



ALAS 2018

**Obstacles and
Opportunities:
Challenge the Process**



The Achievement Initiative

JOIN THE MOVEMENT

Welcome



Brian Chandler

Child Welfare and Attendance
Ceres Unified School District



Erica Peterson

National Education Manager
School Innovations & Achievement



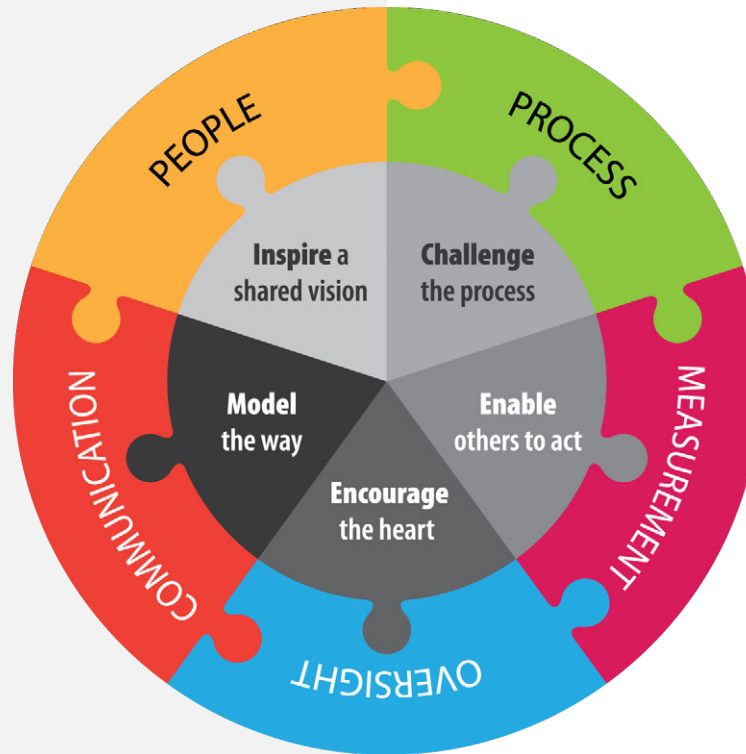
Fernando Acevedo

Regional Account Manager
School Innovations & Achievement

The Achievement Initiative

How our program works: It's all designed around 2 skills

LEADERSHIP MANAGEMENT



The Five Practices of Exemplary Leadership

1. **Inspire** a shared vision
2. **Challenge** the process
3. **Enable** others to act
4. **Encourage** the heart
5. **Model** the way

5 Principles for Continuous Improvement

1. People
2. Process
3. Measurement
4. Oversight
5. Communication

What's great is when a manager engages in these behaviors the following occurs

They are:

More effective in meeting job-related demands

More successful in representing their units to upper management

More likely to create higher-performing teams

They also....

**Foster loyalty
and
commitment**

**Increase
motivational
levels and
willingness to
work hard**

**Reduce
absenteeism and
turnover**

**Possess high
degrees of
personal
credibility**

5 Leadership Practices

1

Inspiring a
Shared Vision



2

Modeling
the Way



3

Challenging
the Process



4

Enabling
Others



5

Encouraging
the Heart



1. Inspire a shared vision

- Leaders passionately believe they can make a difference.
- They **envision the future**, creating an ideal and unique image of what the organization can become.
- Through their magnetism and quiet persuasion, leaders **enlist others** in their dreams.
- They breathe life into their visions and get people to see exciting possibilities for the future.

ACCELERATING OUR FUTURE...

“Creative tension comes from seeing clearly where we want to be, our ‘vision,’ and telling the truth about where we are, our ‘current reality.’ The gap between the two generates a natural tension. Creative tension cannot be generated from current reality alone. All the analysis in the world will never generate a vision. Many who are qualified to lead fail to do so because they try to substitute analysis for vision. What they never grasp is that the natural energy for changing reality comes from holding a picture of what might be that is more important to people than what is.”

-Pete M. Senge,
MIT Sloan School of Management

1. Inspire a shared vision

PEOPLE · COMMUNICATION

Our program is designed to create a culture of achievement
starting with creating a culture of showing up.

Leadership is the capacity to translate vision into reality.

—Warren Bennis

2. Challenge the process

- Leaders look for opportunities to change the status quo.
- They look for innovative ways to improve the organization.
- In doing so, they **experiment and take risks.**
- And because leaders know that risk taking involves mistakes and failures they accept the inevitable disappointments as learning opportunities.

Yes. I am suggesting change

- The #1 reaction to change is **resistance**
- Most people prefer the status quo
 - It's familiar
 - It's not scary
 - They know "They can do it"
- Here's the problem
 - Creativity is stifled along with innovation
 - No significant improvements can be had

***“The best time to plant a tree was 20 years ago.
The second best time is now.”***

Chinese Proverb

- To keep up you have to change.
- Some questions:
 - Where would you be if you had started **last week**?
 - Where would you be if you had started **last month**?
 - Where would you be if you had started **last year**?
 - Where would you be if you had started **5 years ago**?
- It's never convenient, there will never be 100% consensus, there will always be naysayers and you can't wait for perfect.
- Change, like it or not, is an imperative for growth.



2. Challenge the process

PROCESS · MEASUREMENT · OVERSIGHT

We're disrupting how districts typically approach achievement.

We have a proven, innovative solution to improve student attendance. We built a process into our program with the rigor, service and vigilance to execute with the same focus in year three as we have on day one.

Effective leadership is putting first things first. Effective management is discipline, carrying it out.

—Stephen Covey

3. Enable others to act

- Leaders **foster collaboration** and build spirited teams.
- They actively involve others.
- Leaders understand that mutual respect is what sustains extraordinary efforts; they strive to create an atmosphere of trust and dignity.
- They **strengthen others**, making each person feel capable and powerful.

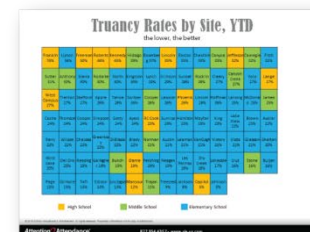
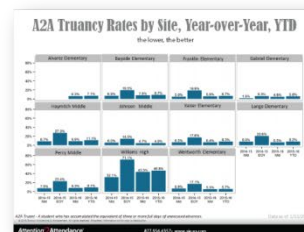
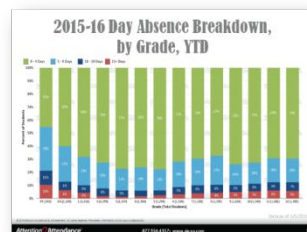
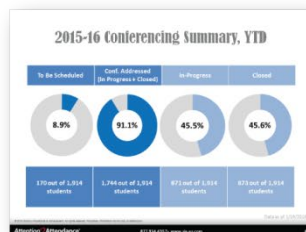
Research indicates that employees have three prime needs: Interesting work, recognition for doing a good job, and being let in on things that are going on. —Zig Ziglar

The Achievement Initiative incorporates all three!

3. Enable others to act

PEOPLE · PROCESS · MEASUREMENT · OVERSIGHT · COMMUNICATION

We pay attention to people and believe that your data tells a story that should inspire action. Data reporting and comparative analysis are built into our service model, providing your team with the tools and confidence to make a difference.



4. Encourage the heart

- Accomplishing extraordinary things in organizations is hard work.
- To keep hope and determination alive, leaders **recognize contributions** that individuals make.
- In every winning team, the members need to share in the rewards of their efforts, so leaders **celebrate accomplishments**. They make people feel like heroes.

4. Encourage the heart

PEOPLE · COMMUNICATION

Recognition Program

We feel inspired by the results achieved through our program and are proud to acknowledge the accomplishments of our district partners and their success.

- Board ceremony presentation
- Award plaques and certificates provided



People work for money but go the extra mile for recognition, praise and rewards.

—Dale Carnegie

5. Model the way

- Leaders establish principles concerning the way people (constituents, colleagues, and customers alike) should be treated and the way goals should be pursued.
- They create standards of excellence and then **set an example** for others to follow.
- Because the prospect of complex change can overwhelm people and stifle action, they set interim goals so that people can **achieve small wins** as they work toward larger objectives.
- They unravel bureaucracy when it impedes action; they put up signposts when people are unsure of where to go or how to get there; and they create opportunities for victory.

