



Attendance Awareness Campaign 2024: PARTICIPANT Survey

PARTICIPATION

1. Please select the best description of your primary field of work.

- ☐ Community School Coordinator or Leader
- ☐ Expanded Learning/summer programming
- ☐ Early Childhood Education
- ☐ Health
- ☐ K-12 Education
- ☐ Social work/counseling/behavioral health
- ☐ Family Engagement
- ☐ Youth Engagement
- ☐ Education policy
- ☐ Education advocacy
- ☐ Other (please specify)

2. At what level do you work? (Check all that apply.)

- ☐ Local
- ☐ State
- ☐ Federal
- ☐ All levels

3. What is the city and state where you are located?

City

State

Please tell us how you heard about the Attendance Awareness Campaign (AAC).

4. If you heard about the campaign from Attendance Works, please select the media channel.
(choose one)

- ☐ Attendance Works website
- ☐ Attendance Works X (Twitter)
- ☐ Attendance Works Facebook page
- ☐ Attendance Works Instagram
- ☐ Attendance Works LinkedIn
- ☐ Emailed newsletter
- ☐ Other (please specify)

5. If you heard about the Attendance Awareness Campaign from another source, select one from the list below.

- ☐ Campaign for Grade-Level Reading
- ☐ Everyone Graduates Center
- ☐ FutureEd
- ☐ Healthy Schools Campaign
- ☐ Institute for Educational Leadership
- ☐ MENTOR
- ☐ National League of Cities
- ☐ United Way Worldwide
- ☐ Colleague sent me information
- ☐ Local school district sent me information
- ☐ Received information through another local listserv
- ☐ My organization is an affiliate of a national partner of the Attendance Awareness Campaign; we were encouraged by the national office to get involved
- ☐ Social media post NOT created by Attendance Works
- ☐ My own internet search
- ☐ Other (please specify)

6. Did your state, district, school, organization, or community recognize or participate in the Attendance Awareness Campaign 2024?

- ☐ Yes
- ☐ No
- ☐ Don't know

7. If not, tell us why you did not participate (*optional*)



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AAC RESOURCES

8. Which tools or resources were helpful to you? (Select all that apply)

	Not at all helpful	Slightly helpful	Somewhat helpful	Very helpful	Extremely helpful
Handouts about student health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ad Council survey & messaging toolkit: Back to the Classroom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Count Us In! toolkit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotional Materials - graphics (badges, infographics, banners)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media tools (images, sample Twitter posts, Facebook posts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Key Messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proclamations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Materials translated into languages other than English	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Webinars, recordings and discussion guides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expanded Metrics for Attendance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3 Tiers of Intervention with Foundational Supports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

9. How many AAC webinars would you prefer during the year?

- ☐ 2
- ☐ 3
- ☐ 4

10. Please rate the following statements: "This year's Attendance Awareness Campaign has helped us to..."

	Strongly agree	Agree	Disagree	Strongly disagree
develop and implement strategies for addressing health-related barriers to attendance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
better recognize the role of teachers, principals and superintendents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
recognize the importance of staying connected to students virtually as well as through in-person contact.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
improve knowledge about chronic absenteeism and its strong link to student holistic development and academic achievement, whether school is in person, remote or hybrid.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
better understand and acknowledge our own attendance challenges.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
identify activities and strategies for reducing chronic absence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
move away from punishment and towards expanding attention to prevention and early intervention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
recognize that improving attendance and addressing chronic absence is a year-round effort.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
use chronic absence data to identify where to invest in student and family supports.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
advocate for resources to help students learn from home if they cannot attend school in person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Please choose one. During the first month of the 2024-25 school year, did chronic absence:

- ☐ Decrease
- ☐ Increase
- ☐ Stay the same
- ☐ Don't know

12. Looking towards next year, what topics do you think are most critical to address in the Attendance Awareness Campaign 2025? (Please check your top 5 priorities.)

- ☐ Forming strategic community partnerships to address chronic absence
- ☐ Effectively using attendance data to drive action
- ☐ Improving messaging around the importance of chronic absence and its role in student development, well-being and achievement
- ☐ Moving away from punitive policies
- ☐ Ensuring we monitor chronic absence across remote and in-person learning
- ☐ Engaging families as partners in improving attendance and keeping students learning
- ☐ Engaging teachers, supporting principals and recognizing superintendents
- ☐ Addressing the disproportionate impact of chronic absence on students and families of color
- ☐ Using data to identify students or student groups that may need additional supports
- ☐ Addressing chronic absence in rural communities
- ☐ Addressing chronic absence among students with disabilities
- ☐ Ensuring attention to chronic absence in preschool
- ☐ Two generation approaches to reducing chronic absence
- ☐ Addressing physical health-related absences
- ☐ Addressing mental health-related absences
- ☐ Ensuring adequate funding for districts and schools to cover loss of federal relief funds
- ☐ Other (please specify)

13. If you would like to enter a raffle to win one of two gift cards (each valued at \$75), please provide your name and email address.

Name	<div></div>
Organization	<div></div>
Address	<div></div>
Address 2	<div></div>
City/Town	<div></div>
State/Province	<div>-- select state --</div>
ZIP/Postal Code	<div></div>
Email Address	<div></div>
Phone Number	<div></div>

14. I would like to receive email updates from Attendance Works.

☐ Yes

☐ No

Thank you for your participation in this survey!