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| **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**