



“Leveraging technology created channels for constant and productive communication between families and schools. And we did this without doubling our staff, which was amazing.”

—Chelsea Montgomery, Executive Director of Student Services, Fulton County Schools

EveryDayLabs.com

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Aligned to Federal
Recovery and
ESSA Funding

Innovative Attendance Solutions & Professional Learning

Getting students on track starts with attendance. We can help.



- ✓ Proven intervention for students
- ✓ Supportive engagement for families
- ✓ Easy analytics for educators



Attendance Is Fundamental to Student Success

Students have their best opportunity to learn every day when multi-tier supports are in place to address systemic and individual barriers to attendance. Our solutions and services are designed to increase the efficacy of districtwide attendance initiatives and empower practitioners through analytics paired with evidence-based intervention.

Since chronic absence is a systemic issue, it requires a comprehensive approach to intervention that coordinates district, school, family, and community support systems to address systemic and individual barriers to attendance. EveryDay Labs’ intervention, analytics, and professional learning are designed to enhance attendance initiatives at the school and district level.



We unite behavioral science, data science, and family engagement strategies to deliver evidence-based, personalized, supportive nudges to families that are proven to prevent K–12 absences. Our solutions and professional learning help districts optimize and coordinate additional interventions based on district-, school-, and student-level attendance patterns and trends.

EveryDay Intervention 4

Personalized, multichannel outreach that is proven to reduce chronic absenteeism

EveryDay Data 12

Optimized dashboards, updated daily, to help practitioners get ahead of trends and patterns

EveryDay Pro 16

A web-based platform that provides analytics, intervention tracking, and coordination

EveryDay Learning 20

Data-driven professional learning with evidence-based strategies to improve attendance and engagement

Our Values Are at the Heart of What We Do

Behavioral science is in our DNA; we help districts make it part of theirs.

EveryDay Labs leverages key insights from behavioral science—the field dedicated to understanding the “why” behind human behavior. The insights come from research across sectors, including politics, psychology, and neuroscience. We do the work for your schools so they can focus on learning and relationships.

Our Core Values



BEHAVIORAL SCIENCE IS IN OUR DNA

We continuously optimize our programs based on new research from the field dedicated to making it easier for people to take action.



INNOVATION GROUNDED BY EVIDENCE AND DRIVEN BY RESULTS

We hold our interventions to industry-leading standards when it comes to evidence of efficacy to ensure we’re making a real impact.



STRONGER TOGETHER

We believe collaborative learning communities that unite students, families, educators, and community partners have the power to change student outcomes.



STUDENT-CENTERED AT SCALE

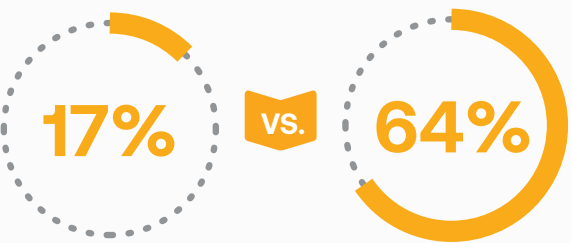
We are committed to creating personalized interventions that foster district-wide improvement.

What’s at Stake

Chronic absence is a leading indicator that students are academically at risk. **Research shows that the accumulated learning loss from chronic absence results in:**

Reduced Literacy Skills

A study in California found that:



of students who were **chronically absent** in kindergarten and first grade are proficient readers by the end of third grade.

of their peers with **strong attendance** in kindergarten and first grade were proficient readers by the end of third grade.

Lower Test Scores

Students who reported missing three or more days of school the month before an exam scored significantly worse on the exam than their peers.



High-absence fourth-graders scored **more than a full grade level lower in reading** than their peers.



High-absence eighth-graders scored **more than a full grade level lower in math** than their peers.

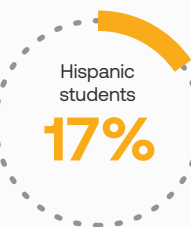
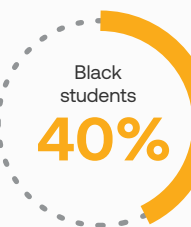
Disproportionate Effects on Communities of Color

Compared to their peers, students from communities of color are **more likely to miss three weeks or more of school due to systemic barriers.**

Decreased Graduation Rates

Absenteeism reduces high school completion.

In a Rhode Island study, 85% of students who dropped out of high school were **chronically absent during high school.**



EveryDay Intervention

The only K–12 attendance intervention with a “Strong Evidence” rating from Evidence for ESSA

Our EveryDay Intervention is based on the original research conducted by Dr. Todd Rogers, our cofounder and chief scientist, on how to effectively improve attendance outcomes. We monitor our partners’ attendance data, and when students in the district miss more than 5% of days, we begin to send their families personalized communication via text and mail—which we refer to as “nudges.”

Proven to
reduce chronic
absenteeism
by 10–15%
districtwide



“Nudges are unobtrusive interventions to promote desired behavior. That means there’s no mandate to do anything and no penalty assigned—just a reminder, sometimes enhanced, with a little personal information.”
—Dr. Todd Rogers

The nudges drive positive attendance behavior and help families:

- ✓ Keep track of their children’s attendance
- ✓ Understand the relationship between attendance and achievement
- ✓ Build strong attendance habits
- ✓ Overcome barriers to attendance by connecting to district and community supports like meal distributions, device support, coat drives, and wellness services

Continuous Support for Students and Families

- STEP 1** We integrate with your student information system to receive daily attendance data.
- STEP 2** We monitor your attendance data.
- STEP 3** Families receive personalized nudges by text and mail, in their home language. The nudges are customized based on their child’s grade level, school, and level of absenteeism.
- STEP 4** We provide actionable reporting three times per year to help districts identify trends, patterns, and barriers to attendance.

