

Aligned to Federal
Recovery and
ESSA Funding

Innovative Attendance Solutions that Transforms Student Outcomes

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



EveryDay Labs™

- ✓ Low-lift, evidence-based approach to attendance improvement for better academic outcomes
- ✓ Supercharges family engagement and mitigates barriers to student learning
- ✓ Real-time, actionable data helps educators get ahead of more severe challenges & streamlines family outreach.



Attendance Is Fundamental to Student Success

Students have their best opportunity to learn every day when multi-tiered supports are in place to address systemic and individual barriers to attendance. Our solutions are designed to increase the efficacy of districtwide attendance initiatives and empower practitioners through analytics paired with evidence-based intervention.

Improving chronic absenteeism requires a comprehensive approach that coordinates district, school, family, and community support systems to address barriers to attendance. EveryDay Labs' turnkey solutions are designed to remove the administrative burden from busy educators and nurture the critical family-school relationships that propel students and schools towards success.



Partnerships include
professional learning
and dedicated
Program Manager

We unite behavioral science, data science, and family engagement strategies to deliver evidence-based attendance solutions that improve attendance and get students back on track for success. Our solutions cut through the noise, save time, and provide tools to optimize campaigns that engage families and nurture student success.

EveryDay Intervention 4

The only PreK-12 attendance intervention with a “Strong Evidence” rating from Evidence for ESSA

EveryDay Pro 10

Best-in-class attendance analytics and intervention coordination tools help teams strategically implement their MTSS

Truancy Support 14

A restorative answer to truancy that brings families in as trusted partners and inspires them to take action

Our Values Are at the Heart of What We Do

Behavioral science is in our DNA; we help districts make it part of theirs.

EveryDay Labs leverages key insights from behavioral science—the field dedicated to understanding the “why” behind human behavior. The insights come from research across sectors, including politics, psychology, and neuroscience. We do the work for your schools so they can focus on learning and relationships. In addition to behavioral science, we stay focused on our mission by grounding ourselves in our core values.

Our Core Values



**WE PUT
STUDENTS FIRST**



**WE ARE FEARLESS
ABOUT LEARNING**



**WE ARE
PATHFINDERS**



**WE FOSTER DIVERSITY,
EQUITY & INCLUSION**

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:



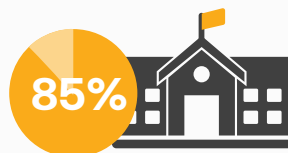
of students who were **chronically absent** in kindergarten and first grade are proficient readers by the end of third grade.

of their peers with **strong attendance** in kindergarten and first grade were proficient readers by the end of third grade.

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** during high school.



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.



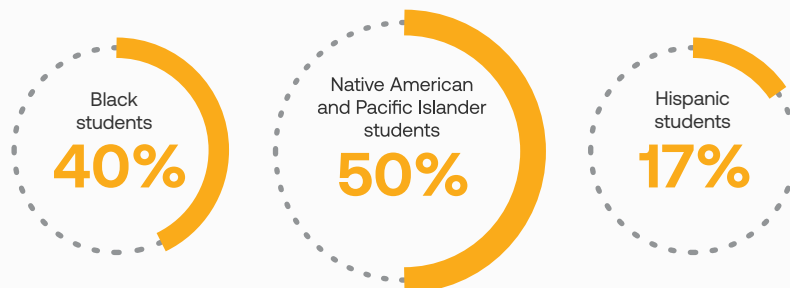
High-absence fourth-graders scored **more than a full grade level lower in reading** than their peers.



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

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.**



EveryDay Intervention

**The only PreK-12 attendance intervention with a
“Strong Evidence” rating from Evidence for ESSA**

EveryDay Intervention is based on the original research conducted by Dr. Todd Rogers, our cofounder and Chief Scientist, on how to effectively improve attendance outcomes. We monitor district attendance data, and when students miss more than 5% of days, we begin to send their families personalized communication via text and mail—which we refer to as “nudges.”

