2018-19 Attendance Report
Program Review, Results & Planning

The Big Lift
7.19.19
Objectives for today’s conversation

• InClassToday Absence Reports Program Review

• Absence Reports Program results from SY 2018-19

• Share New Attendance Research

• Program Enhancements
Our partnership is focused on improving outcomes by improving attendance.
Reports Address Critical Parent Misconceptions

1. Underestimate their child’s absences by 50%

2. Believe their child is absent less or the same amount as other students

3. Believe missing a few days of school a month is not problematic

Sources:
Challenges With Measuring Year Over Year

SY 17-18
- CA rate: 10%

SY 18-19
- FLU SEASON
- SCHOOL CLOSINGS

SY 18-19 (with Intervention)
- CA rate: 11%

SY 18-19
- CA rate: 14%
Absence Reports Reduced Chronic Absenteeism by 11%

Report impact consistent across:
- Grade level
- Free and reduced lunch status
- English language learners
- Gender
Objectives for today’s conversation

• InClassToday Absence Reports Program Review

• Absence Reports Program results from SY 2018-19

• Share New Attendance Research

• Program Enhancements
Program Results Projected using 400,000+ data Points

1. Analyzed over 400,000 data points from randomized control trials to determine the factors that most strongly influence overall program impact:
   - Number and timing of report mailings
   - # of households receiving reports
   - Attendance history of the students in the program
   - # households with multiple students

2. Applied the results model and adjusted to the characteristics of your district to project results from this year’s program:
   - An average of 6 mailings (Nov, Jan, Feb, March, April, May)
   - Reports sent to 6,683 total students
   - % of households receiving reports each round had more than one student
Program Impact Summary

24,911 customized letters delivered over ~6 rounds

~5,088 instructional days gained

6,683 unique students/families received reports

101 Families reached out to ICT’s Parent Support Team; 46 families opted out
Absence Reports Generated 5,088 Days of Instruction

- 8 Partner School Districts and over 50 partner schools
- Preschool – 2\textsuperscript{nd} grade
- 24,911 reports sent to over 6,500 students in 5-7 rounds
- Two languages: English & Spanish
Absence Reports Sent to 6,683 Students/Families

Students Receiving 1+ Mailing

By Grade

# of Students By District
Cabrillo Unified School District Impact

Students receiving 1+ mailings

420 unique students

By School

- King's Mountain, 20
- Hatch Elementary School, 151
- Farallone View Elementary, 107
- El Granada Elementary, 142

420 unique students

By Grade

- 2nd, 121
- 1st, 137
- K, 139
- TK, 23

300 Days Attendance Generated
Jefferson Elementary School District

Students receiving 1+ mailings

1,231 unique students

By School

- Woodrow Wilson, 131
- Westlake School, 127
- Thomas Edison, 105
- Susan B. Anthony, 156
- Marjorie H. Tobias, 107
- M. Pauline Brown, 87
- John F. Kennedy, 150
- George Washington, 97
- Garden Village, 89
- Franklin D. Roosevelt, 77
- Daniel Webster, 105

By Grade

- 1st, 384
- 2nd, 368
- K, 403
- TK, 76

975 Days Attendance Generated
La Honda Pescadero Unified School District

Students receiving 1+ mailings

41 unique students

By School

La Honda Elementary, 19
Pescadero Elementary-Middle, 22

41 unique students

By Grade

1st, 15
2nd, 14
K, 12

30 Days Attendance Generated
Ravenswood City School District

Students receiving 1+ mailings

392 unique students
- Willow Oaks, 103
- Los Robles-Ronald McNair Academy, 37
- Costano, 84
- Brentwood Academy, 86
- Belle Haven, 82

392 unique students
- 2nd, 120
- 1st, 120
- K, 137
- TK, 15

By School

By Grade

305 Days Attendance Generated
Redwood City School District

Students receiving 1+ mailings

1,640 unique students

By School

- Taft, 97
- Selby Lane, 208
- Roy Cloud, 148
- Roosevelt, 129
- Orion, 90
- John Gill, 106
- Hoover, 142
- Henry Ford, 141
- Hawes, 126
- Garfield, 111
- Fair Oaks, 72
- Clifford, 114
- Adelante, 156

By Grade

- 1st, 554
- 2nd, 500
- K, 586

1,220 Days Attendance Generated
San Bruno Park School District

Students receiving 1+ mailings

1,039 unique students

By School

- Rollingwood Elementary, 134
- Portola Elementary, 139
- Parkside Intermediate, 273
- John Muir Elementary, 173
- Belle Air Elementary, 132
- Allen Elementary, 188

1,039 unique students

By Grade

- 8th, 107
- 7th, 83
- 6th, 83
- 5th, 72
- 4th, 74
- 3rd, 83
- 2nd, 166
- 1st, 183
- K, 159
- TK, 29

