

# KINVOLVED 2018 IMPACT REPORT

## A Roadmap for Improving Attendance



**Photo right**  
 Providence Public School District  
 students at a Kininvolved Community  
 Summit in Providence, RI.



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# 01

The original education technology solution to absenteeism, Kinvoled is now an organization five years deep into its mission to eradicate chronic absence and student disengagement. We have learned that it takes shared commitment, intention, heart, and mutual engagement, especially with families, to achieve positive, quantifiable results.

## Message from our co-founders



We spent four years improving student attendance in New York City schools while testing, iterating, evolving, and proving that our model worked. Last year, we expanded to seven states and the District of Columbia, working with school systems as varied as small rural districts and large urban systems, across varied geographies, each with its own distinct local cultures, challenges, and assets.

Despite these differences, all our districts have seen positive change, and we've celebrated our shared successes with the communities we serve. Case in point: between the

***Kinvoled takes a holistic approach to fighting student absenteeism, combining our technology tools and human interventions to increase funding to school districts, create more economically viable communities, and improve graduation rates.***

2016–2017 and 2017–2018 school years, NYC DOE public high schools using KiNVO decreased chronic absence by 2.4 percent. In contrast, chronic absence in non-KiNVO schools in the district increased by 7.9 percent.

So, collectively, how have we done it? This year's Impact Report not

only showcases the effect Kinvoled has had across its nearly 250,000 parents and families, but also shares our roadmap for success, which is based on our work deep in the trenches.

Here's what the roadmap looks like:

### **1. Support change management**

It takes time, effort, and persistence to roll out new attendance and family engagement policies, not to mention new technology, across a community.

### **2. Build relationships**

For each stakeholder group to be invested in a new vision, it's critical to develop positive relationships among families, educators, school staff, and district leaders.

### **3. Establish shared accountability**

Everyone wins—especially students—when school faculty, district teams, families, and community-based organizations collaborate to increase attendance.

### **4. Evaluate impact**

For thirty-six states and the District of Columbia, chronic absenteeism is now a federal Every Student Succeeds Act (ESSA) accountability metric with a direct connection to district funding. It is critical to measure the efficacy of a solution like Kinvoled for the benefit of students, families, educators, and community members.

In the pages that follow, we'll dive deep into how we help districts follow the path.

As the ESSA has increased political and financial accountability for absenteeism and family engagement, our work has become more important than ever.

It takes a community to create the social change we aim to achieve here at Kinvoled. To all our KiNVO users, summit participants, and funders, thank you for your partnership.

**MIRIAM ALTMAN**

CHIEF EXECUTIVE OFFICER

**ALEXANDRA MEIS**

CHIEF PRODUCT OFFICER



# Introduction

Launched in 2013, Kinolved is a social enterprise on a mission to boost student attendance and tackle chronic absenteeism by engaging educators, families, and communities through a combination of technology tools and in-person interventions.

## Family engagement is critical to solving the absenteeism epidemic

Absenteeism and low levels of family engagement are complex challenges to solve, but it's essential that we set out to tackle these problems, **because student attendance and family engagement are the most powerful predictors of student success.**<sup>1</sup> It's how schools and districts cultivate and harness relationships that makes the difference.

Engagement goes beyond involvement—it emphasizes relationship development, honors two-way communication, and promotes mutual respect between families and educators.<sup>2</sup>

This is Kinolved's specialty. In alignment with ESSA, we work with

school districts to reframe family engagement and establish more positive, welcoming, empathetic, and intentional relationships from the start.

Our years working in the field with educators have revealed that sometimes all it takes to turn the tide is a single adult—a parent, guardian, relative, coach, mentor, or other supporter—to be invested in a student's success. We are convinced now, more than ever, that family engagement is no longer a nice-to-have, but rather a necessity to improve attendance.

*“Combining data delivered by text message with other, on-the-ground efforts, and then following up with more text messages that suggest ways of improving students’ performance may be fruitful.”*

—Carnegie Corporation,  
“Joining Together to Create a Bold Vision for  
Next Generation Family Engagement”

### Photo

New York's current Attorney General, then New York City's Public Advocate, Letitia James, poses with Kinolved's co-founders and partners at the inaugural 2017 Summit on Family Involvement to Elevate Attendance, held at Bronx Leadership Academy II High School.

# 2018 At A Glance



## Empathy, Intention, and Engagement: Kinolved's Guide to Family Partnerships

Based on our on-the-ground experience over the last five years, we published an e-book with strategies that practitioners can use today.

