|  |  |
| --- | --- |
| **Who:** | Who is the audience for the messaging?parents, staff, students, or community members |
| **What:** | Depending on the audience, utilize the messages outlined in the District’s “Core Attendance Messages.” |
| **When:**  | When will the message be delivered?* Opening of School Year
* Back to School
* Holidays/Winter Break
* Parent Conferences
* Back to School Night
* Spring Break
* End of Year
* Ongoing during all parent conferences
 |
| **Where/How:** | How will the message be communicated? In what format will it be delivered or where will it be delivered? * Written Communication
	+ Letters and flyers home to parents/guardians
	+ Bulletin Boards
	+ Marquee
* Recorded or Verbal Communication
	+ Blackboard Connect Messages
* In-Person Communication
	+ Parent meetings- ELAC, SSC
	+ Parent Conferences
	+ Staff meetings, Professional Developments
	+ Student Assemblies
 |
| **Support Materials Included:** | 1. Core Attendance Messages
2. Parent Letter Sample
3. Blackboard Connect Scripts
	* General
	* Holiday
	* Inclement Weather
4. Attendance Flyer Template
5. PowerPoint Presentation for Parents
 |

**Attendance Messaging**

**PLANNING SHEET**