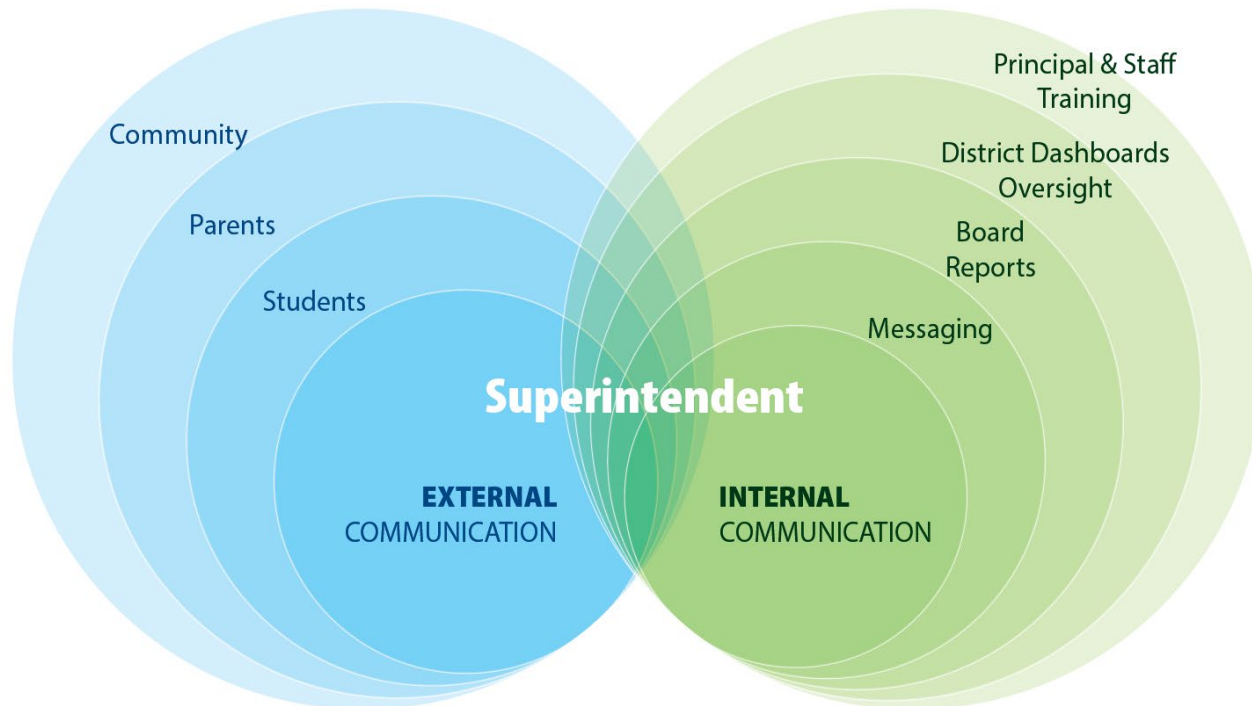
A genuine leader is not a searcher for consensus but a molder of consensus.

—Martin Luther King, Jr.

5. Model the way

PROCESS · MEASUREMENT · OVERSIGHT

We push your one clear message out to students, parents, community and district staff, starting the chain reaction that shifts your entire organization's priority toward your objectives.



So...

When you combine

**5 Principles of
Continuous
Improvement**

(which is quality management)



**5 Exemplary
Leadership
Practices**

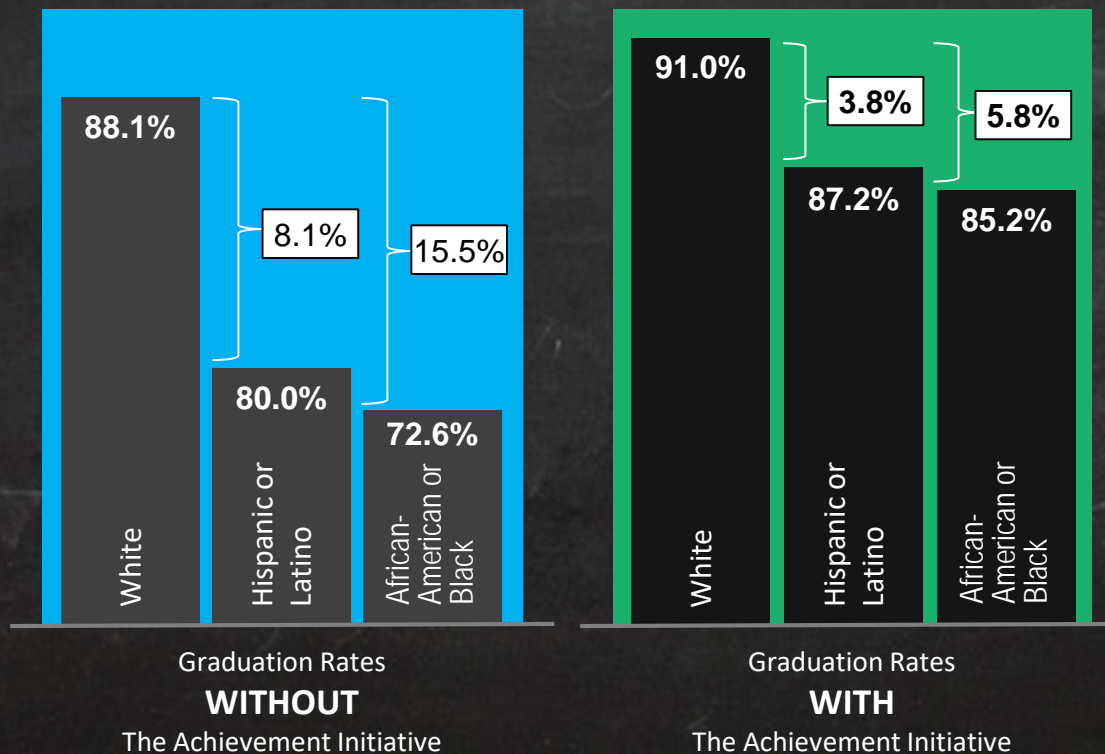
What Happens?

Achieve the extraordinary

We are **closing the gap** in graduation rates

Compare California and The Achievement Initiative averages

Independently verified data from 21 diverse school districts over 7 consecutive years



Student Outcome Analysis

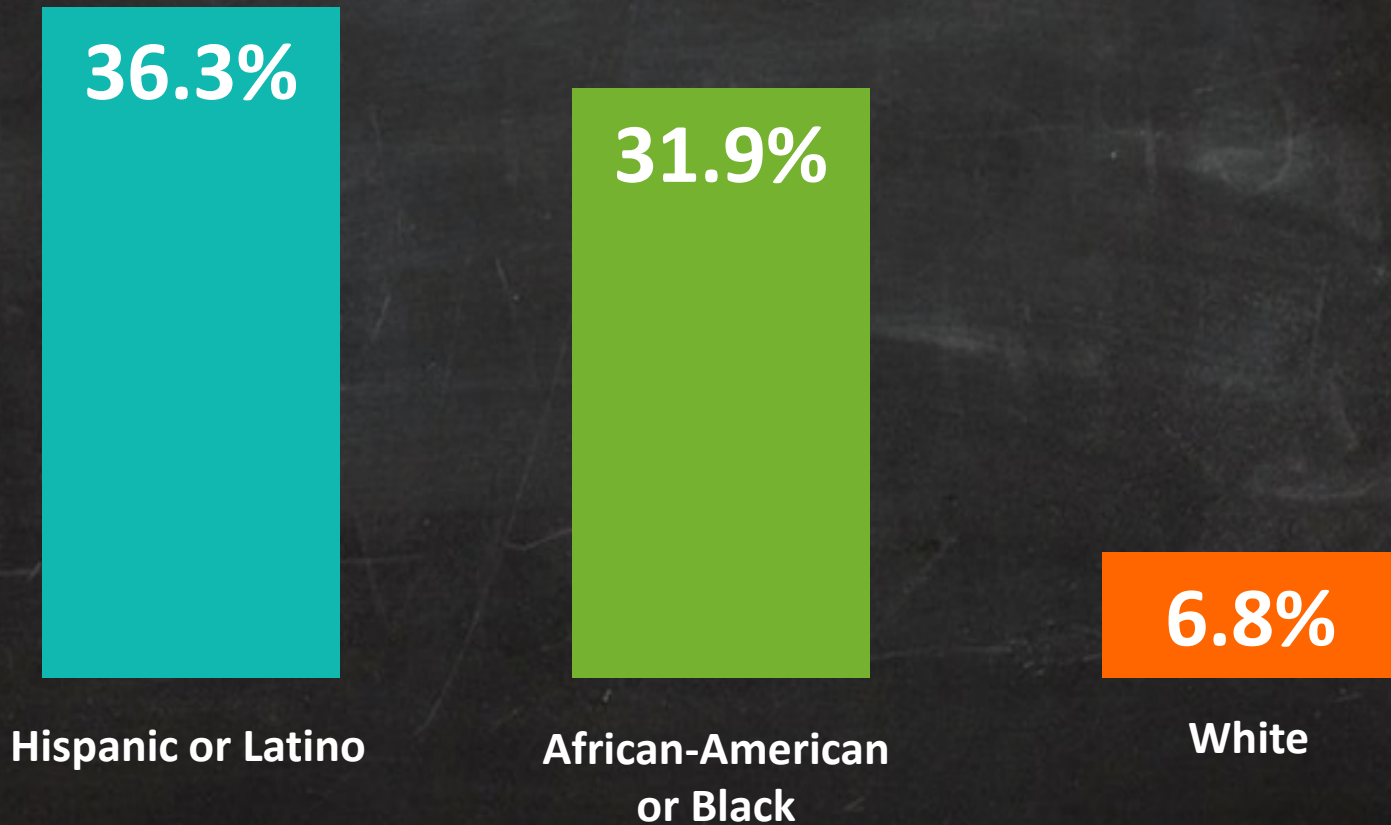
of the effectiveness of The Achievement Initiative
conducted by the **Attendance Institute**

