



About ENGAGE Michigan Content Can be used for staff newsletters, memos, websites, etc.

ENGAGE Michigan – Attendance Recovery Program

The ENGAGE Michigan program harnesses Graduation Alliance’s technology-enabled infrastructure coupled with robust human support to address the academic performance, academic resource, and social emotional needs of students and families with the goal of stabilizing and improving academic engagement and achievement. ENGAGE programs have been implemented in five states with more than 40,000 students participating in coaching in 2020-21 alone.

Graduation Alliance’s outreach and on-going support teams work alongside the current efforts of the state and districts to provide additional support for engagement and achievement in urban, suburban, and rural settings alike.

About the Program

Outreach

Outreach Counselors use contact information from the school districts to reach out to students and families by phone, text, social media, digital marketing, and traditional mail to find and engage students who are disengaged, chronically absent, or academically at-risk.

The outreach team uses the latest in data science, market intelligence, and differentiated multi-modal outreach strategies to locate students, identify their current educational status, and provide updated data back to the state and district. Once they are “engaged” by an Outreach Counselor, students are triaged into an intervention support level and assigned an Academic Success Coach for differentiated support based on their needs.

On-Going Support

The on-going support provided by Academic Success Coaches will vary by the intervention support level and needs of the student, but could range from daily outreach to periodic check-ins with students and parents.

This support is aimed at breaking down barriers to engagement and academic success. These barriers can be anything from academic achievement, navigating and ensuring access to academic resources, and mitigating the social emotional barriers students and families are facing. This model is responsive to changes in student barriers over time.

Data Collection and Communication



We are committed to reducing the administrative burden on districts by providing strong logistical support. We provide templates for the data elements needed and transfer that data through a secure server and securely report aggregate data to the state and student-level data to participating districts on a weekly basis.

Eligible Students

ENGAGE Michigan serves students in grades K-12. Eligibility criteria developed by the state includes students who are:

- Disengaged as a result of COVID
- Chronically absent
- Academically at-risk
- In need of additional financial or social support