

108<sup>TH</sup> ANNUAL IATDP CONFERENCE 2018

# The Achievement Initiative



**Proven strategies to support student achievement and build districtwide trauma-informed care.**

# Welcome

**John Hernandez**

Director of Student Services, East Central ISD

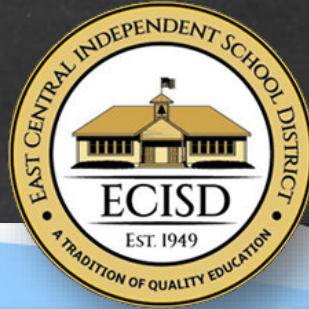
**Erica Rouse**

National Sales Manager, School Innovations & Achievement



**We are proud to have one of our district partners  
discuss how A2A is supporting their programs  
& how share how they apply the same  
five plus 1 principles  
that we have integrated in what we're doing...**



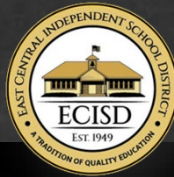


# HOW TO HELP YOUR CHILD SUCCEED



**John Hernandez**  
Director of Student Services  
East Central ISD





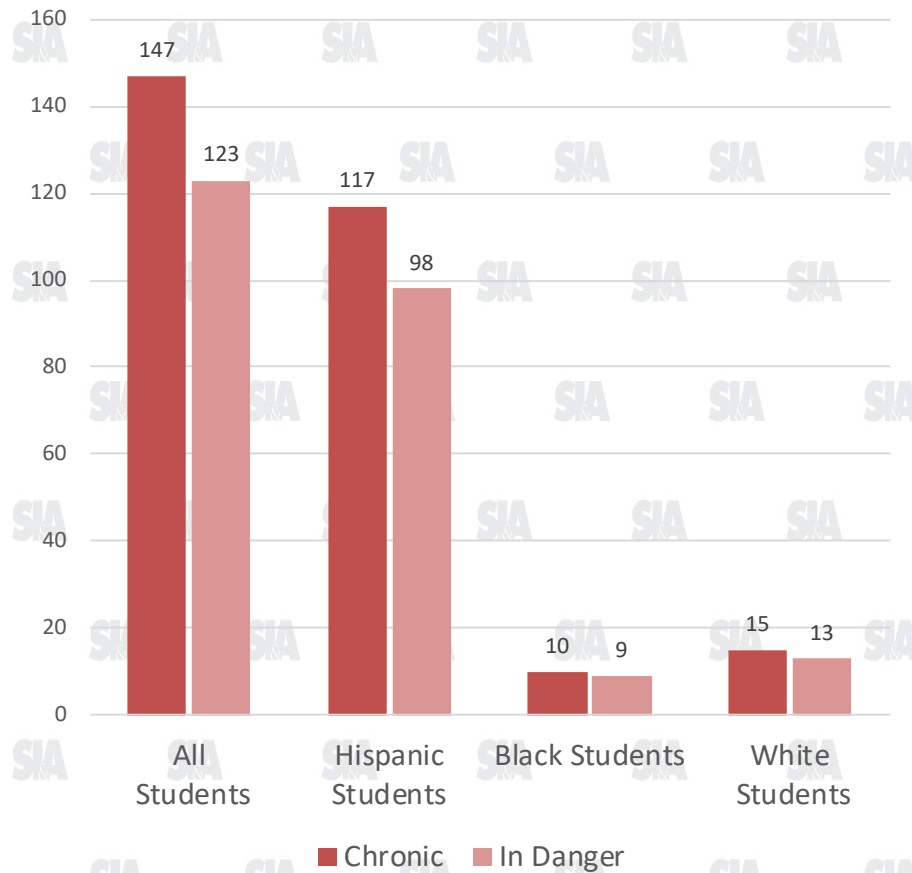
## The Use of Student Attendance to Build Districtwide Trauma-Informed Care

National Dropout Prevention Center Webcast: August 14, 2018

<http://dropoutprevention.org/webcast/student-attendance-build-districtwide-trauma-informed-care/>

# Early Years: Creating a Culture Around Attendance

KG & 1st Grade Students



Hispanic includes Latino(a). Black includes African American.

