



Campaign Planning Document

Step 1: Identify attendance challenges in the school level data

- Review the overview, calendar and cohort pages
- Create a list of patterns, trends or outliers you see in the data

Step 2: Prioritize the list of attendance challenges

- Discuss which challenge could make the biggest difference if it was improved
- List the challenges in order from highest priority to lowest

Step 3: Develop a targeted campaign for the top 2 attendance challenges

- Identify if more information is needed
- If more information is needed, determine how you will get that information
- If more info is not needed, create a plan that will counter the challenge this year

Create your campaign plan:

Checklist for Targeted Campaign

1. Set Target / Purpose
 - a. Dip Day/Time of Year or Grade Level/Other Cohort
2. Create Slogan (if applicable)
 - a. ensure it's effective & sending the intended message
3. Schedule Kickoff Communications
 - a. Announcements/Messages to Staff/Students/Families
4. Plan School-Wide Incentives