



CONTRA COSTA COUNTY
Office of Education
learn • lead • achieve



Dear Contra Costa County Educator,

The Contra Costa County Office of Education (CCCOE) is once again proud to partner with our local school districts in coordinating a comprehensive effort to boost student attendance by addressing chronic absences. Last year's campaign was amazing, with more than 160 schools actively participating, and 62 school leaders being recognized on the CCCOE Principal Honor Roll by promoting the importance of attending school each day!

Why is school attendance so important?

- Research shows that students who attend school every day in the primary grades are far more likely to read proficiently by 3rd grade.
- For every day of school missed, it takes three days to make up what was taught.
- By the 6th grade, chronic absence is a leading indicator of whether a student will drop out of high school.
- In the 9th grade, school attendance is a better indicator than test scores of a student's likelihood to graduate from high school.
- Californians who do not earn high school diplomas are eight times more likely to be incarcerated than those who do; 75% of prison inmates and 69% of inmates in county jail are drop outs.

For the third consecutive year, the Contra Costa County Office of Education, the Contra Costa District Attorney's Office, the Contra Costa County Probation Department and Contra Costa Juvenile Court are collaborating to promote the awareness campaign entitled **Every School Day Counts: *Attend today, achieve for a lifetime!***

This campaign is designed to provide communication resources to schools and engage communities with the goal of reducing truancy and chronic absenteeism, and boosting student attendance across the entire county.

The **Every School Day Counts** Principal Toolkits include digital files of:

- Parent flyers in English and Spanish
- Talking points about the importance of school attendance for multiple audiences
- Tips for getting in touch with hard-to-reach parents
- Guidelines for establishing school-wide attendance incentives
- Attendance certificates to incentivize and reward good attendance
- School self-assessments
- Posters in English and Spanish

This toolkit, which has been customized with each district's logo, can be found online at <http://www.cccoe.k12.ca.us/attn/toolkit.html>

The Contra Costa County Office of Education is working with its county partners and Attendance Works (www.attendanceworks.org) to provide additional tools and resources to support the 2016 Attendance Awareness Campaign. These include:

- Monthly themes and Principal email blasts with links to additional resources, webinars, and talking points
- New 2016 Principal Honor Roll to recognize those who implement site based strategies to reduce chronic absenteeism
- Professional development for site based attendance teams
- Expansion of the Contra Costa Attendance Learning Network to include two additional large school districts for a total of 7 districts and Golden Gate Community School
- Poster Contest for Middle and High School students focusing on the theme "Going to school is your first and most important job". Winners will receive a \$100 gift card and have their posters displayed on the tails of local buses. Contest will again be sponsored by Phillips 66.

Information about and links to these and other resources can be found online at <http://www.cocoschools.org/attendance>. You can also follow the status of this county-wide campaign on social media ([#cocoschooleveryday](https://twitter.com/cocoschooleveryday))

Please join us in using these resources to help tackle this important issue and promote awareness regarding the important link between attendance and achievement.

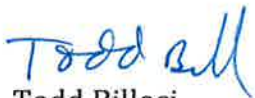
Sincerely,



Karen Sakata
Superintendent of Schools



Mark Peterson
District Attorney



Todd Billeci
Chief of Probation



Hon. Steven Austin
Presiding Judge