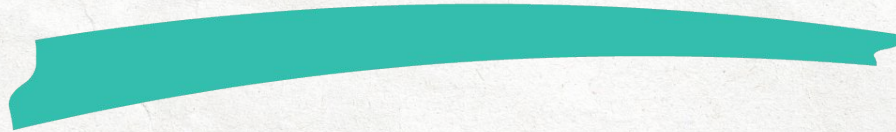


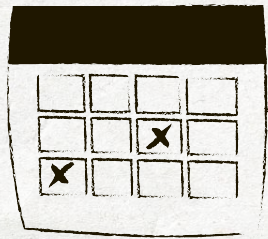
**STAY** *IN*  
*THE*  
**GAME!**



**KEEP LEARNING, EVERY DAY**

# EVERY DAY ATTENDANCE MATTERS MORE THAN YOU THINK

Consistent school attendance is the foundation for student success. Even missing a few days a month can have a lasting impact on learning.



**30% OF STUDENTS  
MISS 18 DAYS A  
YEAR**

**Chronically absent students are 65% less likely to meet the 3rd Grade Reading Guarantee.**



# TRANSFORMING OUR APPROACH TO ATTENDANCE IS AN OPPORTUNITY TO TRANSFORM STUDENT OUTCOMES

School is not just about encouraging a love of learning, it is also a place where kids develop social skills, build friendships, have access to health services, are able to join sports teams, and grow their confidence.

**Students who are consistently present at school, or miss fewer than 2 days a month, are almost 90% more likely to graduate from high school on time and go on to college and careers.** When we intervene early when students do miss school, more students succeed.

**Supporting students to attend school empowers them to reach their full potential.**



# INCREASING ATTENDANCE IS A TEAM SPORT, WITH FAMILIES, DISTRICTS, TEACHERS, AND COMMUNITIES WORKING TOGETHER TO GET KIDS TO SCHOOL.

When we come together to address attendance, we can keep our kids in the game and set them up for future success.

From district and school leaders promoting a sense of belonging, connection and support, to teachers making learning engaging, and communities investing in parent and student well-being, everyone has a role to play to improve attendance.



**EDUCATION AND  
COMMUNITY LEADERS  
TEAMED UP TO CREATE**

**STAY *IN  
THE* GAME!**



**KEEP LEARNING, EVERY DAY**

**Stay in the Game! is a dynamic statewide movement and learning network designed to dramatically improve student attendance.**

Stay in the Game! supports attendance campaigns across the state, impacting nearly 200,000 Ohio students and counting.

# NETWORK PARTNERS



**CLEVELAND BROWNS FOUNDATION**



**OHIO DEPARTMENT OF EDUCATION**



**PROVING GROUND**



**COLUMBUS CREW FOUNDATION**

# STAY <sup>IN</sup> THE GAME!

KEEP LEARNING, EVERY DAY

## MISSION & VISION

SITG! Network works together to campaign, connect, and convene to dramatically improve student attendance.

Stay in the Game! Network was designed so that...



**Every student** feels seen, supported and valued in school and is enriched by the experience of attending.



**Every family** feels a sense of partnership with their school and district.



**Every school** has the knowledge, evidence-based resources, and best practices needed to remove non-academic barriers to attendance.





KEEP LEARNING, EVERY DAY

## SITG! NETWORK GOALS

### GOAL 1:

**More than 90% of Ohio's students will be attending school more than 90% of the time, directly contributing to their ability to read on grade level, graduate on time, join the workforce and/or pursue postsecondary education.**

### GOAL 2:

**Over 50% of Ohio students are enrolled in SITG! Over 50% are attending school more than 90% of the time, and more than 30% are attending 95% of the time.**

### GOAL 3:

**Make improving attendance a sustained statewide effort, integrating it with Ohio School Improvement Process and identifying, promoting and advocating for best practices and policies.**





## NETWORK GOALS

### GOAL 1:

More than 90% of Ohio's students will be attending school more than 90% of the time, directly contributing to their ability to read on grade level, graduate on time, join the workforce and/or pursue postsecondary education.