Analysis contains more than 700,000 students
within 72 diverse districts

- Graduation rates comprised of 21 district covering seven consecutive years
- Three-year data analysis consists of 31 school districts

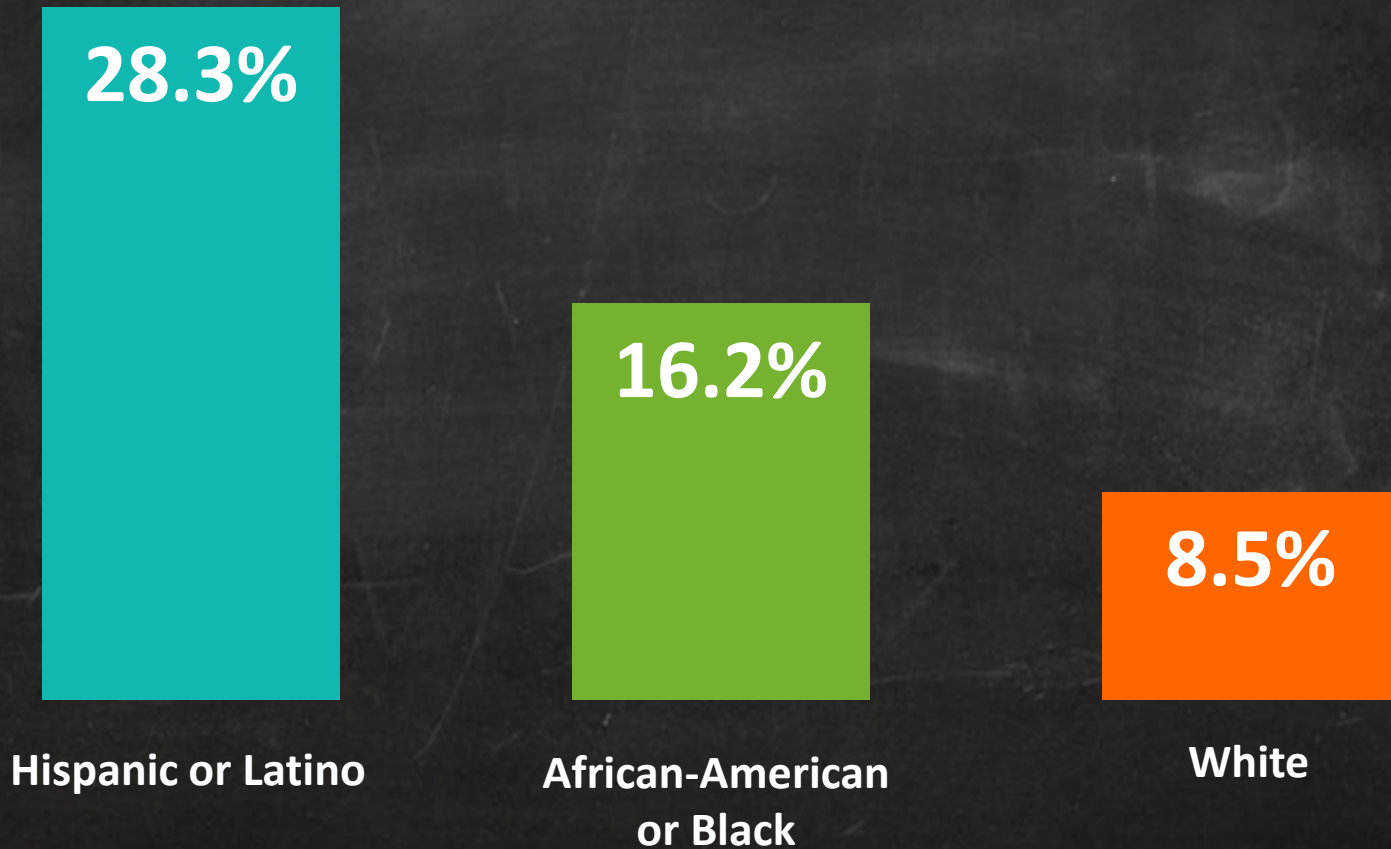
K-5 Truancy

The higher, the better.



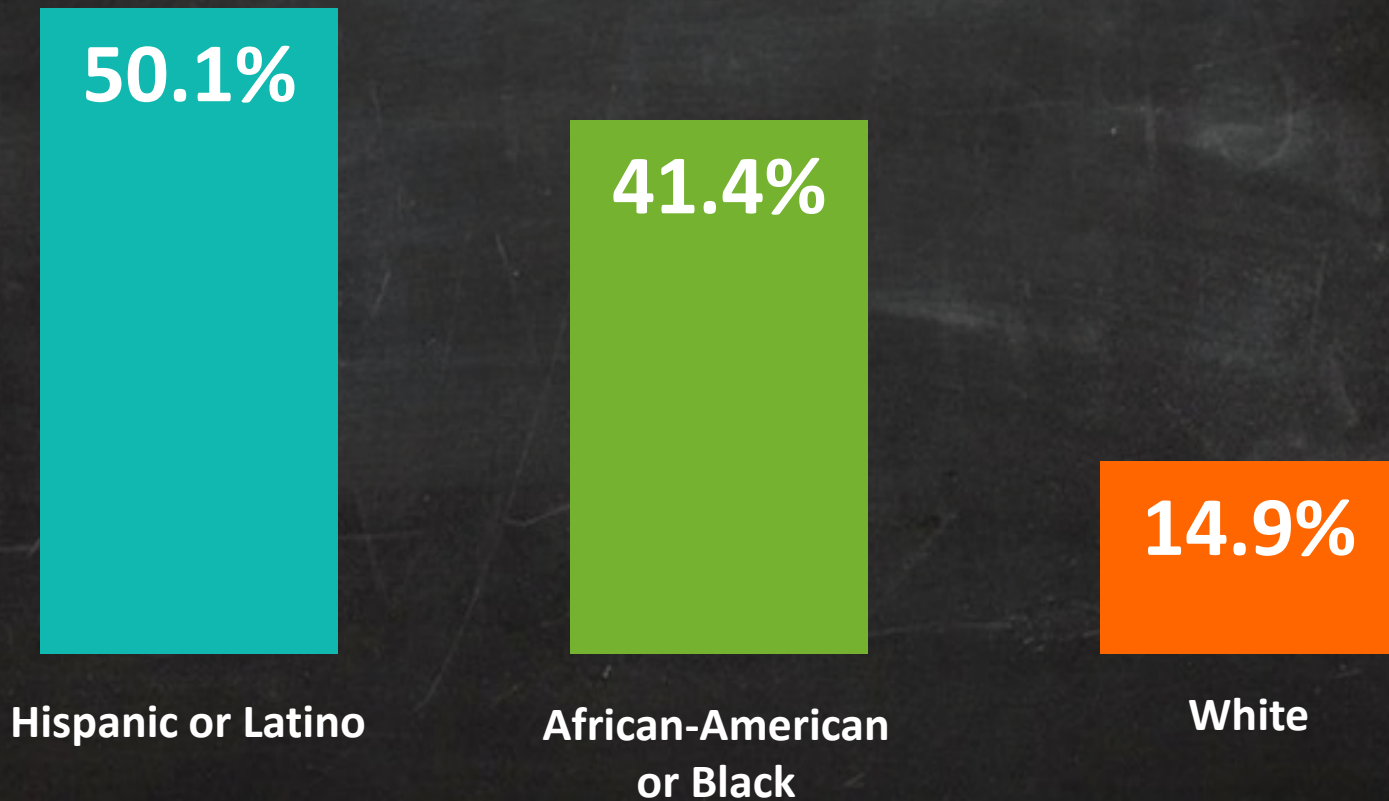
K-5 Chronic Absence

The higher, the better.



