The Achievement Initiative℠

Doing more with less: innovative strategies to prevent dropouts and increase attendance

School Innovations & Achievement

MANOR
INDEPENDENT SCHOOL DISTRICT

Introductions

We are on a mission to improve student achievement across the country.
Every school district needs our product,
but not every school district will buy it.

We are 2.5 million students strong with **proven results**.
But there are millions of students to go.

We're looking for more **innovative leaders**,
the movers and shakers who want to partner with our program
and **close the achievement gap**.

That's what we found in Manor ISD

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Presenters

Lydia De La Garza, Attendance Dropout Prevention Coordinator
Manor Independent School District

Erica D. Rouse, National Sales Manager
School Innovations & Achievement

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Question & Answer
Poll

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We are always charged with improving *something*

- Increase graduation rates
- Reduce dropouts
- Increase ADA
- Improve test scores
- Increase learning time
- Lower truancy

- Decrease chronic absenteeism
- Increase parental involvement
- Improve student achievement
- Decrease tardies
- Increase revenue

What do all of these things have in common?

- They are measureable
- Someone is suppose to oversee them
- There are personnel assigned to work on them
- There's a process of some kind in place
- We hear about them at some frequency
- The objective is to get better

The degree to which we **pay attention and are deliberate** about those things is directly related to how successful we will be in improving performance.

In business, the facts of life can be brutal…

- Grow revenue or die

- While costs go up every year - prices cannot

- Continuous improvement is the only way to stay in business

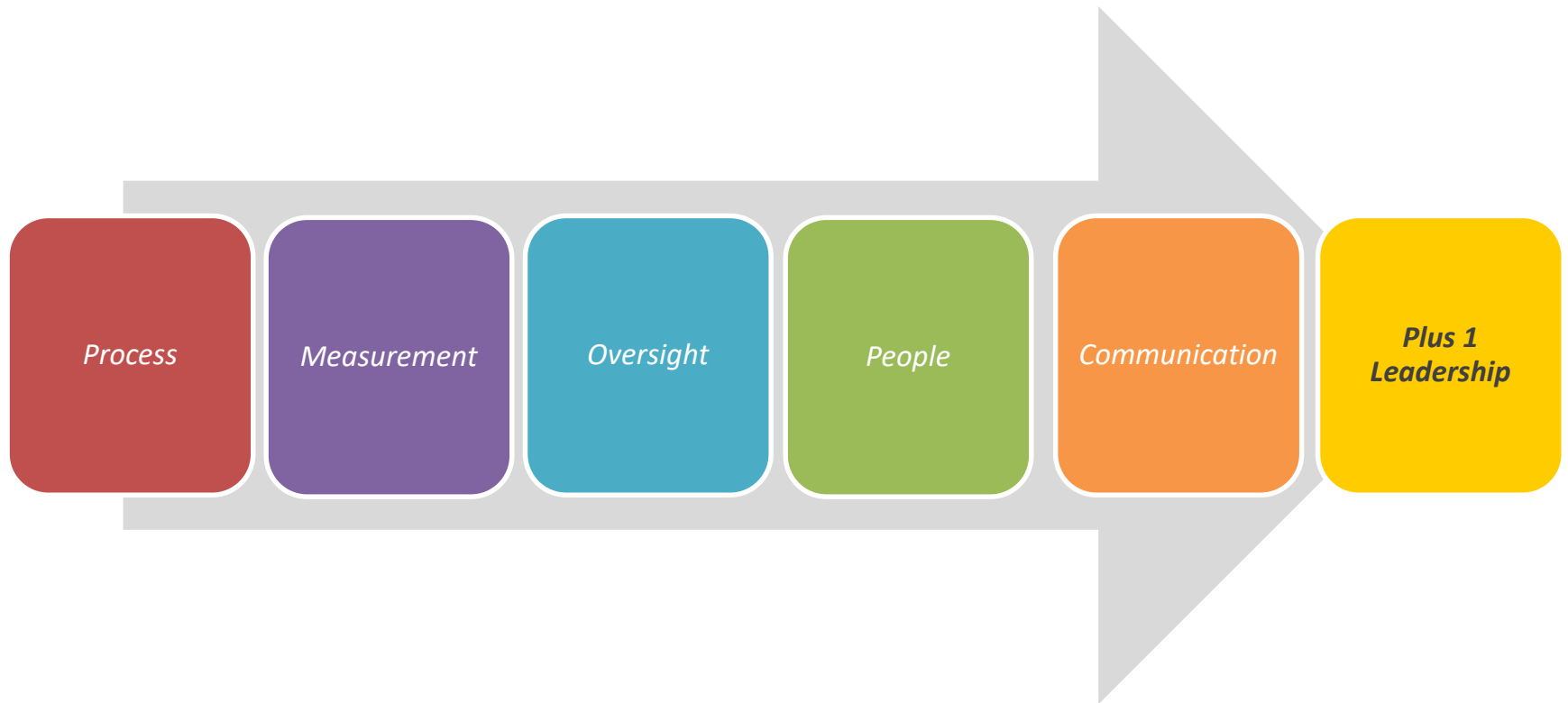As a result, one of our core competencies must be **improving performance**