**Proven to
reduce chronic
absenteeism
by 11-15%
districtwide**



“Nudges are unobtrusive interventions to promote desired behavior. That means there’s no mandate to do anything and no penalty assigned—just a reminder, sometimes enhanced, with a little personal information.”
—Dr. Todd Rogers

The nudges drive positive attendance behavior and help families:

- ✓ Keep track of their student's attendance
- ✓ Understand the relationship between attendance and achievement
- ✓ Build strong attendance habits
- ✓ Overcome barriers to attendance by connecting to district and community supports like meal distributions, device support, coat drives, and wellness services

Continuous Support for Students and Families

STEP
1

We monitor daily attendance data from across the district.

STEP
2

We automatically identify students at-risk of being off track and deliver targeted intervention in the form of mail & text nudges in the family's home language.

STEP
3

Nudges simplify access to critical information & district supports, and are personalized based on grade level, school, and level of absenteeism.

STEP
4

Families receive continuous support via nudges and family engagement resources throughout the year until their student is no longer at-risk or chronically absent. The result is a supportive district-family partnership and a reduction of chronic absenteeism by 11-15%.

“EveryDay Labs helps us open that additional door to find out what’s really going on behind the scenes.”

— Jamaal Tibbs, Director of Student Learning & Family Engagement at Portland Public Schools

From data analysis to personalized



Data Analytics

We monitor your district's attendance data to ensure students and families get the needed support, plus provide reporting on the ongoing intervention, contact information flags, and potential barriers to attendance.



Text Nudges

Personalized text nudges sent biweekly help families keep track of total days missed and connect to our Family Support Bot.

outreach and inbound support ...



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.



Mail Nudges

Personalized mail nudges help families better understand and overcome barriers to attendance, and support the whole child with tips and resources on literacy, social-emotional learning, and much more.



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.

... we've got you covered.



Research shows that mail-based interventions help promote healthy attendance over time, while text-based communications support short-term actions needed to make long-term progress.



Equitable Outreach Requires a Multifaceted Program

Our strategically layered nudges are sent via text AND mail to ensure that all families have access to the resources they need to support their children's attendance. Oftentimes, families from communities experiencing economic marginalization don't have consistent access to the internet or an accurate phone number in the district's SIS, so mail is the best way to support them. The USPS's change of address service ensures that mail nudges reach even highly mobile families. We flag incorrect mailing addresses and phone numbers for districts and through our nudges, prompt families to keep their information as up to date as possible.

Closely monitoring attendance data on your behalf, families of at-risk students are automatically enrolled in EveryDay Intervention to help them stay on track for success.

The evidence-based outreach cadence is customized to engage families at the most important moments in your academic calendar.

Our supportive and accessible nudges build stronger family-school partnerships, helping families better understand their children's attendance and empower them with actionable resources through proven messaging.



Increased Attendance



EveryDay Pro

The attendance analytics and intervention tracking & coordination tools you need to strategically implement your Multi-Tiered System of Supports.

EveryDay Pro gives practitioners an all-in-one solution for analyzing attendance trends at the district, school, and student level, and is the only platform that surfaces attendance patterns to help you get ahead of more severe challenges. It provides attendance teams with intervention and family outreach collaboration tools alongside the data you need to take supportive action.



**Analytics to
inform attendance
campaigns &
provide data-driven
intervention**

HIGH LEVEL ATTENDANCE INSIGHTS AT THE DISTRICT & SCHOOL LEVELS ALLOW EDUCATORS TO:

- ✓ Tailor effective & timely interventions
- ✓ Implement strategic attendance campaigns



EveryDay Labs

School Overview Attendance Calendar Student Cohorts **All Students**

Canyon View School for... >

Dashboards >

- Overview
- Calendar
- Cohorts
- Students** >
- Groups >
- Truancy >
- Reports >
- Resources >
- Search students
- Color blind mode
- Sign out