Families can access
our on-demand
Family Support Bot
or multilingual Family
Support Team for help
with attendance.



From data analysis to personalized outreach and inbound support ...



Data Analytics

Our data analysts monitor your district's attendance data and ensure that students and families get the support they need. They also provide actionable reporting based on that data including data on barriers to attendance.



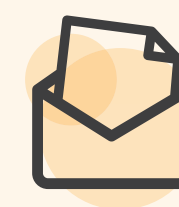
Text Nudges

Personalized nudges are sent to families of at-risk and chronically absent students. The messages are personalized to the family's children, helping caregivers keep track of total days missed and connect to our Family Support Bot.



Family Support Bot

Families simply have to reply to our text nudges to access our on-demand Family Support Bot. The Bot will help them with barrier-specific needs by directing them to the right resource or connecting them directly to our Family Support Team for more complex issues.



Mail Nudges

Our personalized mail nudges help families better understand and overcome barriers to attendance. They also provide support for the whole child by providing tips and resources on topics including literacy and social-emotional learning.



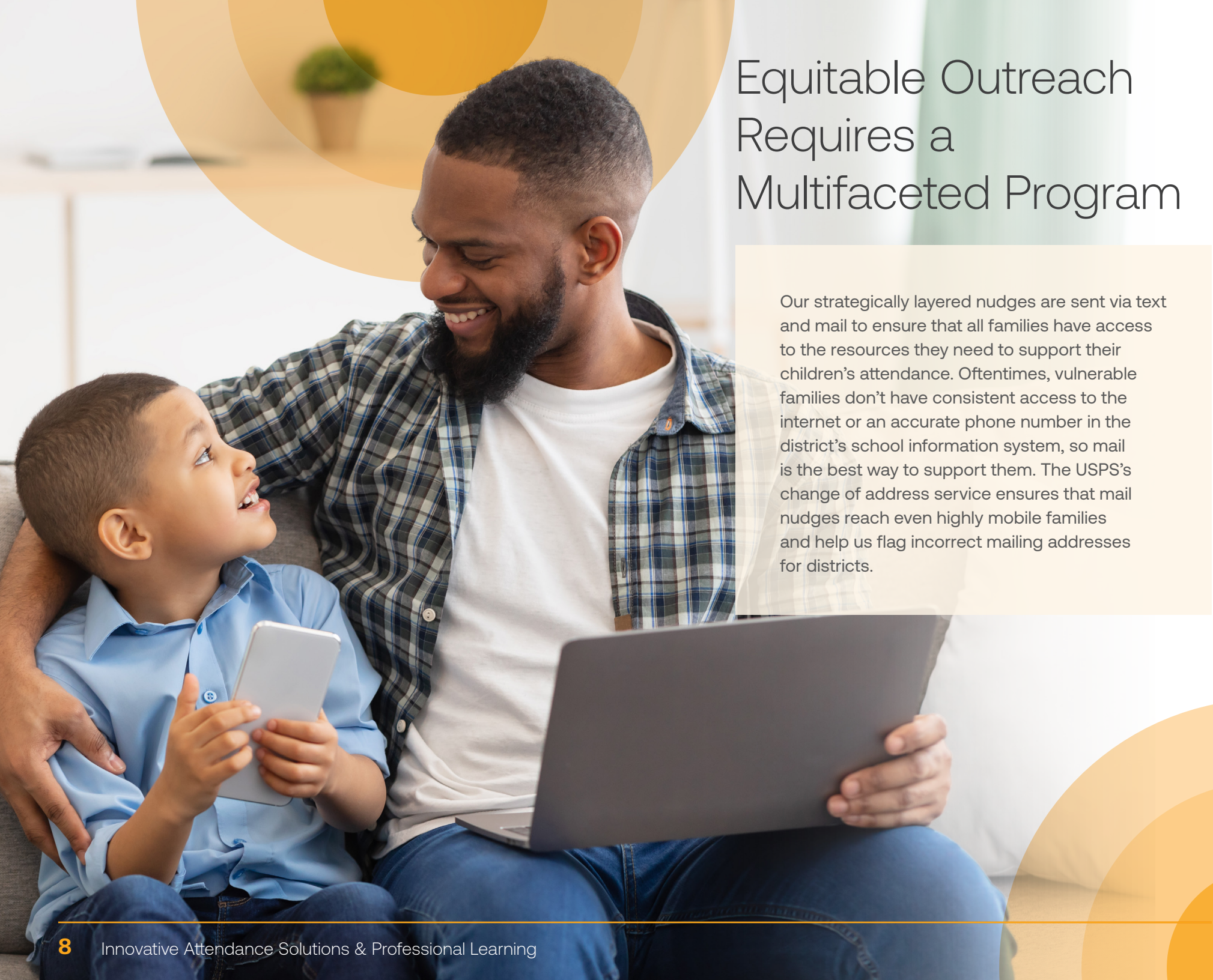
Family Support Team

Our Family Support Team is made up of diverse, multilingual individuals who are passionate about equity and education. They provide families with one-on-one support by phone to help connect them to resources that address their children's attendance barriers.



Research shows that mail-based interventions help promote healthy attendance over time, while text-based communications support short-term actions needed to make long-term progress.

