

Student Attendance Toolkit



Student Attendance Toolkit

Use this toolkit to plan communications, such as social media, emails, newsletters, blogs, podcasts, and website content to your audience about this NYC Public Schools campaign. Please note that advertising collateral and horizontal videos are available in the thirteen languages covered by NYC Public Schools.

Did you know that missing just two days of school can add up to 18 missed days a year? That's chronic absenteeism and it starts as early as pre-k. When students miss school, they lose instruction time, may fall behind academically, and may struggle with confidence and making connections. These absences have a lasting impact on their learning and development.

At NYC Public Schools, we believe every day matters. Our schools are safe and supportive environments, and the classroom is a better place when our students are here.

Help us inform families on the importance of keeping students in school every day by using this toolkit to support messaging to your community.

Learn more: on.nyc.gov/EveryDayMatters

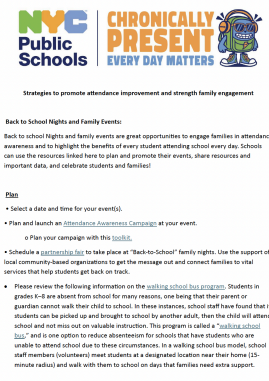
Assets and Resources

Instructional Guide for Schools

Download:  **Guide**

Use this guide to plan and promote attendance awareness events, engage families, and share resources within your school community.

Guide

Name	Thumbnail
Strategies to Promote Attendance Awareness and Family Engagement	

One Pager

Download:  One Pager

One Pager

Name	Thumbnail
Every Day Matters Family One Pager	

Videos

Share these videos on your social media, website, newsletter, or blog.

Videos		
Length	Thumbnail	Youtube Link
30 seconds		youtu.be/BtFfm-f4yKQ
15 seconds		youtu.be/HEzijS83Bx0
10 seconds		youtu.be/ZWiGxGhAi4E

Videos		
Length	Thumbnail	Youtube Link
30 seconds		youtube.com/shorts/ffzrdDOQ0sU
53 seconds		youtube.com/shorts/mZgUnERFdTM

Social Media Graphics

Download:  Social Graphics

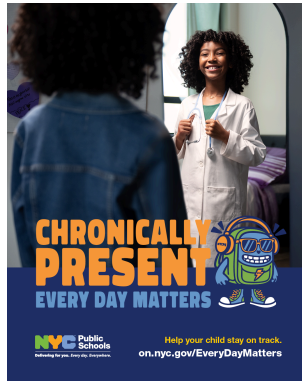
Share on your social channels, or text message/WhatsApp to your audience!

Suggested messaging here: [Sample Social Media Messages](#)

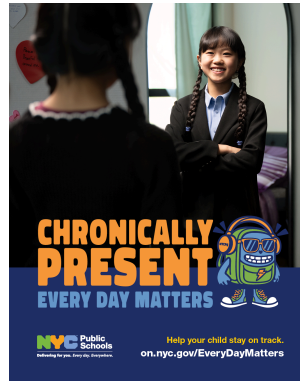
Social Graphics



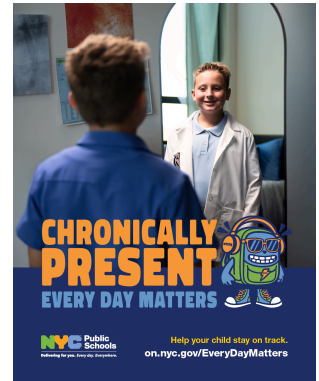
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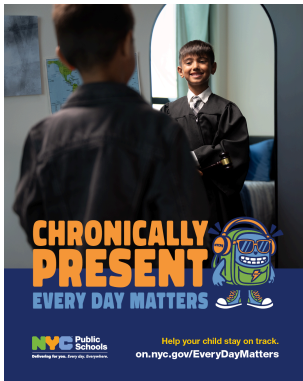
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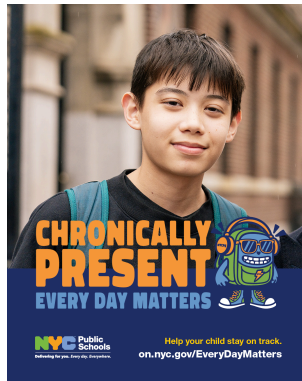
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2025-26-Absenteeism-social-graphics-4



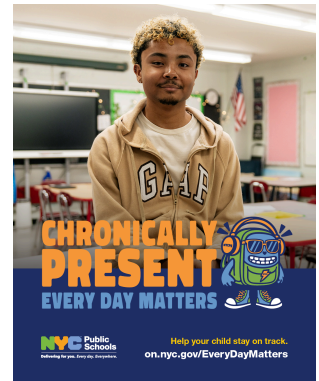
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2025-26-Absenteeism-social-graphics-6



2025-26-Absenteeism-social-graphics-7



2025-26-Absenteeism-social-graphics-8

Advertising Collateral

Download: [📄 Advertising Collateral](#)

Use these ads on your website, newsletter, or blog to help promote our message.