We have taken our e-book on the road, sharing its content through in-person seminars for district and school leaders and attendance specialists. In 2018 we co-hosted complimentary professional development opportunities with state agency partners in Washington and Kentucky—and based on the positive response we received, we're headed to Connecticut, New Jersey, and several other regions in early 2019.



## Three Major Community Summits

In collaboration with our anchor community partners—the Deputy Mayor for Education in Washington, D.C.; the Providence Public School District in Rhode Island; and several New York City collaborators, including the NYC DOE's Office of Community Schools—we hosted three Community Summits geared toward creating a shared vision and strategy for improving attendance.

The events convened nearly five hundred students, parents, educators, government leaders, and community-based organizations, and featured keynotes by Dr. Hedy Chang, Executive Director of Attendance Works. Student and practitioner panels and breakout sessions facilitated by leaders like Christopher Caruso, Senior Executive Director of the NYC DOE's Office of Community Schools, covered a broad range of topics, including health, homelessness, community partnerships, and parent engagement.



## Expert-Led Professional Coaching

District partners using KiNVO participated in over 200 professional coaching sessions designed to help district leadership and school-based teams build capacity, increase efficiency, and leverage our solutions to find sustainable pathways toward improved attendance.



## KiNVO App-Powered Emergency Alerts

Based on popular demand, we launched an emergency alert feature that allows leaders at the district and school level to send instant, translated mass communications through KiNVO via SMS, MMS, email, and phone call. Within the first week of the feature's availability, Coffee County Schools sent emergency communications to families with critical information on Hurricane Michael.



## Scaling Nationally

In Fall 2017, we launched our first district partnership outside of New York City, with North Brunswick Township Schools in New Jersey. By the Fall of 2018, we had grown to ten district-level partnerships in seven states and Washington, D.C. During the 2018–2019 school year, we are poised to double our growth and impact.



## Attendance Funding Calculator

School attendance is one of the most critical predictors of our children's short- and long-term success. It is also a critical funding metric for districts.

We have documented evidence illustrating how we can increase average daily attendance by at least 2.6 percent. Using this stat, we built a free calculator that districts can use to determine their return on investment on a Kinolved partnership. Check it out at <https://kinolved.com/attendance-calculator/>.



## B Corps Awards

After a comprehensive impact assessment by the nonprofit B Lab, Kinolved was honored to earn two 2018 Best for the World awards in Governance, for "baking the mission into our DNA," and Community, for "improving customers' lives and opportunities through our business."

Best for the World honorees set a gold standard for the positive impact that business-as-force-for-good can make in communities around the world.

### Photo left

Dr. Hedy Chang, Executive Director of Attendance Works, delivers the keynote at the Providence Community Summit.



# 02

2017–2018

## Academic Year Metrics

Kinvolved schools see results.

### IMPACT



**66%**  
of Kinvolved schools reduced absenteeism

**52%**  
of Kinvolved schools reduced lateness

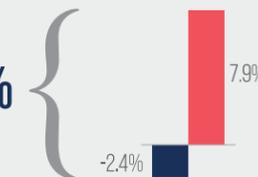


**93%**  
of Kinvolved schools improved parent communication



**4%**  
Attendance improvement in Sioux Falls's most struggling schools over **a single quarter** after participating in Kinvolved professional learning sessions

**10.3%**



**2.4 decrease** in chronic absence in New York City public high schools using KiNVO, in contrast to **7.9 percent** chronic absence increase in non- KiNVO schools in the district

