Our district partners with Attention2Attendance (A2A) out-performed the State.

**A2A PARTNERS**
Chronic absenteeism went down by 1.7% for our district partners with The Achievement Initiative, powered by Attention2Attendance.

**THE STATE**
The state-wide chronic rate stayed relatively flat.

Oregon Department of Education chronic absenteeism rate change from 2017/18 to 2018/19.

A meeting today would get The Achievement Initiative up and running in just 3–4 weeks. Call us today!
The Achievement Initiative is a continuous improvement program designed to improve student outcomes and remove opportunity for bias. (For example: Graduation rates, testing, and grade-3 proficiency.)

**We accomplish this using a 4-tiered approach:**

**Attention2Attendance**
- Attendance equals learning time and improved student outcomes.

**Data**
- Our goal is to create measurable improvements to build on for years to come.

**Leadership**
- Leadership is a results multiplier and essential to creating a culture of achievement.

**Communication & Marketing**
- We connect your staff, parents, community & students with your vision.

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**The Achievement Initiative Campaigns**

**K-3 Focus Campaign:** Educates parents on the importance of attendance in the early years. Impact is immediate and continues beyond exposure throughout the elementary grades.

**Beat the Average Campaign:** Gives parents information to compare and correct misbeliefs about their child’s absences and encourages students to improve attendance.

**College Readiness Campaign:** Educates and informs parents and students on how to be proactive in preparing for success beyond high school.

**Transition Years Campaign:** Educates and informs parents and their students about the difficult changes they can expect and what can be done to make them successful at every stage.

**The Tipping Point Campaign:** Provides current absence rates in order to positively influence parent and student choices toward attendance.

**Testing Campaign:** Maximizes learning time the month prior to testing and assessments.

**K-5 Summer Slide Campaign:** Increases awareness and focuses the summer months on maintaining the student’s academic skills.

**Excellent Attendance Campaign:** Rewards and inspires strong attendance habits.

**Chronic Letter:** Educates parents that the number of absences their child has accumulated is of major concern and a red flag that their child is at risk of dropping out.

**Tardy Interventions:** Educates parents that their child’s continued tardiness negatively affects their child’s learning and disrupts the classroom.

**Excused Absence Conferencing:** Brings together schools and parents to discuss the impact their child’s excused absences are having on their success in school.