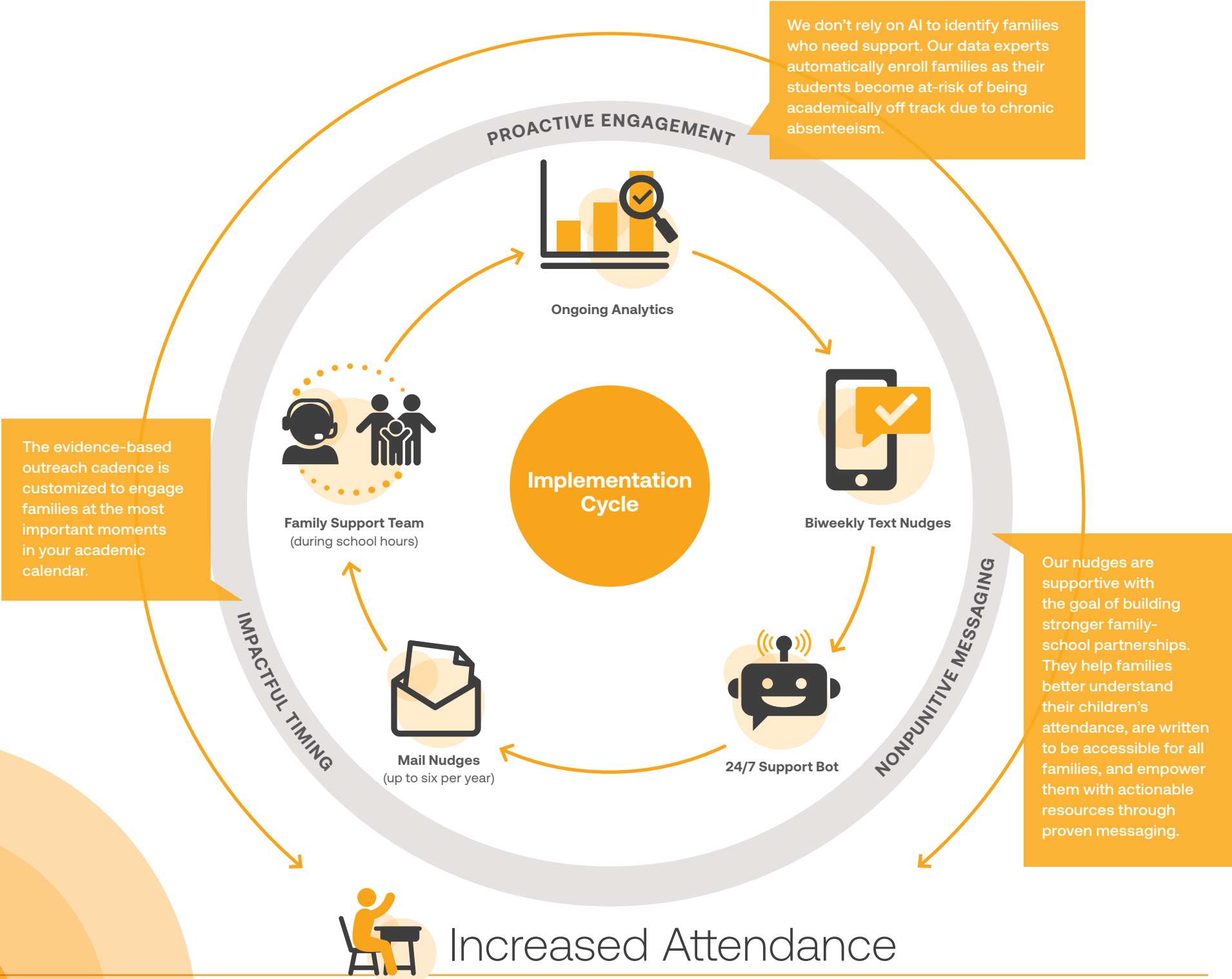
... we've got you covered.




Equitable Outreach Requires a Multifaceted Program

Our strategically layered nudges are sent via text and mail to ensure that all families have access to the resources they need to support their children's attendance. Oftentimes, vulnerable families don't have consistent access to the internet or an accurate phone number in the district's school information system, so mail is the best way to support them. The USPS's change of address service ensures that mail nudges reach even highly mobile families and help us flag incorrect mailing addresses for districts.

The evidence-based outreach cadence is customized to engage families at the most important moments in your academic calendar.





Take a Student-Centered Approach to Truancy

Districts implementing our EveryDay Intervention can add on our Truancy Module to take a more restorative approach to truancy. Our Truancy Module pushes notifications based on communications developed through research conducted by EveryDay Labs' cofounder Dr. Todd Rogers and Attendance Works' executive director Hedy Chang.

Our proven family outreach principles are applied to optimize state-mandated truancy notifications. The truancy notifications are easy to understand, written in a family's home language (English or Spanish), and clearly communicate by removing complicated legal language. Our Truancy Module is designed to complement the nudges sent through our EveryDay Intervention to ensure that families receive clear, consistent messaging.

What Makes Our Truancy Notifications Different?

Standard Truancy Notifications

- ✓ A focus on punitive language
- ✓ More than 350 words written at a 10th-grade level
- ✓ Compliance-centered
- ✓ Take time to produce, print, and mail

VS.

Our Truancy Notifications

- ✓ Proven to be 40% more effective at reducing absenteeism
- ✓ Focus on the importance of family-school partnerships
- ✓ Fewer than 200 words written at a fifth-grade level
- ✓ Reinforce that families have agency over student attendance
- ✓ Remove the compliance burden from school sites

Our Truancy Module is more effective and saves work for school sites.