ALL STUDENTS

All Absence Rates (YTD) Filters Clear Filters Apply

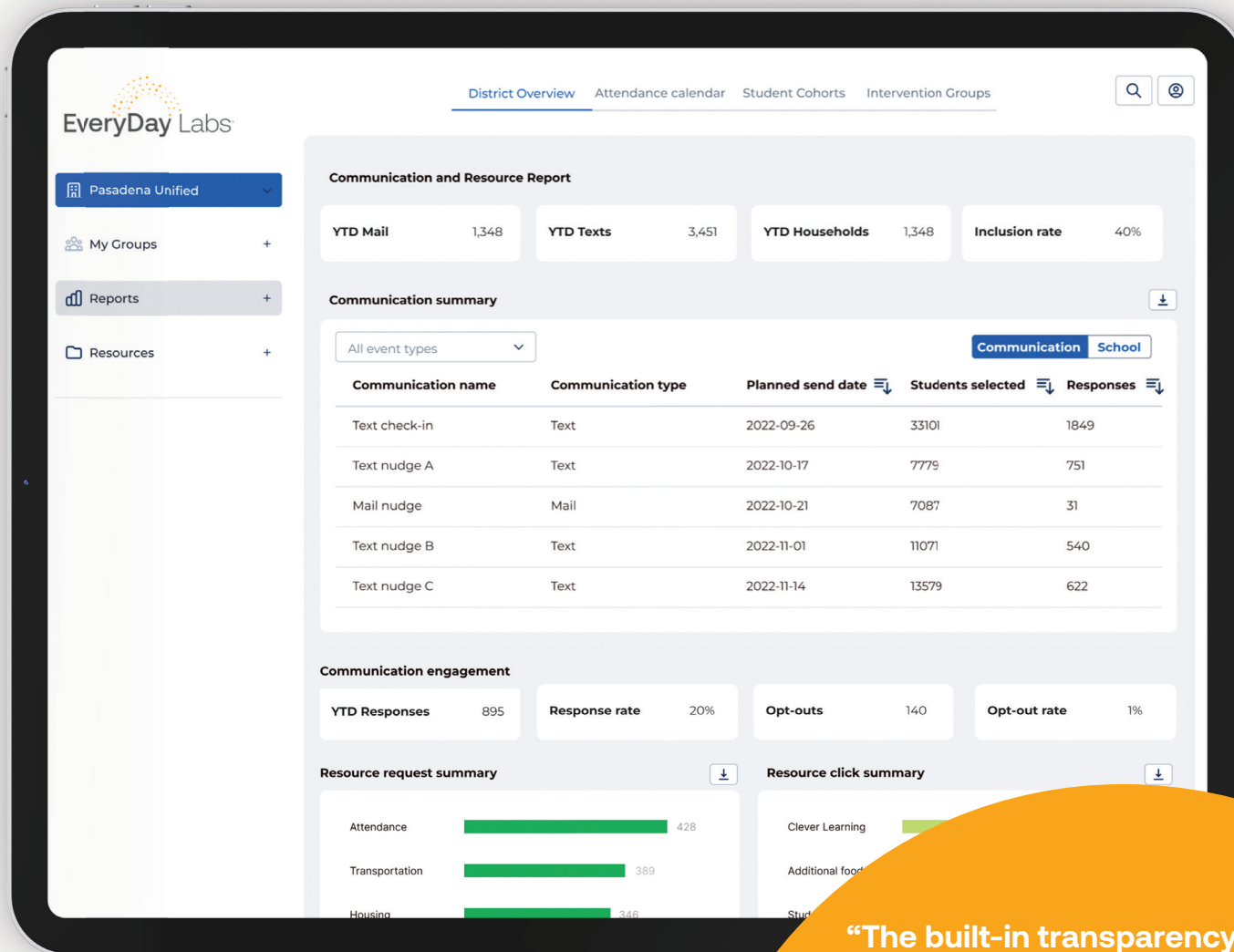
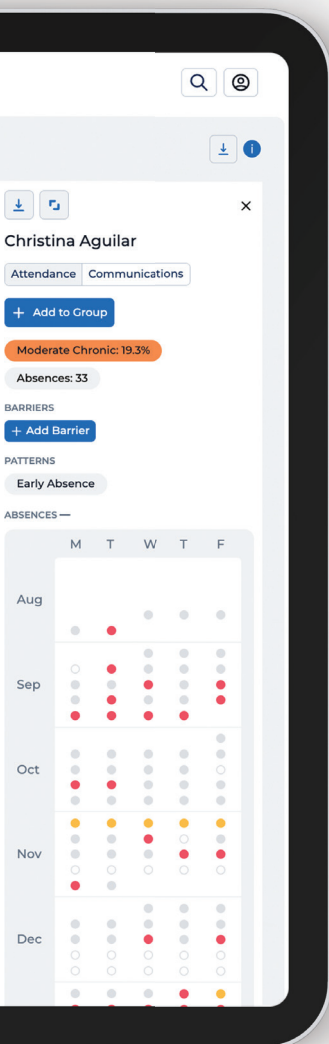
TOTAL 1053

