



# The Innovative Attendance Solution That Transforms Student Outcomes

Getting students on track starts with attendance. We can help.



EveryDay Labs™

- ✓ Equip your team with **tools, training** and a **game plan** for attendance improvement
- ✓ Strengthen family-school partnerships through **personalized** and **evidence-backed communications**
- ✓ Help families overcome barriers with **individualized support** through our **24/7 chatbot** and **multilingual Family Support Team**

# What's at Stake

Chronic absence is a leading indicator that students are academically at risk. **Research shows that the accumulated learning loss from chronic absence results in:**

## Reduced Literacy Skills

A study in California found that students with strong attendance were almost **4x more likely to be proficient readers in third grade** compared to chronically absent peers.



## Lower Test Scores

Students who reported missing three or more days of school the month before an exam scored significantly worse on the exam than their peers.



High-absence fourth-graders scored **more than a full grade level lower in reading** than their peers.

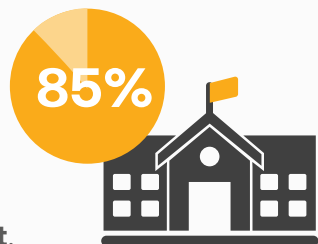


High-absence eighth-graders scored **more than a full grade level lower in math** than their peers.

## Decreased Graduation Rates

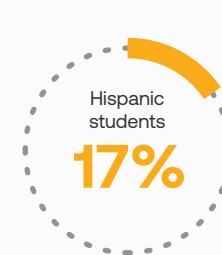
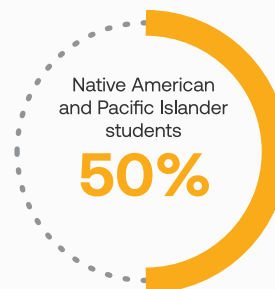
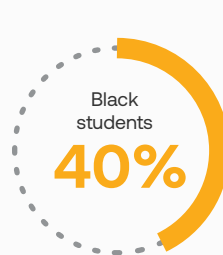
Absenteeism reduces high school completion.

In a Rhode Island study, 85% of students who dropped out of high school were **chronically absent**.



## Disproportionate Effects on Communities of Color

Compared to their peers, students from communities of color are **more likely to miss three weeks or more of school due to systemic barriers**.



# Why **EveryDay** Labs™

Educators nationwide count on our team to provide:



**Data intelligence and collaboration tools**



**Evidence-based foundational attendance campaigns**



**Individualized family support**



**Expert training for high-impact action**

- ✓ **Trusted** by 60+ districts nationwide to **improve attendance, supercharge family engagement, and deliver expert professional learning** all year long.
- ✓ Innovative tools **unlock new capabilities** for attendance work and **remove the administrative burden** from busy educators

- ✓ The **only attendance solution** that provides **direct family support on the district's behalf**
- ✓ The **only PreK-12 attendance intervention** recognized by Evidence for ESSA with a **“Strong Evidence” rating**

**EVIDENCE**  
for **ESSA** 

# Data Intelligence and Collaboration Tools

Our all-in-one EveryDay Platform provides teams with everything they need for proactive and efficient attendance work and streamlined family outreach.

## The EveryDay Platform helps educators:

- ✓ Uncover key attendance insights at the student, school, and district levels
- ✓ Surface attendance barriers to deliver proactive, targeted student and family outreach
- ✓ Work seamlessly school and district-wide with visibility into ongoing interventions and initiatives

The only platform that automatically flags attendance patterns, making it easier to get ahead of more severe attendance challenges

Unlock new capabilities for attendance improvement with innovative intervention tools and built-in visibility to work being done across teams

The screenshot displays the EveryDay Labs interface. On the left is a navigation sidebar with options like Dashboards, Overview, Calendar, Cohorts, Students, Groups, Truancy, Reports, Community, Resources, Search students, and Color blind mode. The main area shows a list of students with columns for name, attendance status (e.g., 'Mon', 'Tue', 'Early Abs.', 'Barrier'), and intervention actions (e.g., 'CICO (Check In / Check Out)', 'Early Stage Intervention Call', 'Planned Student Discussion'). A detailed view for 'Richard Adams' is shown on the right, including a profile card with ID, attendance rate (Moderate Chronic: 12.8%), and a list of barriers like 'Transportation Unreliable Parent Transportation'. Below the student list is a calendar view for 'Absences' and 'Patterns' (Mondays). On the far right, a 'NOTES' panel shows two entries: one from May 28, 2024, stating 'Mom needs help on Mondays because she works early', and another from February 10, 2023, stating 'Student misses Mondays because Mom works early those morning'. Below the notes is an 'Add Note' button and a section for 'INTERVENTION GROUPS' with buttons for 'CICO Tracking', 'Monday Missers', and 'Thursday Touch-Base Group'.

