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# No Excuses - Go to School Attendance Campaign

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

Daily attendance also translates into education dollars. For every day a student misses class, the district loses critical state funding – even if the absence is excused.

To remind students and parents about the importance of regular 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 returns for a tenth year in 2015-2016.

Promoting the idea that students should not use excuses to miss school, the **No Excuses - Go to School** campaign helps students and parents understand that getting to school on-time requires responsibility and self-discipline. The program uses an outreach approach to students, parents and community members through school newsletter articles, press releases, letters to parents/guardians, posters and flyers.

## **No Excuses - Go to School Poster Contest**

The popular Attendance Campaign Poster Contest asks EGUSD school students to illustrate what they like most about attending school. The contest is offered to elementary and secondary level students.

Elementary school posters will have the #SchoolisCool at the top followed by, “BE ACTIVE - BE PRESENT - BE READY” and students can draw whatever they enjoy most about being in school. One winner per school site will be selected to advance to district-level competition. There will be 12 winners in the contest. The deadline for entering the contest at the school site level is **Wednesday, December 2, 2015**.

## **No Excuses - Go to School Audio and Video Public Service Announcement (PSA) Contest**

For the 10th Anniversary of the Attendance Campaign, we are excited to offer the EGUSD Video/Audio Public Service Announcement (PSA) Contest to gain the student's perspective in creating awareness to the individual, school and community about the importance of regular school attendance. Students in any academic discipline are invited to partner for a multi-media experience to describe the positive impact of school attendance on their school's culture and the individual student's social, emotional and academic growth and engagement. The PSA submission deadline is **February 26, 2016**.

## **Elk Grove Auto Mall 2014/2015 Graduating Seniors Attendance Drive**

For the tenth straight year, graduating seniors will have the opportunity to win \$20,000 towards the purchase of a vehicle from any one of the Elk Grove Auto Mall's dealerships through the Elk Grove Auto Mall 2015/2016 Graduating Seniors Attendance Drive.

To be eligible, students must have a 2.0 GPA and must have perfect attendance for at least five of eight months throughout the school year. Attendance is counted for September 2015 through April 2016.

At the end of the school year, one finalist will be chosen to represent each comprehensive high school with a graduating senior class to represent their school at the Grand Finale Event. One finalist will also be selected to represent the graduating senior students from Calvine, Daylor and Rio Caza-dero high schools to represent all alternative schools at the Grand Finale Event.

One finalist will win the \$20,000 grand prize. The remaining nine runners-up will receive \$100 VISA gift cards.

## **Elementary Perfect Attendance 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. At the end of the school year, each elementary school selects one student with at least one month of perfect attendance to receive a bicycle and will be fitted with a 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 2014-2015 campaign include: Elk Grove Auto Mall; American Health Care, California Automobile Museum, Classic Graphics, Crocker Art Museum, Dimple Records, Fairytale Town, Leatherby's, Lozano Smith, Pacific Copy & Print, Pacific Excavation, Inc., Rainforth-Grau Architects, Sacramento Children's Museum, Sacramento History Museum, Schools Financial Credit Union and Surf Xtreme.