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So, today we are going to let you in on some of our 'secrets'

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5 Plus 1
Principles for Improving Performance

| Process | Measurement | Oversight | People | Communication | Plus 1 Leadership |

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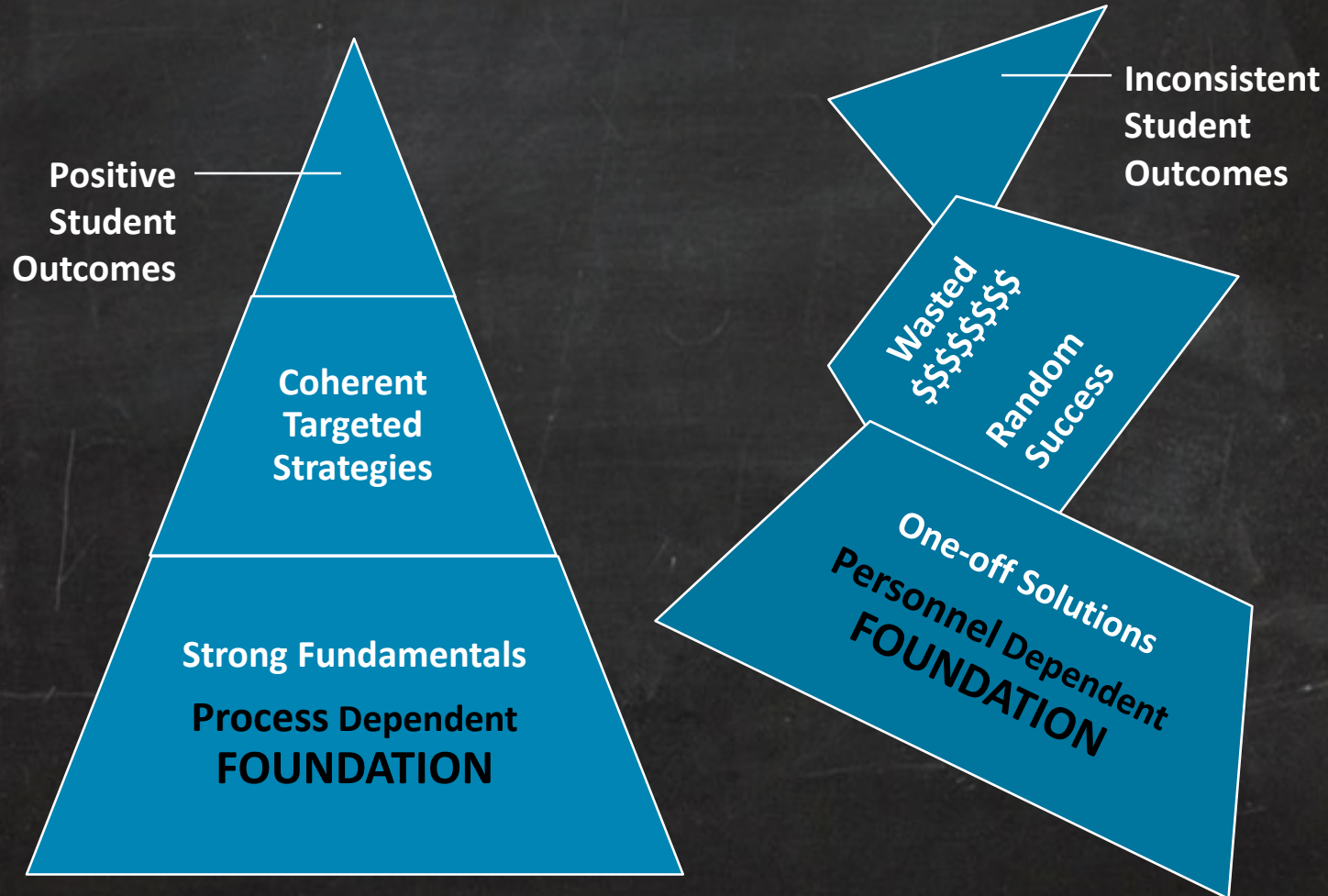# Process, People, Measurement, Oversight, Communication + Leadership

- Why would this be one of the principles needed for continuous improvement?

- What would be the considerations (need to include) when thinking about (fill in principle)

Let me share our thoughts on each of our principles

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Design Matters

Process

- Systemic problems require enterprise solutions/process.

- Enterprise solutions are designed to improve proficiency and productivity while providing employees with a satisfying user experience.

- Enterprise solutions are able to provide data and comparative analysis in order to inform appropriate decision and action.

- Effectively changing processes can lead the way to behavioral/culture change

- Training is not going to solve all problems
  - Train, Job Aids, Ongoing support

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Measurement

- Consistent/Understandable
  - Decide what you are measuring and keep measuring it the same way
  - If everyone doesn't understand how numbers are being used or what they mean – here's a guarantee - nothing will happen
- Timely
  - Old data makes us focus on the past rather than the future
- Comparative
  - Absolute numbers mean absolutely nothing
  - Compare to something – last year/goal/similar groups/different groups
- Actionable
  - Aggregated data hides all kinds of problems
  - If numbers do not speak to you, what are you looking at
  - Must cause you to act – to do something

Oversight

- If I am working on something that no one ever looks at but me – it must not be that important

- "Expect what you inspect"
  - People do what you inspect, not what you expect

- How do you know? *(ask yourself)*
  - How do you know what is being done?
  - How do you know it's being done on a consistent & timely manner?
  - How do you know when something is working?
  - How do you know when something isn't working?
  - How can you identify or fix problems?

