

**Los Angeles Unified School District**  
**L.A.U.S.D**

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**INTER-OFFICE CORRESPONDENCE**  
**LOS ANGELES UNIFIED SCHOOL DISTRICT**

**TO: All School Principals**

**DATE: August 2, 2004**

**FROM: Superintendent Roy Romer**

**SUBJECT: Student Attendance Campaign**  
**COUNT ME IN!**

I am sure by now you have heard about *Count Me In!*, our Student Attendance Campaign designed to bring chronically absent students back to school. *Count Me In!* will use marketing strategies and school activities to get these students back in class so they can matriculate and have positive futures.

This is of the highest priority. Not only will it return students to school to continue their education, but also it will bring more ADA money to the District and to schools that demonstrate improvement. The increase in ADA funding will be split 50/50 between the District's general fund and the improving schools to be spent at their own discretion.

To monitor results, each school will be provided with its enrollment numbers from the previous year, month-by-month. Each school will receive a chart that allows for easy comparison of this year's attendance numbers with last year's figures. We will be able to start computing the attendance for this year beginning in late October. The District will compare the attendance figures on a month-by-month basis and ADA matching money will be distributed to the schools on a quarterly basis.

You will each be receiving a full kit that provides informational materials for your school staff as well as for parents. You will be hearing more about the many community partnerships that are being formed, the sponsorships with funders and media outlets, and other supporting activities.

I am sure you all understand the importance of making this succeed for our students. A 2% increase in student attendance will greatly increase standardized test scores and graduation rates, and bring \$60 million in additional ADA money. I know how busy you all are, but this is extremely important to our students and to our District.

Thank you for your fullest support.

**"BRINGING STUDENTS BACK TO SCHOOL"**