



Brownsville Independent School District

Agenda Category: Conference Presentation Board of Education Meeting: 03/04/25

Item Title: <u>EVERY-DAY MATTERS</u> <u>Attendance Campaign Recognition</u> <hr/>	<hr/> X <hr/>	Action <u>Information</u> <u>Discussion</u>
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BACKGROUND:

Since the pandemic, absenteeism has become more prevalent in all districts across the country. Research-based practices indicates attendance incentives are most effective when part of a *comprehensive approach* that includes outreach to families with more significant challenges to attendance. Incentives should be part of creating a school-wide culture of attendance and accompanied by a deep commitment by many stakeholders to ensuring students attend school every day.

This year, we invited local businesses as our partners with the *Every Day Matters Campaign*. Today, we recognize the businesses that stepped up to the plate and provided a monetary donation to help improve attendance. The following businesses include:

- Allied Training Skills Center
- Grandpa and Grandma Primary Healthcare
- Lone Star National Bank
- Main Event
- Salazar Insurance Group
- The Waves Jiu Jitsu Academy
- Valley Regional Medical Center

100% of the donations received will be distributed to all campuses for student attendance incentives.

Randy Park – Pupil Services Director
Submitted by: Principal/Program Director

Approved for Submission to Board of Education:

Dr. Jesus H. Chavez, Superintendent

Recommended by: Asst. Supt./Exec. Dir.

Dr. Nellie Cantu
Approved by: Chief Officer 2/13/2025