- Analyze patterns, trends – improving performance means changing trend lines

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People

- What we know about people:
  - People have choices on what to work on
  - People move toward pleasure and away from pain
- Make what you want done – easy to do, meaningful and appreciate and recognize those that are doing the work
- What do employees want:
  - Appreciation & Part of the Process
    - The people doing the work know the problems and solutions – ask them
- Use their feedback to perfect your product and processes
- Recognize performance
- Communicate, communicate, communicate

Communication

- Design a specific well-crafted message
  - Make it clear, relevant and memorable - short sentences, use bullets
- Be consistent, be consistent, be consistent. People will argue that it's boring- <u>nonsense!</u>
  - Use the same design look and the same message every time and people will start to identify with you <u>immediately</u>
  - It takes at least four times of seeing or hearing a message before someone begins to recall, "I may have seen this before."
  - Four times just to recall – not "I've seen this before and maybe I should pay attention to it."
- Branding – there is a reason companies spend so much money on their brand – shortcut to long messages
- Always communicate the outcomes
  - No one wants to be asked and then never receive any feedback on what happened

Leadership

Continuous improvement does not happen without _someone caring deeply_ about the desired outcome.

One definition of Leadership:
"The art of accomplishing more than the science of management thinks is possible"

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Leadership

- What's required
  - Being relentless about the other 5 principles we've discussed
  - Demonstrating passion about why what the leader is trying to improve
  - Inspiring others to believe
  - Listening
  - Sharing credit for successes

- But sometimes it's true that the leader's *will to succeed is the most important thing!*

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I would like to have one of our clients to discuss how A2A is working for them and how they see our 5 plus 1 principles are integrated in what we do …
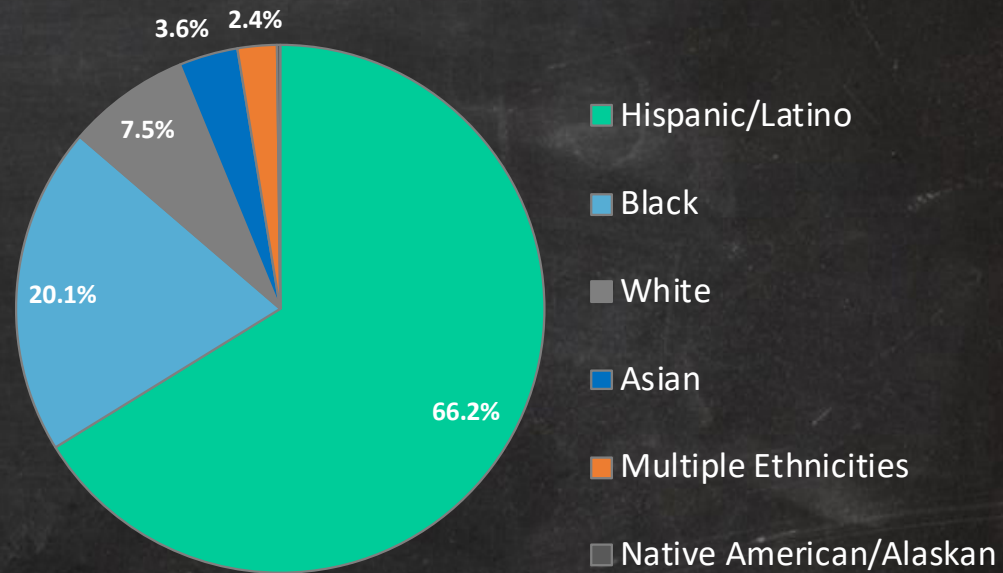
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Manor Independent School District

Lydia De La Garza, Attendance Dropout Prevention Coordinator

Manor Independent School District

- **Located in Manor, Texas serving the communities of Austin, Manor, and Elgin**
- **2 high schools**
- **3 middle schools**
- **9 elementary schools**
- **1 alternative academy**
- **X% English Learners**
- **X% Low Income**
- **9,109 enrollment**

Pie chart:
- Hispanic/Latino: 66.2%
- Black: 20.1%
- White: 7.5%
- Asian: 3.6%
- Multiple Ethnicities: 2.4%
- Native American/Alaskan

Black includes African American, Pacific Islander includes Native Hawaiian, and Hispanic includes Latino(a).

Date as of 3/9/2018

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Manor ISD - What we were up against

- New Leadership Team
- Uneducated community about the importance of regular attendance
- Uninformed policies that did not support practice
- Inconsistent school practices/processes
- No way to collect data and identify the issues
- No plan to solve the issues
- Uninformed staff about the importance of attendance

Manor ISD – What we did

- Partnered with SI&A to implement Attention2Attendance and to configure it to meet our specific needs
- Brought all sites together in a consistent uniform process
  - Help parents and students begin to see that ***achievement and success can't happen without*** being present, at school, ready to learn… ***Showing Up***
- Ultimate goal to
  - ***strengthen*** the connection between schools and families
  - ***increase*** parent communication,
  - ***regain*** learning time, and
  - ***improve*** student outcomes

Increased Parent Communication & Engagement

Series of Truancy, Excessive Excused Absences and Conference Notifications informing parents of the importance of regular school attendance.

