



Baltimore Student Attendance Campaign Logic Model (DRAFT)

Vision: All children, youth and families have the resources and supports to access early education, school and expanded learning opportunities and attend every day.

Collaborative Goals

Reduce Chronic Absence to 5% or less

Increase Average Daily Attendance to 98%

Increase Quality of School Climate

Strategies & Activities

Communication

- Develop Communications Plan
- Develop Website
- Create printed materials

Policy

- Develop policy & advocacy platforms for state, City of Baltimore & City Schools

School Climate

- Develop trainings on attendance framework & best practices
- Pilot new attendance initiatives
- Collect & disseminate best practices related to attendance (example - transportation & health equity)

Outputs

- Website fully functional
- Detailed communications plan with target audiences, messaging platforms, social media reach & action plan
- Printed materials for target audiences
- Incorporate parent & student voice communication strategy

- 3 policy & advocacy plans; state, City of Baltimore & City Schools
- List of opportunities to influence the adequacy study (Thornton)
- Assessment of practice & implementation of attendance policy at the school level

- Trainings for ELO providers on how to apply attendance framework
- Pilot attendance initiatives
- Attendance best practices available to stakeholders

Short Term to Intermediate Outcomes

- ↑ City wide awareness & discussion around BAC topics
- ↑ Web Traffic
- ↑ Dissemination of information to target audiences
- ↑ BSAC voice messaging on attendance
- ↑ access/downloads of relevant information on attendance topics

- ↑ Policy communication on critical attendance topics

- ↑ # ELO providers receiving print materials on attendance policies
- ↑ # ELO providers participating in attendance training
- % ELO providers incorporating communication on attendance strategies into their programming
- ↑ # students reporting stronger connection to adult at school
- ↑ # best practices integrated at schools

Long Term Outcomes

- ↑ Broader Reach of common attendance language
- ↑ Common Understanding & awareness at City level of what we can do

- ↑ # ELO slots/seats/capacity of City of Baltimore
- ↑ # Pre K capacity/slots in City Schools
- Chronic Absence policy at City Schools
- MSDE standard on reporting on Pre K & K chronic absence
- Inclusion of attendance component with IEPs
- Maintain MD Meals for Achievement

- ↑ Student connection & attitude to school

Assumptions: Certain advocacy efforts depend on the fiscal climate.