



March Madness: Attendance Edition with
Berkeley Unified School District

Dr. Phillip Shelley
Director of Student Services
Berkeley Unified School District

Introductions



Dr. Phillip Shelley

Director of Student Services



Agenda

- About Berkeley Unified School District
- March Madness!
- Celebrations
- Q&A

Berkeley Unified School District

Our Mission

Enable and inspire our diverse student body to achieve academic excellence and make positive contributions to our world.

Excellence

Equity

Engagement

Enrichment

About Berkeley Unified School District

3

Preschools

11

Elementary
Schools

3

Middle
Schools

1

Comprehensive
High School

1

Continuation
High School

1

Adult School

Student Enrollment: 9,366

Student Demographics:

African American Students: 11.5%

Asian: 8.8%

Hispanic Students: 22.7%

White Students: 40.3%

Two or More Races: 15.6%

English Language Learners: 5.8%

Free & Reduced Lunch Eligible: 29.2%

Why March Madness?

- Combat the Spring Slide
- Friendly Competition that Motivates
- Build Momentum to End the Year Strong
- Have Fun
- It Works!



How it Works

- 11 elementary schools and 3 middle schools **compete week by week** and are **ranked at the end of the month** based on performance.
- High school has a **true bracket style**, with 6 academy groups & the continuation school competing against each other.
- **What's at stake?**
 - Big trophies for the top two schools
 - Celebratory photos to commemorate the achievement.
 - T-shirts & Berkeley swag
 - Gift Card prizes sponsored by EveryDay Labs



Communicating the Festivities

District Internal Communications

- Monday Musings to site admins with latest bracket into
- Weekly District-Wide Bulletin (Newsletter)
- Superintendent's Friday Report to the Board

Building Hype Throughout

- Posters in schools & local businesses
- Swag giveaways throughout March

2025 MARCH MADNESS

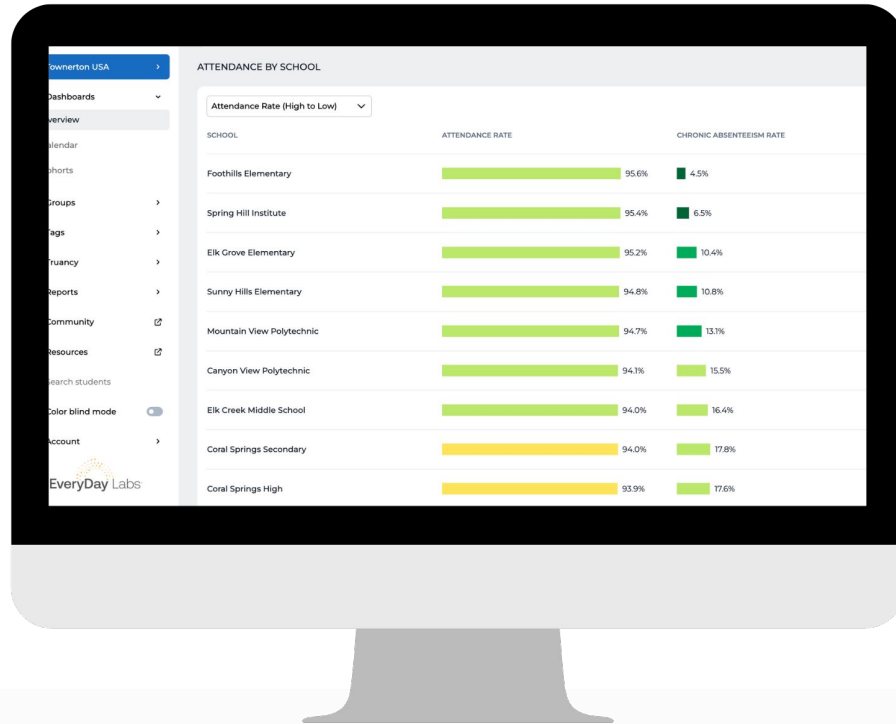
ATTENDANCE CHALLENGE



BERKELEY UNIFIED SCHOOL DISTRICT

Winning Data At Our Fingertips

EveryDay
Platform
streamlines
competition



Chronic Absence Mail & Text Nudges

- Evidence-based, proactive communications
- Connect families to resources
- Counter family misconceptions about attendance

Berkeley
PUBLIC SCHOOLS

Anytown Middle School
555 North Main Street
Anytown, USA 12345

Parent/Guardian of:
CASEY LEE
122 2nd Street
Anytown, USA 12346

Your October 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. You can help you track Casey's attendance, you may receive more 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,
Kendal Sanchez
Principal
Anytown Middle School

Casey's Attendance Snapshot

Casey	6 Absences
Casey's Average Classmate	3 Absences

Total Missed Days of School

*Questions about this letter? Call 555-123-4567 and reference this unique code: k12ca1, or see the footnote on the back for more info.

Track Casey's Absences
Casey's most recent absences occurred on the following dates:

Wed, Sep 2 (E)
Thurs, Sep 3 (U)
Fri, Sep 4 (U)
Mon, Sep 7 (U)
Fri, Sep 11 (E)
Tues, Sep 15 (U)
Wed, Sep 18 (U)

Did you know? All absences, both excused and unexcused, add up to lost learning time.

Tip: Review the School Calendar
Scan the QR code to access the school calendar.
Here are some tips from other families:

- Review the calendar every few weeks with Casey. Plan together for upcoming breaks or important dates.
- If you're planning any trips this school year, review the calendar to make sure Casey won't miss any school.
- If Casey ever must miss school, let us know as early as you can. We'll work together to help Casey stay on track!

k12-cal.com/busd

We're Here to Help!

If we can help with anything, call the school: (school_phone)
For student services and access to family resources visit:
k12-support.com/busd-family

* We send these letters to help families keep track of attendance. It's just for your information, and we hope you find it helpful. The letter lists excused and unexcused absences between the first day of school and (gulf_date). We know students miss school due to illness, religious holidays, or emergencies. Please talk with your student's school and health provider in advance when your student will miss school. For questions and support, or if you no longer want to receive these letters, contact (parent_support_phone) and provide the code below.
Unique Code: <<01_unique_code>>



Sprint LTE 4:23 PM 75%

Messages District Details

Hi from BUSD Attendance Team!
Casey has missed 7 days this school year.

We can help with attendance, wellness, and more. Just text SUPPORT!

SUPPORT

Hi! I'm a chatbot that can help connect you to school resources and answer questions. What can I help you with? You can text:
ATTENDANCE
SCHOOL for school resources
MORE for community resources
OTHER for anything else

Text Message Send

March Madness Impact

March 2023 Chronic
Absenteeism Rate: **19%**

March 2024 Chronic
Absenteeism Rate: **16%**



2024 Fall semester attendance improvement...*



51%

...of chronically absent students improved to non-chronic
(739 of 1,450 students)

70.5%

...of students improved their attendance rate after receiving EveryDay Labs Chronic Absence Nudges
(2,654 of 3,764 students)



91%

...of at-risk students (5-9% absence rate) remained at-risk or improved to satisfactory (<5%)
(2,096 of 2,314 students)

Stay in Touch!

Dr. Phillip Shelley

Director Student Support Services

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EveryDay Labs

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 @EveryDayLabs

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Q&A