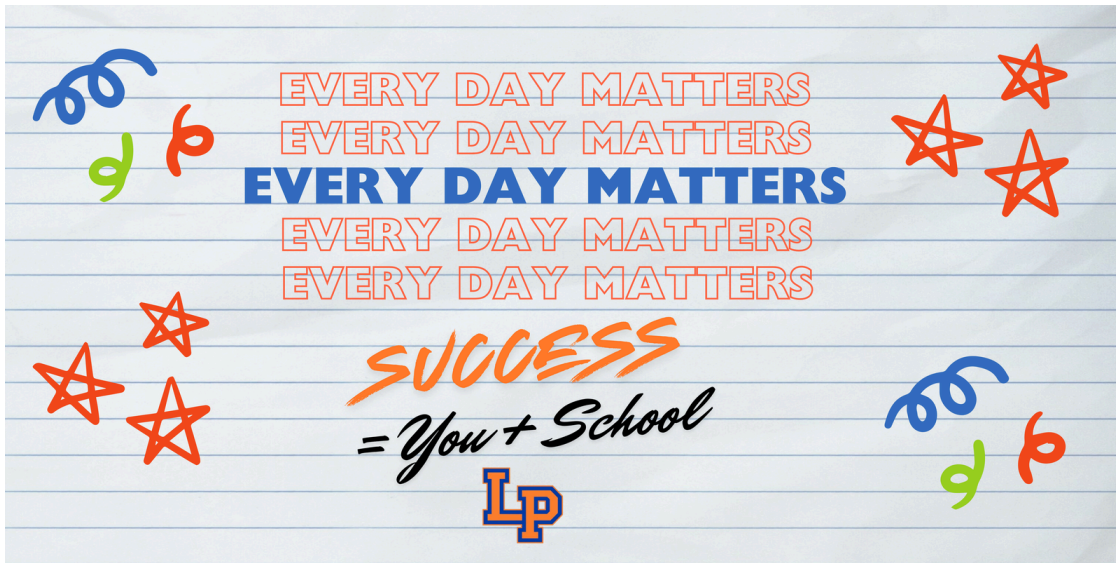


EVERY DAY MATTERS

An Attendance Communications Package



Part One: Lincoln Park Public Schools

Family and student communications developed and shared by Steve A. Massengill, School and Parent Liaison

Part Two: In Class Is Where It's At

The tri-county attendance campaign of Wayne RESA, Oakland Schools, and Macomb ISD

This package brings together two layers of attendance communication. Part One holds the family and student materials created by Lincoln Park Public Schools, shared with our thanks for the district's generosity in opening its work to colleagues across the region. Part Two holds the regional campaign assets that any district in Wayne, Oakland, or Macomb County may use. Districts are welcome to adapt the language and design for local use.

PART ONE

Lincoln Park Public Schools

Family and student attendance communications

How Lincoln Park Uses These Materials

Lincoln Park's approach rests on steady, friendly repetition rather than a single campaign push. The same message, that success equals you plus (+) school, reaches students and families through the channels each group already uses. Students hear it in weekly building announcements and at Friday night football games. Families receive it through mailed letters, ParentSquare messages, and social media posts timed to the moments when attendance typically slips, such as the opening weeks of school, semester break, and extended holidays.

Two features are worth noticing as you review the package. First, the tone is consistently warm and non-punitive. Families struggling with attendance are met with an offer of partnership rather than a warning. Second, the messages come from a named person, the School and Parent Liaison, whose contact information appears every time, which gives families a single door to knock on.

At a Glance

Resource	Audience	Channel	When it is used
Beginning-of-year letter	Families of students with prior attendance concerns	Mailed letter on district letterhead	First weeks of school
Every Day Matters graphic	Whole community	Social media, large canvas print sign, digital signage	Year-round
Top 10 Tips, English and Spanish	All families	Social media and ParentSquare	Start of year and semester break
Learn In Class audio PSA	Middle and high school students	Weekly in-building announcements	Weekly
Attendance Matters audio PSA	Elementary students	Weekly in-building announcements	Weekly
Athletic event announcement	Students, families, community	Public address at football games	Home game nights
School break gratitude message	All families	ParentSquare	Ahead of each extended break
Liaison check-in messages	All families	ParentSquare	Every couple of weeks

1. Beginning-of-Year Letter to Families

Audience: Families of students whose attendance was a concern during the prior school year.