# Multi-Channel Communications Hub

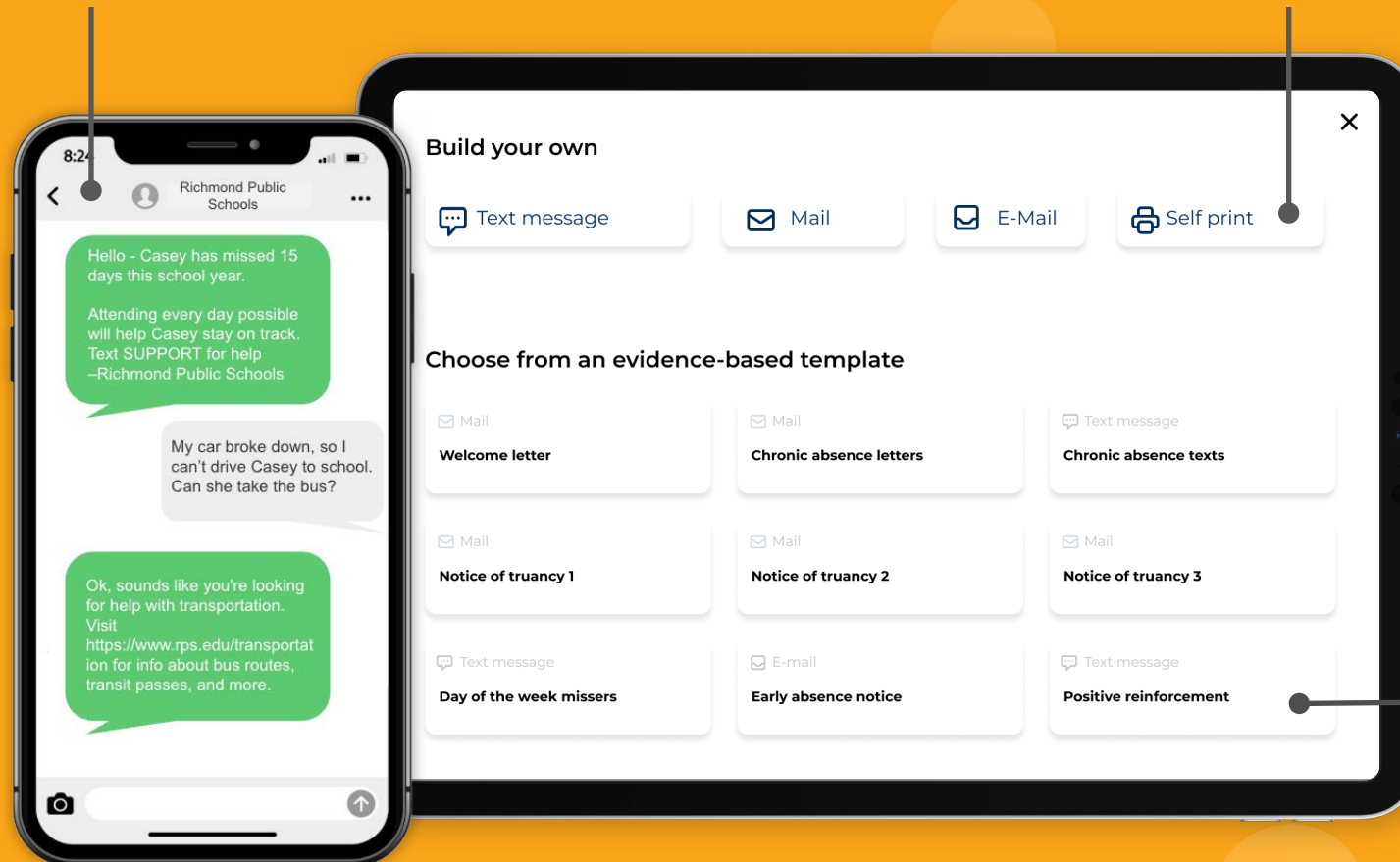
Send email and text messages, plus print out evidence-based communications, directly from the EveryDay Platform

## Text and Email Capabilities:

Use real-time attendance data to send targeted text and email campaigns to families throughout the school year, keeping them updated and engaged in attendance improvement

## Self-Print Attendance Campaigns:

Does your district print and mail in-house? Opt to print and mail our evidence-based family communications internally as needed, or design a campaign and we can mail on your behalf!



