

I Attend

Attendance campaign for NYCPSC 14

Date

February 2024

Campaign Name

I Attend

Presented By

Candace Crawford
Original Concept by Jeffrey Jacobs



Key Campaign Activities

Influencers	Print	Digital	Digital (District)
<ul style="list-style-type: none"> • Students utilized as influencers • Each student will provide video testimonial when prompted to answer the question: Why do you attend [your District 14 school]? 	<ul style="list-style-type: none"> • Photograph of student influencer • Poster with each student influencer photo with written testimonial • Posters to include Spanish translation French and Polish translation • Display photos prominently in school hallways and bulletin boards • Possible display outdoor on the gates of the school with QR code • Possible as a story walk with QR code linked to video testimonial • OR QR code link to school website OR D14 attendance webpage 	<ul style="list-style-type: none"> • Short 1 minute PSA's for each school posted on school website • Schools may elect to translate video additional relevant languages for their school community • PSAs posted on school's parent facing social media pages (IG, Remind, Class dojo, Facebook) • All participating schools to use #iattend, #everydaycounts, and #OneFourAll in addition to their unique hashtag strategy 	<ul style="list-style-type: none"> • Add a new separate page to website for attendance <p>OR</p> <ul style="list-style-type: none"> • Standalone website with "I Attend" handle • Content and information specific to Attendance <p>AND/OR</p> <ul style="list-style-type: none"> • District Attendance Newsletter

Influencer Campaign Content- Print



- Content created in Canva file
- Slides and necessary formats will be shared with all participating schools
- All participating schools must use the same format.

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Video

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Notes

- Remember media releases and notify parents of this campaign specifically.
- Schools can determine their posting rhythm
 - at least one post per week
 - with possible input from the district
 - must be posted on a shared calendar
- For districtwide launch, schools can determine their own copy in order to maintain their brand's current voice. This is subject to modification if the campaign gains strength.
- Twitter/X: The posts should have a B2B focus if the school uses Twitter/X. Guiding question: Why would another business/CBO/education company/larger institution/corporation be interested in this campaign?
- Be ready to navigate any and all comments on posts. Suggestion: Cabinet determines a plan for appropriate responses or turn comments off for these posts.

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Timeline

February 2024	Launch for 14K297
March 2024	<ul style="list-style-type: none">• Introduce to social media managers, Principals, and PCs for participating schools• Video and Posters Shared• Launch for D14 middle and elementary schools
March- May 2024	<ul style="list-style-type: none">• Monitor attendance percentages• Analytics• Add new representatives to templates
June 2024	District Attendance Awards

Future Ideas

- DISTRICT Attendance Awards Luncheon or Dinner
 - Photo op with high profile personnel in and/or out of the district
 - Gift/ token of appreciation for child as well as caregiver(s)

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