We use a multifaceted approach to prompt families to connect to their school to schedule an attendance meeting.

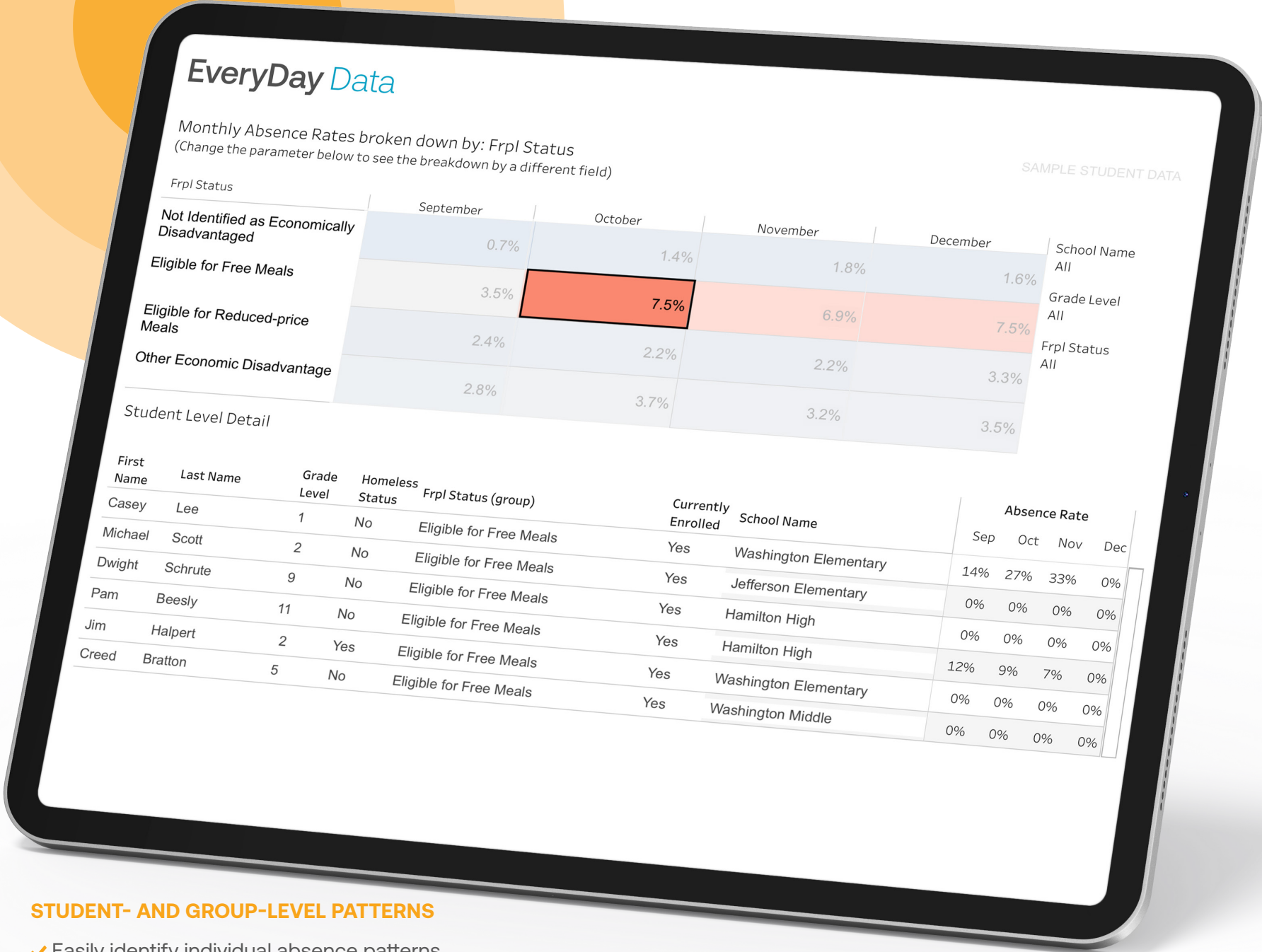
Our Truancy Module is currently available in California, Texas, and Georgia.

EveryDay Data

Help practitioners get ahead of trends and patterns.

Our EveryDay Intervention is designed to provide seamless prevention and early intervention, while our EveryDay Data empowers attendance teams with ready-to-go dashboards. The dashboards allow them to identify and act on attendance and chronic absence trends and patterns at a district, school, and student level.

Our dashboards break down data in an easy-to-understand visual format to make it easier to take action to improve attendance.



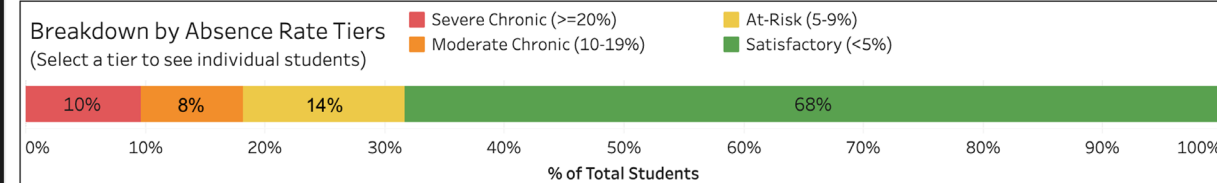
STUDENT- AND GROUP-LEVEL PATTERNS

- ✓ Easily identify individual absence patterns.
- ✓ Make data-informed intervention decisions.