Print or Digital Ads

Size	Student Image	Alt Students	Classroom Image
Full Page 8.5"W x 11"H			
			

Print or Digital Ads

Size	Student Image	Alt Students	Classroom Image
Half Page 7.5"W x 4.88"H			
Quarter Page 3.62"W x 4.88"H			

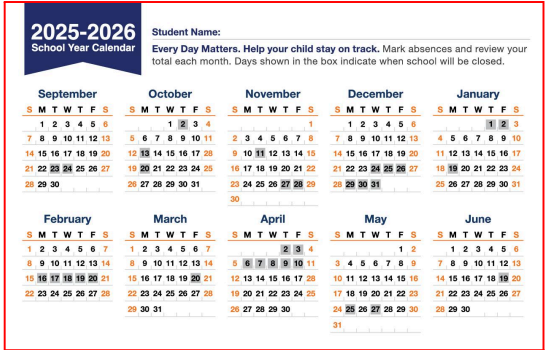
Web Banners Ads

Size	Younger Student	Younger Student	Younger Student	Younger Student	Older Student	Older Student	Older Student
120x600							
300x250							
300x600							
728x90							
1080x1080							

Palm Cards

Download:  Palm Card

Optional: Download print-ready palm card files to share with your preferred printer.
Schools and locations are responsible for printing and sharing the palm cards.

Palm Cards		
Type	Front	Back
Messaging Only 7"x 5"	 The front of the Messaging Only palm card features a photograph of a young girl with curly hair, wearing a white lab coat, smiling. To her right, the text reads: Every Day Matters. Missing just 2 days of school a month can add up to 18 missed days a year and have a lasting impact. That's chronic absenteeism and it starts as early as pre-k. It means missed instruction, lost confidence, and missed connections. Let us help you get back and stay on track, to build the future of your dreams. Every day matters. At the bottom, there is a QR code, the text 'Help your child stay on track. on.nyc.gov/EveryDayMatters', social media icons for Facebook, Twitter, and Instagram, and the NYC Public Schools logo.	 The back of the Messaging Only palm card has a solid blue background. It features the text Every Day Matters in large white letters, followed by 'Help your child stay on track.' in yellow. At the bottom, there are logos for NYC Public Schools and CHRONICALLY PRESENT.
Calendar 8.5" x 5.5"	 The front of the Calendar palm card is identical to the Messaging Only version, featuring the same photograph, text, and bottom information.	 The back of the Calendar palm card features a 2025-2026 School Year Calendar. It includes a 'Student Name:' field and instructions: 'Every Day Matters. Help your child stay on track. Mark absences and review your total each month. Days shown in the box indicate when school will be closed.' The calendar displays months from September to June, with days of the week (S M T W T F S) and dates. Some dates are highlighted in boxes, indicating school closures.

Printed Banners

Download: [Banners](#)

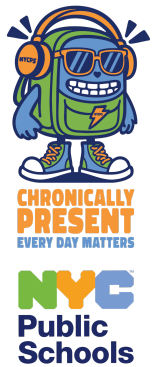
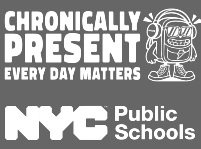
Optional: Download 7”x 5” print-ready banner files to share with your preferred printer. Schools and locations are responsible for printing and displaying the banners.

Banner	
Type	Banner Image
Vertical Retractable Banner 33.5"W x 71"H	 The vertical banner features a classroom background. In the center is a cartoon character with a green body, blue overalls, and a backpack, wearing headphones and sunglasses. The text 'CHRONICALLY PRESENT' is written vertically on either side of the character, and 'EVERY DAY MATTERS' is at the bottom. Below the title, it says: 'Missing just two days of school a month can add up to 18 missed days a year and have a lasting impact. It means missed instruction, lost confidence, and missed connections. Let us help you get back and stay on track, to build the future of your dreams.' At the bottom, there is a QR code, the website 'on.nyc.gov/EveryDayMatters', and the NYC Public Schools logo.
Horizontal Wall Banner 8'W x 4'H	 The horizontal banner features a classroom background. On the left, the text 'CHRONICALLY PRESENT' is in large orange letters, and 'EVERY DAY MATTERS' is in blue below it. On the right is the same cartoon character as in the vertical banner. Below the title, it says: 'Missing just two days of school a month can add up to 18 missed days a year and have a lasting impact. It means missed instruction, lost confidence, and missed connections. Let us help you get back and stay on track, to build the future of your dreams.' At the bottom, there is a QR code, the website 'on.nyc.gov/EveryDayMatters', and the NYC Public Schools logo.