### ENGAGEMENT



**9,000,000**  
messages exchanged between school leaders, teachers, and parents

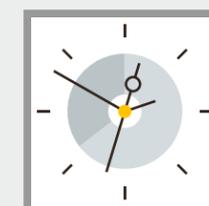


**241,847**  
KiNVO users



**500**  
Kinvolved Seminar and Community Summit participants

### TIME SAVINGS



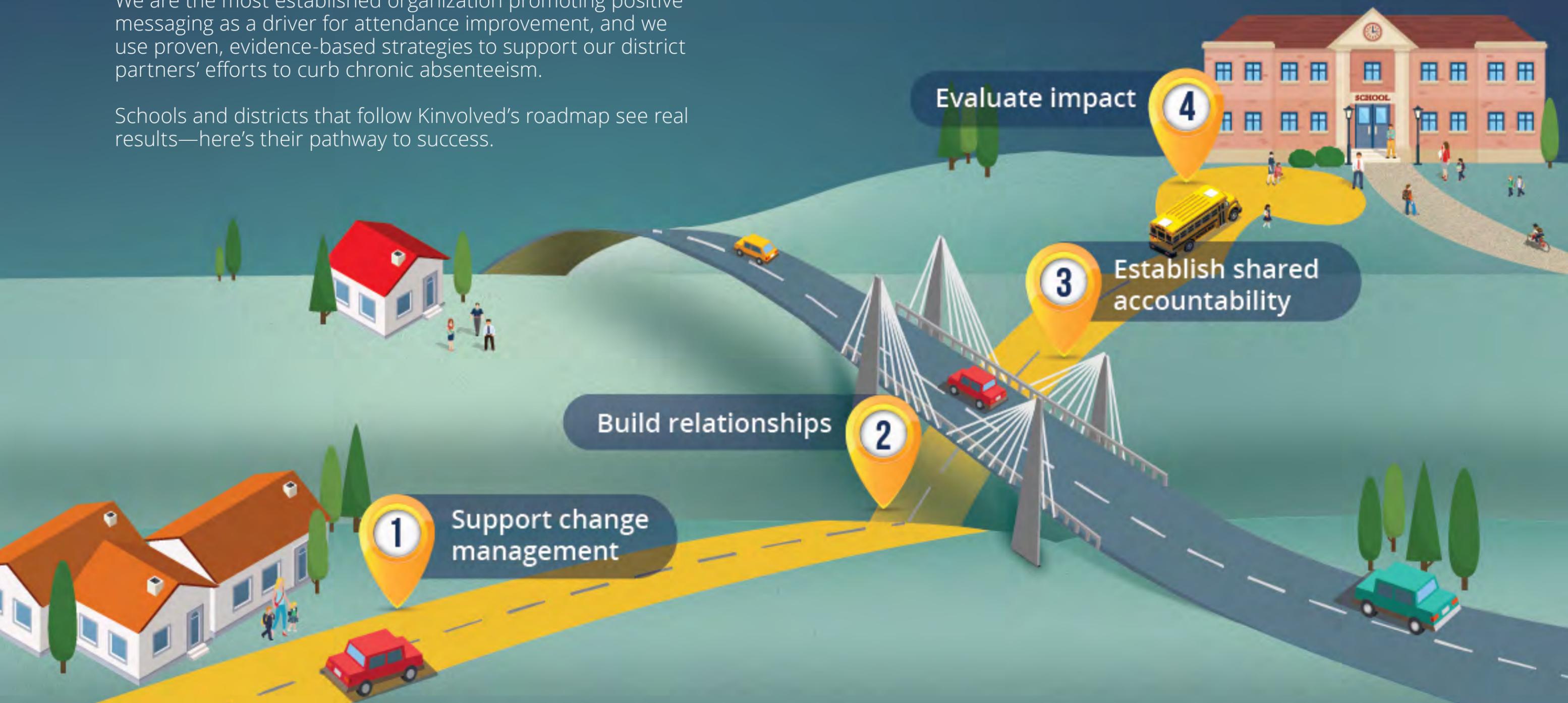
**50** minutes  
Average teacher time saved per week

**75** minutes  
Average administrator time saved per week

# Kinvolved's Roadmap for Improving Attendance

**Kinvolved leads the attendance improvement movement.** We are the most established organization promoting positive messaging as a driver for attendance improvement, and we use proven, evidence-based strategies to support our district partners' efforts to curb chronic absenteeism.

Schools and districts that follow Kinvolved's roadmap see real results—here's their pathway to success.



# Change Management



“Providence is committed to an all-students agenda in which stakeholder voices matter, especially that of parents and families. We know that we must make an effort to ensure every family is engaged and empowered to act as change agents and advocates for their children and young people. 2018

—NKOLIKA E. ONYE,  
Executive Director of Student Supports,  
Providence Public Schools

Problem-solving produces change; growth produces change. And change takes time—especially when tackling an issue as complex as chronic absenteeism.

The wheels of change are already in motion—in alignment with ESSA, thirty-six states and the District of Columbia have started to use chronic absenteeism as a federal accountability metric. While states have set goals to reduce rates of chronic absenteeism, Robert Balfanz, a leading attendance researcher, notes that data systems have not caught up with the rigor of tracking chronic absence data in a meaningful way.<sup>4</sup>

family are prepared for the important mindset and behavioral shifts that will occur as they work together to prevent student disengagement.

Through our expert-led professional development sessions, Kinolved helps districts through the change management process: building attendance teams, setting SMART goals, managing the implementation of new attendance policies, and leveraging KiNVO to improve student attendance.

Kinolved is positioned to lead districts in this evolution. We work with districts to ensure staff, students, and

## Elements of Change Management

### Bring All Hands on Deck

Leadership buy-in is essential for any change to be successful and long-lasting. Leaders need to understand both the urgency of the problem and how to assemble the right task force to manage the work. Kinolved’s expert professional services team supports districts in naming and underlining the issues, and in forming their own dream teams.