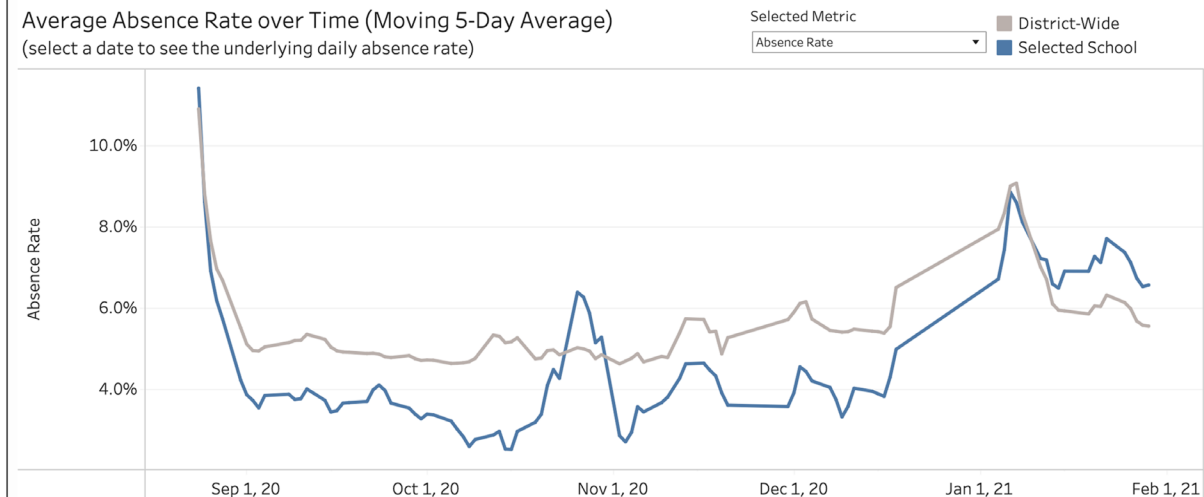


EveryDay Data

Breakdown by Absence Rate Tiers
(Select a tier to see individual students)



Average Absence Rate over Time (Moving 5-Day Average)
(select a date to see the underlying daily absence rate)



SCHOOL-LEVEL TRENDS

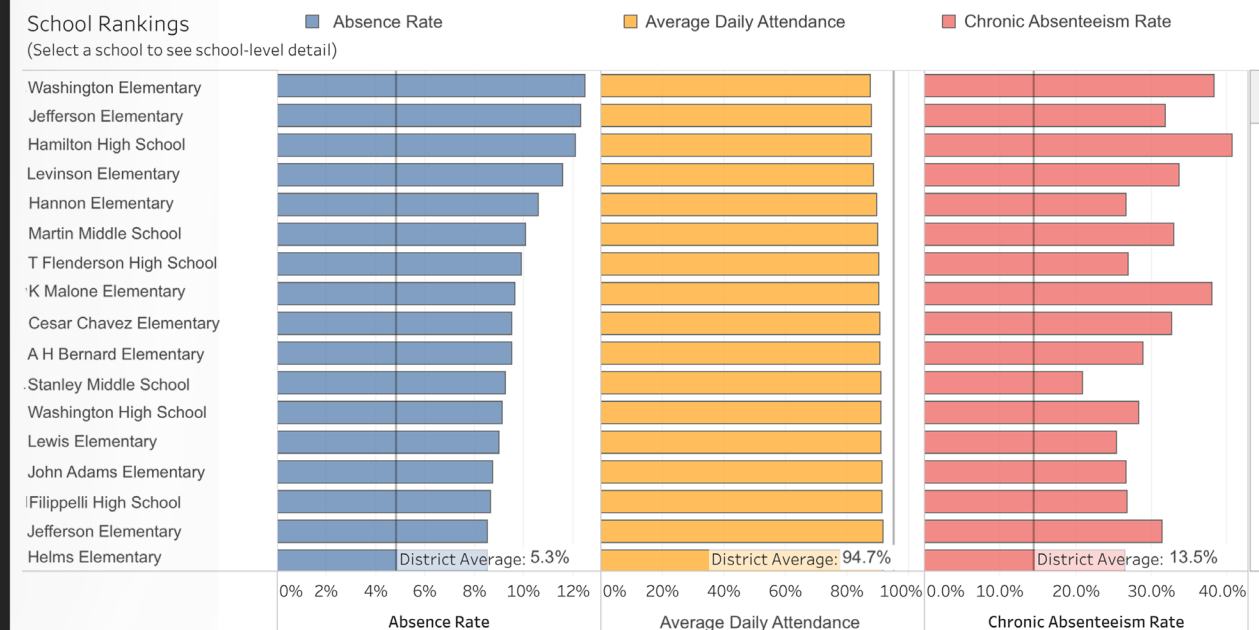
- ✓ See how each school's trend compares to the district average.
- ✓ Make data-informed decisions about attendance interventions.
- ✓ Identify opportunities for improvement and pockets of success.

EveryDay Data

District Attendance Dashboard

Absence Rate	Average Daily Attendance	Chronic Absenteeism Rate
5.3%	94.7%	13.5%

School Rankings
(Select a school to see school-level detail)



DISTRICT-LEVEL TRENDS

- ✓ Track district-level attendance trends based on daily data.
- ✓ Identify high-absence days across the district.
- ✓ Make data-informed decisions about attendance initiatives.