## Positive Messaging Campaigns:

The EveryDay Platform flags students on an attendance streak and sends personalized & automated celebratory messages to thank families and encourage them to keep up the good work.

# Evidence-Based Foundational Attendance Campaigns

Our chronic absenteeism communications are the **only PreK-12 attendance intervention to receive the Strong Evidence rating from Evidence for ESSA** out of Johns Hopkins University.

## How does it work?

EveryDay Labs continuously monitors district attendance data, and sends texts and mail nudges on your behalf, saving your team countless hours of administrative tedium.

Strategically timed for maximum impact, families receive up to six mail nudges per year and text nudges twice per month.

Mail nudges are **customized with helpful district resources** that make it easier to get to school, including health & wellness, food distribution, and much more.

Mail & text nudges **highlight days missed**, present **peer comparison** when appropriate, and extend an invitation to connect with our **Family Support Team** and/or **Family Support Bot** for further guidance.

**Track Casey's Absences**  
Casey's most recent absences occurred on the following dates:  
(abs, lat, day)  
Tues, Sep 26 (E)  
Monday, Oct 2 (U)  
Fri, Oct 6 (U)  
Wed, Oct 11 (U)  
Mon, Oct 16 (E)  
Wed, Oct 25 (U)

**Start the school year off right!**  
Create a routine to help Casey learn and stay on track this year. Here are tips that many families find useful:

- Choose a spot to keep your child's school backpack & supplies.
- Work with your child to check their backpack each night for homework and important notes.
- Make sure Casey gets to bed on time! Getting enough sleep will help Casey be ready for the school day.

**We're Here to Help!**  
If we can help with anything, call the school: (school\_phone)  
For food, technology support, translation services, and other resources call Family Support Hotline: 555-123-4567.

**Unique Code:** <<01\_unique\_code>>

**RPS RICHMOND PUBLIC SCHOOLS**  
Albert Hill Middle School  
3400 Patterson Avenue  
Richmond, VA 23221

Parent/Guardian of:  
CASEY LEE  
123 2nd Street  
Anytown, USA 12346

**Your November Update**  
Casey has missed **6 days** this school year\*  
How can we help?

Dear Parent/Guardian of Casey Lee,  
Many families tell us it is helpful to get updates about their student's attendance. To help you track Casey's attendance, you may receive additional letters this school year.  
Casey is an important part of our school community. We want to partner with you to help Casey attend school every day.  
If we can help with anything, call the school or see the resources on the back of this letter.  
Sincerely,  
Tanya Maple  
Principal  
Albert Hill Middle School

