

Digital Engagement Campaign

Attendance Reinforcement Through SMS & Email

Promote the importance of attendance with digital communications to deliver the right message, at the right time.

Our new Digital Engagement Campaign extends our proven messaging campaigns to personalized, targeted SMS and emails to families in your district. This approach reinforces the importance of daily attendance with gentle Attendance Nudges based on data trends and Recognitions that celebrate students who successfully improved attendance or maintained an attendance rate of 95% or above.

With trackable and timely positive messages that educate and encourage families via SMS and email, the Digital Engagement Campaign builds connections with your school community and promotes a culture of attendance in your district.

What's Included:

Triggered SMS and
Email Communications