Campaign Logo

Download: [📄 Attendance Campaign Logo](#)

Use on any collateral related to the campaign.

NYCPS + Attendance Campaign Logos			
Colorway	Horizontal	Stacked Short	Stacked Long
Full Color For use on white backgrounds			
Black For use on light backgrounds			
White For use on dark backgrounds			

NYCPS + Attendance Campaign Logos

Color
Reverse
For use on
solid navy or
black
backgrounds

NYC
Public
Schools

**CHRONICALLY
PRESENT**
EVERY DAY MATTERS



**CHRONICALLY
PRESENT**
EVERY DAY MATTERS
NYC Public
Schools



**CHRONICALLY
PRESENT**
EVERY DAY MATTERS

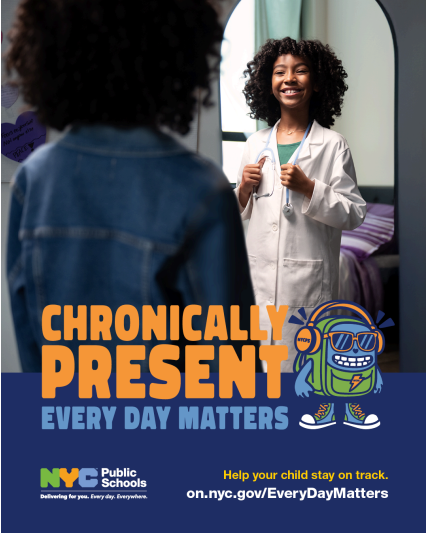
NYC
Public
Schools

Sample Social Media Messages

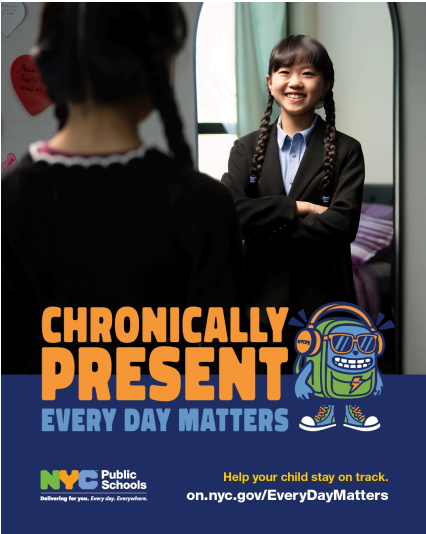
Post #1 |

Post Image	Post Caption	Alt Text
	💡 Did you know? Students are seen as chronically absent when they miss as little as 2–3 days a month. If you need help getting your student to school, contact their school or call 311 for resources. Learn more: on.nyc.gov/EveryDayMatters	Backpack mascot. Text reads, “Chronically Present. Every day matters. Help your child stay on track.” on.nyc.gov/EveryDayMatters.”

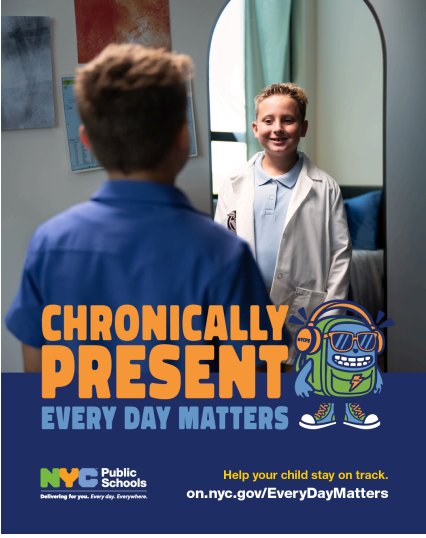
Post #2 |

Post Image	Post Caption	Alt Text
	Every day at school matters. If students miss as little as 2–3 days of school a month, they’re less likely to read at grade level by the third grade. Contact the parent coordinator at your school for support getting your student to school. Learn more: on.nyc.gov/EveryDayMatters	A girl looks at her reflection in a mirror. In her reflection, she is smiling and dressed as a doctor. Text reads, “Chronically Present. Every day matters. Help your child stay on track. on.nyc.gov/EveryDayMatters.”