Channel: Mailed on district letterhead, signed by the School and Parent Liaison.

Timing: First weeks of the new school year.

Lincoln Park sends this letter to open the year with a clean slate. It names the previous year's difficulty without assigning blame, explains briefly why attendance matters, and closes with a direct invitation to reach out for help. Bracketed fields are merged from the student information system.

Letter Text

Dear [Parent/Guardian Name],

Welcome to a brand-new school year! We are thrilled to partner with you to support [Student Name] as they step into a fresh academic season.

Reflecting on last year, we know that getting to school consistently presented some challenges for your family. We want you to know that we see your efforts, and today is a completely fresh start.

Why Your Child's Attendance Matters

Every single day counts, and your child's presence makes a difference.

Academic growth. Missing school leaves gaps in learning that are hard to fill.

Social connection. Routine attendance helps your child build strong friendships.

A valued community. Our school family is incomplete when [Student Name] is absent.

Let's Partner Together

We know that life happens, and barriers to attendance, like transportation, illness, or morning routines, can be stressful. We are here to help, not to judge.

If you begin to face challenges getting your child to school this year, please reach out to us immediately. We can work together to find solutions, connect you with resources, or adjust schedules.

Thank you for your dedication to your child's education. Let's make this a wonderful and successful school year together!

Warmly,

Steve A. Massengill, LPPS School and Parent Liaison

steve.massengill@lpps.info | (313) 627-3090

2. Family Messages Sent Through ParentSquare

Three message types carry the attendance theme to families across the year. Each is short enough to read on a phone and each ends with an open invitation to make contact.

Ahead of an Extended Break

Timing: Sent a few days before Thanksgiving, winter, and spring breaks. Dates and the return date are updated each time.

Dear Families,

We are thankful for you!

As we prepare to take time off from school for Thanksgiving break from November 26th through November 30th, we want to share our gratitude for everyone in our school community. Your partnership helps students show up every day, ready to connect, learn, and grow.

Why We're Grateful

Every day of school is an important opportunity for students to connect with peers and teachers and to grow personally, socially, and academically. We are especially thankful for our students and families who show up to school regularly, even when it isn't easy. We're grateful for our staff who go above and beyond to make school a welcoming learning environment where everyone stays safe, connected, and excited about learning. And we appreciate our many support staff and volunteers who provide the extra hands and attention our students need.

We're Here to Help

If your family or your child needs support, please reach out to your Building Principal or contact me directly at (313) 389-0218 ext. 26121.

Looking Ahead

We appreciate everyone's efforts to maintain attendance through the holiday season. When students show up consistently, they're able to make critical connections and build relationships that support their development. We look forward to seeing you again when school resumes on December 1st.

Thank you for partnering with us!

Sincerely, Steve A. Massengill, School and Parent Liaison

Regular Check-In Messages

Timing: Sent to all families every couple of weeks throughout the year.

These brief notes keep attendance in front of families without turning it into a warning. The liaison introduces himself by name each time so that families come to recognize a person, not a system.

Message one

Hello Railsplitter Friends and Families! Steve Massengill, your School and Parent Liaison here to remind you that “There's no time like the present and no substitute for being present” in school! You see, “Success in school begins with showing up.” Think of it like this, “Education is the passport to the future, and attendance is the stamp that gets you there.” Make the commitment again to having your students in school everyday!

Thank you!

Message two

Hello again Railsplitter friends and families! Steve Massengill, your School and Parent Liaison, here to encourage everyone that “Success in school starts with good attendance. It's a simple truth that underscores the importance of showing up every day, ready to learn and grow.” Please partner with LPPS to make sure our students are with us everyday!

3. Athletic Event Announcement

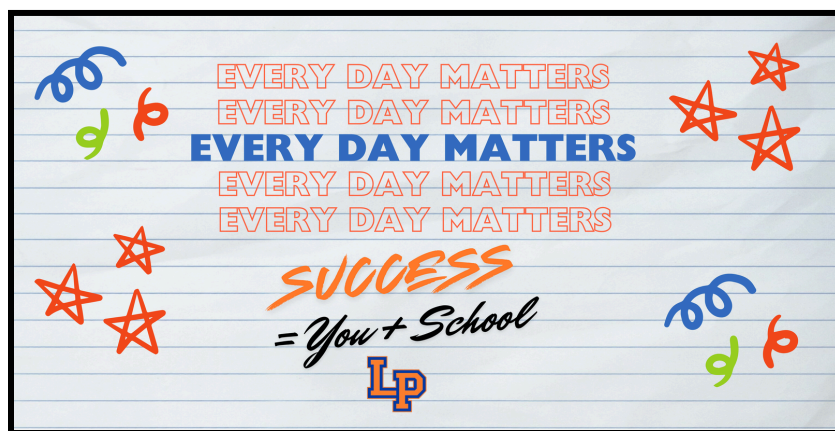
Audience: Students, families, and community members at home football games.