### Set The Vision

Software alone cannot improve attendance; for KiNVO to work, district and local government leaders must set the community’s vision for attendance and support school leaders in shifting their behavior. A school or district’s vision for change must be precise, concise, and easy to understand—this way it makes sense when teachers and families are asked to change how they engage with each other or how they track attendance. Clear communication of the “why” helps both school leaders and teachers, the frontline stakeholders, more openly welcome new resources like Kinolved’s software and professional services into their school communities.

**“Kinolved has been a true partner in this work. Since launching in April 2018, several of our schools have already begun to experience real gains in student attendance, and parent feedback has been tremendously positive. The KiNVO app is now officially part of our overall strategy to decrease chronic absenteeism.”**

—Nkolika Onye

### Remove Barriers

It’s natural for new systems, practices, or technologies to meet with resistance.



NKOLIKA E. ONYE

Kinolved knows well the stressors and barriers that educators, school leaders, and families face, and we work to remove them. We set up schools for success by proactively addressing common pain points and obstacles, such as lack of historic parent engagement due to inactive phone numbers as well as time constraints due to ineffective attendance analysis practices. With this deep knowledge, our team then rolls out KiNVO in a strategic and realistic capacity, unique to each school, each district, and each community.

### Celebrate Quick Wins

There is no greater way to boost confidence in a new system than to recognize early accomplishments. While it’s important to define long-term goals for improving attendance and reducing chronic absenteeism, change catalyzes more quickly when districts set and meet smaller, short-term goals. Kinolved’s professional services team coaches schools to send positive introductory messages to target groups of families to encourage buy-in from educators and parents alike.

# Relationship Development: Taking an Asset View of Families



“My goal is to bridge all gaps with families. It’s important to make parents feel special, and KiNVO makes it easy to do that. We personalize messages to include students’ names and send customized reminders to attend parent events. As a result, parents who were once disengaged now feel like our school is home—we’ve seen a huge increase in attendance at our fall parent-teacher conferences. These relationships support us when we need to have difficult conversations—we are a true partner to our families in these circumstances, not a consequence.”

—**JAYNE ZIELINSKI**  
Principal, Whittier Middle School,  
Sioux Falls School District

*Miscommunications and missed communications are especially detrimental to children living in poverty—according to ExpandedED, by sixth grade economically advantaged children have spent six thousand more hours learning out of school than their counterparts born into poverty.<sup>5</sup>*

Research shows that parents might not always realize the connection between attendance and achievement, and that parents do not always understand what constitutes “good” attendance. For example, a parent might think that 90 percent average daily attendance is satisfactory, even though that in fact means the student is chronically absent. Furthermore, parents often significantly underestimate their children’s rate of absenteeism.<sup>6</sup>

*“Our high school was founded on student voice and empowerment—students working alongside adults as partners. We want our families to work alongside us as equal partners, and we need to get a baseline of communication and trust so that parents understand they have an equal voice. KiNVO is the tool we use to establish those baselines.”*

—**Dulari Tahbildar**, Director of Student Support,  
360 High School, Providence Public School District

Research shows that parents might not always realize the connection between attendance and achievement, and that they do not always understand what constitutes “good” attendance. For example, a parent might think that 90 percent average daily attendance is satisfactory, even though that in fact means the student is chronically absent. Furthermore, parents often significantly underestimate their children’s rate of absenteeism.<sup>6</sup>

Additionally, it’s tough for working parents to stay in the loop about their child’s progress—or to even know whether their child shows up to school each day. Compounding the problem, evening work and activity schedules often conflict with parent-teacher conferences and other school events, and some families report that their child’s school does not regularly communicate with them about attendance issues.<sup>7</sup>

Finally, even when school staff are able to reach parents and guardians, language barriers often mean that traditional forms of communication—like phone calls, in-person meetings, and letters home—may be inaccessible to families that don’t speak English.

Relationships are critical to improving student outcomes,<sup>8</sup> but relationship development isn’t always easy—humans are complex, and many families face deep-seated challenges such as poverty, work commitments, and language barriers.