EveryDay Pro

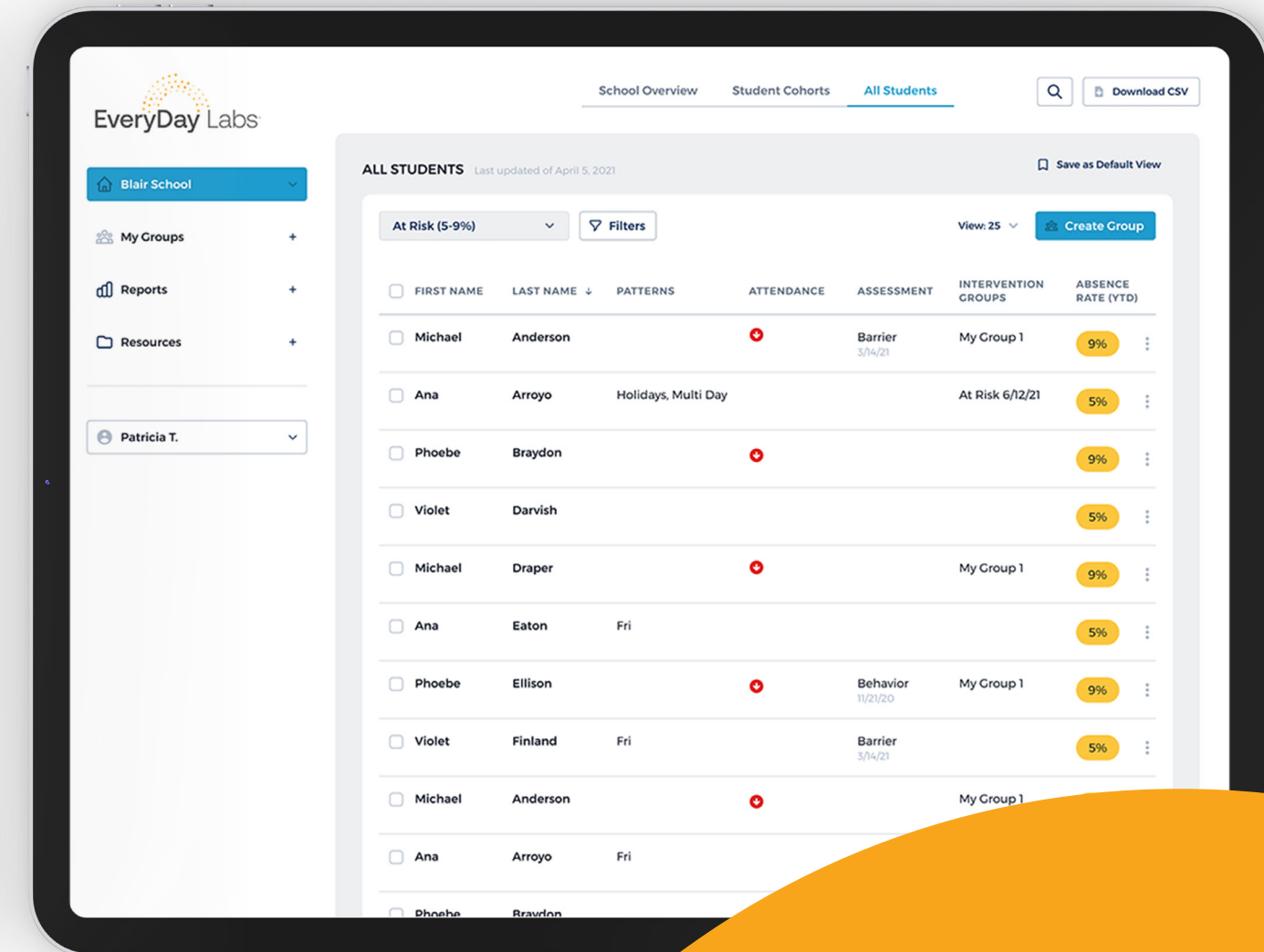
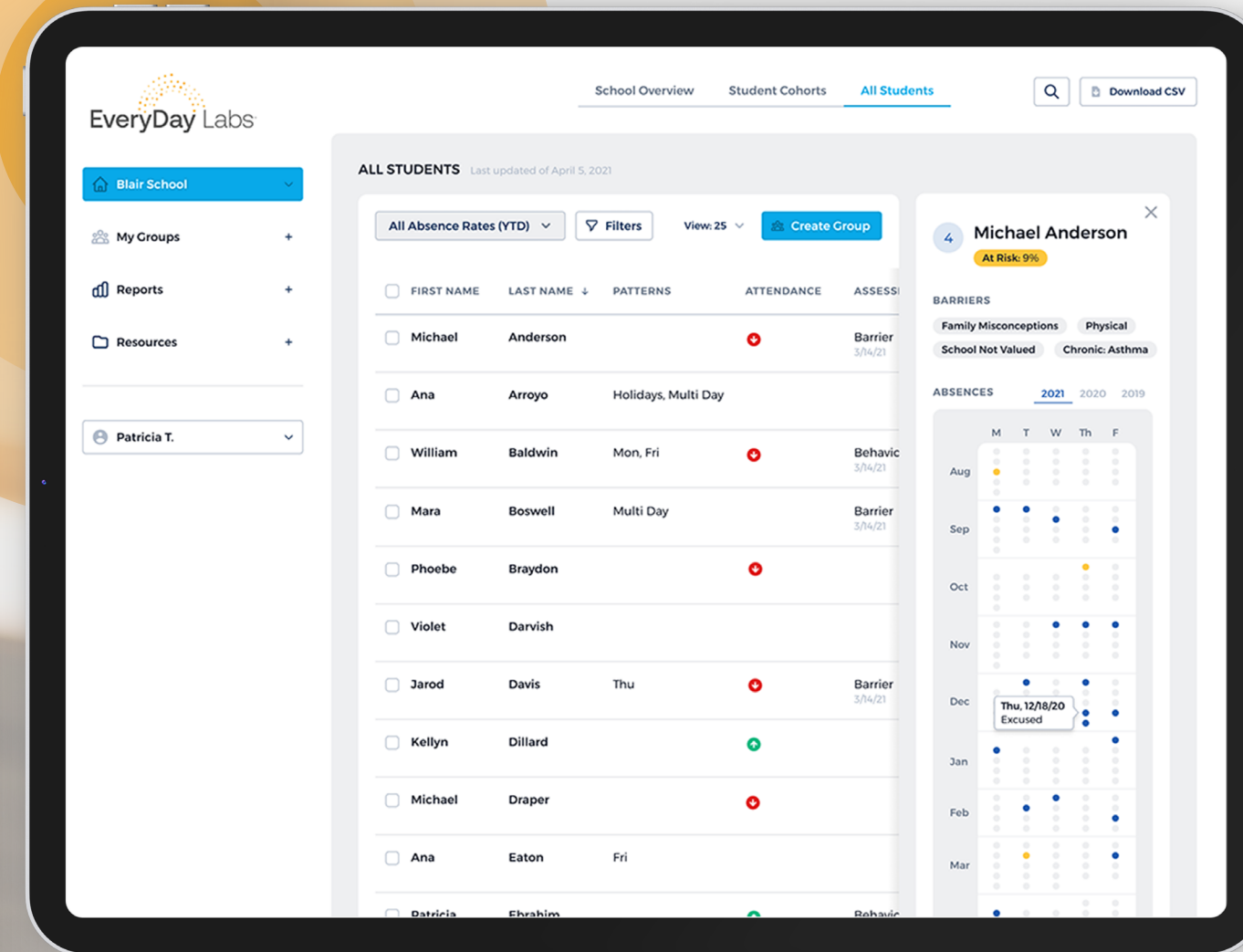
A web-based platform that provides analytics, intervention tracking, and coordination all in one place

