



Van Duyn Elementary School

21 Days to Break a Habit: Combating Tardiness Together

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Problem/Opportunity Statement

Low attendance rates have been reported at Van Duyn Elementary School, especially for children in the younger grade levels. Van Duyn currently faces a 93% average attendance rate. However, this drops to the low eighties when looking at students who come late or leave early. According to Force44 Communications, who spoke to SCSD's data coach, Karin Kirnie, "30.34 percent of the student body are chronic absentees, and 65.93 percent of those students are in pre-kindergarten to second grade." This is a problem that not only affects students right now, but sets them up to enter a cycle of missing school at older ages as well. In turn, this leads to students failing to perform academically, students scoring poorly on exams, and the elementary school being reviewed negatively. The reasons that these students are not attending school vary, with some including parents' work commitments, parents not seeing attendance as essential, and bus transportation not being available.

Once this attendance issue is addressed, Van Duyn will see other advances such as higher test scores, more participation at school, higher literacy rates, and improved school evaluations. It is the goal to increase attendance to an impressive 95%. With thorough research and planning, this can, and will, be accomplished. Research includes insight into the motivating factors behind parents bringing their children to school, the school's official attendance policy, and the numerous benefits of children attending school on a regular basis. In order to improve said attendance issue, it is essential that Van Duyn makes the parents of students aware of how important attendance truly is and encourages all parents to act upon this. Van Duyn must also promote this idea to students to get them excited about attending school each day.

SWOT Analysis

<h3>STRENGTHS</h3> <ul style="list-style-type: none"> • Incentive based programs that encourage children to attend school (bikes, E-reader devices, etc.) • 93% average attendance rate • Specialized data coach that compares Van Duyn attendance stats to other schools • Diverse student population • 1 to 14 student-teacher ratio 	<h3>WEAKNESSES</h3> <ul style="list-style-type: none"> • Incentives are paid for out of principal's and teachers' pockets • 93% average attendance rate drops to low eighties when factoring in tardiness or early dismissals • Students who live closer than 1.5 miles from school must find their own transportation • School hours run longer than other schools
<h3>OPPORTUNITIES</h3> <ul style="list-style-type: none"> • Various channels for school and PFO to communicate with parents • PFO has potential to communicate with other parents • Students get excited from incentives • Social media, email and mail can be utilized more to interact with and encourage parents to engage in the school 	<h3>THREATS</h3> <ul style="list-style-type: none"> • Attendance policy for Van Duyn is set by the district • Location • High absenteeism rates cause poor performance in school work and test scores • Non sufficient funding

**SW
OT**

Analysis of Publics

Public	Demographics	Psychographics	Influencers	Media Habits
All parents with students in K-2nd grade at Van Duyn Elementary School	<p>Ages 28-38</p> <p>Male and Female</p> <p>~260 total sets of parents/ guardians</p> <p>87% of school-wide families are economically disadvantaged (VAN DUYN ELEMENTARY SCHOOL - Enrollment Data).</p>	<p>Children are a priority</p> <p>Affected by life's stresses and time management</p>	<p>Kids/Family</p> <p>Peers/ Other parents</p> <p>School board/ PFO</p> <p>School staff/ Teachers</p> <p>Other community members</p>	<p>Social media - Twitter, Facebook</p> <p>Traditional media - newspapers</p> <p>Preferred method of communication:</p> <ul style="list-style-type: none"> • Email • Call • Social media • Text • Face to face • Mail
Public	Demographics	Psychographics	Influencers	Media Habits
PFO parents of Van Duyn Elementary School	<p>Ages 28-38</p> <p>Male and Female</p>	<p>Involved in the community and the school district</p> <p>Bring their children to school on time and know the importance of it</p> <p>Want to help the attendance issue for the good of the community and their own kids</p>	<p>Kids/Family</p> <p>Peers/ Other parents</p> <p>School board</p> <p>School staff/ Teachers</p> <p>Other community members</p> <p>Patterns of dialogue: thoughtful, emotional</p>	<p>Preferred method of communication:</p> <ul style="list-style-type: none"> • Email • Call • Social media • Text • Face to face • Mail

