with the video, the toolkit includes downloadable graphics and messages to use on your Facebook, Twitter and Instagram feeds. You may consider teaming up with community agencies, student leaders, and youth influencers in your school to help spread the messaging.

Visit [ace.e3alliance.org](file:///C:\Users\m1916600\AppData\Local\ace.e3alliance.org) to access the social media kit.



successful, there is much promise in changing patterns of absenteeism in Central Texas.

Step 1: bring all school districts and their staff onboard with the ACE campaign

Step 2: team up with our families

Through a strong and open partnership between schools and families, our students can expect an educational experience that they deserve, and our schools receive the benefit of increased funding from the state.

The online ACE School Toolkit includes resources for your administration, attendance staff, teachers, community agencies on your campus, and your families. Please use these resources word for word or tailor to match your school culture and needs, such as including your campus voice and logo. In addition, our Social Media Toolkit includes graphics and example messages that you can share across your platforms.

**Documents to share with your school staff**

* Administration: ACE Campaign Overview
* Administration: The ACE Commitments
* Administration: Talking Points on How to Communicate with Families & Students.
* Attendance Staff: Tips on Family Outreach
* Community Agencies on Campus: Your Role in Supporting School Attendance
* School Staff Intervention: The School-Family Partnership Commitment & Support Plan
* Teachers: Your ACE Resource Guide

**Documents to share with your families**

* Attendance Tips for Families of Elementary Students
* Attendance Tips for Families of Middle & High School Students
* Family Attendance Guide during On-Campus Learning
* Family Attendance Guide during Remote Learning
* Family Guide on School Attendance in Texas
* The ACE Commitments
* Spring Break Flyer
* Winter Holiday Flyer

To access all documents and resources, visit [ace.e3alliance.org](https://www.ace.e3alliance.org).

Thank you for your dedication to our Central Texas students and this ACE campaign. We can make this a win-win situation for all when we work together as partners in education to help our children ACE their school year!