	FIRST NAME	LAST NAME	PATTERNS	TOTAL ABSENCES	ABSENCE RATE (YTD)
<input type="checkbox"/>	Brian	Acosta		19	10.6%
<input type="checkbox"/>	Laura	Acosta		11	6.1%
<input type="checkbox"/>	Erica	Adams		10	5.7%
<input type="checkbox"/>	Glenda	Adams		13	8.1%
<input type="checkbox"/>	Jay	Adams	Mon	18	10.0%
<input type="checkbox"/>	Stuart	Adams		4	2.2%
<input type="checkbox"/>	Tiffany	Adams		13	7.2%
<input type="checkbox"/>	Christina	Aguilar	Early Abs.	33	19.3%
<input type="checkbox"/>	Michael	Aguirre		23	12.8%
<input type="checkbox"/>	Jared	Alexander		13	7.2%

← Previous 1 2 3 4 ... 61

STUDENT DASHBOARDS PROVIDE ABILITY TO:

- ✓ View attendance patterns and get ahead of more severe challenges
- ✓ Flag barriers to attendance and swiftly connect students and families with the needed resources
- ✓ Add and view student-specific notes & intervention progress for quick collaboration and visibility across teams



WEEKLY REPORTING ON EVERYDAY INTERVENTION PROGRESS PROVIDES:

- ✓ Insights into district & community resources provided to families
- ✓ Family contact information flags & updates
- ✓ Summary & details on communications sent

“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



Truancy Support

**A positive, proven, and restorative approach to truancy
for your entire district**

Current truancy practices can be punitive and ineffective. Truancy Support quickly identifies truant students for busy educators and sends family-centered truancy letters that are 40% more effective than standard truancy letters, saving you time and bringing families in as partners for student success.

**Our truancy notices are
more likely to positively
engage families and
lead them to take action
than standard and
competitor notices.**

Data scientists monitor attendance data and identify students eligible for a Notice of Truancy (NOT)

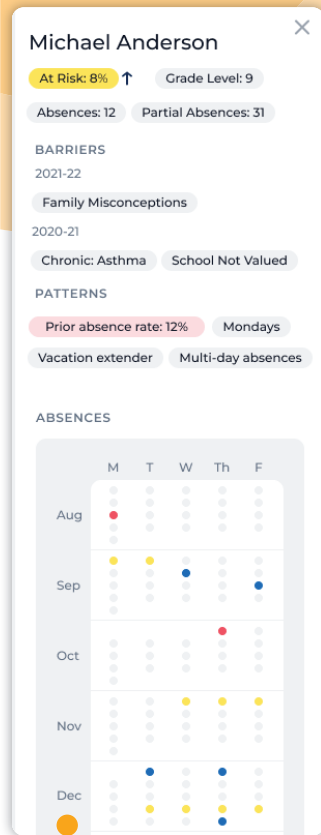
Add or view notes about family conferences

Educators approve students who need NOTs and EveryDay Labs prints & mails student-centered letters to families.

