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RCSD Launches “Strive for Five: Show Up Strong, Five Days Long” Attendance Campaign

On Wednesday, August 20, Superintendent Dr. Eric Jay Rosser launched the Rochester City School District’s “Strive for Five: Show Up Strong, Five Days Long” Attendance Campaign.

The campaign’s goal is to improve attendance through a community-driven, student-centered approach that engages families, builds trust, and inspires students to be present and ready to learn every school day. The District is also seeking community feedback through a [survey](#) to identify barriers to attendance and co-design solutions with students, families, staff, and community members.

As part of the campaign, RCSD has partnered with WDKX Radio, which will host a quarterly celebration for the school with the most improved attendance. In addition, the Rochester Education Foundation (REF) is joining the effort by making a financial contribution to support campaign activities and outreach, helping to amplify the message and reach families across the city.

“When our children show up every day, they have the best chance to learn, grow, and thrive,” said Dr. Eric Jay Rosser, Superintendent of Schools. “That means all of us, families, educators, and community partners, must work together to make school attendance a shared priority. Every day in school is a day of opportunity, connection, and progress.”

Chronic absenteeism, missing 10% or more of the school year, impacts learning and student social-emotional health and well-being. It is a serious problem that can lead to students falling behind in their studies, struggling with reading, and having difficulty graduating on time. As of June 2025, the RCSD’s year-to-date chronic absenteeism rate for the ‘24–’25 school year was 60.1%.

Montessori Academy School No. 53 has become a model for strong attendance practices in the Rochester City School District. The school’s building attendance team meets weekly to focus on personalized interventions and family supports. With the help of an attendance specialist, the team tracks data and ensures consistent outreach through home visits, phone calls, and referrals. They also make attendance fun: younger grade classrooms use a “Let’s Dance” chart, where five days of perfect attendance earns the class a dance party. These layered strategies have helped School No. 53 build a culture of consistency and joy around showing up to school.

[Campaign graphics](#)

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