Public	Demographics	Psychographics	Influencers	Media Habits
<p>Parents of K-2nd graders who chronically drop their kids off late and/or are not getting their kids to school</p>	<p>Ages 28-38 Male and Female</p>	<p>Work obligations sometimes interfere with getting children to school</p> <p>Work long hours and may be paid hourly</p> <p>Know school is important but need an extra push to break their habits</p> <p>Fall back into previous tardiness habits</p>	<p>Kids/ Family</p> <p>School staff/ Teachers</p> <p>Other parents</p> <p>Patterns of dialogue: information-rich, emotional</p>	<p>Preferred method of communication:</p> <ul style="list-style-type: none"> • Face to face • Email • Call
Public	Demographics	Psychographics	Influencers	Media Habits
<p>All students in K-2nd grade at Van Duyn Elementary School</p>	<p>Ages 5-7 Male and Female</p>	<p>Generally want to come to school</p> <p>Rely on parents or the bus system to get them to and from school</p> <p>Respond well to incentives and instant gratification</p>	<p>Parents/ Guardians</p> <p>School staff/ Teachers</p> <p>Community members</p> <p>Student peers</p>	<p>Method of communication:</p> <ul style="list-style-type: none"> • Face to face

GOAL: Increase the overall attendance rate of students in K-2nd grade at Van Duyn Elementary School.

OBJECTIVE 1:

100% of all parents will be aware of the tardiness and absence issues within the first 21 days of the campaign.

STRATEGY:

As it takes 21 days to break a habit, the PFO will engage with other parents through a 21 day campaign to combat tardiness and absences. The late parents will become aware and supportive of the idea through audience engagement.

PRETEST:

The PFO will organize a parent meeting and a brainstorm session to survey what parents need to help them combat tardiness and absences.

TACTICS:

- Van Duyn will promote this awareness campaign through phone calls home and emails sent to all parents. It will also blast out information to parents via social media posts and retweet/repost relevant content.
- PFO parents will support the campaign and promote it to other parents through word of mouth communication.
- Flyers will be hung in the main lobby of the school where parents mostly come and also sent home with students.
- Helpful fact sheets, a morning checklist, and a 21 day calendar will be distributed to parents as well.
- Van Duyn will hang a banner that reads "School. All day, every day." at the school's entrance to continuously remind parents of the campaign.

MESSAGES:

- Every minute counts in learning.
- When students miss the beginning or end of a school day, it's like listening to a sentence with half of the words missing.
- Seeing your kids thrive in school will make you happy!
- Improving attendance is not only beneficial to your own child, but the whole class. A classroom is collaborative and runs most efficiently when the same children are consistently there together learning from and with one another.

EVALUATION:

Measure awareness of direct reach to parents through social media, phone calls, and email via Google Analytics/CRM program.

- Social Media: Conversation Rate (the number of replies/comments on posts)
Amplification Rate (the number of shares/reposts per post)
Applause Rate (the number of likes/favorites per post)
- Email: Include campaign-specific call-to-action landing page with unique URL and use Google Analytics to track traffic
- Phone calls: Track how long parents stay on the phone with school officials to learn about this campaign
- Ask a series of questions at the end of conversations with the parents to assess impact

GOAL: Increase the overall attendance rate of students in K-2nd grade at Van Duyn Elementary School.

OBJECTIVE 2:

75% of parents who chronically drop their kids off late to school and/or don't bring them will break this habit within the first 21 day cycle of the campaign.

STRATEGY:

Create programs that encourage these parents to bring their kids to school on time. Use these programs as a corrective action strategy.

PRETEST:

Van Duyn will survey the chronically late parents in an effort to understand why they are dropping their children off late and if they believe "Power Hour" at the beginning of the day will increase their likelihood of bringing their child to school on time.

TACTICS:

- Van Duyn administration will explain the 21 day campaign to these parents through face-to-face contact at the school when parents drop kids off late.
- Van Duyn will implement "Power Hour" at the beginning of each school day. This hour will include important school lessons, but will be executed through fun activities and games: morning review of key language arts and math skills, designed to be fun activities that students would not want to miss.
- Flyers will be sent to all students' homes describing "Power Hour." They will also be given to every parent who signs in their child late.
- Van Duyn will require a faculty member to be present when a student is being signed in late in order to encourage these conversations.
- Along with the flyers, emails will be sent to parents regarding "Power Hour."
- *If need be, a set number of tardinesses can be changed into absences.