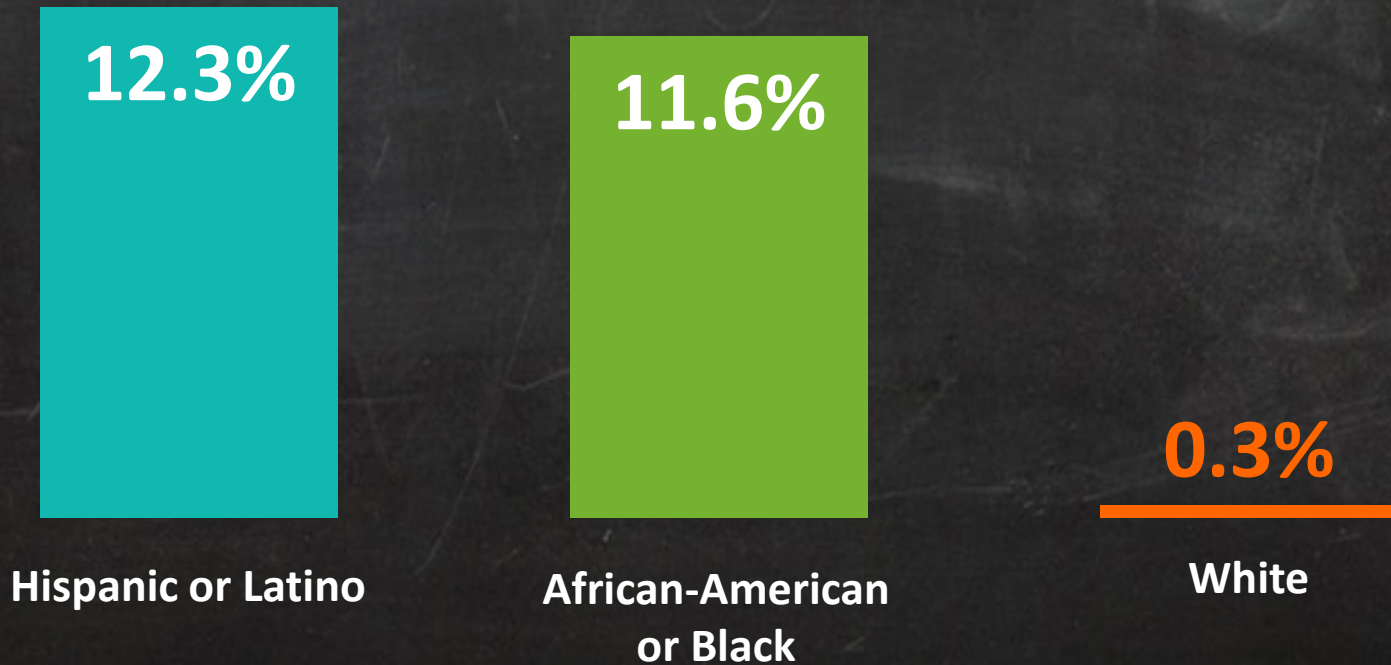
6-8 Truancy

The higher, the better.



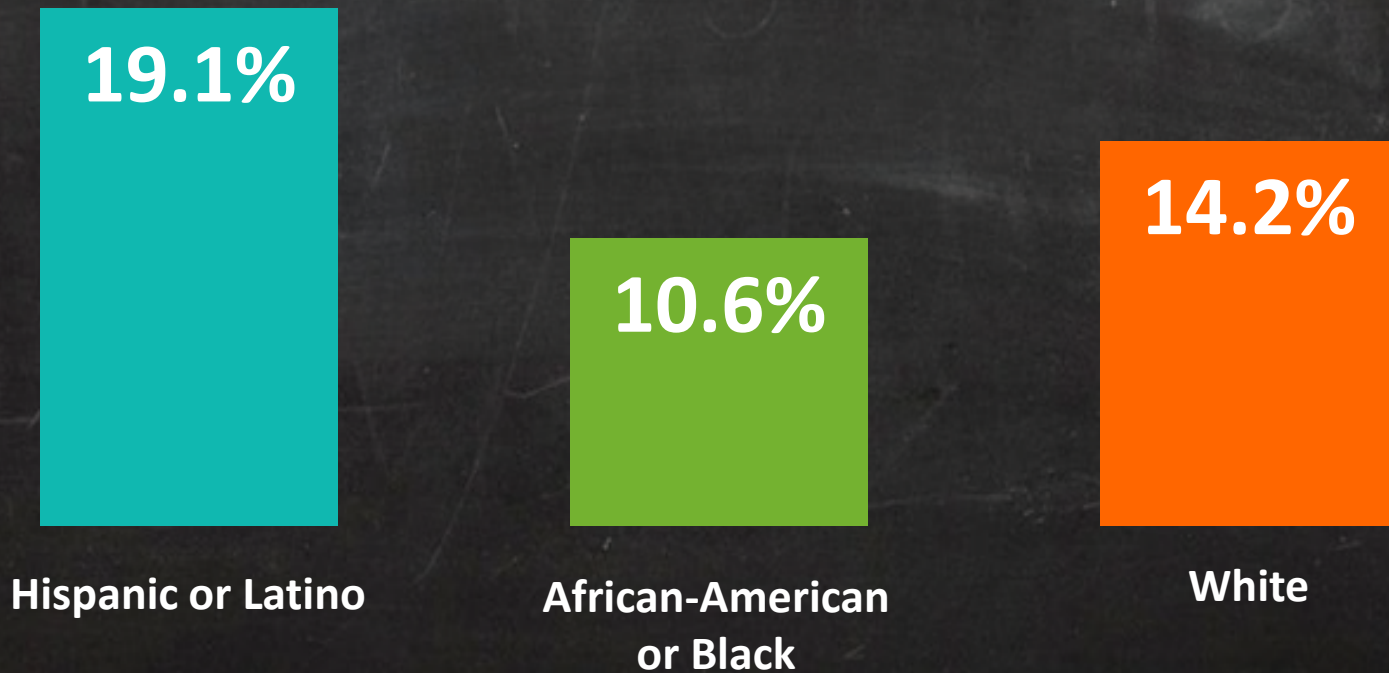
6-8 Excessive Excused Absence

The higher, the better.