**Casey's Attendance Snapshot**

Casey	6 Absences
Average 6th Grade student at Casey's School	4 Absences

Total Missed Days of School

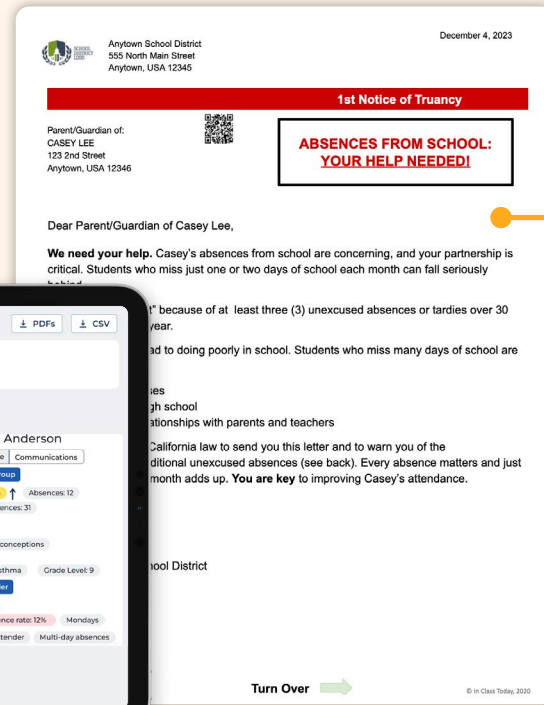
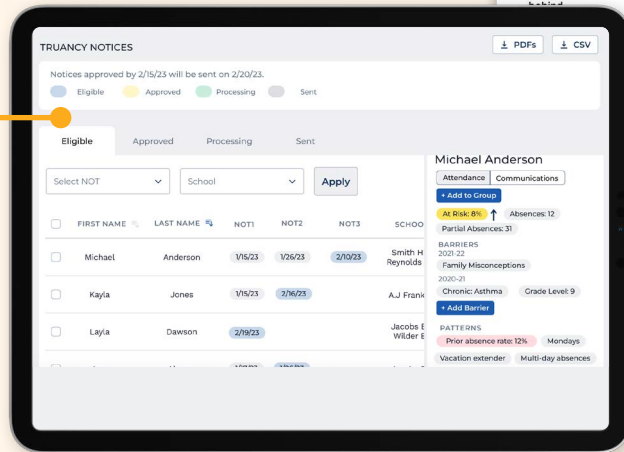
\*Questions about this letter? Call 555-123-4567 and reference this unique code ict1234, or see the footnote on the back for more info.

Sprint LTE 75%  
Messages +1 (833) 509-1800 Details  
Hi - Casey has missed 21 days this school year.  
We can help with school transportation, student wellness and more - just text the word SUPPORT  
I'm having trouble driving Casey to school. Can she take the bus?  
Ok, sounds like you're looking for help with transportation.  
Call 432-456-9869 for information about school bus sign up and other transportation support.

# A restorative approach to truancy

We continuously monitor attendance data and identify students eligible for a Notice of Truancy, according to state requirements. With just one click, educators sign-off on the students who need them and EveryDay Labs prints and mails restorative truancy letters to families.

Quickly gain insights into the full student picture to more effectively address truancy challenges



Not your standard truancy notice, our clear, family-centered notices are proven to be 40% more effective at preventing absences than alternatives.

## Standard Truancy Notices

- ✗ Focused on punitive language that leave families angry, sad, or scared.
- ✗ Compliance-centered without providing solutions
- ✗ Time consuming to produce, personalize, print and mail



## Our Truancy Notices

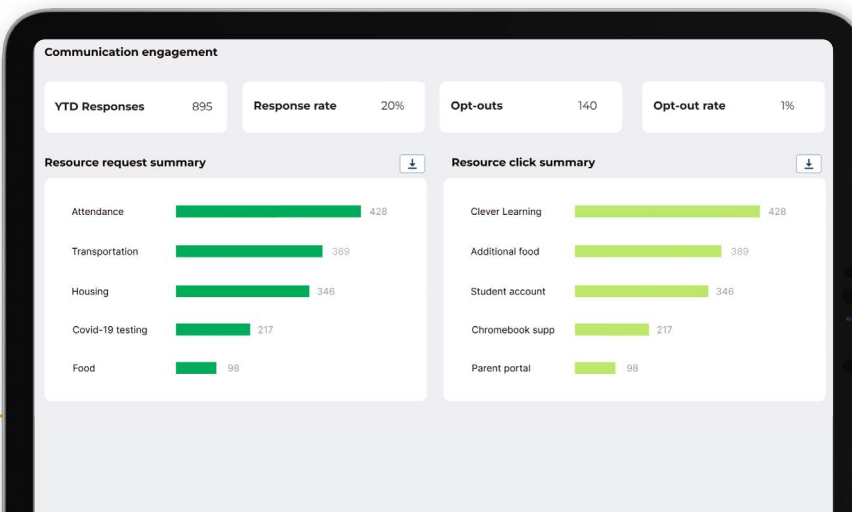
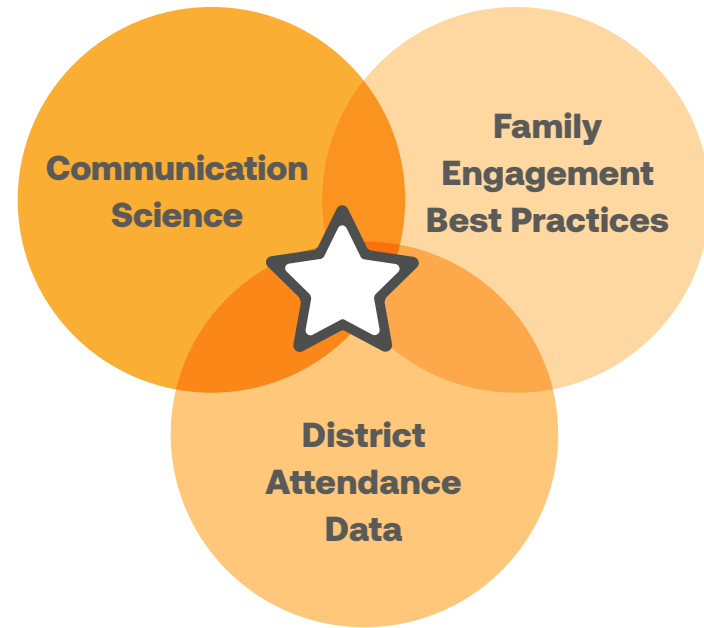
- ✓ Clear and simple language that makes families feel valued, helpful, and respected
- ✓ Empowering language that motivates families to take action
- ✓ Automatically printed and mailed to give educators more time to nurture relationships

