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| FOR IMMEDIATE RELEASE Month, Year Your School or District’s Website | Media Contact: Name Title Phone Number Email Address |

**[YOUR NAME AND TITLE]: Boosting on Student Achievement with A Focus on Attendance**

*By [Your Name and Title]*

(NAME OF TOWN) – As [NAME OF SCHOOL/DISTRICT] starts a new year of learning and achievement, I’d like to reach out to the community about an important aspect of student success: attendance.

Showing up is the first and most important step towards mastering learning material and preparing for life after graduation. It also means establishing solid relationships with peers and school staff, giving students a sense of investment in belonging in their school, and by extension, their own learning and achievement.

According to national school attendance initiative [Attendance Works](https://www.attendanceworks.org/wp-content/uploads/2019/06/Keep_Kids_healthy_Green_educators_partners.pdf), poor attendance can directly influence whether children learn to read proficiently by the end of the third grade, which can affect their lifetime of learning. By sixth grade, chronic absenteeism is a key indicator that a student may not graduate from high school. And, because absenteeism in the first month of school can predict poor attendance throughout the school year, I'd like to encourage students and families to make showing up a priority from the get-go.

And, we’re here to help. Our [SCHOOL/DISTRICT] is offering resources aimed at helping families to understand and address the root causes of chronic absenteeism. [PLEASE LIST SOME OF YOUR LEA’s INITIATIVES AROUND ATTENDANCE (letters, contests, etc) HERE].

I’d also like to offer some data direct from [NAME OF LEA]. In 2023, our student population had [PERCENTAGE] of students designated as missing more than 10 percent of school days during the school year. This is [UP/DOWN] from [PERCENTAGE] in 2022 and [PERCENTAGE] in 2021.

This is also the second year that the state of Idaho will fund schools based on student attendance since the COVID-19 pandemic. Though this funding method is not new, it does have implications for schools and districts with students who struggle to regularly attend school.

Some absences are normal, and we understand that. However, by minimizing voluntary absences and addressing the causes of absenteeism head-on, I believe that we can put both student learning and student engagement front and center this school year.

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