



STATE OF ALABAMA
DEPARTMENT OF EDUCATION



Philip C. Cleveland, Ed.D.
Interim State Superintendent
of Education

July 28, 2016

MEMORANDUM

TO: City and County Superintendents of Education
FROM: Philip C. Cleveland *PCC*
Interim State Superintendent of Education
RE: *School Attendance Awareness Month*

Educators know the importance of attendance in schools and the negative impact that absenteeism has on learning, and we need your help to spread the word! To combat the problem of chronic absenteeism, the Alabama State Department of Education (ALSDE) is once again showcasing the need to be at school every day with *School Attendance Awareness Month*. We ask that you participate and encourage your students to be on time and at school every day.

By promoting *School Attendance Awareness Month*, students and parents can become more aware of the crucial need for students to be in school when the bell rings. The ALSDE will be distributing tips and tactics, resourced [sample social media posts](#), along with [links](#) to materials and toolkits to use in your system.

Resources located at <http://awareness.attendanceworks.org/> offer great materials to assist your local education agency (LEA). These free [materials](#) may be used in newsletters, Web sites, [social media graphics](#), and other external communications in order to spread the word and achieve perfect attendance for the month of September and the rest of the year! Posters, videos, and other materials are found on the site pages. Spanish versions are available as well.

Please share ALSDE-related social media posts located on [Twitter](#), [Facebook](#), and [Pinterest](#). Also, www.gradnation.org may serve as a springboard for incorporating effective attendance improvement/enhancing activities into your school processes. Tag the department on Twitter using @aldeptofed and use #schooleveryday to share your success!

As special events, campaigns, articles, activities, and/or programs are planned, we strongly encourage you to review your current LEA attendance policies as referenced in the Student Code of Conduct documents. Policies should reflect restorative justice and not punitive measures.

We also ask that you share exciting ideas with the Prevention and Support Services Section by e-mailing Dr. Kay Atchison Warfield at kaw@alsde.edu or 334-242-8165 or Mrs. Malissa Valdes-Hubert with the Communications Section at mvaldes@alsde.edu or 334-242-9950. You can also contact Dr. Warfield to learn more about the Graduation Tracking System, a tool designed to identify early students with at-risk indicators.

Together, we will coordinate learning support services and innovative pathways to address attendance as the major contributor for facilitating academic and behavioral success of our students.

PCC/KAW/CT

FY16-2077

Alabama
State Board
of Education

Governor
Robert Bentley
President

Matthew S. Brown, J.D.
District I

Betty Peters
District II

Stephanie Bell
District III

Yvette M.
Richardson, Ed.D.
District IV
Vice President

Ella B. Bell
District V

Cynthia McCarty, Ph.D.
District VI

Jeff Newman
District VII

Mary Scott Hunter, J.D.
District VIII
President Pro Tem

Philip C. Cleveland, Ed.D.
Interim Secretary and
Executive Officer