MESSAGES:

- The need for students to arrive on time every day emphasizes habits they will need later in life. Set them up for success now.
- With "Power Hour" at the beginning of the day, it is important that your children come on time or they will miss crucial learning opportunities that could cause them to fall behind.
- It only takes 21 days to break a habit. Try to break the one of bringing your kids late to school. We'll just take it 21 days at a time!

EVALUATION:

Track the tardiness rate among students from the start of the campaign until the 21st day.

- Before-after evaluation to see the improvement within these 21 days

GOAL: Increase the overall attendance rate of students in K-2nd grade at Van Duyn Elementary School.

OBJECTIVE 3:

Students in K-2nd grade will increase their attendance rate by 2% in the following 3 cycles of the repeated 21 day campaign (next 63 days).

STRATEGY:

Create incentives for students to want to come to school for the entirety of the day, and promote these within the classroom. Use audience engagement to gain their support and participation.

PRETEST:

Van Duyn administration will ask teachers what incentives have worked or not worked with their students in the past, and then utilize these in the program. Van Duyn will also directly ask a small group of students per grade what classroom games they enjoy playing and incorporate some of those into the classroom and "Power Hour."

TACTICS:

- The school will implement weekly contests among the K-2nd grade classrooms. Each class will keep daily attendance tallies and the classes to get closest to the attendance goals will win extra recess time at the end of the week.
- At the end of 21 days, the class with the best attendance score overall will get an extra field trip (i.e bowling).
- It will also implement more long term competitions such as end-of-year personal attendance awards. Students with outstanding attendance will receive a certificate at the end of the school year. These awards will also be given to students who have the most improved attendance.

MESSAGES:

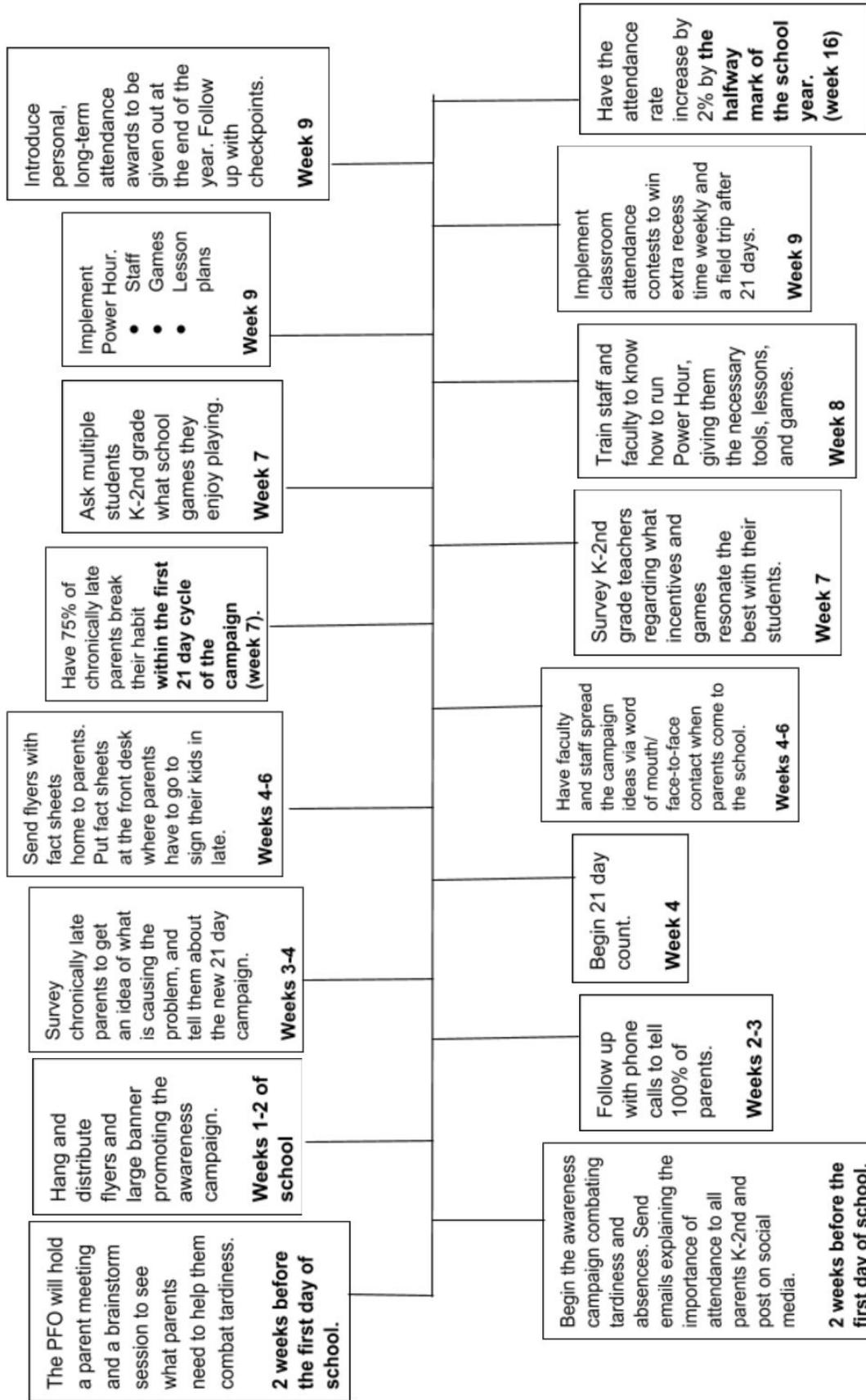
- School should be fun! "Power Hour" is a fun, educational time with different games and lessons that you will love to participate in. Plus, we are going to use your favorite games, so what can be better?
- Each of your classes will keep daily attendance tallies and if your attendance goals are met, your class will win extra recess time! It's important for your class to work together!
- At the end of the year, personal attendance awards will also be given out to students who stand out. Keep coming to school every day and participating in order to win one!

EVALUATION:

Track the tardiness rate among students per quarter.

- Before-after-after evaluation to see improvement along benchmark points and then up until the halfway mark in the school year
- Count the number of attendance certificates given out to each class

Timeline



Budget

1. First Objective: Have the PFO create awareness of the tardiness and absence issues among 100% of all parents within the first months. **Cost: \$240**
 - a. The parent meeting won't need to be funded because it will take place in a Van Duyn classroom by PFO volunteers.
 - b. Initial emails and social media will not need extra funding as there are faculty members and PFO members already assigned to these tasks.
 - c. Hanging flyers will raise awareness among parents and students and will cost \$11 for 100 colored prints at Staples.
 - d. Distributing flyers, fact sheets, calendars and checklists will raise awareness among parents and will cost \$132 for 1,200 colored prints (300 copies of each artifact). If these are not created, the process of disseminating information will slow down exponentially.
 - e. Hanging a banner at the school's entrance will remind parents of the campaign every morning when they drop their kids off at school and will set the tone of the campaign. One 36in x 72in vinyl banner would cost \$97.

2. Second Objective: Reach the parents who chronically drop their kids off late to school and/or don't bring them and have 75% of these parents break their habit within the first cycle of the 21 day campaign. **Cost: \$120**
 - a. Surveys to parents of chronically late students will help Van Duyn understand what is causing the problem of tardiness. Standard Survey Monkey costs \$37 per month. If this survey is not funded, the motives of the parents will not be understood as well, in turn, making it more difficult to assess and decide what will resonate best with them.
 - b. Flyers regarding "Power Hour" will cost \$33 for 300 colored copies. If these fact sheets are not made, parents will not know about the implementation of the new program.
 - c. Meetings with faculty to explain "Power Hour" to other faculty are important as they are a direct link to the students. This will not require funding as they can explain the campaign to faculty in standard staff meetings.
 - d. The games are an integral aspect of Power Hour and will cost \$50.