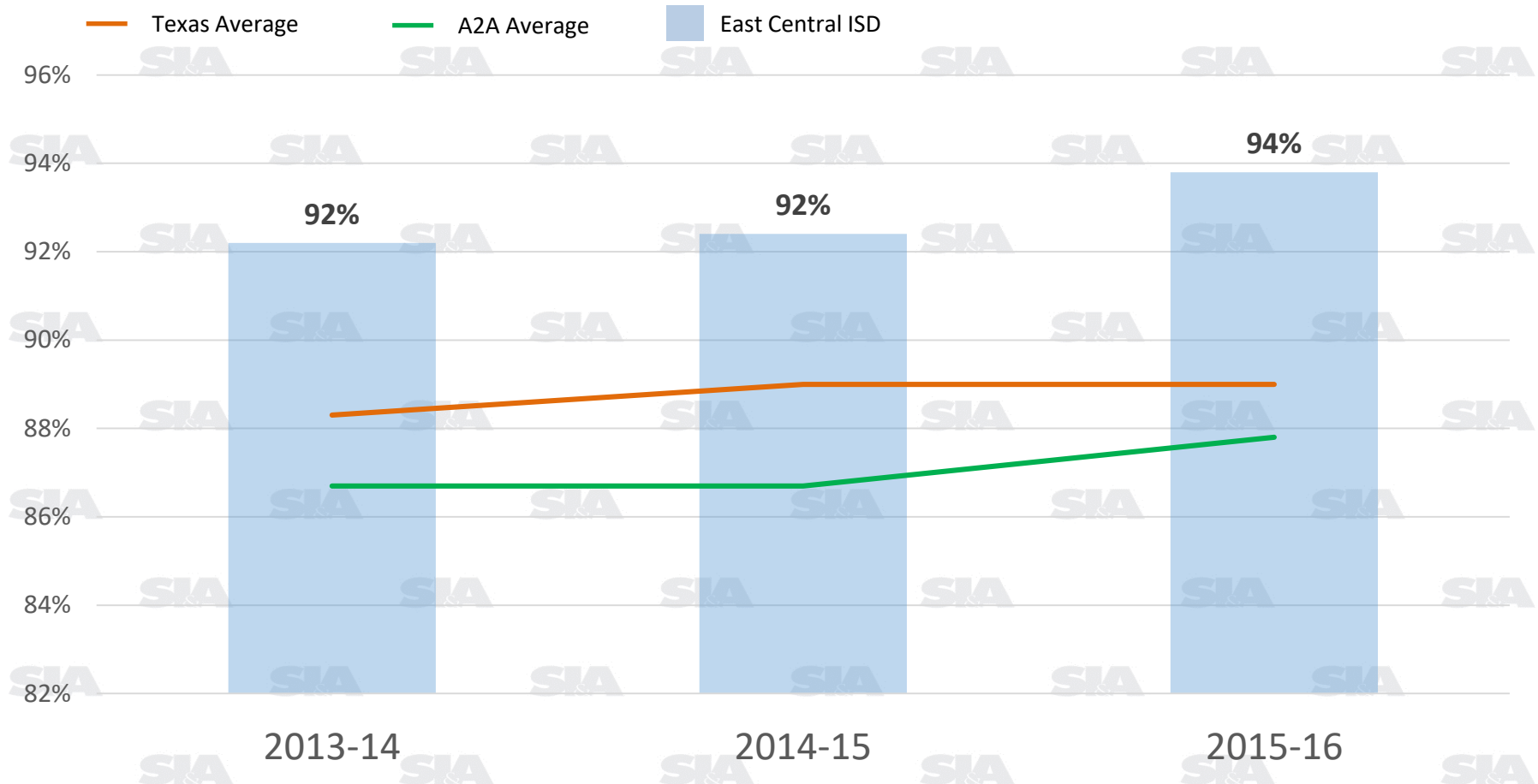
***FACT: 83% of students who are chronically absent in Kindergarten and first grade cannot read at grade level by the third grade.***

Just in this year alone, you have **123** students that are in danger of reading below grade level by the third grade.

The largest proportion being **Hispanic** students, followed by **White** students.

# Graduation Data

The higher, the better.



Texas Education Agency (TEA). (2018). 2013-14, 2014-15, 2015-16 Graduates by Race and Gender [Class of 2014 Four-Year Rates, Class of 2015 Four-Year Rates, Class of 2016 Four-Year Rates].

Available from <http://tea.texas.gov/acctres/dropcomp/years.html>

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# Increased Parent Communication & Engagement

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

**16,313** parent communication pieces sent as of June 04, 2018

**653** average letters per run (or weekly): 25 total letter runs

**6,479** First Truancy Notification Letters

**3,828** Second Truancy Notification Letters

**2,531** Third Truancy Notification Letters

**2,669** Excessive Excused Absence I Letters

**703** Excessive Excused Absence II Letters

**103** Conference Notifications



# State of Attendance 2017-18

Before we look at our year-over-year data...