The Flamboyan Foundation defines family engagement as the collaboration between families and educators that accelerates student learning.<sup>9</sup> Kinvoled promotes authentic engagement by first helping both school systems and families understand the importance of attendance, then giving them the tools to improve it. We take the research-driven “asset view” of parents,



**DULARI TAHBILDAR**

viewing their investment as critical in overcoming attendance challenges and empowering them as partners in improving student outcomes.<sup>10</sup>

We also help districts leverage KiNVO to close relationship gaps because **meeting families where they are builds trust, and a positive relationship can start with something as simple as a text message in a language the parent understands.**

**Research shows that positive teacher-student relationships lead to a feeling of safety and security in the learning environment. This, in turn, leads to the development of important social and academic skills. Furthermore, students in high-poverty urban schools may experience even greater short- and long-term benefits from positive teacher-student relationships.<sup>11</sup>**

While we are not under false assumptions that technology alone will improve attendance, we know that thousands of relationships are born each year by way of the reciprocal, real-time communication that KiNVO fosters.

# Shared Accountability



“I’m so grateful that I can work with parents on their student’s attendance. I hadn’t been able to do that before we adopted KiNVO, and now I love it.”

—**KELLI MAASS**  
*Senior English Teacher,  
Bronx River High School*

It takes a village to improve attendance. Many stakeholders must share this work—government leaders, superintendents, principals, teachers, parents, students, and community partners.

Attendance Works describes shared accountability as one of the most critical ingredients to systemic change.<sup>12</sup> By facilitating support circles that work together to benefit individual students, over time Kinvoled helps create systems-level impact across communities.

Accountability can take many forms—here are our recommendations for how each stakeholder group can play a role:

### Government Leaders

Strong policy, such as ESSA, provides clear attendance and family engagement expectations for school systems.<sup>13</sup> Leaders should establish and promote these policies, create reasonable accountability metrics, and provide financial support to school systems as they address these challenges. ESSA also grants states the opportunity to hold school systems accountable for chronic absence and to evaluate effectiveness through continuous improvement.

### District Leaders

Superintendents set the vision for improved attendance and provide the resources their staff needs to achieve that vision. By holding schools accountable for realizing that vision, teachers and families alike are motivated to dig deeper and search for the “why” behind every absence.

### School Principals and Teachers

At the school level, leaders and practitioners execute on district and state plans to improve attendance and family engagement with strategic partnerships with organizations like Kinvoled or attendance and communications tools like KiNVO. By actively and consistently sharing information about student attendance, schools begin to open doors and allow for mutual responsibility to support student success.

### Families

Parents are an essential influencer in their child’s education—to overcome attendance challenges,<sup>14</sup> it is critical to enlist parents as partners in improving student outcomes, and to recognize and respect a parent’s investment of time and energy.



KELLI MAASS

### Students

KiNVO enables students to gain easy-to-understand access to their attendance data and communications directly from school and classroom leaders. Our team coaches educators in empathetic, judgment-free, informative communication with students surrounding their attendance. The upside is worth the effort: when students are included in a real-time dialogue about their attendance, outcomes improve.

### Community Partners

KiNVO data helps schools uncover the underlying causes of frequent absence. Equipped with those insights, districts can work with organizations that offer healthcare, housing, after-school programming, or other supports to help address those causes.

# Impact Evaluation

As a mission-driven social enterprise and Certified B Corporation, we at Kinvoled hold ourselves publicly accountable for our results. Our impact evaluation process guides district leaders in understanding how to dive into their own data to determine the resources their teams need, the processes they need to put in place, and the evaluation measures they have to follow.



## Photo Left

Providence students give their perspective at a Community Summit.

## Photo Right

Former Interim Deputy Mayor for Education Ahnna Smith addresses the Every Day Counts! Summit attendees in Washington, D.C.

## Ongoing metrics evaluation with school and district leaders

### Baseline Understanding

To establish a starting point from which to measure and understand growth over time, Kinvoled first reviews school-level attendance data.

### Goal-Setting

In alignment with the SMART goal model, Kinvoled works with districts to identify a specific, measurable, attainable, realistic, and timebound attendance goal.

### Data Collection

Kinvoled works with district leaders to learn about any district-specific data requirements and attendance calculations. For example, every state across the country calculates chronic absenteeism differently, and we take that into account when framing the Kinvoled engagement.

### Analysis and Recommendations

Combining aggregate public and in-app data with qualitative data, Kinvoled regularly report progress and results to our school and district partners, which facilitates productive discussions



about how to better leverage KiNVO in their buildings.

Kinvoled uses KiNVO's built-in reporting tools to conduct its quantitative evaluation. KiNVO triggers monthly reports containing essential attendance and engagement metrics to school and district leadership, including:

- Rate of staff utilization
- Volume of positive messages sent
- Total messages exchanged

between staff members and families

- Number of functional phone numbers and email addresses\*

### Impact Studies

We conduct an impact study with each district we serve. Studies consist of data analysis paired with surveying and qualitative interviewing. Kinvoled takes a holistic view of ongoing activities at the school level to understand different drivers in student

attendance. We recognize that technology alone will not solve our deepest seated attendance challenges, and we consistently strive to understand the holistic services a student and family receives. Read more about our process in the Research Methods section of this report (Appendix B).

