

New Brighton Elementary School

Challenge

After remote learning, chronic absenteeism more than doubled across the country. [New Brighton Elementary](#) was no exception: 20 students were chronically absent, disrupting learning and affecting students' social and emotional wellbeing.

"For me, attendance is the number one focus," said Principal Dr. Jason Hall. "You can't learn if you're not here."

Solution

The school adopted ClassDojo to unify communication, promote consistent attendance, and reinforce positive behavior. ClassDojo helped build on existing family relationships and made it easier to align teachers, families, and kids.

Results

- 40% drop in chronic absenteeism
- Fewer late arrivals and court referrals
- More two-way engagement between families and the school

One platform, schoolwide impact

ClassDojo gave New Brighton a consistent way to celebrate attendance wins and keep families informed. Teachers used Class Stories to share classroom moments and reward behavior. Dr. Hall used School Stories to highlight attendance incentives and schoolwide updates.

"We needed a unified way to promote events and recognize effort," said Hall. "Teachers like Lisa Patterson and Holly Ziegler had already seen how powerful ClassDojo was in their classrooms. Expanding it schoolwide made sense."

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↓ absenteeism

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Dr. Jason Hall

Principal of New Brighton Elementary



Join some of the world's most innovative districts and the over 45M+ families who already use ClassDojo.

Make attendance rewarding

Our social worker introduced monthly donuts with Dr. Hall and a pizza delivery to one student per building. Students with fewer than five absences earned a spot at the annual ice cream party. The classroom with the best attendance got extra recess.

These low-cost incentives made showing up exciting for students—and encouraged family involvement too.

Simple tools, stronger connections

ClassDojo helped New Brighton do more with less:

- School Announcements ensured messages reached 90% of families
- Points reinforced shared values
- Signups made event coordination smoother
- Automatic Reminders kept families in the loop

With better communication and incentives, one teacher even reported a drop in referrals to magistrate court.

Building a culture of showing up

ClassDojo also made attendance a shared priority across the community:

- Local businesses displayed student artwork celebrating perfect attendance
- Community leaders volunteered to read to high-attendance classrooms
- Families helped choose meaningful rewards, like certificates, gas cards, and food baskets

“We’re recognizing everyone—students, families, even staff,” said Hall. “ClassDojo makes that easy.”

Real wins, for real families

“One student used to miss the bus and stay home,” Hall shared. “Now he calls the school to ask for a ride.”

For New Brighton, small efforts added up to big impact. And with ClassDojo, those efforts are consistent, visible, and scalable.



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