## Factors impacting attendance statewide and nationwide

### **Political Climate:**

Immigration  
concerns or fears  
(ICE/DACA)

### **Weather:**

Hurricanes,  
flooding, fires,  
smoke/air quality

### **Illness:**

Flu outbreaks,  
norovirus

### **School Safety:**

Increased threats  
(either false or  
real), current  
events

# The Power of Comparative Analysis

A2A

**With A2A you can:**

compare your district against other districts on the A2A network of 2.5 million students

A2A

**With A2A you can:**

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

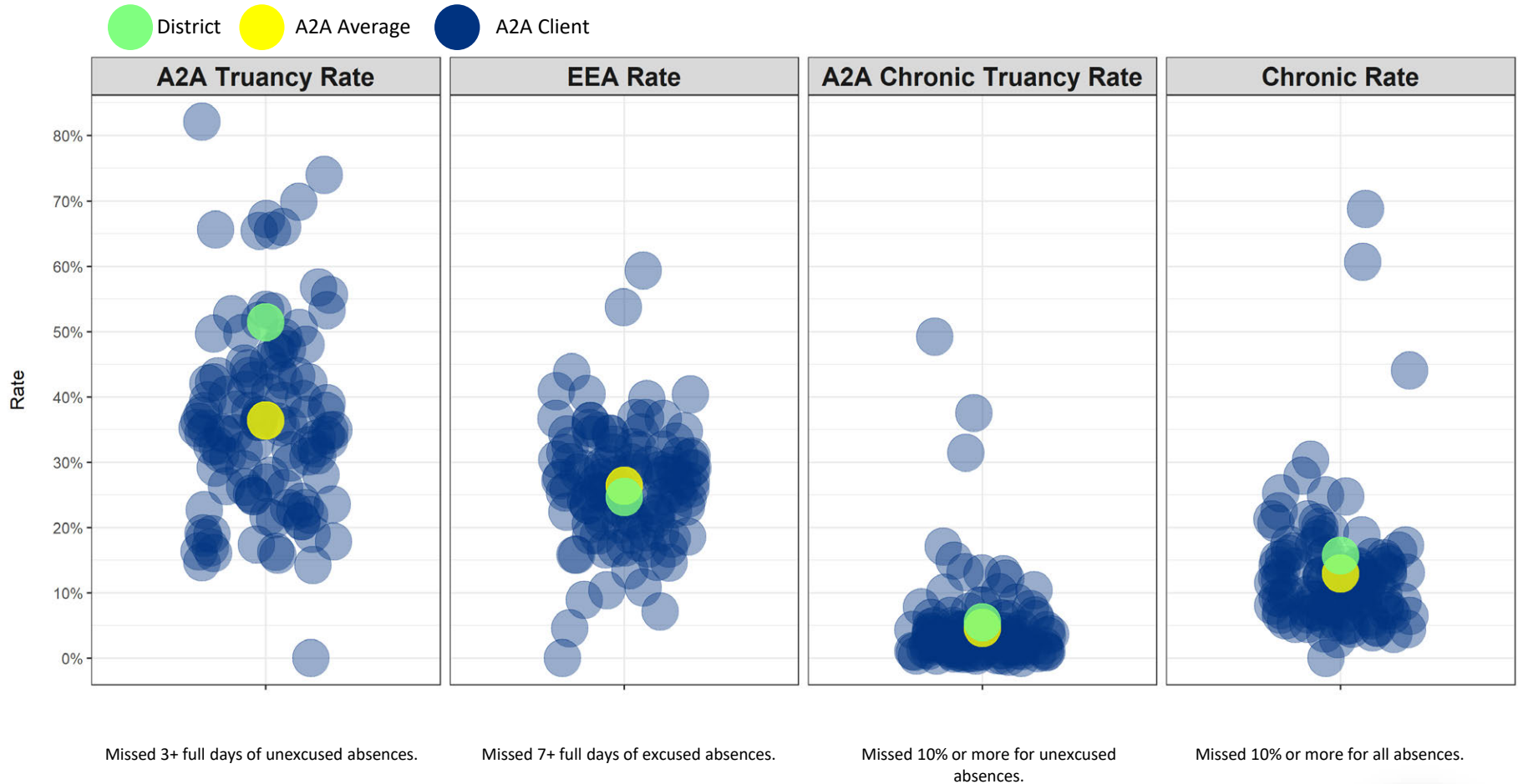
A2A

Regardless of your letter triggers, all districts are normalized and measured against each other based on these four definitions:

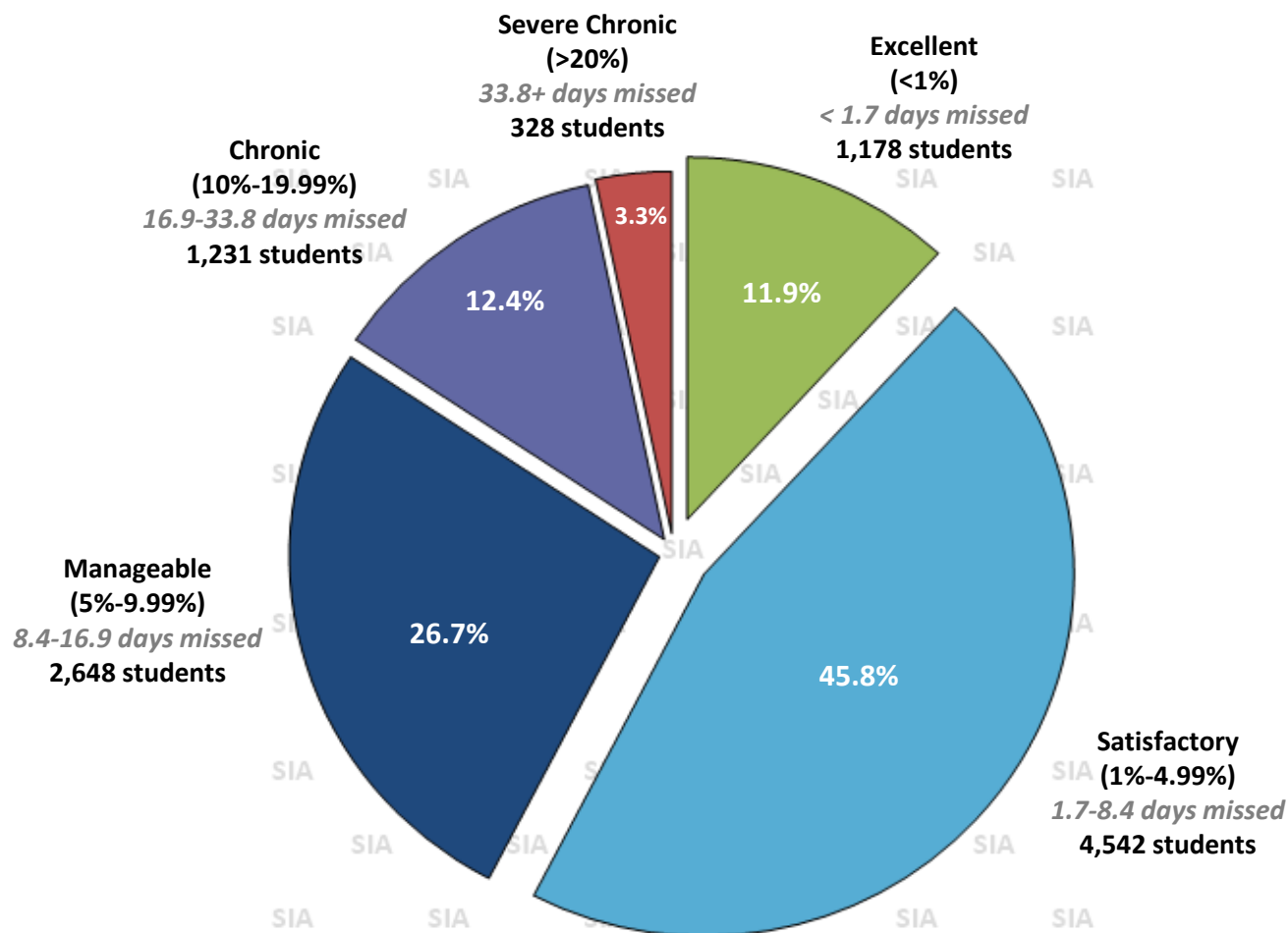
- **A2A Truant** – A student who has accumulated the equivalent of three or more full days of unexcused absences.
- **Excessively Excused** – A student who has accumulated the equivalent of seven or more full days of excused absences.
- **A2A Chronically Truant** – A student who is absent for 10% or 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.

