

Beat the Average Campaign

Beat the Average

Like its name implies, this data-driven Campaign shows how a student compares to their peers in order to change attendance habits. The letters give parents information to correct misbeliefs about their child's absences. Parents commonly believe that the number of their child's absences are:

- Less than what they actually are, and
- Similar to that of their classmates.

According to research conducted at the Harvard Student Social Support R&D Lab, by correcting these misbeliefs, attendance improves “when you give parents useful information, they act on it...especially when information corrects false beliefs.”

Deliverables

With an easy-to-read graph, this initiative provides parents with a snapshot of their child's accumulated absences, and shows how the number of absences compares to that of their classmates. The goal is to make parents aware of absences and to encourage students to “beat the average” so they are not missing more school days than their classmates are.



Absences add up fast.

Give parents information to compare and correct misbeliefs about their child's absences.



FIRST HALF & SECOND HALF OF THE YEAR — SI&A will:

- Identify students who have missed between 7.5% and 15% of instructional days and have missed at least one day over the average days missed of students in the same grade across the district
- For each of these students, design and mail a positive, encouraging letter from the superintendent or principal
 - Letters will include a comparative graph identifying student's cumulative absences along with average absences of students in the same grade
 - Branded with the district's logo
 - Provided in English and Spanish

Get your parents in the know!

To get started, call 877.954.4357 or helpdesk@sia-us.com