

MEET THE MOMENT: FOCUS On The Gap(s)!

GLR WEEK

2025

JUL 28-AUG 1

COMMUNICATIONS TOOLKIT

Reducing Chronic Absence: Promising Signals From Colorado & Virginia

Wednesday, July 30, 12:30–2 p.m. ET

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#GLRWeek #FocusOnTheGaps
#SchoolEveryDay #AttendanceWorks
#ChronicAbsence

SESSION GRAPHICS: [DOWNLOAD HERE](#)

PANELIST PHOTO CARDS (Individual): [DOWNLOAD HERE](#)



[glrweek2025.gradelevelreading.net](#) #GLRWeek #FocusOnTheGaps **GLR WEEK 2025**



#GLRWeek #FocusOnTheGaps

GLR WEEK 2025

#GLRWEEK SAMPLE SOCIAL MEDIA POSTS

Copy/Paste or use as inspiration to craft your own social media messages!

Twitter/X Post	#GLRWeek 2025 will explore what's working to reduce chronic absenteeism in Virginia & Colorado. Join @readingby3rd, @VDOE_News, @codepted, @IELconnects, @tweetwps, Wed 7/30, 12:30 ET to learn how strategic efforts are paying off. #AttendanceWorks REGISTER: https://bit.ly/4lkzOOI
Meta Post + LinkedIn Post	<p>Chronic absenteeism is one of the most pressing post-pandemic challenges – but promising progress is possible.</p> <p>Join the Campaign for Grade-Level Reading on Wed, July 30, at 12:30p.m. ET to learn how with targeted state investments, strategic communications, & strong family engagement, Colorado + Virginia are moving the needle on student attendance.</p> <p>This #GLRWeek 2025 session will spotlight what’s working on the ground for #attendance & how other states can follow suit. Join us and learn more: https://bit.ly/44yT04C</p> <p>#GLRWeek2025 #ChronicAbsence #AttendanceMatters</p> <p>Panelists include: Lori Bailey, Adams 12 Five Star Schools, Colorado; Jennifer Buckley, Winchester Public Schools, Virginia; Hedy Chang, Attendance Works; Susana Cordova, Ed.D., Colorado Department of Education; Emily Anne Gullickson, M.Ed. J.D., Virginia Department of Education; and Matthew T. Peterson, M.A., John and Janice Wyatt Foundation. Moderator: Kwesi Rollins, MSW, Institute for Educational Leadership.</p>

NEWSLETTER BLURB:

Reducing Chronic Absence: Promising Signals From Colorado & Virginia

Wednesday, July 30, 12:30–2PM ET

Regular school attendance is crucial for early school success and student well-being while chronic absenteeism contributes to lower educational attainment and higher social costs. Since its founding, CGLR has promoted efforts to remove barriers and encourage everyday student attendance at the local, state, and national levels. In the wake of the pandemic, chronic absenteeism has soared and remained stubbornly high. This session will explore effective strategies to fight chronic absence in two states – Colorado and Virginia – [as highlighted in case studies recently released by Attendance Works](#). Hear from state and local leaders in both states as they share actionable insights on the successful strategies they are deploying, including family engagement, innovative transportation approaches, and attendance awareness campaigns to drive better outcomes for students.

Panelists: Lori L. Bailey, Adams 12 Five Star Schools, Colorado; Jennifer Buckley, Winchester Public Schools, Virginia; Hedy Chang, Attendance Works; Susana Córdoba, Ed.D., Colorado Department of Education; Emily Anne Gullickson, M.Ed., J.D., Virginia Department of Education; and Matt Peterson, John & Janice Wyatt Foundation.

Moderator: S. Kwesi Rollins, MSW, Institute for Educational Leadership.

REGISTER TODAY: <https://bit.ly/44yT04C>