# 2017-18 District Absence Rates Compared to Other A2A Clients

The lower, the better.



# 2017-18 Total Absence Summary



- 57.62% (5,720) of your students fall in the Excellent and Satisfactory groups.
- 42.38% (4,207) of your students have missed more than 8.4 days of school.

Data as of 6/8/2018



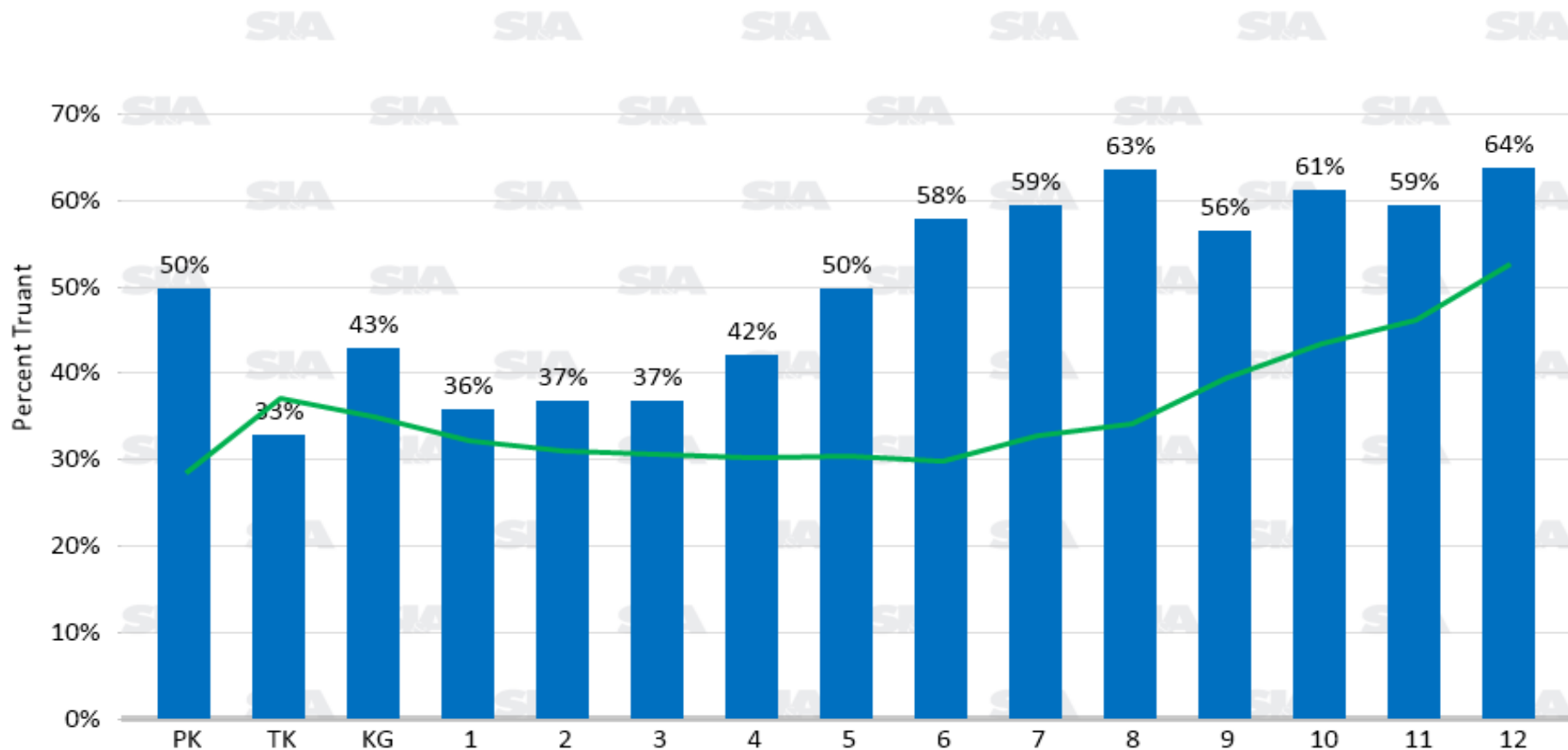
The background features a teal horizontal band with a dark brown textured top and bottom. Inside the teal band, there are several interlocking gears of different sizes. Each gear contains a white icon: a bar chart, a book, an envelope, a globe, a calendar, a folder, a line graph, a clock, a calculator, and a presentation board. The title text is centered over the gears.

