Present for Success Attendance Initiative

A Collaboration Between the Children's Services Council of Martin County and the Martin County School District

Implementation Overview

During the 2025-2026 school year, the Martin County School District and the Children's Services Council of Martin County (CSCMC) launched the **Present for Success Attendance Initiative** to improve student attendance and reduce chronic absenteeism. Supported by the Florida Grade Level Reading Campaign, the initiative combined attendance awareness efforts with enhanced attendance monitoring and intervention practices.

To improve accountability and data accuracy, the district implemented a real-time attendance data system, established a daily attendance entry deadline of 6:00 PM, and required weekly teacher verification of attendance records. These enhancements allowed schools to identify attendance concerns earlier and respond more effectively.

Key Strategies

The initiative focused on six key strategies:

- Promoting a districtwide goal of **90% or greater attendance**.
- Using social media and district communications to reinforce attendance expectations.
- Monitoring attendance through a real-time data system.
- Establishing a daily attendance reporting deadline.
- Conducting weekly teacher verification of attendance records.
- Providing proactive, positive outreach to families when attendance concerns arose.

Staffing and Resources

Implementation relied on collaboration among district leadership, principals, teachers, attendance staff, CSCMC personnel, and Florida Grade Level Reading Campaign partners. Existing attendance systems, communication platforms, and professional development resources supported the initiative, while staff dedicated time to attendance monitoring, family outreach, and data verification.

Costs

The initiative was implemented primarily through existing staff and community partnerships. The only direct project expense was the purchase of three attendance trophies, one each for elementary, middle, and high schools.

Developed with a local trophy shop, the trophies cost approximately **$150 total** and serve as rotating awards that can be passed among schools each year. This provided a sustainable and cost-effective way to recognize attendance achievements and encourage friendly competition among schools.

Results and Outcomes

The Present for Success Attendance Initiative strengthened attendance monitoring and accountability across the district. Real-time tracking, daily reporting, and weekly verification improved the quality and timeliness of attendance data, allowing schools to address concerns earlier.

Several important lessons emerged during implementation. Daily attendance tracking paired with weekly verification proved essential for maintaining accurate data. Staff also found that proactive outreach during student absences helped build stronger relationships with families and often prevented attendance issues from escalating. Consistent messaging and collaboration among schools, families, CSCMC, and community partners further supported the initiative's success.

While long-term attendance trends continue to be monitored, the initiative established stronger attendance procedures, increased awareness of attendance expectations, and created a foundation for sustained attendance improvement efforts.

Future Improvements and Next Steps

Moving forward, Martin County plans to build on the success of the initiative by:

- Maintaining a districtwide attendance rate of 90% or higher.
- Implementing predictive analytics to identify students at risk of chronic absenteeism.
- Expanding family engagement and support resources.
- Strengthening community partnerships focused on student success.
- Further embedding attendance accountability into school culture.
- Evaluating the long-term impact of outreach and intervention efforts.

Conclusion

The **Present for Success Attendance Initiative** demonstrates the value of strong partnerships, data-informed practices, and proactive family engagement in supporting student attendance. Through collaboration between Martin County School District, Children's Services Council and the Florida Grade Level Reading Campaign, the initiative has created a sustainable framework for promoting attendance and reinforcing a simple message:

Every Student. Every Day. Present for Success.