9,990 parent communication pieces sent as of March 27, 2018

1,665 average letters per run (or weekly): 6 total letter runs to date

2,788 First Truancy Notification Letters

1,649 Second Truancy Notification Letters

17 Third Truancy Notification Letters

83 Excessive Excused Absence I Letters

3 Excessive Excused Absence II Letters

563 Tardy 1 Letters

206 Tardy 2 Letters
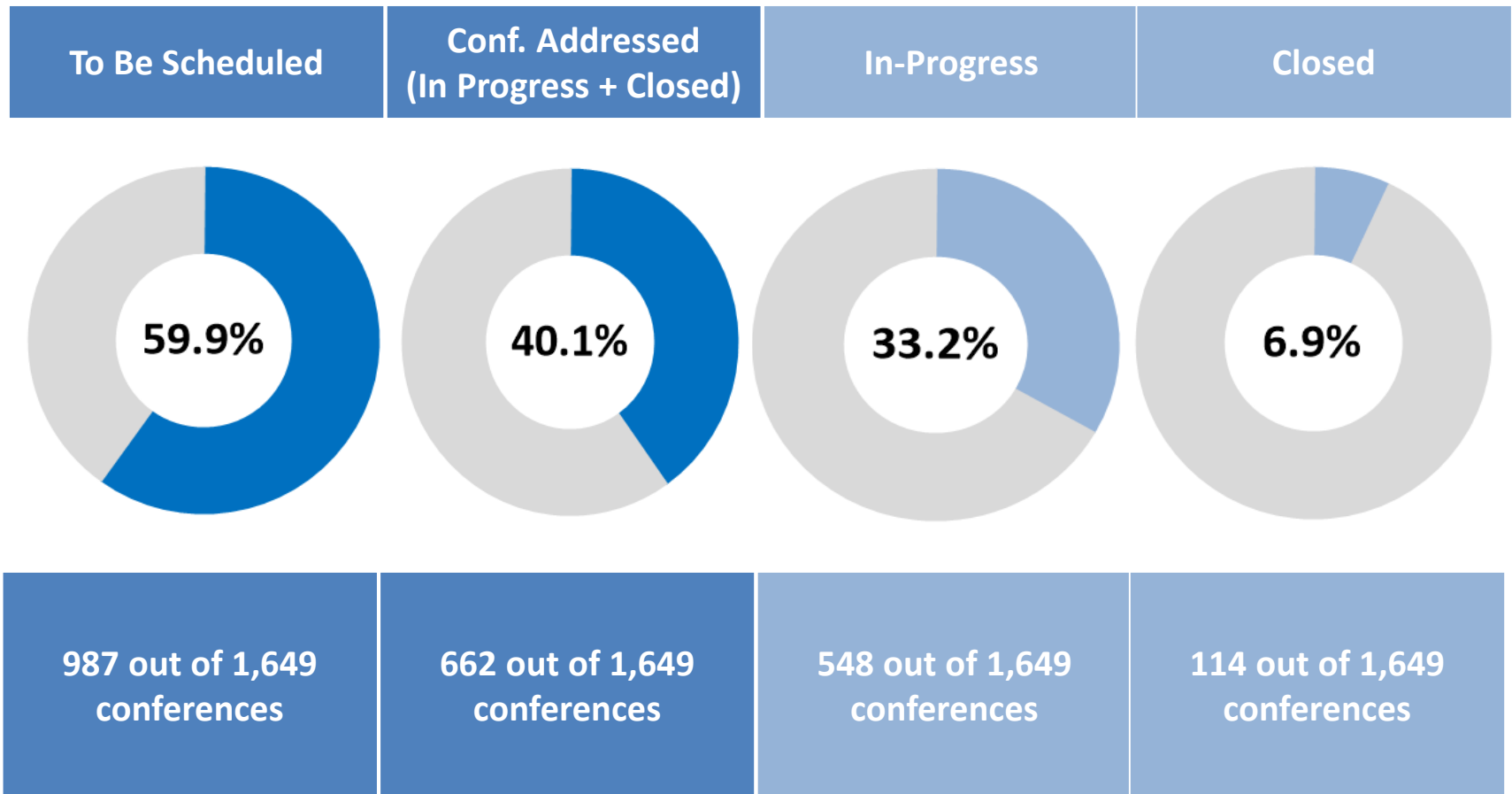
4,106 Email Notifications

575 Conference Notifications

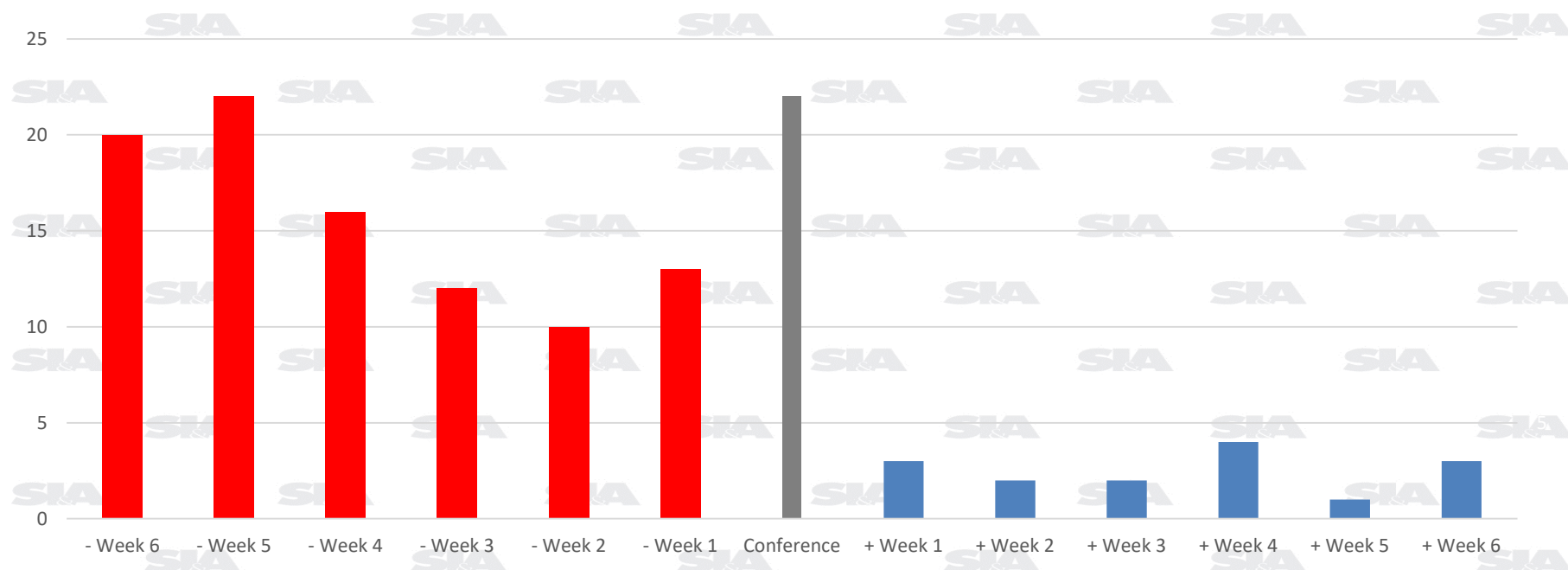**56** Conferences Conducted (Unexcused Absences)

Conferencing is critical to identify attendance barriers and build relationships with families

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2017-18 Conferencing Summary, YTD

To Be Scheduled	Conf. Addressed (In Progress + Closed)	In-Progress	Closed
59.9%	40.1%	33.2%	6.9%
987 out of 1,649 conferences	662 out of 1,649 conferences	548 out of 1,649 conferences	114 out of 1,649 conferences

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Conference Effectiveness: L2 Conferences

* Each week represents 5 instructional days. Data does not always represent calendar weeks.

	Before	After	Improvement Rate	Total Conferences *(Closed & Conducted)*
Days Missed	92	15	84.1%	21
Avg. Days Missed per Student	4.37	0.69		

Attendance Through: 3/9/2018

The Power of Comparative Analysis

A2A

With A2A you can:
compare your district against other districts on the A2A Network