# **Grade and School Site Absence Summary**

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

the lower, the better

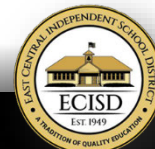
— A2A Overall Average   ■ District Truancy Rate



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

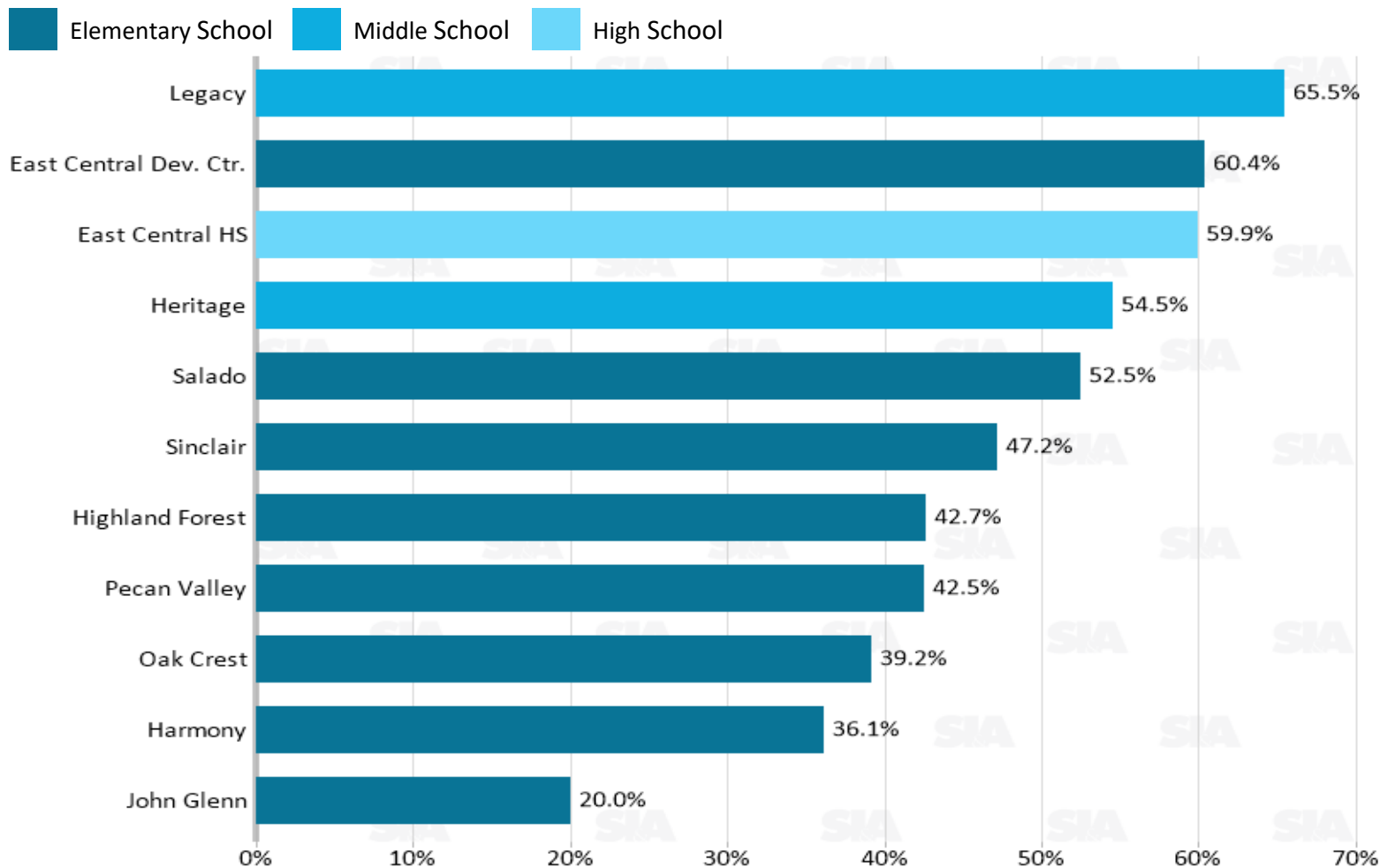
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Data as of 6/8/2018



# A2A Truancy Rates by School Site

The lower, the better.



