From Data to Action: 30/60/90 Implementation plan

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Root-Cause Hypotheses (evidence-informed)

- **Middle-grades engagement (GR 7–8).** Transitions, changing schedules, and weaker sense of belonging in early adolescence lead to sharp attendance dips. Advisory time is not consistently used for attendance nudges.

- **Targeted trust-building for Black/African American students.** Families report communication that is more reactive than proactive; limited access to culturally responsive mentors and activities diminishes re-engagement.

- **Elementary logistics (TK–8).** Irregular morning routines and transportation/housing instability drive late arrivals → full-day absences; parent work schedules complicate make-up work and follow-ups.

- **Service navigation.** When students cross **3/6/9** absence thresholds, hand-offs between school, counseling, and services are inconsistent—interventions start late or stop early.

- Use local artifacts (attendance logs, counselor notes, family outreach records) to ground these hypotheses.

Bright Spots / What's Working

- **Asian students (26.7%)** show substantially lower chronic absence. Leverage strategies used by their schools (e.g., proactive teacher-family texting, attendance celebrations).

- **Male (50.0%)** and **English Learners (50.9%)** are **below All Students (61.4%)**—borrow routines where EL family communication in home languages and positive attendance framing are already standard.

- **School exemplars.** Identify the top two schools with the fastest improvement during the last quarter; document and scale their routines (bell-to-bell nudges, quick homeroom sweeps, same-day family contact).

Risks & Dependencies

- **Data timeliness.** Weekly SIS syncs and same-month cohort updates are required for accurate rates and early identification.

- **Small cohorts.** With a 2024 cohort of **321**, subgroup rates can swing quickly; show **n** on charts and suppress <10 to avoid over-interpreting noise.

- **Staffing capacity.** 3/6/9 outreach and case management need clear owners (front office, AP, counselor) and back-up coverage.

- **Transportation & housing.** Improvements depend on external partners (district ops, city agencies, CBOs); set MOUs for passes, routing, and emergency hotel stays.

- **Consistency & fidelity.** Without a simple "playbook" and cadence, sites drift—track process indicators monthly (coverage, on-time check-ins).

Equity & Privacy Note

- **Equity lens.** All subgroup views are **gap-to-All** (percentage-point difference) to focus on disproportionality, not labels.

- **Privacy.** Public, aggregated FSABD data; **small-N suppression (<10)** is applied; no PII in this report.

- **Governance.** Reproducible pipeline (notebooks **01–03**) and saved outputs under data/01_caldashboard/processed/. Any external data sharing follows district policy and FERPA.

Recommendations (tied to your largest gaps)

- **GR 7–8 (gap +33.6 pp).**
- *Action:* Daily advisory "attendance minute" + **3/6/9** same-day outreach + weekly club/mentor invites.
- *Owner:* MS AP + Counselors.
- *Monthly indicator:* % 3/6/9 contacts on time; MS advisory completion rate (self-reported).
- *90-day target:* **−0.5 pp** gap vs All.

Recommendations (tied to your largest gaps)

- **Black/African American (gap +33.0 pp).**
- *Action:* Family ambassador program + culturally responsive activities; proactive texting in preferred channels; mentor check-ins twice/month.
- *Owner:* Site Lead + Family Ambassadors.
- *Monthly indicator:* % families reached; mentor check-ins completed.
- *90-day target:* **−0.5 pp** gap vs All.

Recommendations (tied to your largest gaps)

- **TK–8 span (gap +29.9 pp).**
- *Action:* Morning arrival sweeps + tardy-to-present conversion; "First-week reset" scripts; transportation pass referrals within 48 hours.
- *Owner:* Elementary Principals + Student Services.
- *Monthly indicator:* # tardy→present conversions; # transport referrals fulfilled.
- *90-day target:* **−0.5 pp** gap vs All.

Implementation & Monitoring (make it visual)

Metric (Monthly)	Owner	Target
% 3/6/9 check-ins completed on time	AP/Counselor	≥ **90%**
Family contact coverage (SMS/phone/email)	Front Office + Ambassadors	≥ **85%**
Tardy→Present conversions (elem)	Principal	**+15%** vs prior month
Advisory "attendance minute" completion (MS)	AP	≥ **90%**
Referrals fulfilled (transport/health)	Student Services	**100%** of approved

Site Rollout (Weeks 1–4) — San Francisco County Office of Education

Goal (30 days): Stand up Tier-1 & Tier-2 attendance routines; ≥85% contact; ≥90% 3/6/9 on-time; ≥0.5 pp improvement for focus subgroups.

