



Missing School Matters Central Texas Attendance Campaign

Each year, Central Texas students are absent 2.4 million days of school.

Students in Central Texas miss more days of school than their peers across the state in every grade. The problem worsens in high school, when Central Texas students are absent far more than in other parts of the state.

Over half of absences in Central Texas were potentially preventable, including routine medical or dental checkups, traveling, or just skipping school.

Student absences are costly to our region in a variety of ways:

- **Students can't learn**: If a student is not present at school, they are missing opportunities to learn, to socialize, to gain confidence, and to be inspired.
- **Teachers can't teach**: It is much more difficult for teachers to teach effectively when they are "catching up" students who have missed.
- **Lost revenue**: The state funds schools based on daily attendance - so every day missed costs schools money. This means missing out on teachers, sports programs, and electives due to lack of funding.

Each day your student misses costs your school about \$38. In fact, the typical high school in our region loses almost \$20,000 every week because of absences. Across the region, our schools lose over \$91 million a year!

But it's not just the money! The consequences of poor attendance are huge: those students with the highest absentee rates were ten times as likely to drop out of school.

If we increased attendance on average by just 2 percentage points, or three days per student, we could increase revenues to our schools by over \$34 million per year! (Or put another way, we could hire another 600 teachers...)

Community efforts do have an impact. Central Texas schools who participated in a national attendance challenge increased their attendance by over 2%, proving we can reach our regional goal if we all work together.

Do your part:

1. Make friends, neighbors, and coworkers aware of the impact of poor attendance.
2. Offer incentives to employees to increase parental involvement and student attendance.
3. Put an article in your organization's newsletter.
4. Put a Missing School Matters poster on your door.
5. Use and share the Parents' Guide to Attendance to prevent unnecessary absences.

Find tools to help at www.MissingSchoolMatters.org