455 Days Attendance Generated from SBP funded program

378 Days Attendance Generated from Big Lift program (TK-2 only)
San Mateo County Preschool

Students receiving 1+ mailings

1,226 unique students

By School

<table>
<thead>
<tr>
<th>School</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>South San Francisco USD</td>
<td>115</td>
</tr>
<tr>
<td>San Bruno Park District</td>
<td>88</td>
</tr>
<tr>
<td>Redwood City Elementary</td>
<td>261</td>
</tr>
<tr>
<td>Redwood City District</td>
<td>110</td>
</tr>
<tr>
<td>Peninsula Family Service, La Honda-Pescadero USD</td>
<td>383</td>
</tr>
<tr>
<td>Jefferson Elementary District</td>
<td>261</td>
</tr>
<tr>
<td>Institute for Human and Social Development, 288</td>
<td></td>
</tr>
<tr>
<td>Coastside Children's Program</td>
<td>32</td>
</tr>
<tr>
<td>City of Menlo Park, Cabrillo Unified</td>
<td>15</td>
</tr>
</tbody>
</table>

1,226 unique students

By Grade

Preschool, 1226

950 Days Attendance Generated
South San Francisco Unified School District

Students receiving 1+ mailings

- **1,196 unique students**
  - Sunshine Gardens, 118
  - Spruce, 169
  - Skyline, 98
  - Ponderosa, 115
  - Monte Verde, 145
  - Martin, 118
  - Los Cerritos, 119
  - Junipero Serra, 111
  - Buri Buri, 203

By Grade

- **1,196 unique students**
  - 2nd, 377
  - 1st, 345
  - K, 407
  - TK, 67

930 Days Attendance Generated
# District Wide Chronic Absenteeism

<table>
<thead>
<tr>
<th>District</th>
<th>Chronic Absenteeism</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cabrillo Unified</strong></td>
<td>Yellow</td>
<td>7.7%</td>
</tr>
<tr>
<td><strong>Jefferson Elementary</strong></td>
<td>Green</td>
<td>6.7%</td>
</tr>
<tr>
<td><strong>La Honda-Pescadero</strong></td>
<td>Yellow</td>
<td>11.9%</td>
</tr>
<tr>
<td><strong>Ravenswood City</strong></td>
<td>Yellow</td>
<td>15.6%</td>
</tr>
<tr>
<td><strong>Redwood City Elementary</strong></td>
<td>Yellow</td>
<td>8.1%</td>
</tr>
<tr>
<td><strong>San Bruno Park Elementary</strong></td>
<td>Green</td>
<td>8.9%</td>
</tr>
<tr>
<td><strong>South San Francisco</strong></td>
<td>Orange</td>
<td>10.1%</td>
</tr>
</tbody>
</table>
## Program Generated 5,088 Days and $86,800 in Estimated ADA Funding

<table>
<thead>
<tr>
<th>District</th>
<th>Days Generated</th>
<th>ADA Funding*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redwood City</td>
<td>1,220</td>
<td>$38,000</td>
</tr>
<tr>
<td>JESD</td>
<td>975</td>
<td>$29,300</td>
</tr>
<tr>
<td>SMC Preschool</td>
<td>950</td>
<td>N/A</td>
</tr>
<tr>
<td>SSFUSD</td>
<td>930</td>
<td>Basic Aid</td>
</tr>
<tr>
<td>SBP TK-2</td>
<td>378</td>
<td>Basic Aid</td>
</tr>
<tr>
<td>Ravenswood</td>
<td>305</td>
<td>$10,200</td>
</tr>
<tr>
<td>Cabrillo</td>
<td>300</td>
<td>$9,300</td>
</tr>
<tr>
<td>La Honda</td>
<td>30</td>
<td>Basic Aid</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>5,088</strong></td>
<td><strong>$86,800</strong></td>
</tr>
</tbody>
</table>

*Note: ADA funding data based on estimated per day figures. The estimated amount for JESD is $65 per day. The "Per Day" figure is the annual amount divided by the # days in P1 and P2 - estimated as 150 days prior to April 15th. The actual per day $ is likely higher. Basic Aid districts do not receive meaningful amounts of ADA-linked state funding.
Objectives for today’s conversation

• InClassToday Absence Reports Program Review

• Absence Reports Program results from SY 2018-19

• **Share New Attendance Research**

• Program Enhancements
A ten-student increase in class size raises the probability of being chronically absent by about three percentage points (21%). Effect is about the same for all students.

Black students, random assignment to a black teacher reduces the probability of chronic absence by 3.1 percentage points (26%).

Gershenson Tran (2019) “Experimental Estimates of the Student Attendance Production Function”
The Spring Slide

Across elementary and middle schools, there is a 5.8 percentage point difference between April attendance rates and June attendance rates.
Objectives for today’s conversation

- InClassToday Absence Reports Program Review
- Absence Reports Program results from SY 2018-19
- Share New Attendance Research
- Program Enhancements and Next Steps
Specifics increase credibility

Actionable tips and resources related to absenteeism

Reduce friction / choice overload to increase likelihood of action
Encourage problem-solving conversations with teachers

Goal setting

Track your Progress
Todd’s most recent absences and tardies occurred on the following dates:

- Excused (E), Unexcused (U), Early (T)

Fri., March 8 (E)
Fri., Dec. 7 (U)
Thurs., Nov. 1 (T)
Wed., Sept. 26 (T)
Wed., Feb. 13 (T)
Mon., Nov. 25 (E)
Mon., Oct. 22 (E)
Mon., Dec. 13 (E)
Mon., Oct. 15 (U)

Did you know? Any K-8 student coming to school two hours after the start or saving two hours before the end of the school day will be marked as absent one last day.

