



For Immediate Release  
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## **Educators, Broadcasters, Education Activists Join in Truancy Solutions Effort**

The Nebraska State Education Association, Building Bright Futures, and the Nebraska Broadcasters Association have joined forces to create and promote TruancySolutions.org. The website is part of a broader campaign to provide information and raise public awareness about the problem of truancy, as well as identify resources for tackling the issue. The goal is to educate parents and students on the importance of regular school attendance and the long-term impact truancy has on a student's life.

The statewide campaign will include outreach to the public through radio, television and online messages, with an emphasis on the Omaha metro area. A 2007 study, conducted by SRI International, indicated a dropout rate as high as 32 percent in the metro area. Statewide, 22,000 public school students missed more than 20 days of school last year.

Research shows that truancy has an exponentially negative effect on students' performance, and education leaders as well as elected officials have raised the issue as an educational priority for Nebraska. A breakdown by the Nebraska Department of Education indicates that 11th-graders who missed more than 20 days of school scored 30 points lower on last year's statewide reading assessment than those who missed fewer than 20 days.

Being out of school has a cumulative effect that severely compromises a student's academic performance. It is important that parents and students understand that missing school impacts the performance of that student not only in school but later in life in the job market.

For additional information and resources, please visit [truancysolutions.org](http://truancysolutions.org)

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