[DATE]

Dear [Name of School or Mascot - Brush Creek Bobcats] Staff,

We’re kicking off our school year determined to tackle a big challenge for our state and school. Did you know that nearly **30%** of Kentucky’s students are considered chronically absent each year? In Kentucky, a student who misses 10% of the school year—or about two days per month—for any reason is chronically absent.

[SCHOOL CUSTOMIZATION SECTION - PLEASE FILL IN YOUR DISTRICT OR SCHOOL'S INFORMATION]

Here at [School Name], our attendance data shows:

• [X]% of our students were chronically absent last year

• On average, our students missed [X] days of school

• [X]% of our students improved their attendance from the previous year

• Our goal this year is to reduce chronic absenteeism by [X]%

[END CUSTOMIZATION SECTION]

When our students miss school, they miss out on so much more than their classes. They miss out on developing skills like communications and teamwork, they miss time with their friends, and chances to discover and develop their talents that only being in school provides. Every day in school counts toward their future success.

That's why we're joining the Kentucky Department of Education in launching the "Attendance Matters" campaign across Kentucky. We want to work together to improve school attendance because we believe that every student deserves the chance to reach their full potential.

Here's how you can help:

1. Talk with students and their families about making school attendance a priority.

2. Give students and their families tips, such as establishing regular bedtime and morning routines to help make getting up and ready for school easier.

3. Talk to students about why being in school every day is important - to you and to them. Remind students that your class is not the same without them and that their presence matters.

4. Throughout the semester, stay in touch with families about what’s happening in your class and what students may be missing if they are absent in the days or weeks ahead.

5. If you notice a student missing too much school, make sure they and their families know you care. Suggest services or support to make attending school possible.

In the coming weeks, you'll see and hear more about the "Attendance Matters" campaign on TV, radio, streaming and billboards. We'll be sharing additional resources with teachers about attendance tips for communicating with families. We’ll also be celebrating improved attendance throughout the year!

As you know it takes all of us—schools, families and communities—to make a difference. Let's work together to make our school the place students want to be, and achieve our school goal of reducing absenteeism by X% this year.

Thank you for being a [school & mascot - ex: Brush Creek Bobcat] and working together to make this a great school year!

Sincerely,

[Your Name]

Principal

[School Name]