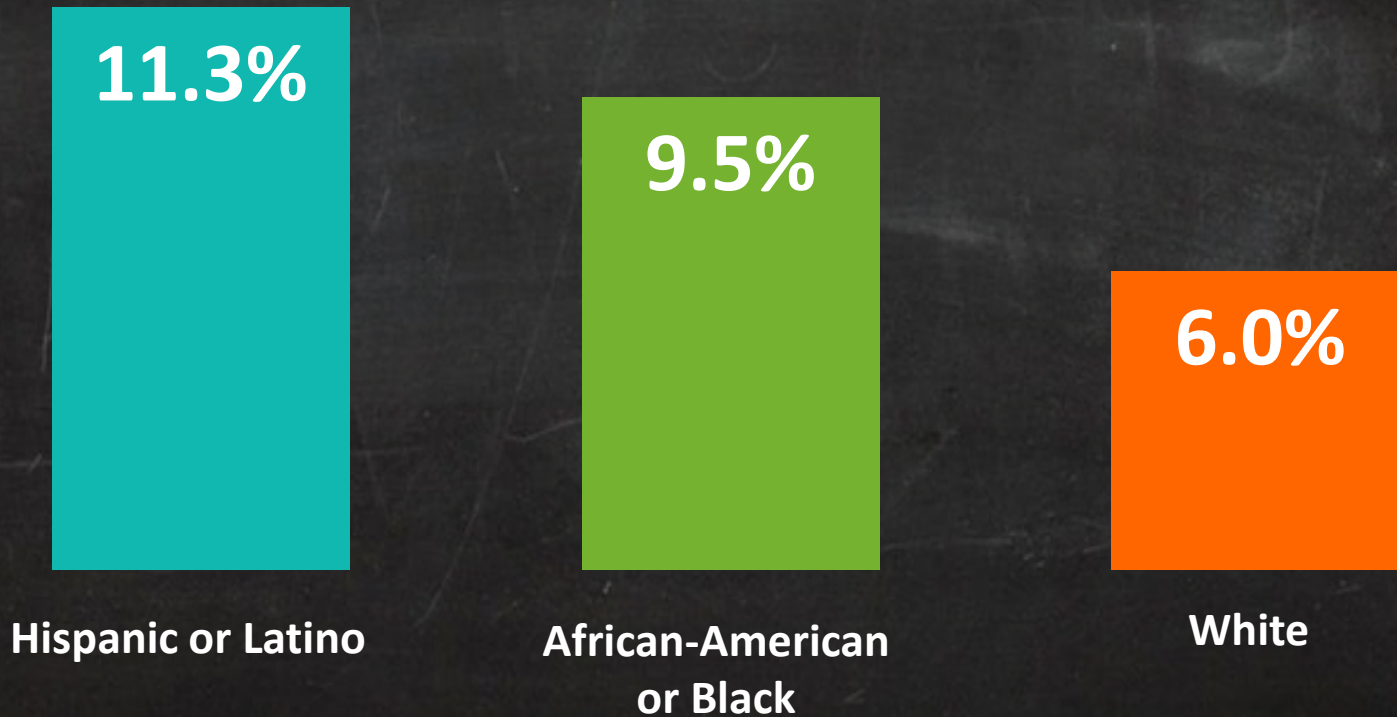
6-8 Chronic Absence

The higher, the better.



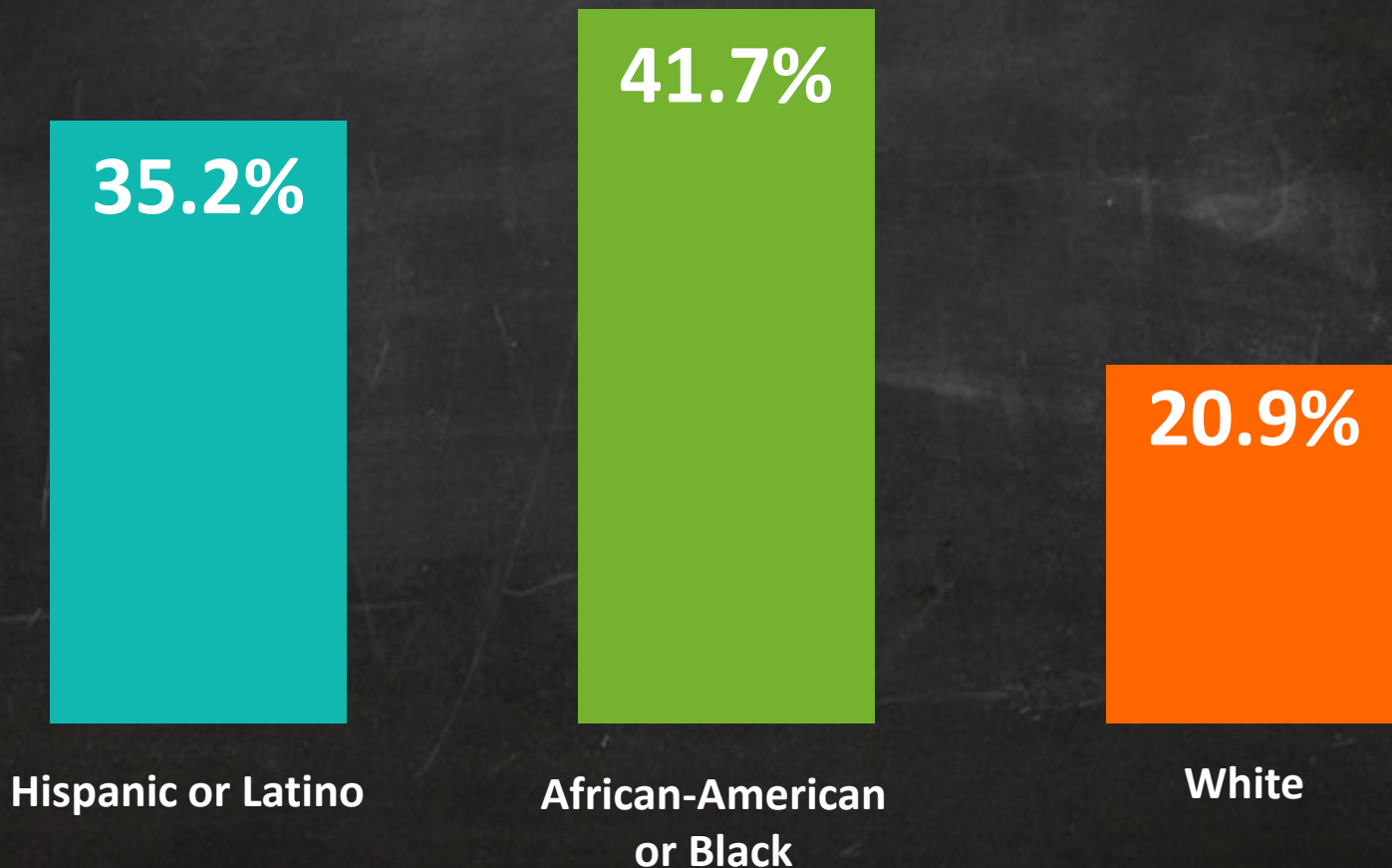
9-12 Truancy

The higher, the better.



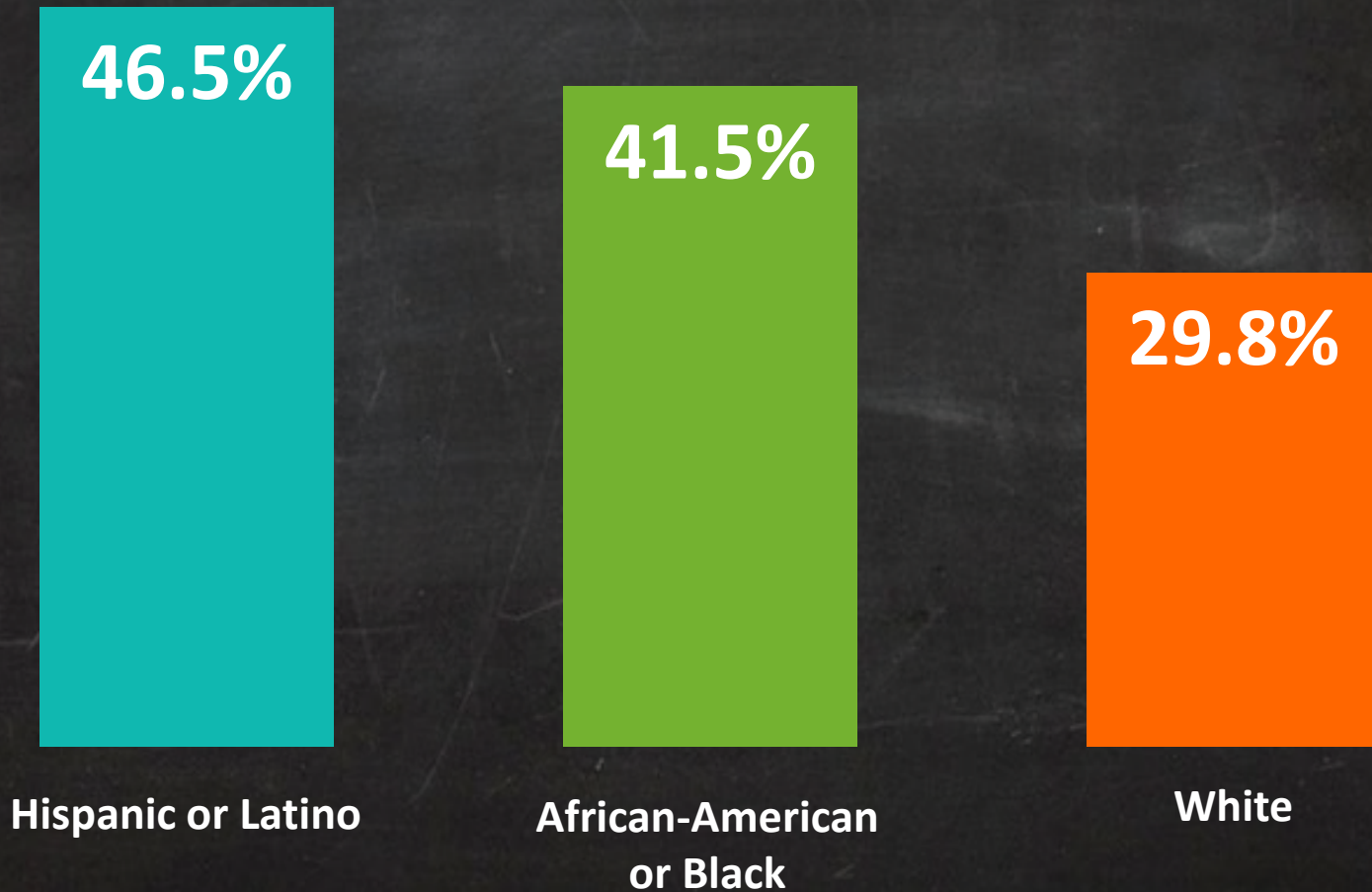
9-12 Excessive Excused Absence

The higher, the better.