A2A

With A2A you can:
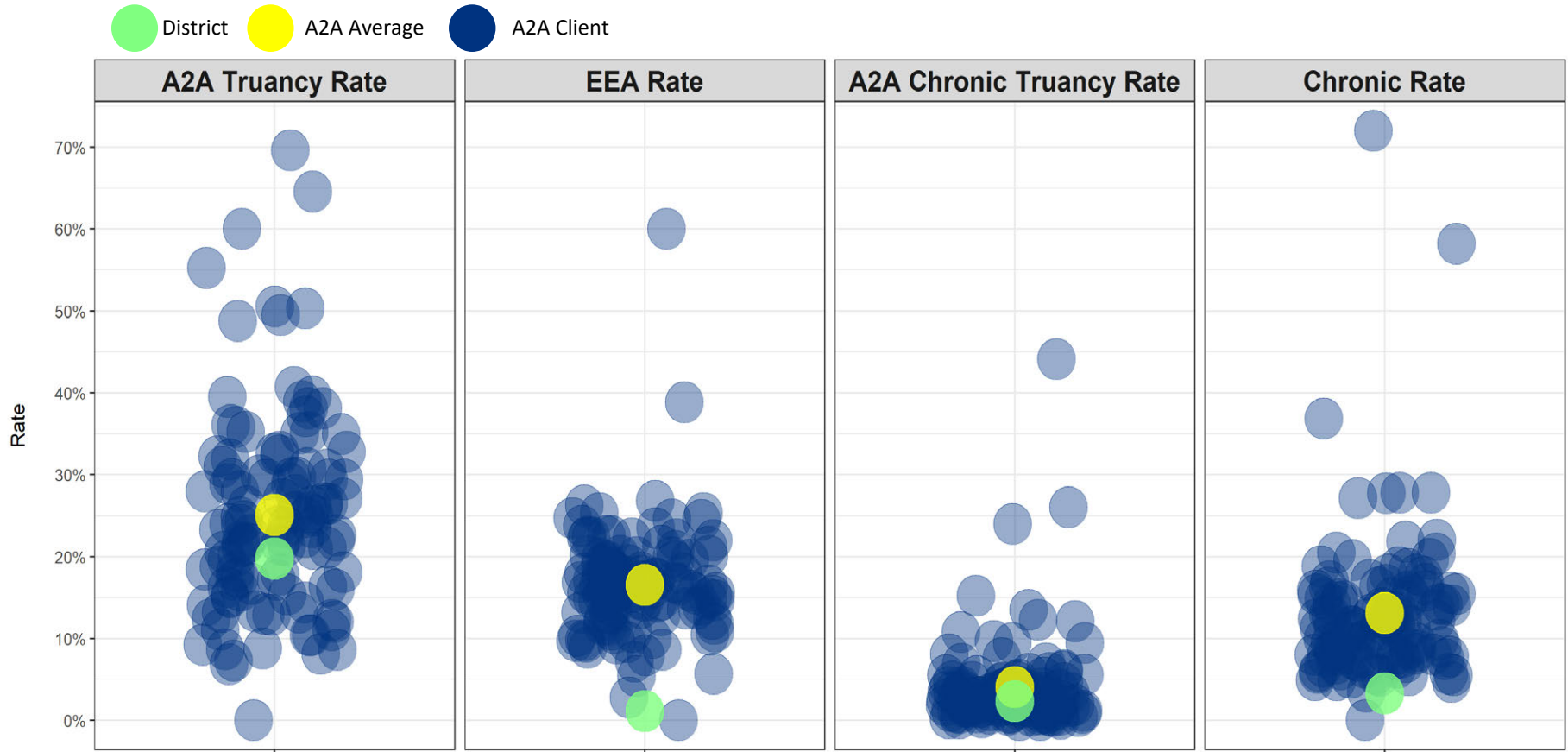see how you are performing against top performers and the A2A average

A2A

Regardless of your letter triggers, all districts are normalized and measured against each other based on these four definitions:
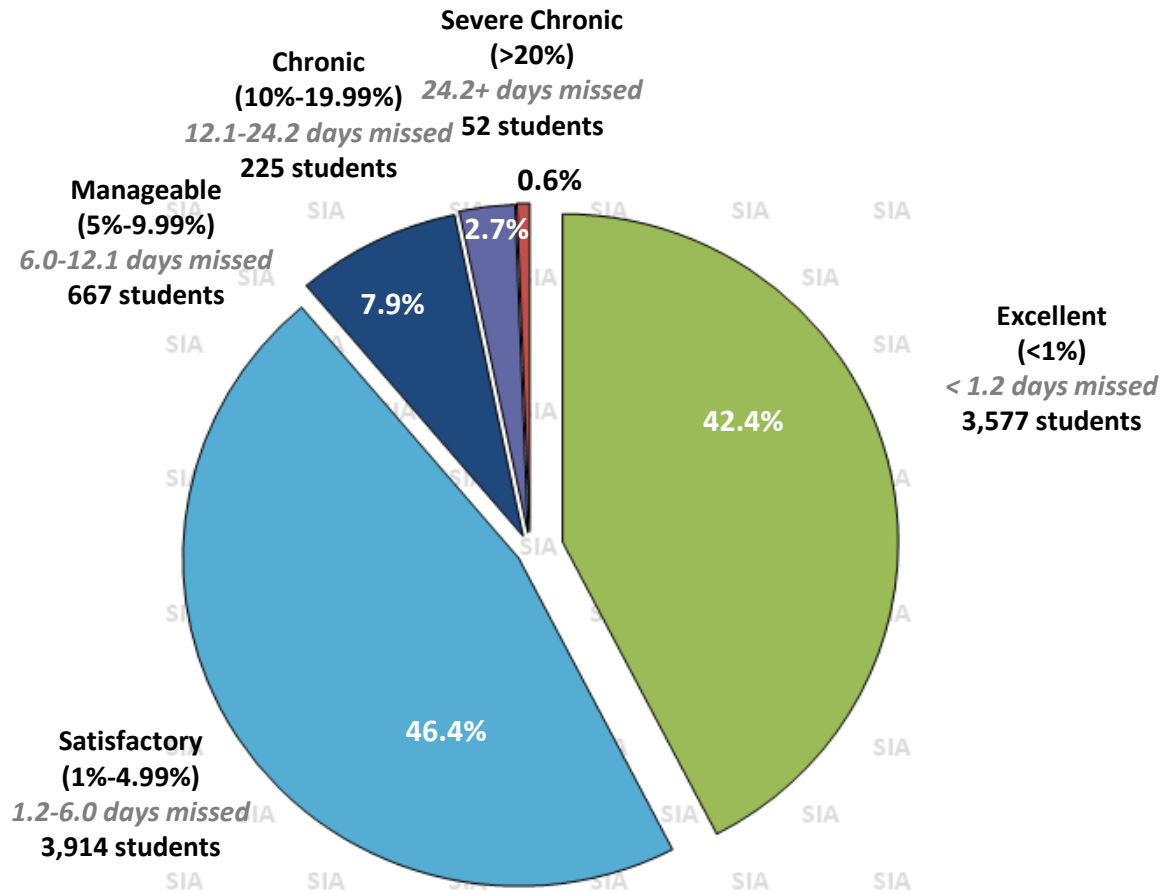
- **A2A Truant** – A student who has accumulated the equivalent of three or more full days of unexcused absences.