EveryDay Pro is our new web-based attendance analysis and collaboration platform. EveryDay Pro gives practitioners an end-to-end attendance improvement tool with space to collaborate on case management by tracking meetings, notes, and interventions. The platform empowers attendance teams to analyze data, coordinate intervention, and track student progress while families automatically receive our proven nudges.



DISTRICT AND SCHOOL DASHBOARDS PROVIDE:

- ✓ School-level patterns and trends over time
- ✓ Insights by grade level, demographics, and geography



STUDENT DASHBOARDS PROVIDE:

- ✓ Absence patterns and trends including a breakdown of days absent, reason codes, and more
- ✓ Intervention tracking and next steps based on trends and patterns
- ✓ Space to collaborate on case management by tracking meetings and notes
- ✓ Family Support Bot and Family Support Team data

EveryDay Pro identifies for attendance teams when students are newly at-risk or eligible for intervention. The platform also provides access to a database of evidence-based interventions and a professional learning library that includes videos on leveraging the platform to deliver targeted Tier 2 and Tier 3 interventions.

EveryDay Learning

Data-driven professional learning on evidence-based strategies to improve attendance and engagement.

EveryDay Labs provides professional learning to help districts optimize their approach to attendance and engagement. Our experts deliver sustainable strategies tailored to support your district's goals for attendance, learning recovery, and family-school communication. Learn how to enhance your system of tiered attendance supports with evidence-based practices and interventions.

**Delivered
in person or
remotely at the
district's request**

Professional Learning Sessions

UNIVERSAL PREVENTION: AN EVERYDAY APPROACH TO ABSENCE PREVENTION

In this session, attendees will learn:

- ✓ Effective universal messaging and awareness strategies
- ✓ How to proactively use attendance data to reduce absenteeism
- ✓ Evidence-based Tier 1 practices

EARLY INTERVENTION: INTERVENTIONS FOR STUDENTS MISSING 10–15% OF DAYS

In this session, attendees will learn:

- ✓ Strategies for preventing severe chronic absence
- ✓ How to use data to identify barriers and target early intervention
- ✓ Evidence-based Tier 2 interventions

TARGETED INTERVENTION: INTERVENTIONS FOR STUDENTS MISSING 15–20% OF DAYS

In this session, attendees will learn:

- ✓ Strategies for supporting chronically absent students
- ✓ How to use data to identify barriers and target intervention
- ✓ Evidence-based Tier 2 interventions

INTENSIVE INTERVENTION: INTERVENTIONS FOR STUDENTS MISSING MORE THAN 20% OF DAYS

In this session, attendees will learn:

- ✓ How to take a problem-solving approach with families
- ✓ How to leverage wraparound services
- ✓ Evidence-based Tier 3 interventions

BUILDING YOUR ALL-STAR ATTENDANCE TEAM

In this session, attendees will learn:

- ✓ How to build the right team for your district
- ✓ How to work cross-functionally to improve attendance
- ✓ Strategies for effective data-driven collaboration

