



# Every Day Matters

## Campaign Plan Summary

### Overview

*Every Day Matters* is a campaign to inform Clark County School District (CCSD) audiences and stakeholders about the challenge of chronic absenteeism and what southern Nevadans can do to promote students' daily attendance in school. CCSD will lead the effort to encourage students to attend school by emphasizing the importance of attending school because *Every Day Matters* for achieving academic excellence and future success. The District's goal is to reduce the District's chronic absenteeism rate from 36.0% to 25%.

### Communication Objectives

**Raise Awareness:** Increase understanding among parents/guardians, students, and the community about the significance of regular school attendance in achieving academic excellence and future success.

**Foster Engagement:** Encourage parents/guardians to actively participate in their child's educational journey by emphasizing their role in promoting attendance and a positive learning environment.

**Provide Resources:** Equip parents/guardians, students, and stakeholders with tools and resources that address potential barriers to attendance, such as transportation, health, and family circumstances.

### District Policy and Regulation

[Policy 5113](#) states, "The Clark County School District requires that students enrolled in schools of the District attend school regularly in accordance with the Nevada Revised Statutes. It is the position of the District that if a student is absent, no learning can take place."

[Regulation 5113](#) states, "Regular student attendance is critical to the student completing course work required or earning credit and/or being promoted to the next grade. Attendance enforcement is a shared responsibility between the District and the student's parent/guardian."

Led by the College, Career, Equity, and School Choice Unit, CCSD will enforce CCSD Regulation 5113 through the following efforts:

- Elementary students in Grade Kindergarten through Grade 5 who exceed twenty (20) unapproved absences during the school year may be retained in the current grade.
- Parents/Guardians of young students not attending school may face Educational Neglect, which is a process completed by elementary schools and sent to the Clark County Department of Family Services.

- The District will enforce Educational Neglect and monitor all cases provided to the Clark County Department of Family Services.
- Secondary students exceeding ten (10) unexcused absences in a semester may be denied course credit.

## Marketing

The Marketing Department will create assets for schools, departments, and community partners to utilize in support of this effort.

- **Schools**: Each school will utilize its website, marquee, newsletter, social media, and other assets to support this effort.
- **Local Government Partners**: Assets will be shared by the Government Relations Department with local government offices for use in their communications and publications.
- **Transportation Partners**: Assets may be utilized to inform/educate community members regarding the importance of attending school regularly.
- **Non-Governmental Organizations (NGOs)**: Assets may be utilized to encourage program participants (students and families) to attend school regularly.
- **Website**: The CCSD Marketing Department will work with a contractor to develop a landing page for Every Day Matters, where students, families, and staff can obtain information about why school attendance is essential for academic success.
- **Social Media**: The CCSD Marketing Department will develop and share social media content to raise awareness about the significance of consistent attendance. Additionally, they will provide valuable tips and ideas to assist students in arriving at school on time.
- **Social Media Advertising**: The contractor will create and post ads tailored to families highlighting the importance of attending school and the consequences of non-compliance.

## Conclusion

To succeed, this effort requires commitment throughout the school district community, including families, local government partners, NGOs, and stakeholders.