### GOAL 2:

Over half of Ohio students are enrolled in SITG! Network with more than 50% of those consistently attending school more than 90% of the time and more than 30% attending 95% of the time.

### GOAL 3:

Make improving attendance a sustained statewide effort integrating it with Ohio School Improvement Process and identifying, promoting and advocating for best practices and policies.

# IS YOUR DISTRICT READY TO TACKLE ATTENDANCE? JOIN THE STAY IN THE GAME NETWORK!



If your district is ready to increase attendance in your community, Stay in the Game! is ready to support.

Your district can receive support and tools, including:

- A **Campaign Playbook** to customize your district and school campaigns
- **Attendance campaign materials** to use in your schools and community
- **Incentives and activities** aimed at students to reward increased attendance
- **Peer learning opportunities** to meaningfully impact attendance

All of these Tier 1 supports are designed to prevent and provide early intervention for attendance challenges, allowing your Tier 2 and Tier 3 interventions to be fewer and more focused.

# IS YOUR DISTRICT READY?

If you can say yes to each of the following, SITG! is right for your district.

- Your district has a commitment to increasing school attendance & alignment on action
- You have district leadership and staff that are ready to engage
- You have a foundation of data-driven decision making
- Your district is a trusted partner in your community





KEEP LEARNING, EVERY DAY

# CAMPAIGN PLAYBOOK



Stay in the Game! worked together with school leaders and education partners to develop an attendance Campaign Playbook designed to make improved student attendance a reality.

The Stay in the Game! Campaign Playbook is a tool that enables districts to create impactful campaigns to improve attendance.

With the Campaign Playbook, you get access to:



- Data and prompts to help set campaign goals
- Proven attendance messaging to use in your district
- Campaign materials and resources
- Celebratory incentives for students

## Build Your Team

**Core Team** Not Started

START

**Supporting Roles**  Complete

REVIEW

**School Captains** Not Started

START

**Meeting Logistics** Not Started

START

# HOW DO YOU WANT TO GET IN THE GAME?

## PLANNING

**Ready to start?** Planning districts have access to the digital Campaign Playbook, peer learning opportunities, and receive implementation support from the Network.

## LEARNING

**Want to learn more before a full campaign?** Learning districts have access to tools, resources and the peer learning network, and implement the campaign independently.

# LEARNING DISTRICT: BENEFITS



**Opportunities** for district attendance team to participate in SITG! Network **peer learning opportunities**.



**Starter kit of campaign materials** and Stay in the Game! and team **branded/autographed incentives** to support your district's local campaign (Browns or Crew branded). *First year only.*



*Based on availability,* Browns or Crew **mascot to attend** one in-person attendance campaign event (virtual visits can be arranged based on distance).



Invited to participate in select **contests, promotions, and experiences**.



# LEARNING DISTRICT: EXPECTATIONS



Actively engage in the Stay in the Game! Network by **providing feedback** via occasional focus groups, surveys, interviews and attending webinars, conferences, and regional convenings.



Generate at least one **attendance-related post on social media** quarterly and tag the SITG! Network account.



**Re-share attendance posts** produced by the SITG! Network social accounts each month.



# PLANNING DISTRICT: BENEFITS



**Access to the Digital Attendance Campaign Playbook** to build a campaign that contains the resources and tools needed for a successful attendance campaign.