3. Third Objective: Increase the attendance rate of students in K-2nd grade by 2% in the following 3 cycles of the repeated 21 day campaign (next 63 days). **Cost: \$1,281**
 - a. For the class that wins the field trip after 21 days, a field trip will be provided. As an example, bringing students to AMF Strike 'N Spare Lanes would cost \$14.99 per student including pizza, drinks and shoe rental. This multiplied by an approximate 20 students costs \$299.80. A bus to and from the lanes would cost approximately \$125. Thus, \$425.80 for each field trip times 3 field trips will total \$1,274.40.

- b. Certificates will act as instant gratification for the children who have outstanding or improved attendance. If there are 12 classes among K-2nd grade and roughly 5 kids in each class will receive a certificate, the cost of the certificates will be \$6.60.

Total Cost: \$1,641

About the Team



Sydney is a senior pursuing a B.S. in Public Relations at the S.I. Newhouse School of Public Communications at Syracuse University. She also has a minor in Marketing. Previously, Sydney worked at Viacom as a Nickelodeon Franchise Marketing intern.

Sydney Stein



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Genna Schindel

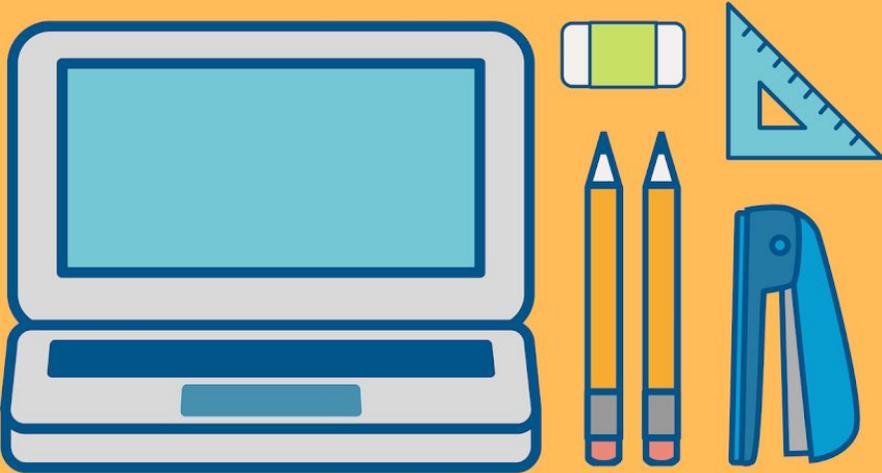
Appendix

Below is the flyer to be hung in school and sent home to parents (objective 1):

VAN DUYN ELEMENTARY SCHOOL

SCHOOL. ALL DAY, EVERY DAY!

It only takes 21 days to
break a habit...



LET'S BREAK OUR TARDINESS
HABIT TOGETHER.

Our 21 day attendance campaign starts NOW!

Below is the banner to be hung at the school's entrance (objective 1):



Below are sample tweets to be used as an introduction to the campaign (objective 1):



Van Duyn Elementary School

As a school-wide initiative, Van Duyn is introducing a new campaign to combat the tardiness and attendance issues that the school has been facing recently. But, we need your help!

11:13 AM - 1 Dec 2018



Van Duyn Elementary School

Did you know it only takes 21 days to break a habit? Let's take this 21 days at a time and break the habit of coming to school late or not coming at all. Who's with us?

11:10 AM - 1 Dec 2018



Van Duyn Elementary School

We know your kids are your priority, as they are ours as well, so let's get every kid to school every day!

11:13 AM - 1 Dec 2018



Van Duyn Elementary School

@oliviaschles

Check it out!