\* Due to the transitory nature of many families, it is critical for districts to make a concerted effort to keep phone numbers and email addresses updated.

# 04

Case Studies in Brief



# Meriden Public Schools

MERIDEN, CONNECTICUT

Leveraging KiNVO to support change management and treat parents as partners, Roger Sherman Elementary decreases chronic absenteeism by over 10 percent.

Read the full study here:

[www.kinvolved.com/meriden-public-schools](http://www.kinvolved.com/meriden-public-schools)

In Spring 2017, Kinvolved launched a partnership with Meriden Public Schools, starting with a rigorous pilot at Roger Sherman Elementary, one of the lowest performing schools in the district, with a ninety percent free and reduced lunch rate and a higher-than-average special education population.

Kinvolved's professional services team worked hand-in-hand with district leadership and the school's principal to strategically implement KiNVO and create feedback loops to be sure the app best served the school's needs. The team also supported the school's efforts to focus on at-risk youth—specifically those whose attendance levels put them at risk of chronic absenteeism—by helping the school set and achieve positive family engagement goals and making KiNVO the cornerstone of their multi-faceted approach:

*“Family engagement remains our top priority. Even though we had a huge jump in attendance, we still need to focus on our families. We improved a school that is extremely high-need, and to keep building on that momentum we need to continue focusing on strong teacher-parent engagement and a climate and culture that puts parents first.”*

—David Cardona,  
Family-School Liaison

- Emphasizing day-to-day, positive engagement with families of at-risk students
- Communicating with all families, regardless of attendance metrics
- Using attendance data to uncover and engage at-risk students
- Incentivizing great attendance in absolute and relative terms

As a result, between the 2016–2017 and 2017–2018 school years **the school decreased chronic absenteeism rates by ten percent, arising as a district leader in student and family re-engagement.**

With proven results, Meriden expanded KiNVO to more schools in the district. While it is too soon to showcase high school results, preliminary analysis shows that schools are better connected with hard-to-reach parents, and KiNVO's daily digest ensures parents are better aware which class periods their child has missed.

# Sioux Falls School District

SIoux FALLS, SOUTH DAKOTA

Rolling out a solution in stages leads to across-the-board attendance improvement.

Read the full study here:  
[www.kinvolved.com/sioux-falls-school-district](http://www.kinvolved.com/sioux-falls-school-district)



In Fall 2017, Kinvoled launched a four-school partnership with Sioux Falls School District, a South Dakota school system serving twenty-five thousand students.

The pilot unrolled in four stages, broken up by quarter year:

1. Engage with Kinvoled's professional services team through strategy and information sessions to identify attendance needs and pain points; set up KiNVO to address the district's primary objectives.
2. Conduct a needs assessment and understanding of barriers to student attendance.
3. Launch KiNVO's two-way, translated messaging tool to engage families.
4. Roll out of KiNVO's attendance-focused features; send attendance digests to families; conduct strategic interventions with target students.

*"Positivity needs to start internally. I really work on that with my staff. We mirror this to families to show they are welcomed into our community."*

—Stephanie Jones,  
Principal

As a result of careful planning and a staged rollout, every pilot school increased attendance rates.

Over the course of a single quarter:

- Hawthorne Elementary increased attendance rates by 2.5%
- Hayward Elementary increased attendance rates by 1%
- Whittier Middle increased attendance rates by .5%
- Laura B. Anderson increased attendance rates by 2.6%

In addition, because the pilot prioritized positive engagement, every school experienced positive shifts in their relationships with families. As schools increased their KiNVO usage, communication with parents increased by approximately 200 percent.

# Providence Public School District

PROVIDENCE, RHODE ISLAND

A successful pilot expands district-wide after KiNVO reduces chronic absenteeism and prompts deeper family engagement over the course of a single semester.

Read the full study here:  
[www.kinvolved.com/providence-public-schools](http://www.kinvolved.com/providence-public-schools)



## Providence Schools

Providence Public Schools, Rhode Island's largest school system, serves approximately twenty-four thousand students. In Spring 2018, Kinvolved launched a partnership with the district via a seven-school pilot. The pilot's objectives were to train school leaders on KiNVO functionality, collaborate on the following school year's rollout plan, and measure the pilot term's impact.

Over the course of the semester-long pilot, Kinvolved's professional services team convened implementation and policy strategy sessions with key district and school leadership, developing critical relationships and ensuring that the partnership rollout accommodated the district's culture and community. The team also led sessions on building empathy with families, using KiNVO effectively during attendance team meetings, and initiating open-ended conversations with students to understand the "why" behind absenteeism and lateness.