IMPROVING FAMILY-SCHOOL PARTNERSHIPS WITH BEHAVIORAL SCIENCE

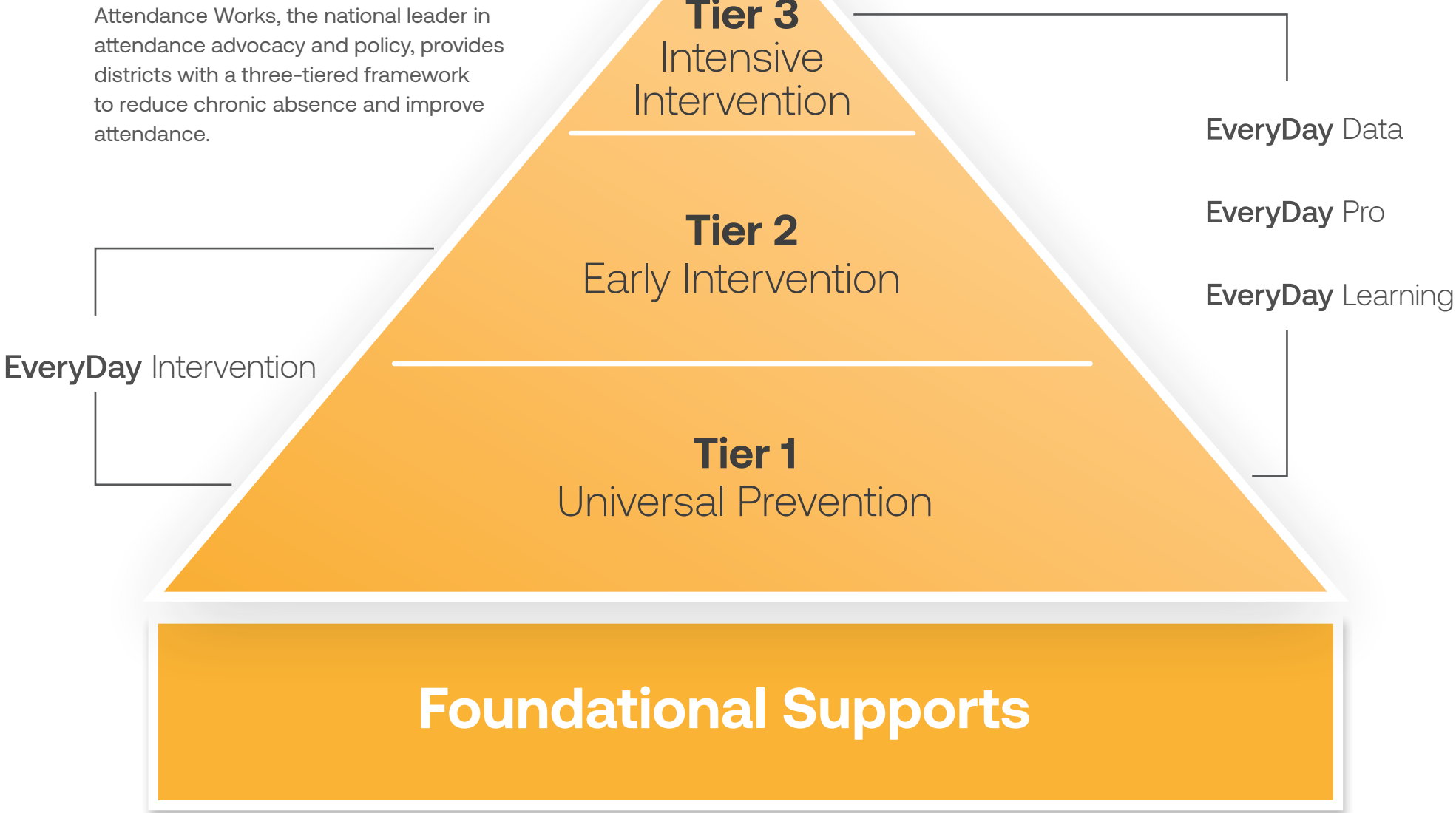
In this session attendees will learn:

- ✓ Best practices for effective family-school communication
- ✓ How to reduce the amount of effort it takes for families to take action
- ✓ How to improve student outcomes with behavioral science



Your Multi-Tiered System of Supports (MTSS)

Our solutions and professional learning are designed to work seamlessly together to support your MTSS. EveryDay Intervention provides a proven way to reduce absences at schools across your district with no change in school practices. EveryDay Data and EveryDay Pro provide actionable data on trends and patterns so practitioners can target additional supports at the student, school, and district level. Our professional learning pulls in additional data-driven, evidence-based strategies to build a districtwide culture of attendance.



Why **EveryDay** Labs™

EveryDay Labs partners with districts to improve attendance and provide support for families with no additional work from district or school personnel, allowing educators to focus on the important work of teaching and learning. EveryDay Labs:

- ✓ Provides a low-burden implementation model that ensures districtwide fidelity
- ✓ Data analysts, not AI, identify students who will benefit from intervention
- ✓ Has printed and mailed nearly one million personalized nudges
- ✓ Has connected more than 85,000 families to resources through its Family Support Team and Bot
- ✓ Helps keep your data accurate and up to date by flagging changes of address or invalid phone numbers
- ✓ Provides actionable, ready-to-go analysis of attendance data at a district, school, and student level
- ✓ Has the only K-12 attendance intervention with a “Strong Evidence” rating from Evidence for the ESSA out of the Center for Research and Reform in Education at the Johns Hopkins University School of Education



Ready to learn more about our solutions and professional learning?

Three easy ways to reach us:



Email: info@everydaylabs.com



Call: 650.641.9485



Schedule a consultation

EveryDayLabs.com