Owner	Week 1 (Launch)	Week 2 (Operate)	Week 3 (Tighten)	Week 4 (Review & Adjust)
Principal / Site Lead	Kickoff; set targets; approve scripts; publish cadence (weekly stand-up + monthly share-out).	Run weekly stand-up; remove blockers; spotlight wins.	Share bright spots; address fidelity gaps.	30-day review; update targets; board/cabinet note.
AP (Attendance Lead)	Build 3/6/9 rosters; train staff; start 'attendance minute' in advisory.	Daily 3/6/9 monitoring; ensure same-day outreach.	Classroom sweeps; tardy→present conversions; fidelity spot-checks.	Retrain weak spots; refresh rosters; plan next 30 days.
Attendance / Front Office	SIS cleanup; confirm contacts; load SMS lists; launch Tier-1 text/email.	Daily Tier-1 nudges; same-day calls for 2nd absence.	Chase unreachable families; update contacts.	Reconcile SIS; export contact & completion metrics.
Counselor / Case Manager	Review caseload; schedule check-ins for at-risk; prep care-team flow.	Start Tier-2 3/6/9 check-ins; log outcomes.	Escalate Tier-3; convene care team as needed.	Summarize student outcomes; handoffs for next cycle.
Family Ambassador / Liaison	Translate comms; verify preferred channels; host intro office hours.	Weekly office hours; feedback loop to AP.	Attendance celebration setup (recognition, incentives).	Quick pulse survey; report insights.
Student Services (Transportation/Health)	Fast-track transport referrals; hold clinic/telehealth blocks.	Fulfill passes within 48h; confirm appointments.	Fix routing issues; track utilization.	30-day service report; close gaps.
EL Coordinator	Identify EL roster; home-language comms pack.	Start EL tutoring/incentives; track attendance.	Review session attendance; adjust schedule.	Set next-month targets & outreach.
SPED Lead / Case Managers	Attendance plan for top-risk students; parent outreach plan.	Case-manager cadence; document accommodations.	Verify follow-through; problem-solve barriers.	Update IEP teams with attendance status.
Data Lead	Baseline mini-dashboard (All + focus subgroups).	First weekly update: coverage, 3/6/9 completion.	Add gap-to-All view; call out bright spots.	30-day report; next-month targets.

Track weekly: % 3/6/9 on-time; family contact coverage; tardy→present conversions; transport referrals fulfilled; subgroup gap vs All | Cadence: Monthly KPI update; biweekly 3/6/9 review; quarterly gap review & pivots | Targets (30 days): All Students −0.5 pp; each focus subgroup gap −0.5 pp; ≥90% 3/6/9 on-time; ≥85% family contact coverage

Site Rollout (Weeks 1–4) — Burbank Unified

Goal (30 days): Same cadence; prioritize middle grades + top-gap subgroups; ≥85% contact; ≥90% 3/6/9 on-time; ≥0.5 pp gap reduction.

Owner	Week 1 (Launch)	Week 2 (Operate)	Week 3 (Tighten)	Week 4 (Review & Adjust)
Principal / Site Lead	Kickoff; targets; scripts; cadence.	Weekly stand-up; unblock.	Share bright spots; address gaps.	30-day review; update plan; share-out.
AP (Attendance Lead)	3/6/9 rosters; staff training; advisory 'attendance minute.'	Daily monitoring; same-day outreach.	Hall sweeps; tardy→present; fidelity checks.	Retrain; refresh rosters; next cycle.
Attendance / Front Office	SIS cleanup; contact verification; start Tier-1 SMS/email.	Daily nudges; second-day absence calls.	Contact hygiene; reach hard-to-reach.	Reconcile & export metrics.
Counselor / Case Manager	Caseload review; schedule Tier-2.	Tier-2 check-ins begin; log outcomes.	Escalate Tier-3; care-team mtg.	Outcome summary; handoffs.
Family Liaison	Translate; confirm channels; intro office hours.	Weekly hours; feedback loop.	Recognition events.	Family pulse survey.
Student Services	Transport referral queue + clinic blocks.	48h fulfillment SLA.	Routing fixes; utilization.	30-day service report.
EL Coordinator	EL roster; home-language comms.	Tutoring/incentives start; track.	Attendance review; adjust.	Next-month plan.
SPED Lead	Plan for top-risk SPED students.	Case-manager cadence & family contact.	Barrier solving; verify supports.	IEP updates on attendance.
Data Lead	Baseline dashboard (All + focus).	Weekly update: coverage & completion.	Add gap view; highlight wins.	30-day report & targets.

Track weekly: % 3/6/9 on-time; family contact coverage; tardy→present conversions; transport referrals fulfilled; subgroup gap vs All | Cadence: Monthly KPI update; biweekly 3/6/9 review; quarterly gap review & pivots | Targets (30 days): All Students −0.5 pp; each focus subgroup gap −0.5 pp; ≥90% 3/6/9 on-time; ≥85% family contact coverage

Appendix (Data & Methods) – add two clarifiers

- **Rate math:** chronic_absent_rate = chronic_absent_count / cohort (rates shown as % in visuals).

- **Suppression rule: no rate** displayed when cohort < 10 to protect privacy; footnote charts accordingly.

- **Reproducibility:** paths:

- data/01_caldashboard/processed/kpi_chronic_wide_all_levels.csv

- projects/01_california-dashboard-replica/assets/*.png