11:14 AM - 1 Dec 2018



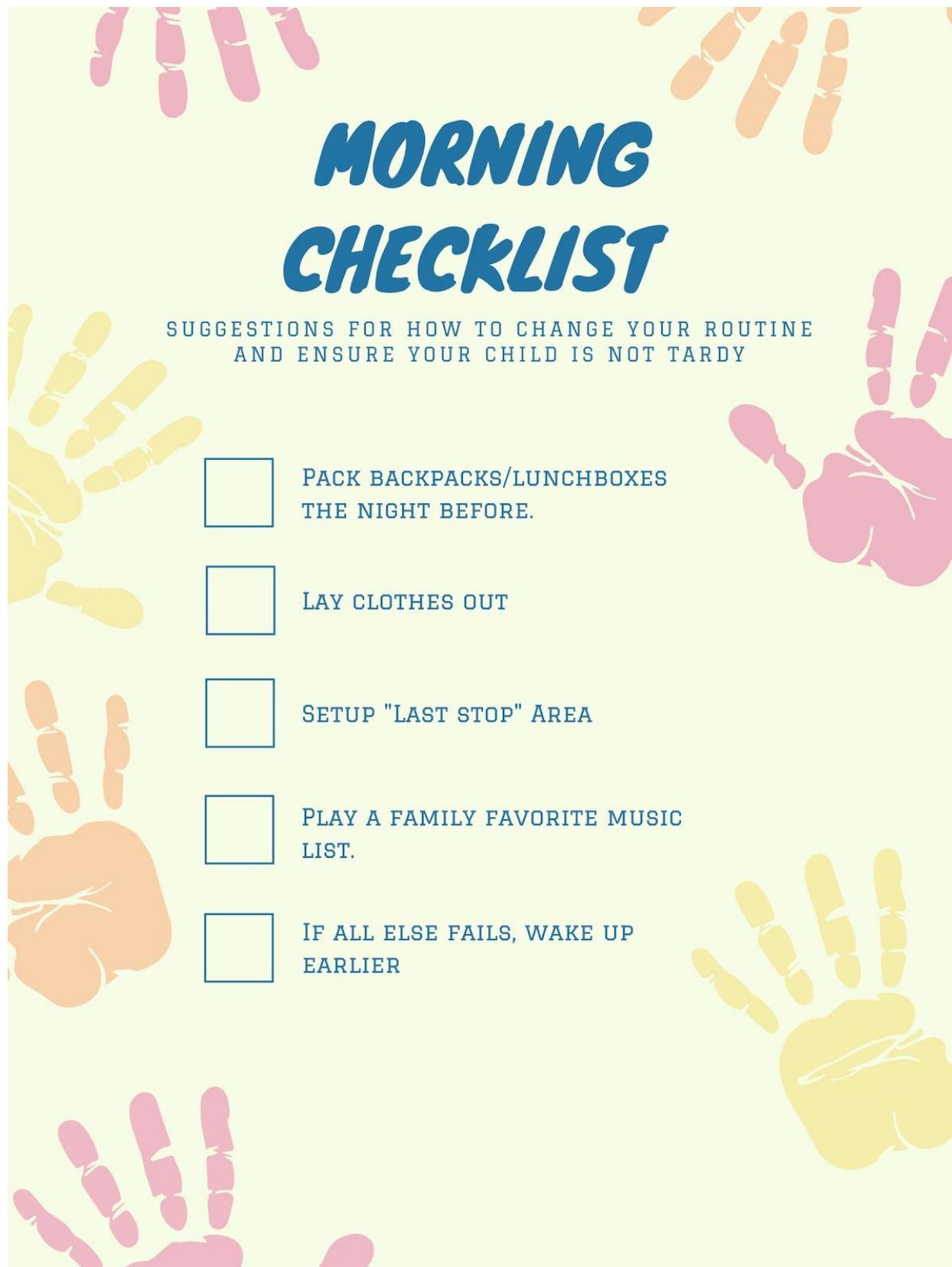
Below is a simplified fact sheet to be distributed to parents (objective 1):

