



# 10 Step Guide to improving School Attendance in 2018

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# RSAS

REMOTE SCHOOL ATTENDANCE STRATEGY

Our Children . Our Community . Our Future

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Impatye anwerne kenhe apenteme



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# Step 1



- ❖ Lead with vision and values – what are the words that make the school a good place
- ❖ High Expectations – are we our very best
- ❖ Is the school at the centre of the community
- ❖ Acknowledgment, Recognition: The formation of Identity
- ❖ Persuasion – is our language convincing
- ❖ Jobs and the Value Proposition – what is the point of school



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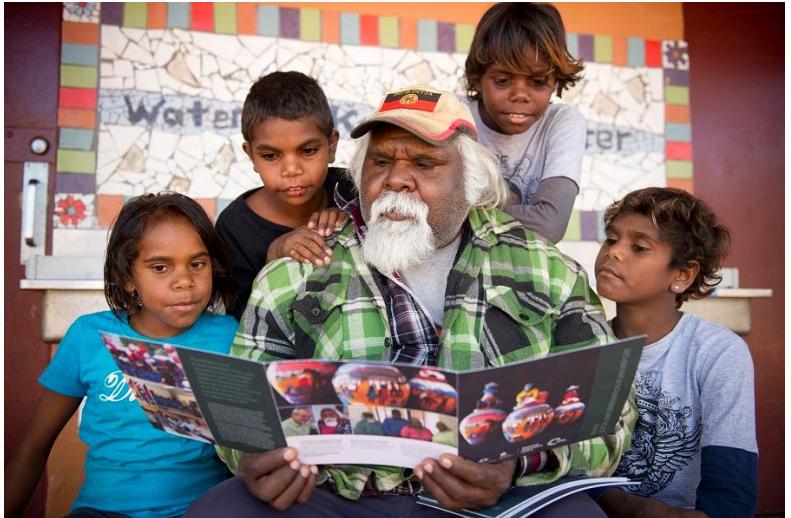
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# Step 2

- ❖ Be clear around the two approaches is the RSAS role around law enforcement or making the school appealing
- ❖ Look closely at current strategies and be clear what approach is being used.



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# Step 3



All strategies must include words or sayings that persuade

Explicitly teach how habits are formed

Use language like “together we are in the business of making the very best version of you we can”

Talk about social norms (these are the habits and accepted behaviours) and how we can build them



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## Step 4

Once you get a full understanding of how to persuade, agree the campaign, name it, implement it, decide how you will ensure it is complied with and how its implementation aligns with your attendance reporting cycle and very importantly how you intend to communicate the effectiveness of your efforts to your community and your line managers.

Some general principles are:

- Employ effective start-up approaches
- Create teacher, administrator, and community buy-in
- Build partnerships and collaboration
- Understand ‘Communication = The key to lasting partnerships’



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## Step 5

Reach out you are not alone.

For instance sign up to the newsletters and seminars of

[www.attendanceworks.org](http://www.attendanceworks.org)



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# Step 6

Get a clear system for actively campaigning. We suggest data cycles of one day - 5 days and 25 days. This gives helpful symmetry of 8/25 days cycles for a 200 day year.

Develop a language set around this system.  
Make a big effort to get as much good news out as possible.

For example you can start calling a full attendance student a "25er" suggesting they do 25 days in a cycle.



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# Step 7



Review the student experience from a student perspective.

Be guided by CATIE:

**C**ommunity  
**A**bundance,  
**T**ransparency,  
**I**ntensity and  
**E**nergy

These values embody the world we all want to live in.

Teaching is a performance art.

Let's have a look at our act and ensure our students are really enjoying the show.



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# Step 8



Always have a core focus on the teaching.

Is it enjoyable?

Is it building success?

Does it require your attendance?

Do the children have daily tasks that you enjoy and are recognised for?



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# Step 9



Adopt a signature strategy - make it a really big deal by way of professional investigation.

For instance, one school getting good outcomes is currently doing "Strengths" they live and breathe the work of Martin Seligman.

They read the books use the language and tools and set out to really internalise the processes.

Can you spot your own strengths?

Can you spot the strengths of your staff?

Can you spot the strengths of your students?

Do you know how to lead with your signature strengths?

Do you know how to build new signature strengths in yourself and in others?



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# Step 10

Make the main game the main game.

Get rid of excuses.

Framing the challenge as hard or complicated, sets the scene for failure.

Never talk about non attendance or poor attendance or problematise attendance.

Remember "when you awfulise you authorise."



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**nesa**  
national employment services association



# Example

**Question** How is attendance going?

**Answer** Really on a roll. Did you hear about Jonny was not coming to school. We support him now he is a regular.

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**Allegation** There is too much bullying or teasing

**Response** Our Principal really cares our teachers care we need to get behind our school

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**Question** What is the point of school

**Answer** We keep our country – Protect our culture – Get our Jobs



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Thank you  
for your attendance  
today

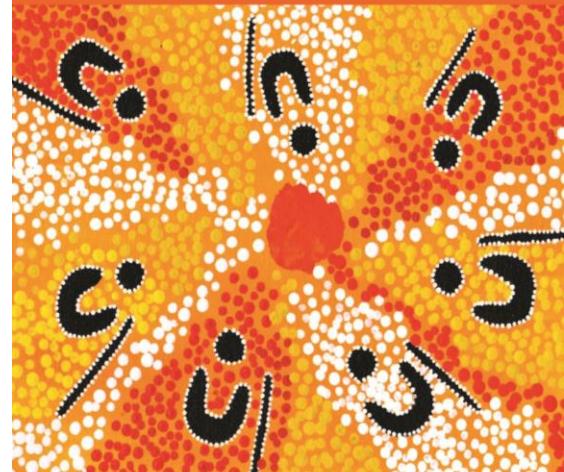


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