



Every Day Matters

Toolkit

Overview

Chronic absenteeism was 29 percent in the Clark County School District (CCSD) last school year. The bottom line: Nearly one out of every three students was absent 10 percent or more of enrolled days for any reason, whether excused or unexcused.

Why It Matters

When students miss classroom instruction, it negatively affects their success, including grades, test scores, and graduation rates.

Next Steps

CCSD is continuing the **Every Day Matters** initiative to create a strategic approach to improve student attendance:

- District employees, including school-based staff, will reach out to families, encouraging the importance of attending school.
- A coalition of CCSD and community partners will be enlisted to ensure that students are engaged and attending school regularly.
- A public awareness campaign coordinated by CCSD will amplify this outreach and messaging.

Toolkit

The **Every Day Matters** toolkit provides guidance for CCSD principals and building leaders by sharing materials and resources to raise awareness and equip you with effective, positive communication strategies to connect to your target audience. For information on CCSD attendance policies and resources, visit everyday.ccsd.net.

Empower Parents/Guardians for Action

Leverage the [ready-to-use template](#) ([English](#) | [Spanish](#)) to message directly to parents/guardians through ParentLink. Create a spark within families to lead the charge for consistent attendance and foster a culture of continuous learning in every household.

Spread the Word with Impact

Amplify the message with provided [flyers](#) and [outdoor signage](#). These materials are more than just information – they're catalysts for meaningful conversations and a shared commitment to the **Every Day Matters** mission.

Ignite Social Momentum

Harness the provided [social media graphics](#) and [messaging](#) to engage your school's audience and inspire them to rally around the significance of attendance. #EveryDayMatters.

Questions: Contact Marketing at marketing@nv.ccsd.net