Can you beat your attendance streak?
Consistent school attendance makes it easier to master the building blocks of critical subjects such as math and reading. There are a few weeks left this school year to beat your personal attendance streak. Finish strong!

- The longest you went without an absence this school year was 14 days.
- During this report period you went 11 days.

Days of Consecutive Attendance

Parent/Teacher Conferences are coming up

Parent/Teacher Conferences are happening on April 7 through April 9. Consider bringing this letter with you to talk about strategies to improve Todd’s attendance.

Don’t know when your Parent/Teacher Conference is? Call (555) 555-5555 to schedule or reschedule your conference.
Understand geolocation trends to allocate resources efficiently.
Increase impact by identifying students most likely to be reached by an intervention at a particular time.
Next Steps

- Schedule meetings with individual districts: What information would be useful to share with district partners?

- Data integration

- Next year: program design to remain the same unless specific districts request something different
Questions?
Appendix
Program Impact Summary

24,911 customized letters delivered over ~6 rounds

3,275 to 6,900 instructional days gained

6,683 unique students/families received reports

101 Families reached out to ICT’s Parent Support Team; 46 families opted out
Program Generated 3,275 to 6,900 Instructional Days

<table>
<thead>
<tr>
<th>District</th>
<th># of Days Generated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redwood City</td>
<td>800-1640</td>
</tr>
<tr>
<td>JESD</td>
<td>650-1300</td>
</tr>
<tr>
<td>SMC Preschool</td>
<td>600-1300</td>
</tr>
<tr>
<td>SSFUSD</td>
<td>580-1280</td>
</tr>
<tr>
<td>SBP TK-2</td>
<td>235-520</td>
</tr>
<tr>
<td>Ravenswood</td>
<td>190-420</td>
</tr>
<tr>
<td>Cabrillo</td>
<td>200-400</td>
</tr>
<tr>
<td>La Honda</td>
<td>20-40</td>
</tr>
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Cabrillo Unified School District Impact

Students receiving 1+ mailings

420 unique students

By School

- King's Mountain, 20
- Hatch Elementary School, 151
- Farallone View Elementary, 107
- El Granada Elementary, 142

By Grade

- 200-400 Days Attendance Generated
- 1st, 137
- K, 139
- TK, 23
- 2nd, 121

420 unique students
Jefferson Elementary School District

Students receiving 1+ mailings

1,231 unique students

By School
- Woodrow Wilson, 131
- Westlake School, 127
- Thomas Edison, 105
- Susan B. Anthony, 156
- Marjorie H. Tobias, 107
- M. Pauline Brown, 87
- John F. Kennedy, 150
- George Washington, 97
- Garden Village, 89
- Franklin D. Roosevelt, 77
- Daniel Webster, 105

By Grade
- 2nd, 368
- 1st, 384
- K, 403
- TK, 76

650-1300 Days Attendance Generated
La Honda Pescadero Unified School District

Students receiving 1+ mailings

**By School**

- **Pescadero Elementary-Middle, 22**
- **La Honda Elementary, 19**

**By Grade**

- **1st, 15**
- **2nd, 14**
- **K, 12**

41 unique students

20-40 Days Attendance Generated
Ravenswood City School District

Students receiving 1+ mailings

By School:
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392 unique students

190-420 Days Attendance Generated
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By Grade:
- 1st, 554
- 2nd, 500
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1,640 unique students

Attendance

800-1640 Days Generated
San Bruno Park School District

By School

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  - Belle Air Elementary, 132
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  - 2nd, 166
  - 1st, 183
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  - TK, 29

- 215-480 Days Attendance Generated from SBP funded program

- 235-520 Days Attendance Generated from Big Lift program (TK-2 only)
San Mateo County Preschool

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By School

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By Grade

Preschool, 1226

600-1300 Days Attendance Generated
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- Junipero Serra, 111
- Buri Buri, 203

By School

1,196 unique students

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- 1st, 345
- K, 407
- TK, 67

By Grade

580-1280 Days Attendance Generated
At InClassToday, we value innovation, proven results and continuous improvement. Based on district feedback, we are making two changes around data transfer:

1. **New Data Spec to Fuel Enhanced Reporting**

2. **SIS Integration**
**New Data Specs**

The new data specs are sorted into three categories:

<table>
<thead>
<tr>
<th>Required</th>
<th>Recommended</th>
<th>Optional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Same as last school year</td>
<td>Needed for deeper analysis and enhanced reports</td>
<td>Multiple guardians; Exclusion criteria; etc.</td>
</tr>
</tbody>
</table>
SIS Integration

Frees up school staff time • More timely absence reports • Increases data security

Step 1
District creates an account for InClassToday and shares credentials

Step 2
InClassToday conducts data validation and quality control checks

Step 3
30-minute phone call between InClassToday and a district data person