# Surface & address attendance barriers with Targeted Campaigns

Effective family engagement requires not just attendance-focused communications, but a wide array of timely and helpful messages that bring families in as partners in their student's education.

**Targeted Campaigns support families, improve enrollment, and build a vibrant learning community.**

With the EveryDay Platform surfacing attendance dip days, patterns, and trends, it's easy to uncover what's driving absenteeism challenges. Armed with this knowledge, plus communication and family engagement best practices, together we'll design Targeted Campaigns to specific student populations, schools, or district-wide to get attendance rates moving in the right direction.



**Gain deeper insights into attendance barriers with strategic surveys & reporting**

- ✓ EveryDay Labs sends customized check-in surveys to all families to help identify systemic barriers to attendance.
- ✓ Regular reporting on common resources families have connected with unveils critical family needs.



# Strengthening family-school partnerships

Families and students are facing increasingly diverse barriers to attendance, and educators don't always have the time to mitigate these barriers. We're the only attendance solution helping districts connect families with the resources they need, when they need them.



## Family Support Bot

Families simply reply to a text nudge to access the 24/7 Family Support Bot and automatically connect to barrier-specific district or community resources.



## Family Support Team

Providing live support in a family's home language, this multilingual team connects families to resources on your behalf and gathers key information to share back with the district.

**“I appreciate you sending the letter because I take him to school everyday, but once he goes into school I don't know what happens. Thank you so much for the information.”**