Channel: Read over the public address system between plays or at halftime.

This is the smallest item in the package and one of the most quietly effective. It puts the district's attendance message in front of hundreds of families in a setting where nobody expects a school message, and it takes about eight seconds to read.

Hey Railsplitters, LPPS wants to remind you to Make Every Day Matter because Success = You + School. So be in school every day!

The same script adapts easily to basketball games, concerts, open houses, and other community events where a public address system is already in use.



4. Audio Public Service Announcements

Lincoln Park partnered with LearnInClass.com to produce short, professionally voiced attendance spots. Buildings play them during weekly announcements, which means students hear a consistent message in a format that sounds more like radio than a reminder from the office. Both audio files accompany this package.

Learn In Class PSA, Secondary

File: [Link to PSA](#)

Length: Approximately 30 seconds.

Use: Played weekly in Lincoln Park middle and high schools.

Source: Produced with LearnInClass.com.

Attendance Matters PSA, Elementary

File: [Link to Attendance Matters PSA](#)

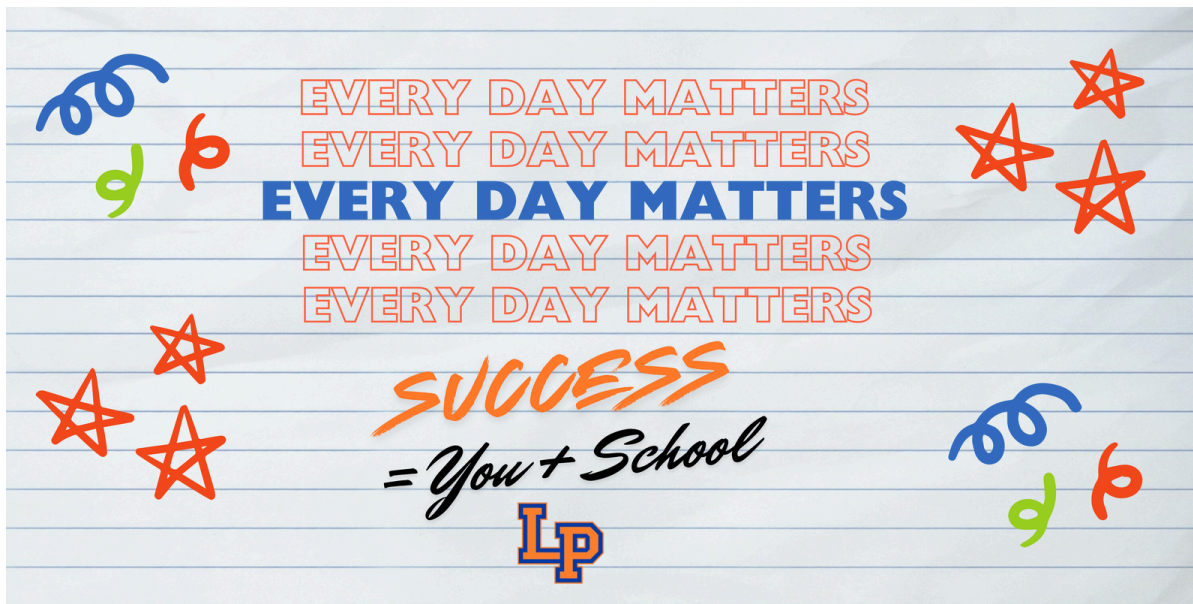
Length: Approximately 72 seconds.

Use: Played weekly in Lincoln Park elementary schools.

Districts interested in producing their own spots may want to consider student voices from a broadcast or media class, which lowers the cost and raises student interest in the message.

5. Graphics and Print Materials

The Every Day Matters graphic carries the district's central message and its Railsplitter identity. It appears on social media, in print, and on digital signage throughout the year. The Top 10 Tips handout, available in English and Spanish, is posted to district social media feeds and sent through ParentSquare at the beginning of the year and again at semester break.



Every Day Matters. Success = You + School.