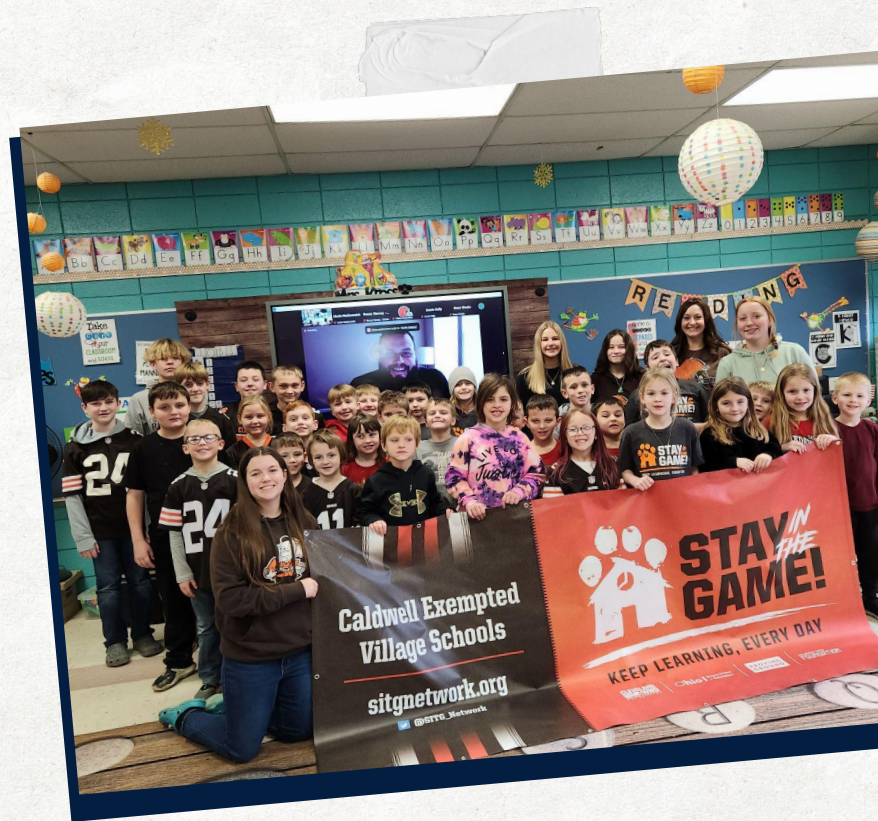
**Opportunities** for the district attendance team to participate in SITG! Network **peer learning**.



Browns or Crew **mascot, alumni and/or player to attend** one in-person attendance campaign event (virtual visits can also be arranged).



A **customized set of campaign materials**, Stay in the Game! and team **branded/autographed incentives** to support a district's local campaign. *First year only.*





# PLANNING DISTRICT: EXPECTATIONS

- **Actively participate in Stay in the Game! Network's community network** to provide feedback via focus groups, webinars, conferences, etc.
- **Complete** online attendance Campaign Playbook.
- **Generate at least one attendance-related post** on social media quarterly.
- **Re-share attendance posts** produced by SITG! Network social accounts monthly.



# YOUR TEAM CAN BUILD A WINNING CAMPAIGN

The Stay in the Game! Campaign Playbook will help you:

1. Build your team of advocates
2. Understand the challenge by analyzing your district's attendance data
3. Lay the groundwork for your communications plan
4. Develop your engagement plan
5. Implement and analyze your game plan
6. Increase attendance!

The SITG! Network will highlight bright spots, best practices and emerging research so your district can continue to have greater impacts on student attendance.



# DISTRICTS THAT ARE DOING IT RIGHT

Joining SITG! gives districts an opportunity to learn from districts that have improved their attendance rates.

From Dayton, to Columbus, to Cleveland, districts across Ohio are using the learnings from SITG! to impact their attendance levels.

Read about districts doing it right on [our website](#).



# GET IN THE GAME!

Already convinced and ready to get started with the Stay in the Game! Network? Fill out the [commitment form](#) for your district to become a Planning District or a Learning District and let's get started!

Connect with our team to get in the game! Email [info@stayinthegame.org](mailto:info@stayinthegame.org) to set up a meeting with the Stay in the Game! Network team to learn more. Let's work together to set your district up for success.

# STAY IN THE GAME!

KEEP LEARNING, EVERY DAY

