



Show up. Every day. It matters.

Stay in School Initiative Partnership Agreement

Purpose of Stay in School Initiative:

To increase on-time high school graduation rates in the Springfield Public Schools through a public education and awareness campaign focused on increasing school attendance.

Campaign Strategy:

The Stay in School (SIS) Initiative is focused on engaging the entire community to ensure all children attend school. This is accomplished through a multimedia messaging campaign, community outreach, and building a core of ambassadors that interact with parents, families, community residents, and students. The objective is to increase the understanding of the Springfield Public School attendance policy, provide tips on how best to avoid unnecessary school absences, and promote the positive results achieved when every student shows up to school every day. The Stay in School Initiative highlights the importance of daily attendance at every grade level from pre-K to grade 12 and how good attendance habits start early in a young person's school career. The public education and awareness campaign begins from a shared understanding that daily school attendance leads to increased academic success, on-time high school graduation and develops good habits that stay with youth through college and the workplace.

2015 – 2017 Campaign Goals:

In support of the Springfield Public Schools district goals, the following goals have been set for the Stay in School initiative:

- Increase the number of students who graduate high school by 5 percentage points per year, over the previous year. The SY15/16 goal will be announced in January 2016.
- Increase the average daily attendance of students by one percentage point per year, over the previous year. The goal for SY15/16 is to increase to 94%.
- Reduce the number of students who drop out of school focusing on the following single-year goals: SY15/16 decrease to 6.8%, SY16/17 decrease to 5.9%, SY17/18 decrease to 4.9%.
- Reduce the number of students who are chronically absent* by 2 percentage points per year, over the previous year. The goal for SY15/16 is to decrease to 18.9%.

For More Information:

- Visit www.StayinSchoolSpringfield.org

**A student is considered chronically absent if they miss 10% of the total days they are enrolled.*



Partnership Commitments:

Commitment to being a Stay in School Partner includes agreement with the following:

- Increasing the attendance and graduation rates of all students in Springfield Public Schools is a possibility.
- The goals set forth for SY 2015 – 2017 in alignment with Springfield Public Schools, are achievable and can be exceeded through coordinated efforts by SIS Partners.
- Each person and organization represented possesses strengths and resources that can be used to positively impact youth in Springfield. Each person and organization is an ambassador for the campaign and plays a part in outreach and community engagement around increasing attendance.
- The engagement of caring adults is critical to increasing attendance and graduation rates.
- The engagement of young people in leading change is critical to increasing attendance and graduation rates.
- The Stay in School campaign is a single, focused, messaging initiative. Member organizations will include the attendance message in their own, targeted, messaging as it makes sense within the organization's mission. Likewise, member organizations will offer additional information, resources and services.

United Way of Pioneer Valley and Springfield Public School Commitments

As convening and coordinating partners, Springfield Public Schools and United Way of Pioneer Valley commit to the following:

- Convening a Steering Committee that provides insight, guidance, and support to develop and implement campaign strategies
- Coordinating and hosting Steering Committee meetings a minimum of 4 times per year.
- Communicating goals for the messaging initiative in alignment with the larger district goals.
- Coordinating and hosting Attendance Cup celebrations as determined by the Steering Committee.
- Maintaining a website and social media presence for the campaign. Creating and offering directed messaging that is research-based, relevant and timely.

By signing below, the organization you represent agrees to participate in the initiative outlined above and to be listed publicly as a Stay in School Springfield partner organization through the 2017 school year.

Name _____ Organization _____ Date _____



www.StayinSchoolSpringfield.org