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

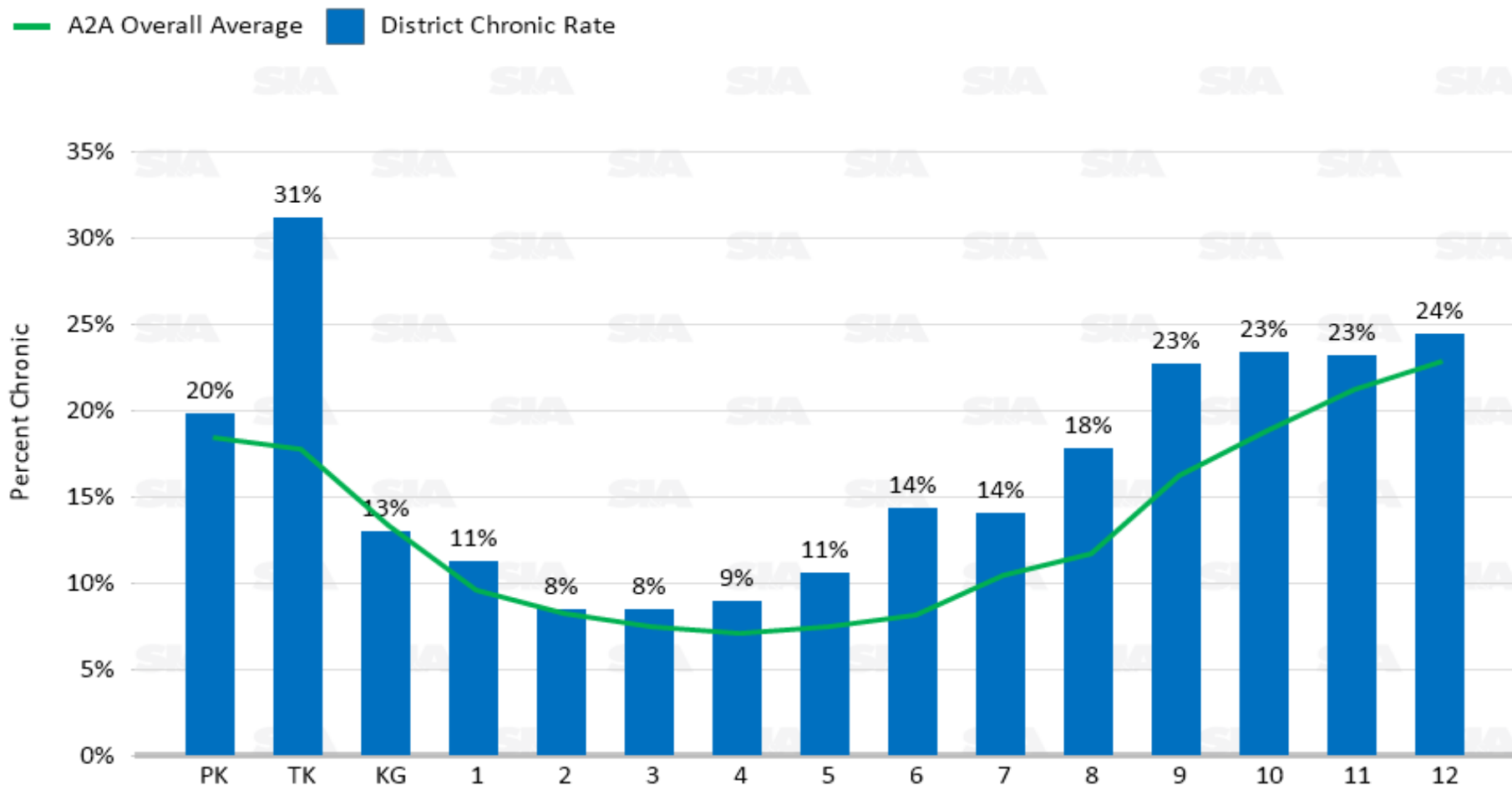
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Data as of 6/8/2018



