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Utah State Board of Education Launches "Every Day Counts" Attendance Campaign

SALT LAKE CITY – The Utah State Board of Education (USBE) has launched a new statewide attendance campaign, *Every Day Counts*, to spotlight the importance of regular school attendance and help families, schools, and communities reduce chronic absenteeism. According to recent USBE data, nearly 1 in 5 Utah students is chronically absent–a growing concern that spans every grade level, region, and demographic group across the state.

Chronic absenteeism is defined as missing 10% or more of the school year for any reason–including both excused and unexcused absences. In Utah, that adds up to roughly 18 missed days per year–nearly a month of lost learning.

Consistent school attendance is about more than academic achievement. When students attend school regularly, they build meaningful relationships with teachers and classmates, strengthen critical social skills, and increase their likelihood of graduating on time. Establishing strong attendance habits early lays the groundwork for a lifetime of learning and future success in the workforce.

"Each school day is an opportunity for students to learn, build relationships, and grow in meaningful ways," said Superintendent Molly Hart. "Our *Every Day Counts* campaign is about working alongside families to remove barriers to attendance. We want to ensure parents and students feel supported so students can show up, stay engaged, and thrive."

The *Every Day Counts* campaign includes outreach resources for families, educator training, data tracking tools, and community partnerships to address transportation, mental health, and other challenges that impact student attendance. Additional information and resources can be found on the Absenteeism and Truancy Prevention section of our website under the Attendance Campaign tab.

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