Most truancy notices leave families angry, scared, and sad. Our truancy notices are more likely to positively engage families and lead them to take action than standard and competitor notices.

Access to EveryDay Pro for quick student insights, including barriers to attendance, attendance patterns, and family outreach notes.

Clear, simple, and personalized letters offer solutions to improve attendance rather than threaten legal action.



	FIRST NAME	LAST NAME	NOT1	NOT2	NOT3	SCHOOL	NOTES	UNEXCUSED ABSENCES
<input type="checkbox"/>	Michael	Anderson	✓ 1/15/23	✓ 1/26/23	✓ 2/9/23	Smith HS		10
<input type="checkbox"/>	Kayla	Jones	✓ 1/15/23	2/16/23		A.J Frank MS		6
<input type="checkbox"/>	Layla	Dawson	...	2/19/23		Jacobs ES		3
<input type="checkbox"/>	Jose	Alvarez	✓ 1/17/23	✓ 1/26/23		Jacobs ES		8
<input type="checkbox"/>	Sergio	Aguirre	...	2/19/23		Jacobs ES		3
<input type="checkbox"/>	Sean	Manning	✓ 1/15/23	✓ 2/9/23		A.J Frank MS		7
<input type="checkbox"/>	Sascha	Hughes	✓ 2/9/23	2/16/23		Smith HS		4
<input type="checkbox"/>	Jessica	Castaneda	✓ 10/23/22	✓ 12/15/22		Jacobs ES		8

Anytown School District
555 North Main Street
Anytown, USA 12345

December 4, 2023

1st Notice of Truancy

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

**ABSENCES FROM SCHOOL:
YOUR HELP NEEDED!**

Dear Parent/Guardian of Casey Lee,

We need your help. Casey's absences from school are concerning, and your partnership is critical. Students who miss just one or two days of school each month can fall seriously behind.

Casey is now "truant" because of at least three (3) unexcused absences or tardies minutes this school year.

Your Multi-Tiered System of Supports (MTSS)