- **Excessively Excused** – A student who has accumulated the equivalent of seven or more full days of excused absences.

- **A2A Chronically Truant** – A student who is absent for 10% or more of the school year due to **unexcused** absences.

- **Chronically Absent** – A student who is absent for 10% or more of the school year due to **all** absences.

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2017-18 District Absence Rates Compared to Other A2A Clients, YTD

The lower, the better.

Data as of 3/9/2018

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2017-18 Total Absence Summary, YTD

Severe Chronic (>20%)
24.2+ days missed
52 students

Chronic (10%-19.99%)
12.1-24.2 days missed
225 students

Manageable (5%-9.99%)
6.0-12.1 days missed
667 students

Excellent (<1%)
< 1.2 days missed
3,577 students

Satisfactory (1%-4.99%)
1.2-6.0 days missed
3,914 students

0.6%
2.7%
7.9%
42.4%
46.4%

- 88.81% (7,491) of your students fall in the Excellent and Satisfactory groups.
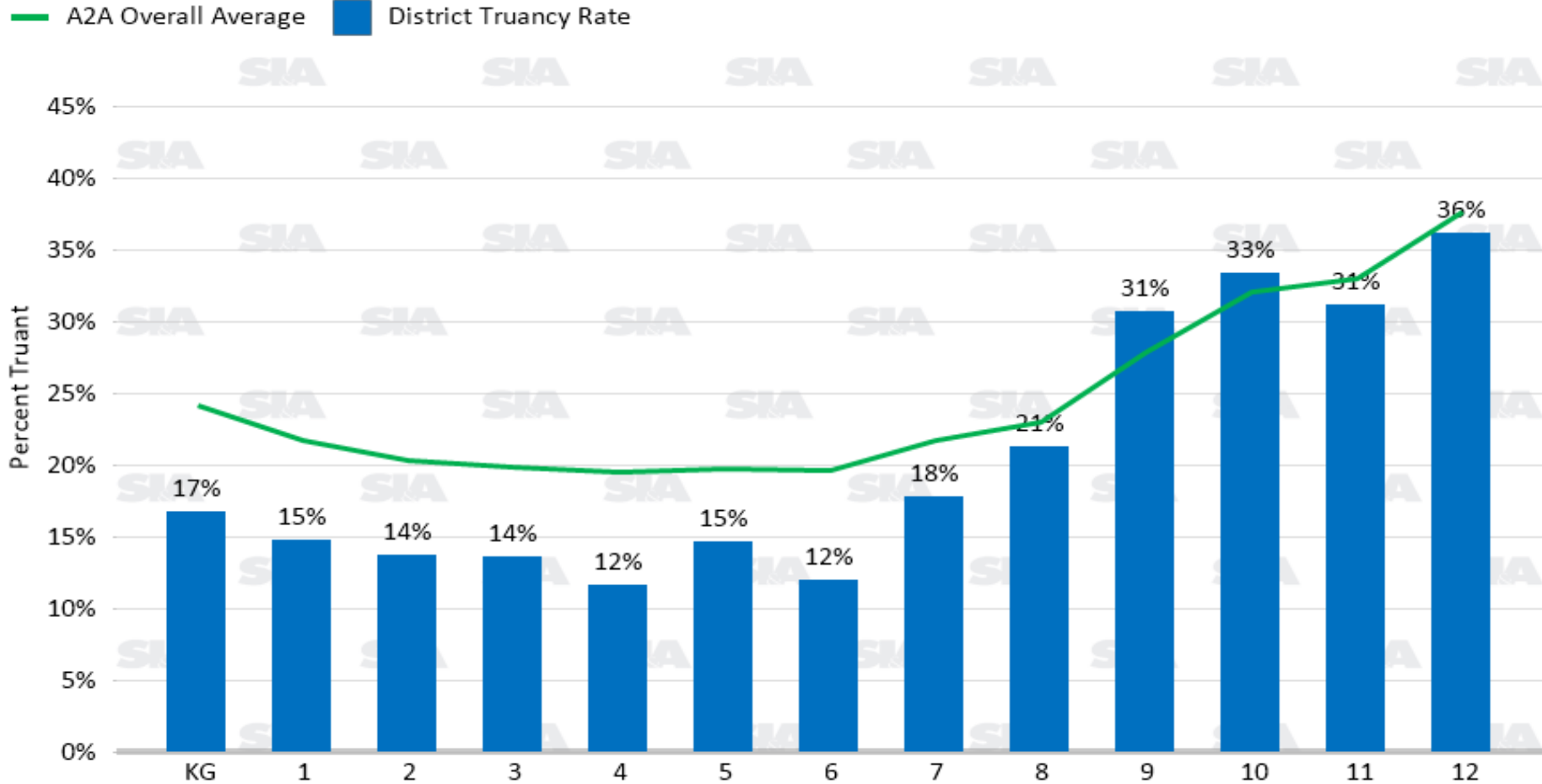- 11.19% (944) of your students have missed more than 6.0 days of school.

