



# Attendance Campaign

Regular school attendance is a key component of a student's academic journey. Studies have shown that students who attend school regularly are less likely to fall behind.

Attendance also translates into education dollars. For every day a student misses class, the district loses about \$33 in state funding – even if the absence is excused.

To remind students and parents of the importance of attendance, the Elk Grove Unified School District launched a promotion and incentive based campaign called **No Excuses – Go to School** during the 2006-2007 school year. The successful campaign returned for a fourth year in 2009-2010.

The **No Excuses - Go to School** Attendance Campaign promotes the idea that students should not use excuses to miss school. The program uses an outreach approach to students, parents and community members through school newsletter articles, press releases, letters to parents/guardians, posters and fliers.



## Poster Contest

Each year, students at all grade levels are asked to illustrate 12 rhymes stressing the importance of attendance. Six winning posters are selected from the elementary school level and three winning posters each are selected from both the middle and high school levels. Winners are recognized for their achievement at a Elk Grove Unified Board of Education meeting.

Each winning poster is spotlighted throughout the year as the poster of the month. The monthly posters are sent out to every school in the district to be displayed on campus.

## Elk Grove Auto Mall Graduating Seniors Attendance Drive

Each month, graduating high school seniors with perfect attendance in all classes have the opportunity to enter a drawing sponsored by the Elk Grove Auto Mall. The grand prize is \$20,000 towards the purchase of a vehicle from any one of the Elk Grove Auto Mall's dealerships.

At the end of the school year, each comprehensive high school with a graduating senior class chooses one finalist to represent their school at the Grand Finale Event. Rio Cazadero, Las Flores, Daylor, Calvine and Elk Grove Charter graduating senior students select one finalist to represent all alternative schools at the Grand Finale Event.

## Bike Giveaway

In a similar twist on the senior attendance drive, elementary school students have the opportunity to participate in a drawing for a new bicycle and helmet. Each elementary school selects one student with at least one month of perfect attendance to receive a bicycle and helmet.

To be eligible, elementary school students earn one entry into the drawing for every month they have perfect attendance. At the end of the year, each elementary school selects a winner from amongst the entries.

## Monthly Giveaways

All students at all grade levels in Elk Grove Unified with perfect attendance are eligible for monthly drawings for incentives throughout the year. Business contributors to the 2009-2010 campaign include: Elk Grove Auto Mall, Health Net of California, American Eagle Outfitters, Anderson & Doig Structural Engineers, California Great America, Carl's Jr., Chick-fil-A, Classic Graphics, Cox Construction Services, Crusader Fence Company, Inc., DechTech Systems, Dos Coyotes Border Cafe, It's a Grind Coffee House, Law Offices of Remy, Thomas, Moose and Manley, MTW Group, Pacific Excavation, Rainforth Grau Architects, Schools Financial Credit Union, Target, The Habit Burger Grill.