<h1>THE IMPORTANCE OF BEING ON TIME</h1> <p>Showing up on time to school each day benefits students' academic performance and future professional habits</p>	
<h2>MORE TIME TO SETTLE</h2> <p>Students arriving to school with time to spare have the luxury of settling in, preparing their class materials and focusing their minds on the lessons to come</p>	<h2>NEVER MISS INFO</h2> <p>Arriving to school after classes have begun can cause students the introduction to a new lesson as well as reminders of upcoming quizzes, class trips, or new classroom rules.</p>
<h2>LIFELONG HABITS</h2> <p>If showing up late to school becomes a habit, students may develop the notion that tardiness is acceptable behavior. This belief can negatively impact their future work ethic and employment opportunities</p>	<h2>SPREADING LATENESS</h2> <p>As other students realize that it's becoming increasingly common for their peers to be late to class, they may also deem the act of tardiness acceptable.</p>
<h2>CLASS DISRUPTION</h2> <p>Teachers can become frustrated as late students disrupt instruction, often requiring reteaching of what they have missed.</p>	<h2>RESPECT</h2> <p>Part of your child's education is learning to be responsible. The school experience teaches children how to meet expectations. One of these responsibilities is arriving on time.</p>

Below is a 21 day calendar to be distributed to parents (objective 1):



Below is a morning checklist to be distributed to parents offering suggestions on combating tardiness (objective 1):

The graphic features a light green background decorated with several handprints in shades of pink, orange, and yellow. The title 'MORNING CHECKLIST' is centered in a large, bold, blue font. Below the title, the subtitle 'SUGGESTIONS FOR HOW TO CHANGE YOUR ROUTINE AND ENSURE YOUR CHILD IS NOT TARDY' is written in a smaller, blue, all-caps font. The checklist consists of five items, each preceded by a square checkbox.

MORNING CHECKLIST

SUGGESTIONS FOR HOW TO CHANGE YOUR ROUTINE AND ENSURE YOUR CHILD IS NOT TARDY

- PACK BACKPACKS/LUNCHBOXES THE NIGHT BEFORE.
- LAY CLOTHES OUT
- SETUP "LAST STOP" AREA
- PLAY A FAMILY FAVORITE MUSIC LIST.
- IF ALL ELSE FAILS, WAKE UP EARLIER

Below is a sample survey to get basic demographic info and opinions on “Power Hour” from parents (objective 2):

Age

Your answer _____

Gender

- Male
- Female
- Prefer not to say

How many children do you have currently attending Van Duyn?

Your answer _____

How far do you live from the school's campus?

- 0.01 - 0.5 miles
- 0.5 - 1.0 miles
- 1.0 - 1.5 miles
- Further than 1.5 miles away

What is the main reason for bringing your child to school late?

Your answer _____

What is the main reason for picking your child up early from school?

Your answer _____

What would make it easier on you for your child to be present at school every day?

Your answer _____

If the first hour of every school day was focused on critical lessons your child could not miss, would you be encouraged to get your child to school on time? How likely is it that this would change your behavior?

- 1 2 3 4 5
- Not very likely Very likely

SUBMIT

Below is the flyer to be distributed to parents regarding “Power Hour” (objective 2):

VAN DUYN ELEMENTARY SCHOOL

SCHOOL. ALL DAY, EVERY DAY!

INTRODUCING... POWER HOUR



The first hour of every school day will be filled with important educational games that your kids will NOT want to miss! Our goal is for 100% of students to be present at Power Hour every single day.

Below is an email draft to blast to all parents explaining "Power Hour" (objective 2):

To:

Cc:

Subject: Introducing... "Power Hour!"

Dear Parents,

We hope you are well!

We have been seeing great improvements with the implementation of our 21 day campaign to break our attendance and tardiness habits. Van Duyn could not have progressed this far without the continued support of you, our dedicated parents.

With this being said, we want to take this one step further. We have decided to introduce a new program called "Power Hour" that will be implemented in the following weeks and carried on daily for the rest of the school year. "Power Hour" will take place during the first hour of every school day in which important school lessons will be taught to your children through interactive games and activities. Your children and their teachers have been surveyed and, with their help, classroom favorite games will be used that resonate well with them.

"Power Hour" will emphasize the utmost important lessons that are vital to your children's performance in school, and missing these may cause them to fall behind. So, we need your help. We know your children are your priority, as they are ours as well, so we are asking you to please ensure they are at school on time for "Power Hour" each day.

Please feel free to reply to this email with any questions or suggestions you may have. Let's keep breaking these habits together and forming new and improved ones!

Thank you so much for your support thus far. We are so excited and hopeful to see these improvements progress even further!

All the best,
XX