*"I've spoken with a number of school principals about Kinvolved, and they are universally excited about the way it breaks down barriers and allows for direct interaction with parents. Many of them report that one of the unforeseen results is a significant increase in requests by parents and guardians to meet with school teachers and administrators. We feel that by increasing family-to-school interactions - and breaking down the traditional walls that have existed - we will be able to improve outcomes for our students."*

—Christopher Maher,  
Superintendent

As of May 2018:

- School leaders and families exchanged more than fourteen thousand messages via KiNVO. The rate of parent replies to sent messages averaged 10.67 percent.
- Four pilot schools reduced chronic absence rates. More specifically, compared to May 2017, 360 High School's chronic absence rate improved by 8.6 percentage points, and Del Sesto's chronic absence rate improved by 4.2 percentage points.
- All forty Providence schools adopted KiNVO for the 2018–2019 school year.



*"In the past, we have worked on getting information out, informing parents that an event would happen. We could not have a two-way conversation with English learners. Now, with KiNVO we can talk about the event, answer questions, and build healthier relationships."*

—Nicholas Bernardo,  
School Culture Coordinator

# 05

## Conclusion

Each year, our Impact Report allows time for our team to reflect upon the work we have accomplished as an organization and with our partners. As we look toward 2019, we recall the growth and impact we have achieved in 2018 through empathy, intention, and engagement, the pillars of our *Guide to Family Engagement*, and we see promise and potential in the years ahead.



### Photo Top

Kinvolved leads a professional learning session at its New York City headquarters.

Through our five years of boots-on-the-ground work with communities, our greatest achievement in 2018 was to clearly identify a roadmap for success that we know works in communities as big as New York City and small as Wayne County, Georgia. We know it works because the quantitative and qualitative data back it up: across our school and district partners, 66 percent reduced absenteeism and 93 percent improved parent communication.

There is no panacea to absenteeism, and even with a clearer roadmap to success, the work is not easy. But knowing that our four-step roadmap—supporting change management, building relationships, establishing shared accountability, and evaluating impact—is a results-based formula, we are more energized than ever.

As our organizational learning and expertise matures, and as ESSA establishes greater accountability to families and students—especially with regard to attendance—we're poised to deepen our value and impact within communities we already serve, and bring our four-step roadmap to many more in 2019. We hope you'll join us on our collective mission to catalyze communities to get every child to every class, every day.

# 06

## Appendix

# Appendix A: Kininvolved and ESSA

The Every Student Succeeds Act (ESSA) gives states the responsibility for choosing at least one indicator to measure school quality or student success, and 36 states and the District of Columbia have chosen chronic absenteeism.<sup>16</sup>

Here's how Kininvolved supports compliance with ESSA.

## Family Engagement Requirements

ESSA Requirement	Kininvolved Compliance
Each Title I school shall jointly develop with, and distribute to, parents and family members of participating children a written parent and family engagement policy.	As an expert in family engagement practices, Kininvolved offers tactical policy recommendations as part of our professional services curricula.
If requested by parents, opportunities for regular meetings to formulate suggestions and to participate, as appropriate, in decisions relating to their children's education, and respond to any such suggestions as soon as practicably possible.	KiNVO serves as a tool to coordinate regular meetings via SMS or email, and to enable interim communications between in-person meetings..

Shared responsibility for high student academic achievement: School-Parent Compact.

As a component of the school-level parent and family engagement policy developed under this section, each school served under Title I shall jointly develop with parents for all Title I children a school-parent compact that outlines how parents, the entire school staff, and students will share the responsibility for improved student academic achievement and the means by which the school and parents will build and develop a partnership to help children achieve the State's high standards.

Through our professional services, the Kininvolved team offers proven practice suggestions to incorporate into the School-Parent Compact.

KiNVO enables many of the practices that ESSA recommends, including regular, positive communications; language translations; sharing flyers that may otherwise not reach parents regarding school events; and providing attendance report cards to parents as a complement to academic report cards.

Regular two-way, meaningful communication between family members and school staff, and, to the extent practicable, in a language that family members can understand.

KiNVO was built for this express purpose. Using KiNVO, school and district faculty can communicate attendance, individual progress updates, reminders, emergency alerts, and more, translated into more than 65 languages. Unlike many tools on the market, KiNVO is built for engagement, rather than one-way blasts. As such, communications are two-way and translated in each direction.

Educate teachers, specialized instructional support personnel, principals and other school leaders, and other staff, with the assistance of parents: • In the value and utility of parents' contributions, • In how to reach out to, communicate with, and work with parents as equal partners, • In how to implement and coordinate parent programs, and build ties between parents and the school.

