



## 2023-2024 School Year Agreement – Planning Level

Consistent every day school attendance is the foundation of student success. Even a few missed days can have a lasting impact. Increasing attendance is a team sport, with families, teachers, and communities working together to get kids to school and help them reach their full potential.

To build the movement and increase student attendance, the *Stay in the Game!* Network works with community partners and education leaders to better understand, and collectively address, gaps in attendance. The tools, resources and peer-to-peer learning network of *Stay in the Game!* support attendance campaigns across the state, already impacting over 150,000 students.

When schools, families and communities come together to address attendance, we can keep our kids in the game for future success. If your district is ready to increase attendance in your community, *Stay in the Game!* is ready to support.

The table below outlines the expectations and benefits for participating districts in the 2023 - 2024 school year.

### **Ready to show up for students? Here's what your district needs:**

- A commitment to increasing school attendance and alignment with Network's framework for action:** School attendance is a top priority, and your district demonstrates a long-term commitment and philosophy for action that aligns with Network's framework for developing a comprehensive plan - one that actively engages with the community and is informed by data.
- District leadership and staff that are ready to engage:** Superintendent approves partnership, empowers a team, and designates a project manager to do the work, including the bandwidth and authority needed. District has the infrastructure to rally staff and get them to champion the work at the district and school level.
- A foundation of data-driven decision making:** Data is key to running a successful attendance campaign. Districts already collect baseline data to set goals and consistently track, analyze, and measure progress, revising programming based on data insights.
- Your district is a trusted partner in your community:** District demonstrates credibility with community members and transparency in its communications. District shares program results with partners and/or the public regularly.

EXPECTATIONS
<ul style="list-style-type: none"><li>● Submit and approve the 2023-24 campaign via <a href="#">Digital Playbook</a></li><li>● Participation in a formative evaluation of your attendance campaign to be conducted by McREL International through surveys and focus groups for administrators, counselors, teachers, and student</li><li>● Review and sign the communications license agreement granting your district access and outlining parameters around usage of <i>Stay in the Game!</i> (SITG) logos on attendance materials*</li><li>● Utilize logos as appropriate on attendance campaign materials</li></ul>



### EXPECTATIONS

- Generate at least one attendance-related post on social media quarterly and tag the *Stay in the Game!* Network account on Facebook and/or Twitter
- Re-share attendance posts produced by *Stay in the Game!* Network social accounts monthly on Facebook and/or Twitter
- Actively participate in *Stay in the Game!* Network's community network to provide feedback via focus groups, webinars, conferences, etc.

\*Applicable to new districts or districts with superintendent change

### SUPPORT / BENEFITS

- Access to the Digital Attendance Campaign Playbook that contains the resources and tools needed for a successful attendance campaign
- A set of **campaign materials as well as team branded/autographed incentives** to support a district's local campaign (**Browns or Crew branded**)
- *Based on availability*, the opportunity to apply for attendance-related grants from the Cleveland Browns Foundation
- Based on availability, Browns or Crew mascot, alumni and/or player to attend one in-person attendance campaign event (virtual visits can also be arranged)
- Opportunities for the district attendance team to participate in Stay in the Game! Network peer-to-peer learning
- A customized district-level summary of your district's attendance outcomes provided by McREL International

#### School Year 2023-24 Incentives

- *Based on availability*, game day tickets (*allotment confirmed by July*)
  - If accepting tickets, your district agrees to an 80% utilization rate to continue to receive tickets
- *Based on availability*, game day, Training Camp and off-season experiences

### District CEO/Superintendent Signature

By signing below, your district is agreeing to the above expectations and benefits that coincide with participating as a *Stay in the Game!* partner at the PLANNING DISTRICT level for the 2023-2024 school year.

#### ACCEPTED AND AGREED:

School District: \_\_\_\_\_

By (signature): \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_