— Houston ISD Family

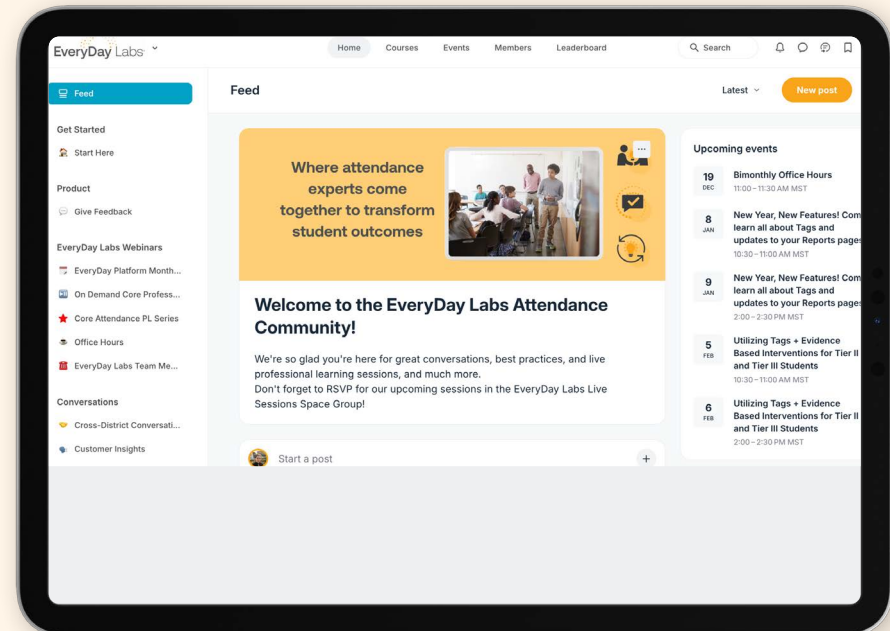
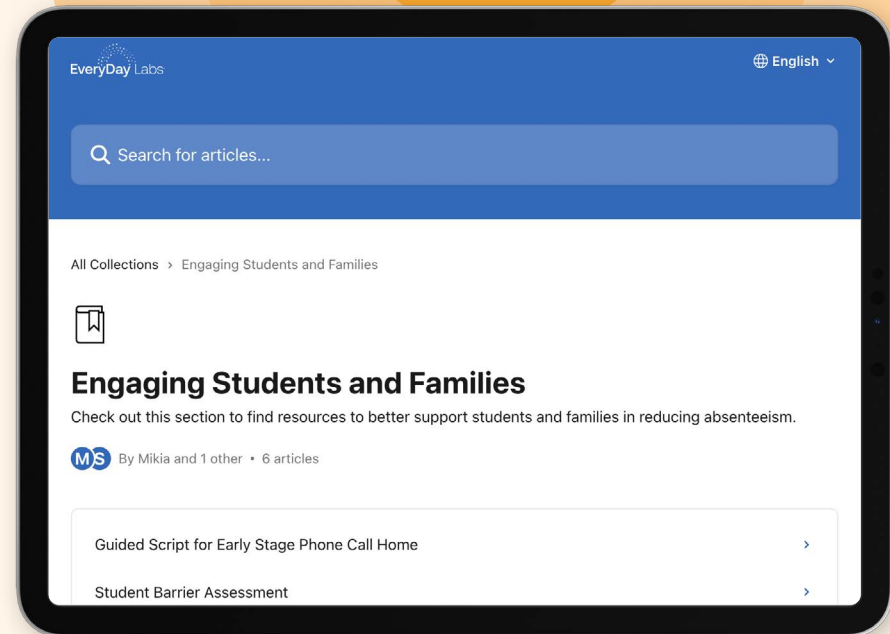


# Help teams reach their full potential with expert professional learning

**As staff work to meet the unique needs of their students, equip them with expert training and resources to build capacity for better attendance work.**

Our solution includes:

- ✓ Three-part core professional learning series with guidance for **maximizing the EveryDay Platform** and **best practices** for implementing **evidence-based attendance improvement strategies**.
- ✓ **Monthly live professional learning** webinars filled with **timely** and **immediately actionable** attendance strategies.
- ✓ Access to the **EveryDay Labs Community** and **comprehensive library of resources** for expert interventions, barrier assessments, and much more.



# Why Educators Love **EveryDay** Labs™

**“EveryDay Labs is the easiest way to show my kids, in a color-coordinated way... they have more of an attention span to it. I would click on the little sidebar and show them this is all you, this is what we need to work on”**

— Priscilla Espinoza, School Clerk at Semitropic Elementary School

**“Truly - these sessions have sparked so much action and change for me in my role as Attendance lead. This is a subject that is of critical importance and there has been little “development” and collaborative problem-solving on how to do it well at a regional and school level... Your sessions were always applicable and extremely high quality! I am very grateful for this learning!”**

— NOLA Public Schools Educator

**“The built-in transparency and intervention coordination has helped our team work more effectively, and the critical attendance data that informs our initiatives and outreach is right at our fingertips.”**

— Lorri Hobson, Director of Product Development at Attendance Works and former Director of Attendance at Cleveland Metro Public Schools

**“I like that a huge part of the communication piece is taken care of by this intervention, giving us at the schools more time to work with students instead of paperwork and data pulling.”**

— Educator at the School District of Lee County, Florida

## Ready to learn more?

Three easy ways to reach us:



**Visit** [everydaylabs.com/contact](https://everydaylabs.com/contact)



**Email:** [info@everydaylabs.com](mailto:info@everydaylabs.com)



**Scan** to book a meeting and  
download free resources!

  
**EveryDay Labs**<sup>™</sup>  
Because every student deserves to learn every day.

[EveryDayLabs.com](https://EveryDayLabs.com)

© 2025 EveryDay Labs

00001