9-12 Chronic Absence

The higher, the better.





Our Foundation Program

We are the experts in implementing **consistent processes & software across all schools**

Attention2Attendance (A2A) is designed to:

- Establish “showing up” as an imperative for all students
- Increase learning time
- Improve school site and parent relationships
- Increase parent engagement and communication
- Remove administrative burden
- Enhance school culture





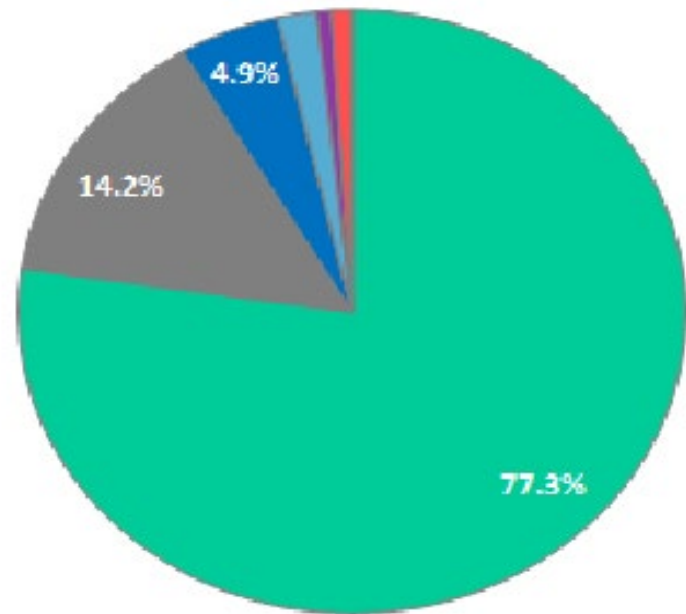
Committed to Excellence, Responsive to Every Student

Brian Chandler
Child Welfare and Attendance
Ceres Unified School District

Ceres Unified School District

- Located in Stanislaus County, California
- Majority high needs population
- 22 schools
- 28.1% English Learners
- 87.3% Low Income
- 14,190 Enrollment

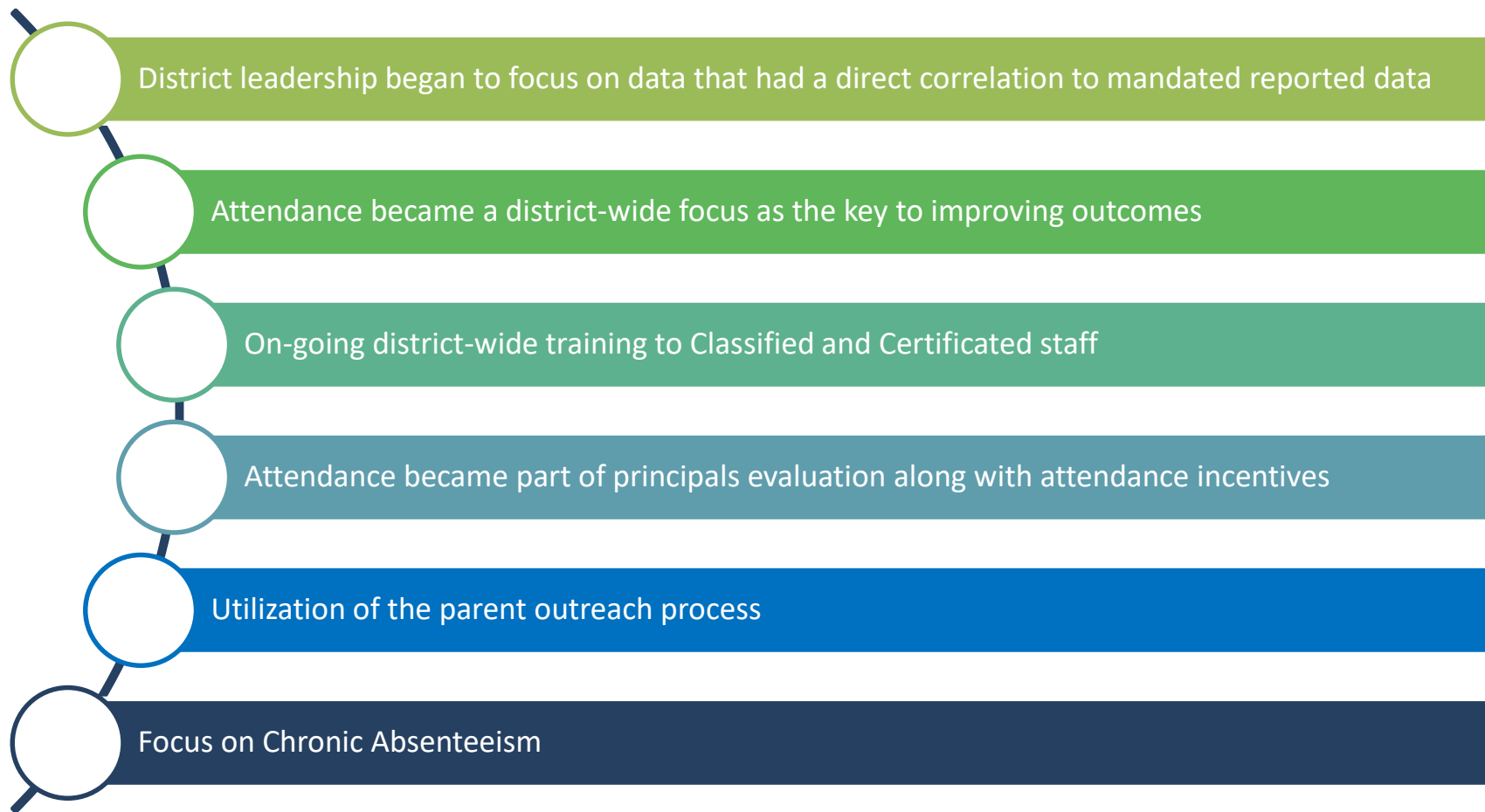
- African-American
- 4.9% Asian
- Pacific Islander
- 77.3% Hispanic or Latino
- 14.2% White
- Other



Where we started in 2016

- District-wide attendance rate was 95%
- District truancy rate was 66.7%
- Attendance was not a priority
- Lack of student attendance data
- Too many hands in reporting student attendance data
- Inconsistent parent outreach process, no structure
- Lack of personnel and resources

What Changed?