Top 10 Tips to get your child to school on time, every day



10 Tips to get your child to school on time, everyday!

1. **Set attendance goals with your child and track their progress on a calendar.** Try offering small rewards for not missing any school, such as a later bedtime on weekends.
2. **Help your child get a good night's sleep.** A lack of sleep is associated with lower school achievement starting in middle school. Not getting enough sleep is also linked with more missed school and tardiness. Most younger children need 10-12 hours per night and adolescents (13-18 years of age) need 8-10 hours per night. *Check how many hours your child needs here.*
3. **Prep the night before to streamline your morning.** Have your child lay out their clothes before going to bed. Have backpacks and lunches packed. Develop back-up plans for getting to school in case something comes up, like the car not starting or having to get to work early. Have a family member, a neighbor or another trusted adult on standby to take your child to school if you ever need help.
4. **Schedule extended trips during school breaks.** This helps your child stay caught up with school learning. It also sets the expectation for your child to be in school during the school year. Remember, that even in elementary school, missing a week of class can set your child behind on learning.
5. **Stay up-to-date on routine well-child and dental visits.** These visits help ensure your child is on track with their growth and development. They also help keep them up-to-date on preventive care, including vaccines. Regular connections with your pediatrician and dental provider help catch any health issues early. When possible, try to schedule these and other medical appointments before or after school hours. If visits have to be during the school day have your child attend school before and/or after the visit.
6. **Don't have your child stay home unless they are truly sick.** Reasons to keep your child home from school include a fever greater than 101 degrees F, vomiting, diarrhea, a hacking cough, toothache or other infectious illnesses. Keep in mind, complaints of frequent stomachaches or headaches can be a sign of anxiety and may not be a reason to stay home.
7. **If your child has a chronic health issue such as asthma, allergies or seizures,** talk with your pediatrician about developing a school action plan. Meet with and get to know the nurse at your child's school. If you need guidance with this check in with your school's principal or secretary. They can get you started.
8. **Talk with your child about the reasons why they do not want to go to school.** School-related anxiety can lead to school avoidance. Talk to your child about their physical and emotional symptoms. Try to get them to talk about any emotional struggles they may have with issues like bullying, fear of failure or actual physical harm. If you are concerned about your child's mental health, talk with your pediatrician, your child's teacher or school social worker.
9. **Follow the rules.** Be sure you know what your school's requirements are for when your child will be absent or late. If you are supposed to call, email or provide a doctor's note after a certain number of days out, then do it. If we want our children to follow rules, we must lead by example.
10. **Look for activities at school that match your child's interests.** Does your child's school have a club or an after-school program that might interest them? Is there a school sports team or musical group they could join? Special activities like this can help kids connect with school and keep them motivated to attend.



¡10 consejos para que tu hijo llegue puntual al colegio, todos los días!