Kininvolved's professional service experts work with district leadership and school-based teams to lay the foundation for successful family engagement. Much of our training and professional services are centered around proven practices, in particular the positive, empathetic, and intentional communications that are critical to relationship-building.

In carrying out the Title I parent and family engagement requirements, districts and schools, to the extent practicable, shall provide opportunities for the informed participation of parents and family members (including those who have limited English proficiency, those with disabilities, and those with migratory children), including providing information and school reports required under section 1111 in a format, and, to the extent practicable, in a language such parents understand.

Using KiNVO, schools and districts can communicate attendance data to families in simple, visual reports, as well as in 65 languages, via SMS, email, or robocall.

In communities where Kininvolved has hosted community summits—Washington, D.C., New York, New York, and Providence, Rhode Island—parents are invited and encouraged to attend. Our summits develop relationships between and among attendees, rallying all stakeholders to problem-solve around the root causes of absenteeism and come away with an action plan and resources to support the work ahead.

# Chronic Absence Requirements

**Note:** States have the responsibility of choosing at least one indicator to measure school quality or student success in alignment with ESSA. Many Kinvoled partners have chosen chronic absence as their indicator.

ESSA Requirement	Kinvoled Compliance
Districts must report chronic absence rates to the state.	To ensure that attendance data is captured with fidelity, KiNVO allows school leaders to monitor the frequency and timeliness of attendance recording. In addition, Kinvoled professional services help schools establish protocols around recording attendance data in the Student Information System, making it easy to report accurate attendance data to the state.
District leadership must communicate the transition to monitoring and reporting chronic absence to school leadership.	<p>Kinvoled professional services supports the change management process from top down so that all schools understand the protocols and policies surrounding behavioral shifts in collecting and reporting attendance data.</p> <p>For example, to ensure districts understand how much instructional time students are missing, teachers must consider both excused and unexcused absences. While this is often a new way to record attendance, KiNVO makes it easy to category the type of absence and share that data at the school and district level—the key is to be sure all educators and leaders know what they need to do, and know the tools they can use to get the job done easily.</p>

District leadership should hold schools accountable for chronic absenteeism.

KiNVO's administrator oversight tools make it easy for leaders and the school and district level to monitor the fidelity of attendance collection, track student trends, and spot early warning signs.

In addition, Kinvoled's professional services team works with district leadership to:

1. establish and share with all stakeholders a consistent definition of chronic absenteeism;
2. communicate to schools the importance of monitoring chronic absenteeism;
3. document strategies for boosting attendance; and
4. set accountability expectations around attendance monitoring.

School leadership should identify the group of students who are at-risk for chronic absenteeism before students meet the 10% absenteeism benchmark.

Once schools are aware of the importance of chronic absenteeism and they understand how to more effectively track absenteeism, KiNVO supports early identification of at-risk students via the student directory.

Users can quickly filter for students based on their tier, download reports, and send tailored messages to parents to help prevent student disengagement.

Parents should be informed of and educated on what it means for a student to be chronically absent, and how a school might support their student if s/he is chronically absent.

KiNVO enables schools to clearly communicate attendance trends with families via text message, email, and phone. KiNVO's attendance report cards also contextualize this information so that parents understand areas where students can improve in their attendance.

Teachers should be aligned on school-level and district-wide goals so they may support students in the classroom setting.

Kinvoled's professional services helps schools and districts align around attendance priorities, clearly articulate to teachers the vision for improved attendance, and explain attendance and accountability protocols—including how to best leverage KiNVO in the classroom.

Additionally, KiNVO lets teachers record notes on attendance, behavior, and interactions with families. These notes can be shared with school and district leadership to facilitate inter-school and district knowledge-sharing.

# Appendix B: Research Methods

Kinvolved recognizes the need for research-based efficacy studies to help districts inform critical purchasing decisions that affect students, families, and local communities. Each year, we broaden our impact evaluation as we continue our nationwide expansion.

To understand our impact on average daily attendance and chronic absenteeism rates, we analyzed publicly available data, data provided to Kinvolved by school districts, and internal KiNVO metrics. We also reviewed the volume of messages exchanged among schools and families.

Kinvolved recognizes that behind every data point is a heartbeat, so we also analyzed qualitative data to support the quantitative metrics. In total, we surveyed 655 teachers and administrators; conducted more than fifty interviews and site visits to gather behavioral insights; and completed a comprehensive literature review. KiNVO metrics. We also reviewed the volume of messages exchanged among schools and families.

## Endnotes

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