What We Did

Partnered with SI&A to implement Attention2Attendance, collect data and to configure it to meet our specific needs

Brought all schools together in a consistent uniform process

- Helped parents and students see that ***achievement and success are linked to attendance—it can't happen without*** being present, at school, ready to learn ... ***showing up***

Ultimate goal:

- ***Strengthen*** the connection between schools and families
- ***Increase*** parent communication
- ***Regain*** learning time
- ***Improve*** student outcomes

What We Did



Partnered with SI&A to implement Attention2Attendance, collect data and to configure it to meet our specific needs

Brought all schools together in a consistent uniform process

- Helped parents and students see that ***achievement and success are linked to attendance—it can't happen without*** being present, at school, ready to learn ... ***showing up***

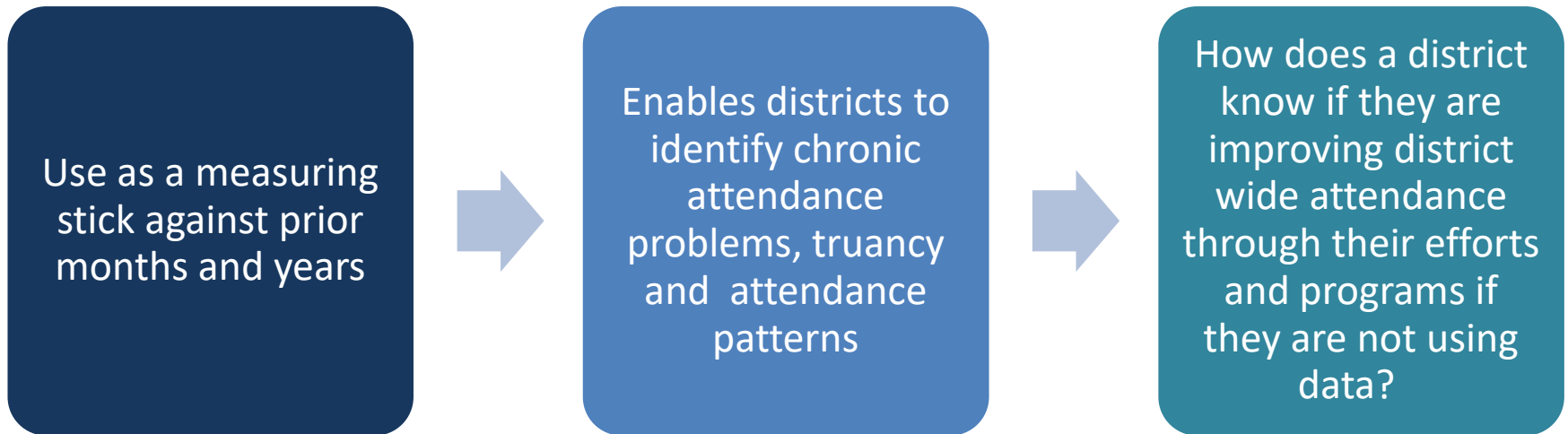
Ultimate goal:

- ***Strengthen*** the connection between schools and families
- ***Increase*** parent communication
- ***Regain*** learning time
- ***Improve*** student outcomes

Use Data to Inform Action

Improve Outcomes

- Poor attendance doesn't have to be a guessing game
- Districts that make a significant change in attendance do so because they use and understand the attendance data and apply it through their process



Increased Parent Communication & Engagement

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

27,222 parent communication pieces in 2017/18

972 average letters per run (or weekly): 28 total letter runs to date

6,445 First Truancy Notification Letters

3,274 Second Truancy Notification Letters

1,412 Third Truancy Notification Letters

4,519 Excessive Excused Absence I Letters

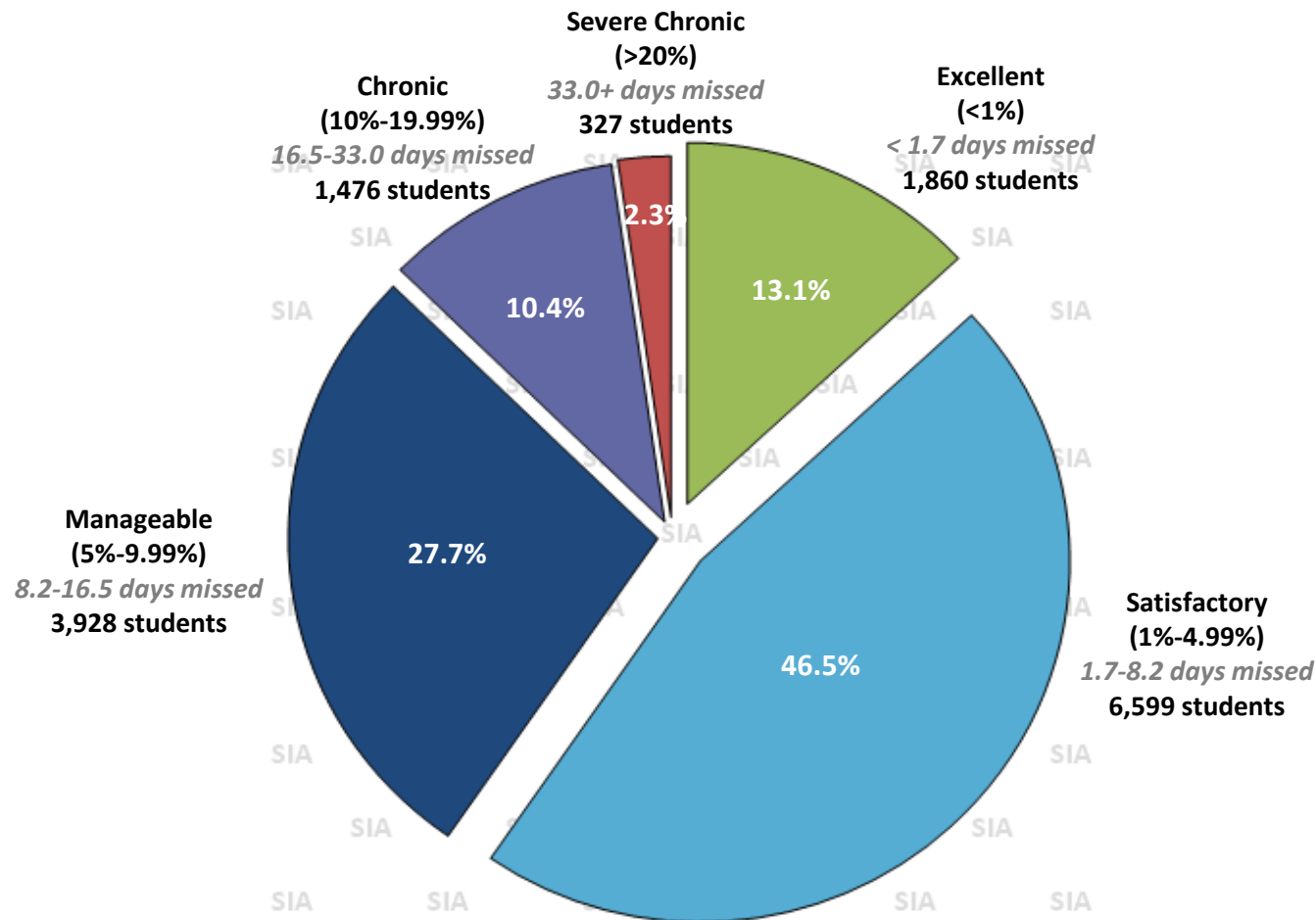
1,920 Excessive Excused Absence II Letters