1. Establezca metas de asistencia con su hijo y lleve un registro de sus avances en un calendario. Intente ofrecerle pequeñas recompensas por no faltar a la escuela, como acostarse más tarde los fines de semana.
2. Ayude a su hijo a dormir bien por la noche. La falta de sueño se asocia con un menor rendimiento escolar a partir de la escuela secundaria. No dormir lo suficiente también se relaciona con más ausencias a la escuela y más impuntualidades. La mayoría de los niños más pequeños necesitan dormir de 10 a 12 horas por noche y los adolescentes (de 13 a 18 años) necesitan de 8 a 10 horas por noche. Compruebe cuántas horas necesita su hijo aquí.
3. Prepára la noche anterior para agilizar tu mañana. Haz que tu hijo prepare su ropa antes de irse a dormir. Prepára las mochilas y los almuerzos. Desarrolla planes alternativos para llegar a la escuela en caso de que surja algo, como que el auto no arranque o tengas que llegar temprano al trabajo. Ten a un familiar, un vecino u otro adulto de confianza listo para llevar a tu hijo a la escuela si alguna vez necesitas ayuda.
4. Programe viajes más largos durante las vacaciones escolares. Esto ayuda a que su hijo se mantenga al día con el aprendizaje escolar. También establece las expectativas de que su hijo esté en la escuela durante el año escolar. Recuerde que, incluso en la escuela primaria, faltar a clases una semana puede hacer que su hijo se retrase en el aprendizaje.
5. Manténgase al día con las visitas de rutina al dentista y al pediatra. Estas visitas ayudan a garantizar que su hijo esté en el buen camino con su crecimiento y desarrollo. También ayudan a mantenerlo al día con los cuidados preventivos, incluidas las vacunas. Las conexiones regulares con su pediatra y proveedor de servicios dentales ayudan a detectar cualquier problema de salud de manera temprana. Cuando sea posible, trate de programar estas y otras citas médicas antes o después del horario escolar. Si las visitas deben realizarse durante el día escolar, haga que su hijo asista a la escuela antes y/o después de la visita.
6. No deje que su hijo se quede en casa a menos que esté realmente enfermo. Entre las razones para que su hijo no vaya a la escuela se incluyen fiebre de más de 101 grados F, vómitos, diarrea, tos seca, dolor de muelas u otras enfermedades infecciosas. Tenga en cuenta que las quejas de dolores de estómago o de cabeza frecuentes pueden ser un signo de ansiedad y tal vez no sean una razón para quedarse en casa.
7. Si su hijo tiene un problema de salud crónico, como asma, alergias o convulsiones, hable con su pediatra sobre la posibilidad de desarrollar un plan de acción escolar. Reúnase con la enfermera de la escuela de su hijo y conozca a la persona que lo atiende. Si necesita orientación al respecto, consulte con el director o la secretaria de la escuela. Ellos pueden ayudarlo a comenzar.
8. Hable con su hijo sobre las razones por las que no quiere ir a la escuela. La ansiedad relacionada con la escuela puede hacer que evite ir a la escuela. Hable con su hijo sobre sus síntomas físicos y emocionales. Intente que hable sobre cualquier problema emocional que pueda tener con problemas como el acoso escolar, el miedo al fracaso o el daño físico real. Si le preocupa la salud mental de su hijo, hable con su pediatra, el maestro de su hijo o el trabajador social de la escuela.

6. Links Lincoln Park Shared

Student Attendance Success Plans from Attendance Works

<https://www.attendanceworks.org/resources/student-attendance-success-plans/>

Lincoln Park Public Schools 2025 to 2026 attendance video

<https://www.facebook.com/reel/1334420737872587>

7. Adapting Lincoln Park's Work in Your District

Colleagues who want to build something similar may find it useful to start with the two pieces that require the least investment. The public address announcement costs nothing and reaches families who rarely open a newsletter. The every-couple-of-weeks family message costs a few minutes of writing and establishes a familiar voice long before a family is ever contacted about an absence.

From there, the beginning-of-year letter offers a way to reopen relationships with families who ended the previous year on difficult terms, and the break messages address the stretches of the calendar where attendance most often slides. The audio and graphic pieces round out the effort by making the message visible and audible in the ordinary rhythm of the school day.

PART TWO

In Class Is Where It's At

A tri-county attendance campaign of Wayne RESA, Oakland Schools, and Macomb ISD

8. About the Campaign

In Class Is Where It's At launched in August 2024 as a partnership of Wayne RESA, Oakland Schools, and Macomb ISD. It carries a single, shared message about chronic absenteeism across broadcast, digital, print, and social channels, features local voices familiar to families across Metro Detroit, and points families to LearnInClass.com for resources and support.

In 2025 the campaign received a Silver Telly Award in the Public Service and PSA category, chosen from a field of more than thirteen thousand submissions. That recognition matters to districts for a practical reason. It signals the production quality of a library of assets they may use at no cost, which is out of reach for most district communications budgets.

Campaign Home for Families

<https://www.learninclass.com>

Silver Telly Award Listing

<https://www.tellyawards.com/winners/2025/regional-tv/campaign-public-service-psa/in-class-is-where-its-at/338719>

A note on access. The asset links below open in Google Drive and are best used from a device rather than a printed copy. Districts that plan to share this package widely may want to point staff to a single landing page or QR code rather than to individual files.

9. Audio Library

Fifteen radio-style spots are available for building announcements, phone systems, morning shows, athletic events, and district podcasts. Each opens in Google Drive.