Data as of 3/9/2018

Grade and School Site Absence Summary

# 2017-18 District A2A Truancy Rates vs. A2A Average, YTD

The lower, the better.

Legend: A2A Overall Average — District Truancy Rate

Chart — Percent Truant by grade:
- KG: 17%
- 1: 15%
- 2: 14%
- 3: 14%
- 4: 12%
- 5: 15%
- 6: 12%
- 7: 18%
- 8: 21%
- 9: 31%
- 10: 33%
- 11: 31%
- 12: 36%

A2A Truant - A student who has accumulated the equivalent of three or more full days of unexcused absences.

Data as of 3/9/2018

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A2A Truancy Rates by School Site

The lower, the better.
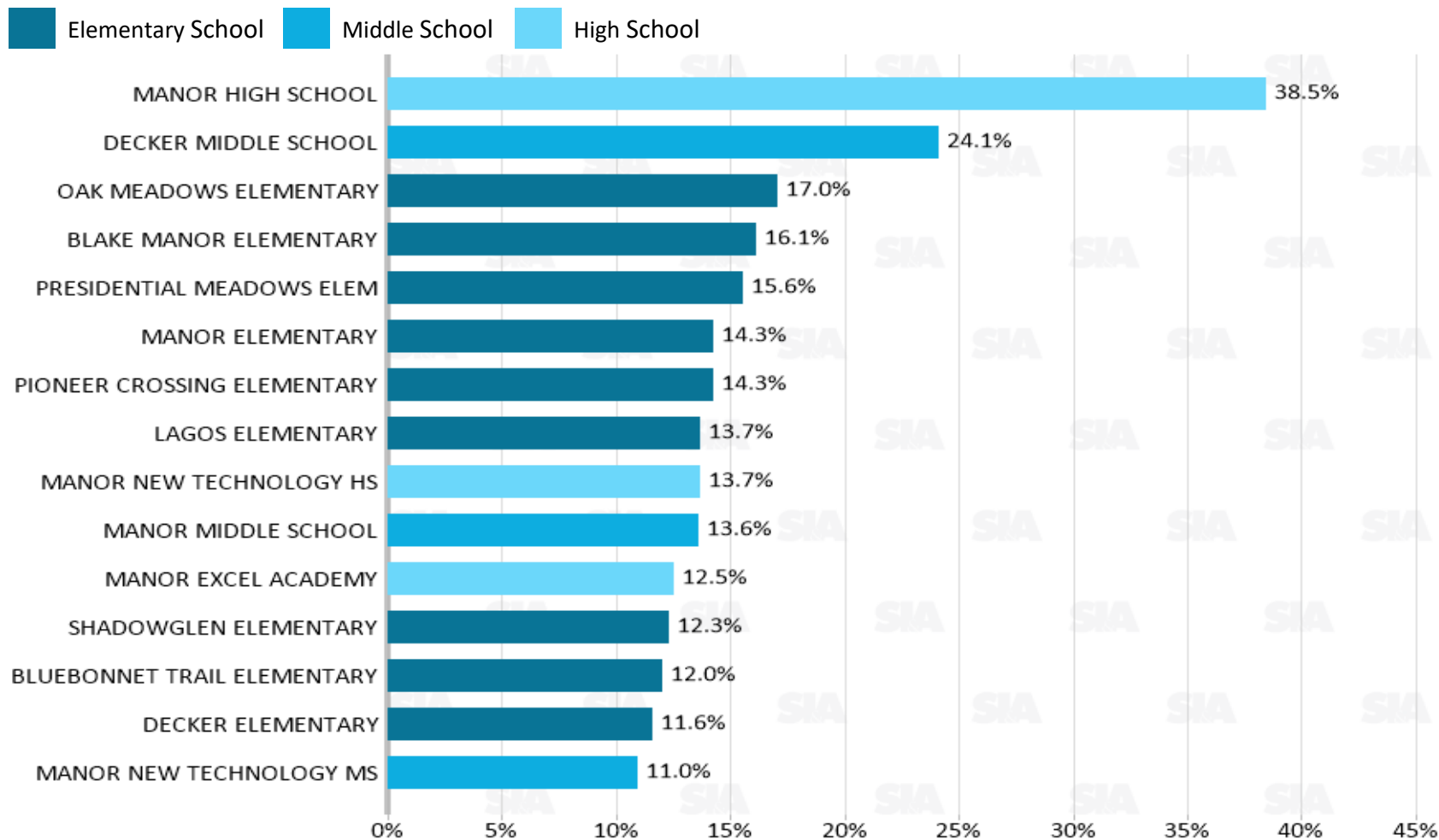
Data as of 3/9/2018

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Thank You

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