# 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.*

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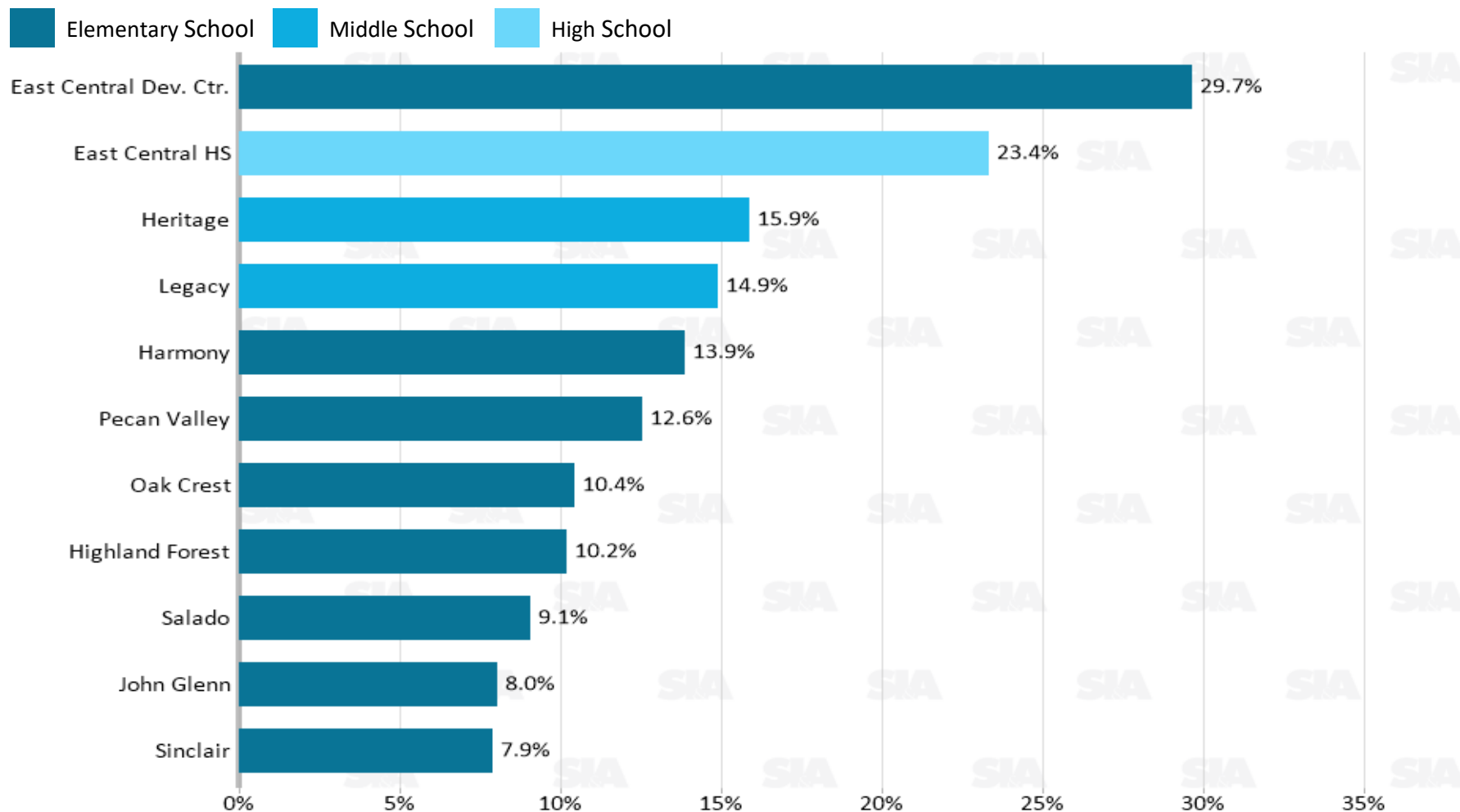
Data as of 6/8/2018





# Chronic Rates by School Site

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 6/8/2018

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We are always charged with  
improving *something*,  
what are some things that come to mind?



# We are always charged with improving *‘something’*

- Increase graduation rates
- Reduce drop outs
- 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, and,
- 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

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

# 5 Plus 1

## Principles for Improving Performance

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

*Plus 1 Leadership*

**Let me share our thoughts on  
each of our principles**





# 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.
- Not a 'one off' solution
- Effectively changing processes can lead the way to behavioral/culture change
- Training is not going to solve all problems
  - Train, Job Aids, Ongoing support

# 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- we'll come back to this- it's that important

# 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 sins
  - 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

# 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- nonsense!
  - Use the same design look and the same message every time and people will start to identify with you immediately
  - It takes 4 times of seeing or hearing a message before someone begins to recall, "I may have seen this before."
  - 4 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**



# 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.*

**Ideas are easy. It is the execution  
of ideas that separates  
the sheep from the goats.  
- Sue Grafton**



**Without execution, 'vision'  
is just another word for hallucination.  
- Mark V. Hurd**



# Thank You

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