7,809 Email Notifications

1,843 Conference Notifications



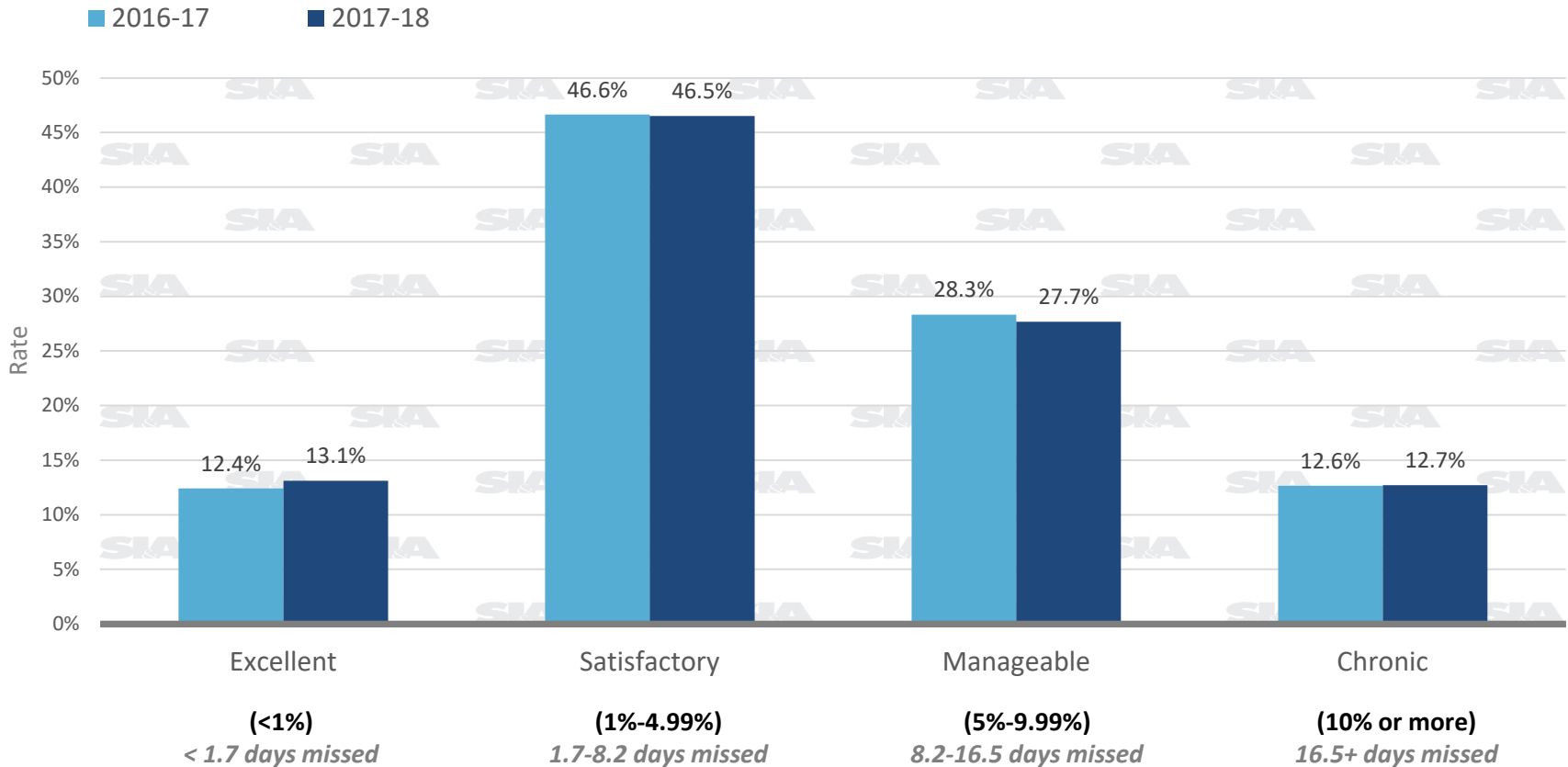
2017-18 Total Absence Summary



- 59.61% (8,459) of your students fall in the Excellent and Satisfactory groups.
- 40.39% (5,731) of your students have missed more than 8.2 days of school.

Data as of 6/1/2018

Total Absence Summary, Year-over-Year

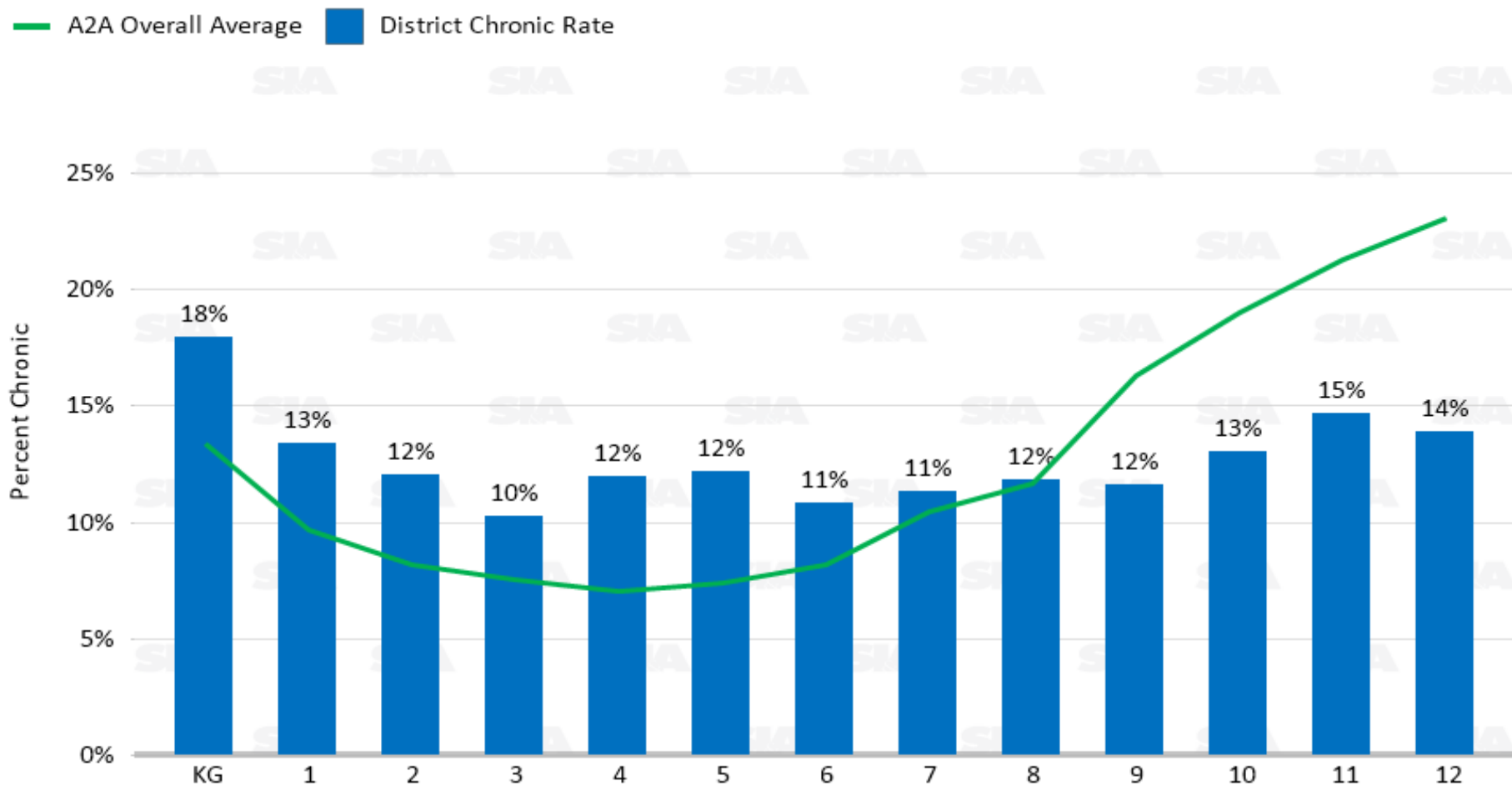


- The goal is to **increase** the number of students in the **Excellent** and **Satisfactory** categories and **decrease** the number of students in the **Manageable** and **Chronic** categories. There are **things we can do to continue** improving these results so we don't plateau.

Data as of 6/1/2018

2017-18 District Chronic Rate vs. A2A Average

The lower, the better.



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

Data as of 6/1/2018

© 2018 School Innovations & Achievement. Proprietary information not for copy or distribution.



Ceres Unified School District

Friday at 5:22 PM · 🌐

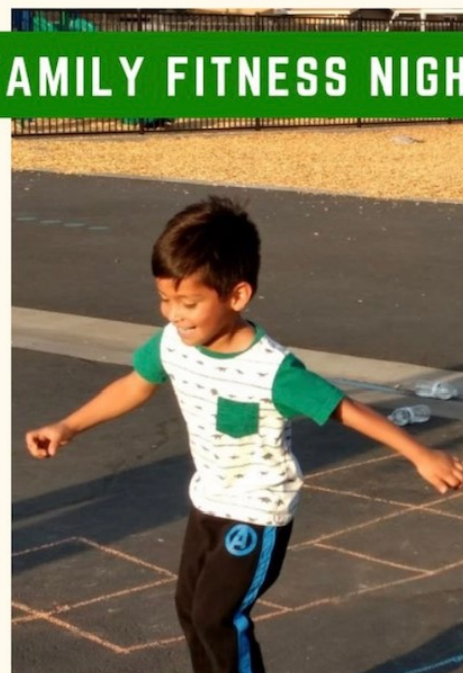


Se
Wa
m
ou
❤️
ch
tir
#C

Family Fitness Night at Caswell Elementary promised fun, fitness and prizes ... and it delivered! There were games, dancing, healthy snacks, wellness resources, raffles, and a visit from Whiskers the Cougar. Principal Navarro hit the court to shoot hoops with students and Assistant Principal Gil demonstrated some sweet soccer skill! 🏀 ⚽ 🦊 🍊 🍏 😺 #CougarsCan #OurCeresCommunity #CeresLearns



FAMILY FITNESS NIGHT





SEPTEMBER IS ATTENDANCE AWARENESS MONTH





Creating a culture of achievement starting with creating a culture of showing up.

Thank you!

Erica Peterson
ericap@sia-us.com