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No Excuses - Go to School Attendance Campaign

Excellence by Design

Regular school attendance is a key component of a student's academic journey. Studies have shown that students who attend school regularly are less likely to fall behind.

Attendance also translates into education dollars. For every day a student misses class, the district loses about \$30 in state funding – even if the absence is excused.

To remind students and parents of the importance of attendance, the Elk Grove Unified School District launched a promotion and incentive based campaign called No Excuses – Go to School during the 2006-2007 school year. The successful campaign returned for a sixth year in 2011-2012.

The No Excuses - Go to School Attendance Campaign promotes the idea that students should not use excuses to miss school. The program uses an outreach approach to students, parents and community members through school newsletter articles, press releases, letters to parents/guardians, posters and fliers.

No Excuses - Go to School Poster Contest

Each year, students at all grade levels are asked to illustrate 12 rhymes stressing the importance of attendance. Six winning posters are selected from the elementary school level and three winning posters each are selected from both the middle and high school levels. Winners are recognized for their achievement at a Elk Grove Unified Board of Education meeting.

Each winning poster is spotlighted throughout the year as the poster of the month. The monthly posters are sent out to every school in the district to be displayed on campus.

Elk Grove Auto Mall 2011/2012 Graduating Seniors Attendance Drive

For the sixth straight year, graduating seniors will have the opportunity to win \$20,000 towards the purchase of a vehicle from any one of the Elk Grove Auto Mall's dealerships through the Elk Grove Auto Mall 2011/2012 Graduating Seniors Attendance Drive.

To be eligible, students must have a 2.0 GPA and must have perfect attendance for at least five of eight months throughout the school year. Attendance is counted for September 2011 through April 2012.

At the end of the school year, each comprehensive high school with a graduating senior class chooses one finalist to represent

their school at the Grand Finale Event. Calvin, Daylor and Rio Cazadero graduating senior students select one finalist to represent all alternative schools at the Grand Finale Event.

One finalist will win the \$20,000 grand prize. The remaining nine runners-up will receive \$100 VISA gift cards.

Elementary Perfect Attendance Bike Giveaway

In a similar twist on the senior attendance drive, elementary school students have the opportunity to participate in a drawing for a new bicycle and helmet. Each elementary school selects one student with at least one month of perfect attendance to receive a bicycle and helmet.

To be eligible, elementary school students earn one entry into the drawing for every month they have perfect attendance. At the end of the year, each elementary school selects a winner from amongst the entries.

Middle and High School Laptop Giveaway

New for this year, middle and high school students in grade 9-11 now have a chance to win a new laptop computer and printer at the end of the school year through the Perfect Attendance Laptop Giveaway.

This contest is also run similarly to the Senior Attendance Drive and Bike Giveaway. To be eligible, students earn one entry into the drawing for every month they have perfect attendance. At the end of the year, one student from each middle and high school will be selected to attend the grand finale event where one middle and one high school student will each win a new laptop and printer.

Monthly Giveaways

All students at all grade levels in Elk Grove Unified with perfect attendance are eligible for monthly drawings for incentives throughout the year. Business contributors to the 2011-2012 campaign include: Sacramento River Cats; Elk Grove Auto Mall; Anderson & Doig Structural Engineers, California Automobile Museum, The California Museum, California's Great America, Carl's Jr., The Cheesesteak Restaurant, Chick-fil-A, Classic Graphics, Cox Construction Services, Inc., Crocker Art Museum, Dos Coyotes Border Cafe, Elk Grove Optimist Club, Fairytale Town, Folger Graphics, Lozano Smith, Methodist Hospital, Office Depot, Paesanos, Sacramento History Museum, Scandia Family Fun Center and Schools Financial Credit Union.