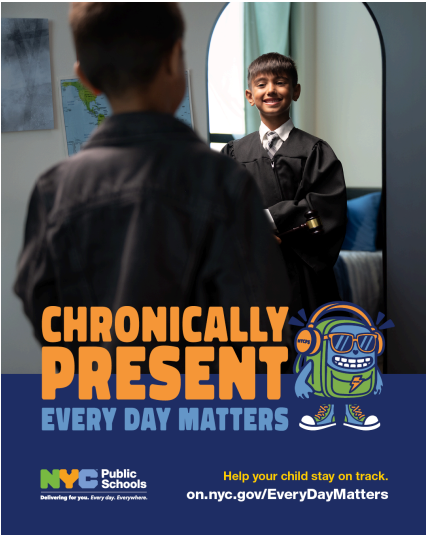
Post #3 |

Post Image	Post Caption	Alt Text
	We know that getting to school isn’t always easy—but we’re here to support you! You can always contact your school’s parent coordinator for resources to help you get to school. Learn more: on.nyc.gov/EveryDayMatters	A girl looks at her reflection in a mirror. In her reflection, she is smiling and dressed as a lawyer. Text reads, “Chronically Present. Every day matters. Help your child stay on track. on.nyc.gov/EveryDayMatters.”

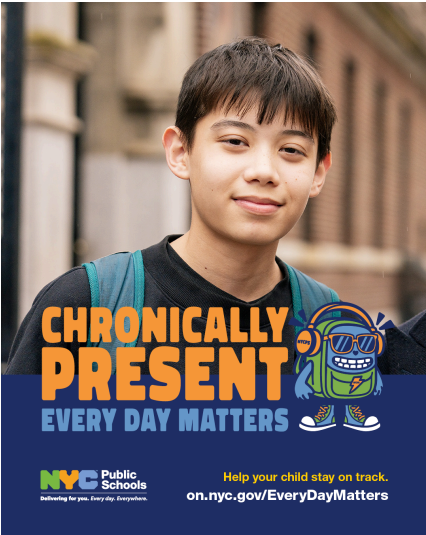
Post #4 |

Post Image	Post Caption	Alt Text
	We miss you when you miss school! From hands-on science experiments to exciting school events, every day at school gives you an opportunity to shape your future. You can contact your parent coordinator for help getting to school. Learn more: on.nyc.gov/EveryDayMatters	A boy looks at his reflection in a mirror. In his reflection, he is smiling and dressed as a doctor. Text reads, “Chronically Present. Every day matters. Help your child stay on track. on.nyc.gov/EveryDayMatters.”

Post #5 |

Post Image	Post Caption	Alt Text
	Our schools are better when everyone is present! When students miss just 2-3 days per month, they’re more likely to drop out of high school. You can contact the parent coordinator for help getting to school. Learn more: on.nyc.gov/EveryDayMatters	A boy looks at his reflection in a mirror. In his reflection, he is smiling and dressed as a judge. Text reads, “Chronically Present. Every day matters. Help your child stay on track. on.nyc.gov/EveryDayMatters.”

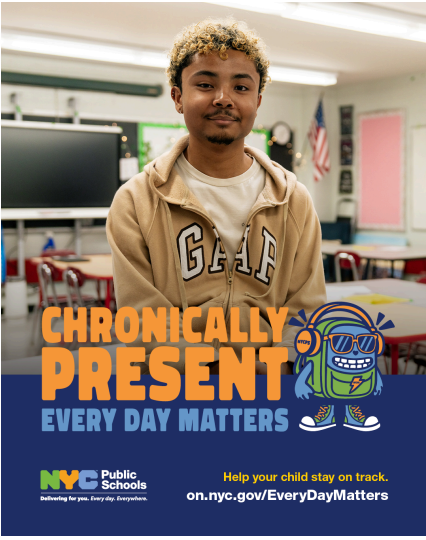
Post #6 |

Post Image	Post Caption	Alt Text
	Every day counts! Missing school can mean missing out on valuable lessons, growth opportunities, and making connections. If you need help getting to school, contact your parent coordinator for support. Learn more: on.nyc.gov/EveryDayMatters	A student smiling. Text reads, "Chronically Present. Every day matters. Help your child stay on track." on.nyc.gov/EveryDayMatters."

Post #7 |

Post Image	Post Caption	Alt Text
	Attendance matters! Even a few missed days a month can cause you to fall behind. Need help getting to school? You can contact the parent coordinator for support. Learn more: on.nyc.gov/EveryDayMatters	A student smiling. Text reads, "Chronically Present. Every day matters. Help your child stay on track." on.nyc.gov/EveryDayMatters."

Post #8 |

Post Image	Post Caption	Alt Text
	Graduation starts with showing up. When students miss just 2-3 days per month, they're more likely to drop out of high school. Need support getting to school? Reach out to your school's parent coordinator for assistance. Learn more: on.nyc.gov/EveryDayMatters	A student smiling in a classroom. Text reads, "Chronically Present. Every day matters. Help your child stay on track." on.nyc.gov/EveryDayMatters."

If you would like messaging translations in one of the thirteen non-English languages mandated by NYC Public Schools, please send a request to digital@schools.nyc.gov.