E3 Alliance is a Catalyst For Educational Change in Central Texas

E3 Alliance uses objective data and focused community collaboration to align our education systems so all students succeed and lead Central Texas to economic prosperity

- Dedicated to system change in education
- Aligning efforts Cradle to Career
- Serves as the Central Texas regional P-16 Council
- Nationally recognized as a highly effective model of Collective Impact
Missing School Matters

Missing School Matters Background

• Spring 2011 Legislative Session: What can we do to stem the bleeding?
• Superintendents: community can help increase attendance:
  1. “Triple Bottom Line” benefit
  2. Unlike teacher quality, communities can directly and positively impact
• E3 Alliance using powerful data to spearhead regional approach
Central Texas Low Income Students Miss More School Than Students in All Other Urban Areas in Texas

Average Number of Absences in High School by Economic Status for Urban MSAs Throughout Texas, 2010-11

Non-low Income
- Dallas: 7.5
- El Paso: 8.4
- Houston: 8.2
- San Antonio: 7.6
- Central Texas: 8.0

Low Income
- Dallas: 9.6
- El Paso: 10.0
- Houston: 11.4
- San Antonio: 11.6
- Central Texas: 13.0

Source: E3 Alliance analysis of PEIMS data at the UT Austin Education Research Center

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Branding & Public Awareness

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A regional public awareness campaign
Our goal: increase student attendance by 2 percentage points (average 3 days/student)

MORE STUDENTS ACHIEVE $34 MILLION

Every school day a student misses costs their district:

These absences come at a price:
- Average high school cost: $20,000/week
- Central Texas region loses: $91,000,000/year

Reducing absences by just 3 days per student can save Central Texas school districts $34,000,000

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Missing School Matters Messaging

- Missing School Matters taskforce outreach – posters, newsletters, articles, etc.
- Annual Attendance Rally
- SXSWedu
- 50+ media stories
- Holiday Radio PSA’s – Ricky Williams, Vince Young
- Texas Monthly PSA ads
- Yellow Cab Signs + Social Media Campaign
- Blue and Brown Santa flyers
- Capital Metro Bus Signs

Yellow Cab helping to Curb Absences in CTX
Capital Metro Signs

✓ 50!

✓ 3!

Holiday Flyer, pushed to parents
A Parent's Guide to Student Attendance

Each year, Central Texas students are absent 2.4 million days of school. Here are a few ways & reasons to help keep your child (and others) in school.

Don’t make others sick

* Given that acute illnesses like flu count for almost half of all absences, you can keep your child healthy by getting a flu vaccine.
* Your child should stay home for at least 24 hours if:
  - She is running a fever of 100 degrees or more
  - He has vomited more than once or has diarrhea
  - She has flu symptoms, like fever, cough, sore throat, chills, aches and pains

Appointment times matter

Schedule appointments when they are least disruptive to school – Saturdays or late afternoons.

Listen to the nurse

School nurses are trained to understand symptoms. If your child contacts you from school, call the school nurse FIRST before deciding what to do.

Keep your child safe

If your child is being bullied or is scared to go to school, keep him home won’t solve the problem. Go to your counselor or assistant principal for help.

Don’t miss out if you don’t have to

Missing school has long-term impacts: if your high school student misses 10 days, he is 3 times more likely to drop out than a child who missed 5 days.

Find tools to help at www.MissingSchoolMatters.org

Absence Reasons Study
E3 Alliance Absence Reasons Study

- **Which** students miss school, **where** and **why**?
- First of its kind study in Texas
- Data to drive regional decision-making
- Collected, a **How community systems interact with student attendance and achievement**
- Collected, analyzed, mapped detailed student attendance data from CTX schools that were a representative sample of regional population

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**What Did We Find?**

<table>
<thead>
<tr>
<th>Absence Reason</th>
<th>% of Absences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acute Illness</td>
<td>48%</td>
</tr>
<tr>
<td>Skipping</td>
<td>5%</td>
</tr>
<tr>
<td>Chronic Illness</td>
<td>4%</td>
</tr>
<tr>
<td>Family Emergency</td>
<td>4%</td>
</tr>
<tr>
<td>Routine Dental Appt</td>
<td>3%</td>
</tr>
<tr>
<td>Preventative Medical</td>
<td>2%</td>
</tr>
<tr>
<td>Travel</td>
<td>2%</td>
</tr>
<tr>
<td>Mental Health Issue</td>
<td>2%</td>
</tr>
<tr>
<td>Suspension (not ISS)</td>
<td>1%</td>
</tr>
<tr>
<td>Family Responsibility</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: E3 Alliance analysis of absence data from 9 schools in PISD & HCISD, 1/14/13-3/8/13

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Secondary ‘Flu’ Peak Matches Acute Illness Absences

Absences By Week August – March for 2012-13

Source: E3 Alliance analysis of Absence data from 9 schools in PISD & HCISD August 2012 through March 2013
Influenza-Like Illness doctor visit data from Austin/Travis County Health and Human Services

WHY Flu Immunization Campaign?

✓ CDC recommends universal Influenza vaccines every year for people 6 months and older
✓ School aged children have the highest annual flu rates: ~40%
✓ 90% of children that died from Influenza in 2012-13 were not vaccinated
✓ National research shows Influenza causes more absences than all other immunizable diseases combined
Flu Immunization Campaign

Campaign Highlights

• 2013: E3 Alliance Absence Reasons Study showed spikes in student absences exactly overlay countyILI (flu) reports
• 2014: 6500 flu immunizations provided at no cost to districts or families in 56 elementary schools
  ✓ Largest in-school immunization campaign in state!
• 2015: 19,413 vaccines given in 136 elementary and middle schools in 9 districts
  ✓ Awarded national model flu campaign by CDC!
✓ 2016: 52,441 vaccines administered in 396 schools in 17 districts in Texas
2016 Evaluation

- Collected aggregate attendance data for 227 campuses from 10 districts
- Compared “clean” weeks before, during, and after peak flu season
- Saw biggest impact on attendance at schools with > 40% participation – approaching herd immunity

- Decrease in absence rates saved schools an approximate combined $500,000 across the three peak weeks of flu season

### Mean Absence Rate

<table>
<thead>
<tr>
<th></th>
<th>Baseline</th>
<th>Early Flu Season</th>
<th>Peak Flu Season</th>
<th>Post Peak Flu Season</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3.1%</td>
<td>3.4%</td>
<td>3.9%</td>
<td>3.6%</td>
</tr>
</tbody>
</table>

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It’s Working!

Student and Absence Counts, Central Texas

$33M regional savings since campaign started!

Source: E3 analysis of PEIMS data at UT Austin Education Research Center for 2002-2013; TEA ad hoc request for 2014-16

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