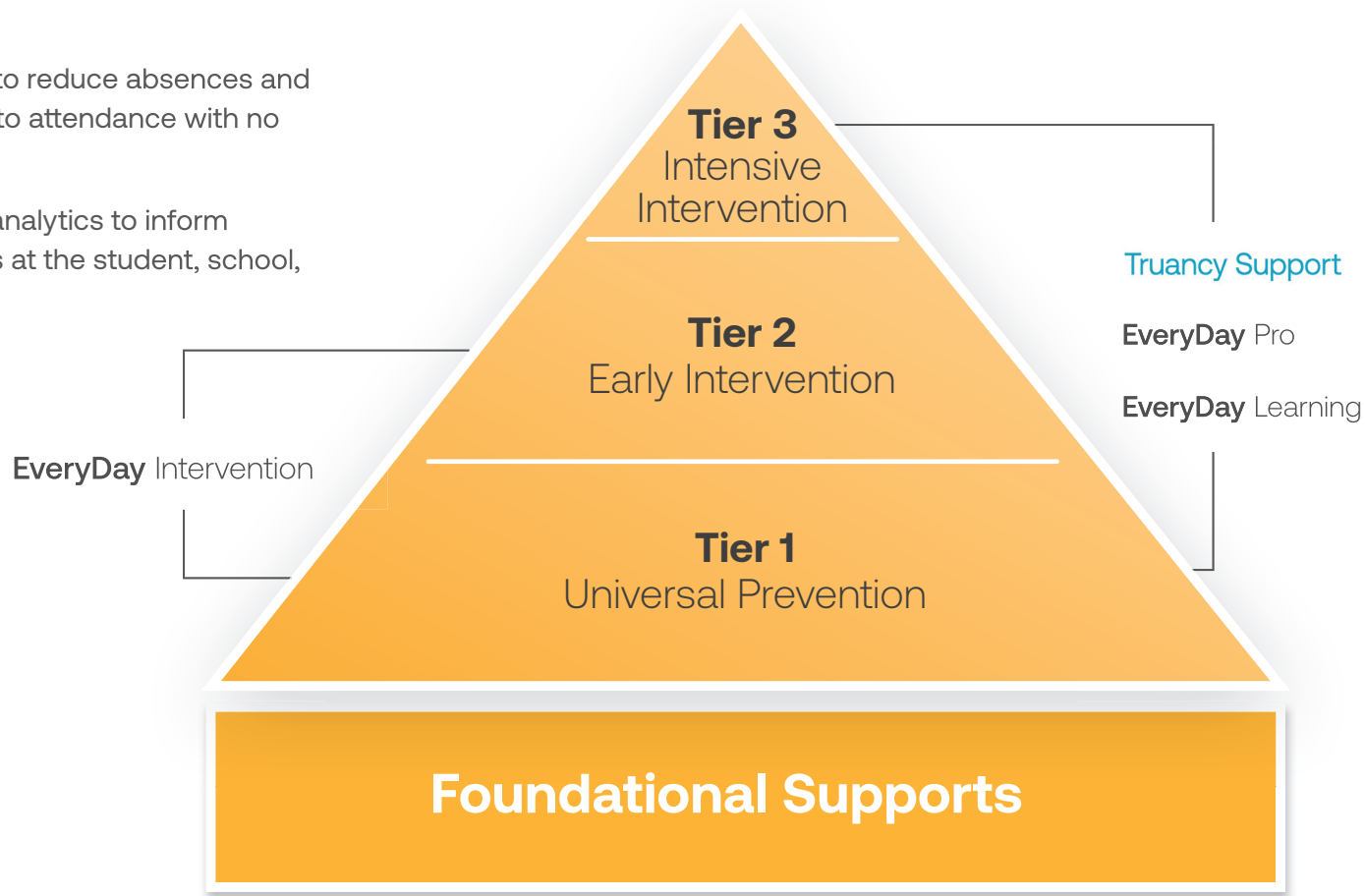


Attendance Works, the national leader in attendance advocacy and policy, provides districts with a three-tiered framework to reduce chronic absence and improve attendance.

Our solutions are designed to work seamlessly together to support your MTSS:

- ✓ **EveryDay Intervention:** Proven to reduce absences and help families overcome barriers to attendance with no change in school practices.
- ✓ **EveryDay Pro:** Actionable data analytics to inform strategic supports and initiatives at the student, school, and district level.
- ✓ **Truancy Support:** Brings families in as partners and ensures educators stay in compliance with state laws.

Our experts will be by your side throughout the year with professional learning & support to help you build a districtwide culture of attendance.



A background photograph of a classroom. In the foreground, a young man with dark skin and curly hair, wearing a grey long-sleeved shirt and tan cargo pants, stands and holds a blue marker. He is looking towards a teacher. The teacher, a Black man with glasses wearing a pink button-down shirt and khaki pants, stands in the background smiling. To the left, another student is seated at a desk, looking towards the teacher. The room has white walls and a whiteboard.

Why EveryDay Labs™

EveryDay Labs partners with districts to improve attendance and provide support for families with no additional work from district or school personnel, allowing educators to focus on the important work of teaching and learning.

Our Ecosystem of Solutions:

- ✓ Provides a turnkey, low-lift implementation model that removes the administrative burden from busy educators
- ✓ Brings more students into class for critical learning opportunities
- ✓ Reduces chronic absenteeism by 11-15%, recognized as the only PreK-12 attendance intervention with a “Strong Evidence” rating from Evidence for the ESSA out of the Center for Research and Reform in Education at the Johns Hopkins University School of Education
- ✓ Supercharges family engagement through building a culture of attendance & connecting families to resources on your behalf
- ✓ Saves staff time & helps them work more effectively through accessible attendance data & collaboration tools

Ready to learn more about our solutions?

Three easy ways to reach us:



Email: info@everydaylabs.com



Call: 650.641.9485



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