Audio spot 1	https://drive.google.com/file/d/1oDr4SyJLNlc6lwGA5vldRUgMJ4UI4OsF/view?usp=drive_link
Audio spot 2	https://drive.google.com/file/d/15EZkhe4Hd3o3hXRES_3Ma4a29ARFOS13/view?usp=drive_link
Audio spot 3	https://drive.google.com/file/d/1GuTYXpsnAdB-giZX5O3BXPnq5kU54ryu/view?usp=sharing
Audio spot 4	https://drive.google.com/file/d/1IACSkyPQrdOEUGxjjmOVfwCxBowY9qIO/view?usp=drive_link
Audio spot 5	https://drive.google.com/file/d/1y1XaK6wx_T9nw_B77VpMSwrAicEuseOc/view?usp=drive_link
Audio spot 6	https://drive.google.com/file/d/1L6qWyD67aM41r0t5BIOXF5IPUH7OrK5/view?usp=drive_link
Audio spot 7	https://drive.google.com/file/d/1owmnT5UdH-DfUwIFeds2cjfkDgVkonH_/view?usp=drive_link
Audio spot 8	https://drive.google.com/file/d/1-n0Yn-CwY8Ly-CN96TC0CWLevp6xZxj4/view?usp=drive_link
Audio spot 9	https://drive.google.com/file/d/1S17PIAdTQPgbndjH-InZdOP5q5vfrCou/view?usp=drive_link
Audio spot 10	https://drive.google.com/file/d/1PFdDDamqavKNXHxE7cmVempq1zF5zIG1/view?usp=drive_link
Audio spot 11	https://drive.google.com/file/d/1idLsEHhM2i5pb-FXrrexOGtjBn2Z7QIS/view?usp=drive_link
Audio spot 12	https://drive.google.com/file/d/1LRdRGrtkMB86l_qvdhhDsNUs-z4FNHEK/view?usp=drive_link
Audio spot 13	https://drive.google.com/file/d/1pse7NThH7fIXUXDY_CG_cuaLoD0whr7F/view?usp=drive_link
Audio spot 14	https://drive.google.com/file/d/1veL5rL3OBE2F31c7z5PmdkDYtHNx2jT_/view?usp=drive_link
Audio spot 15	https://drive.google.com/file/d/1R53TkWk47JSXPMBIUhenrsg0oJTHP28R/view?usp=drive_link

10. Video Library

Five folders hold the campaign's video assets, including the material recognized by the Telly Awards. Videos suit open houses, staff meetings, board presentations, district websites, and social feeds.

Video folder 1	https://drive.google.com/drive/folders/1jzIOinCw1pSCDSugo5YsTRAWAWVI_iPc?usp=drive_link
Video folder 2	https://drive.google.com/drive/folders/1fTnM0k0-NYt2M4pZMLdKIGIs9vJP_Olq?usp=drive_link
Video folder 3	https://drive.google.com/drive/folders/1UR-RBjDWZCTjjEtMykxcOPIXWx8wROSb?usp=drive_link
Video folder 4	https://drive.google.com/drive/folders/1Lv1BXJQla_bgUKJrwZTWakb-IHIRXND0?usp=drive_link
Video folder 5	https://drive.google.com/drive/folders/1tY5eYUTqYD7VRD5s-m1_g2RxY540y1ia?usp=drive_link

11. Postcards and Print

The postcard folder holds print-ready family mailers that districts can produce locally.

Postcard folder	https://drive.google.com/drive/folders/1m30mOGd1a_WTOHVrzqpeZDRkTdyaOQUN?usp=drive_link
------------------------	---

12. Social Media Assets

Ready-to-post graphics and captions for district and building accounts.

Social media folder	https://drive.google.com/drive/folders/1IG7_vfG3llyB_ipIVNrVaN1Yd7aeaJtc?usp=drive_link
----------------------------	---

13. Social Media Assets

Ready-to-post videos for district and building accounts.

Social media folder	https://hq22creatives.net/in-class-is-where-its-at-campaign-hub
----------------------------	---

13. Putting the Campaign to Work Locally

Districts that get the most from these assets tend to treat them as a backdrop rather than a program. The campaign carries the message across the region, and the district adds the local layer, a name and a phone number families recognize, so that a family who hears the spot on Monday and receives a call on Thursday experiences one consistent effort rather than two unrelated ones.

A workable starting point is to choose one channel per audience. Play an audio spot weekly for students, mail a postcard to families at the start of each semester, and post a video at the moments when attendance typically slips. Everything else can be added as capacity allows.

In Class Is Where It's At is a joint campaign of Wayne RESA, Oakland Schools, and Macomb ISD.

Materials created by and reproduced with the permission of Lincoln Park Public Schools. Our sincere thanks to Steve A. Massengill and the Lincoln Park team for sharing their work with colleagues across Wayne County.

Compiled by Wayne RESA, State and Federal Programs and Special Populations.