

YOU BELONG!

ATTENDANCE MATTERS

Video & Poster Contest Packet



Kentucky Department of
EDUCATION



You Belong! Attendance Matters Student Video & Poster Contest

The You Belong! Attendance Matters Contest, presented in partnership with the Student Technology Leadership Program (STLP), invites K–12 public school students across the Commonwealth to create short videos or digital posters that highlight belonging, connection and why showing up to school matters. This contest elevates student voice while providing districts with authentic, student-created materials that support the statewide *You Belong! Attendance Matters* campaign. The contest is open to all students in Kentucky public schools, across all settings, including virtual programs, alternative and residential environments, and justice-connected facilities.

We welcome participation from students with a wide range of experiences, communication needs and linguistic backgrounds, including multilingual learners.

All submitted entries will be shared with the Kentucky Department of Education (KDE) to highlight student perspectives across Kentucky.

All students featured in videos or photos must have appropriate media release permissions.

Who Can Participate

- K–12 students statewide
- Submissions grouped by grade bands: K–5, 6–8, 9–12
- Individual students, small groups, classes, and school-wide teams are welcome
- Each district submits one final entry per track

Video Track

- 15-30 second student-created video
- Shows what belonging looks like in school and why attendance matters
- Open to individuals, groups or classes
- District selects the final video for submission

Poster Track

- 8.5x11 or 11x17 digital poster
- Showcases belonging and attendance messaging
- Include QR codes or links to attendance and/or belonging resources
- Accessible for all grade levels
- District selects the final poster for submission

Video Rubric

Category	Description	Exemplary (4pts)	Proficient (3pts)	Developing (2pts)	Beginning (1pt)
Message & Theme Alignment	Clearly communicates that belonging and attendance are connected. The message reinforces “You Belong! Attendance Matters.”	Message is powerful, authentic and perfectly aligned to the campaign; clear call to action.	Message connects well to the campaign; shows effort to promote belonging.	Message is somewhat related but lacks clarity or focus.	Message is unclear, off-topic, or not aligned to the campaign theme.
Design & Layout	Demonstrates originality and student voice through visuals, storytelling or performance.	Exceptionally creative concept; unique interpretation and strong emotional or motivational appeal.	Creative and engaging; shows student input and ownership.	Some creativity is present but relies on common ideas or clichés.	Minimal creativity or originality; feels generic or copied.
Visual & Technical Quality	Overall video production, including camera work, sound and editing.	Excellent camera work and sound quality; smooth editing; professional polish.	Good overall quality with minor issues; visuals and audio are clear.	Several technical issues (shaky footage, uneven audio) but understandable.	Poor sound/visual quality makes message hard to follow.
Teamwork & Collaboration	Collaboration includes contributions from multiple and varied student perspectives.	Multiple students clearly contributed, with a wide range of roles (filming, editing, acting, etc.) evident.	Clear evidence that several students contributed to the project.	Limited collaboration is evident, with the project reflecting contributions from primarily one student.	No evidence of teamwork or collaboration.
Impact & Engagement	Ability to capture attention, inspire or connect emotionally with the viewer.	Strong emotional or motivational impact; leaves the viewer inspired or reflective.	Message is engaging and positive; holds viewer attention.	Message is somewhat engaging but lacks energy or emotional pull.	Message fails to engage or connect with the audience.



Poster Rubric

Category	Description	Exemplary (4pts)	Proficient (3pts)	Developing (2pts)	Beginning (1pt)
Message & Theme Alignment	Clearly communicates that belonging and attendance are connected. The message reinforces "You Belong! Attendance Matters."	Message is powerful, authentic and perfectly aligned to the campaign; clear call to action to promote student belonging.	Message connects well to the campaign; shows effort to promote belonging.	Message is somewhat related but lacks clarity or focus.	Message is unclear, off-topic or not aligned to the campaign theme.
Design & Layout	Overall product demonstrates command of photos, graphic, fonts.	Outstanding visual appeal, excellent organization, and maximum readability from a distance.	Appealing and organized, but minor elements may be slightly distracting or less clear.	Functional but lacks strong visual appeal; layout is somewhat cluttered or inconsistent.	Difficult to read; layout is confusing and detracts significantly from the message.
Creativity & Originality	Demonstrates creativity through original design and materials.	Design and content are highly original, demonstrating unique ideas and zero use of copyrighted materials.	Shows some originality, but design elements are mostly standard or commonly used styles.	Uses very common design ideas; originality is minimal.	Lacks originality entirely; appears to be a copy or uses previous/copyrighted material.
Resource Links & QR Codes	Provides links and QR codes to resources that will encourage student attendance and belonging.	All links/QR codes are functional, highly relevant, and lead to excellent, appropriate resources.	All links/QR codes are functional and relevant, but the external resources are only moderately strong/appropriate.	At least one link/QR code is non-functional, or the resources are only marginally relevant or appropriate.	Links/QR codes are nonfunctional, irrelevant or lead to inappropriate content.
Language & Spelling	Demonstrates precision in grammar, spelling and usage.	Flawless grammar, spelling and language usage.	Contains one or two minor errors that do not impact understanding.	Contains several errors that occasionally interrupt flow or understanding.	Frequent errors (grammar, spelling) that make the text difficult to read or understand.



Submission, Registration & Contest Policies

Registration

Schools and districts must register to participate using the official form. Once registered, the primary point of contact will receive reminders, resources and submission instructions.

This contest follows STLP-aligned expectations for digital citizenship, originality, and responsible technology use.

Registration Deadline:
Feb. 13, 2026

You Belong!
Attendance Matters
Contest Registration



(Clickable)

District Submission Process

Districts will review and select entries before sending them to KDE.

Each district must submit ONE final video and/or ONE final poster per grade band:

- K–5
- 6–8
- 9–12

District Submission Deadline:
March 13, 2026

KDE Final Submission Deadline:
March 27, 2026

Video Submission Requirements

- Maximum length: 30 seconds
- Format: MP4
- Upload: Must be posted to YouTube as “Unlisted”
- Include link to YouTube video in the final submission form
- Ensure all featured students have media release permissions
- Credits/Reference Page: Must be a separate Word or Google Doc (not embedded in the video)

YouTube Instructions:

- Sign in with a school Google account
- Upload video "Set to Unlisted"
- Title format:
District_School_GradeBand_YouBelongKY

Poster Submission Requirements

- Size: 8.5 x 11 or 11 x 17
- Format: PDF or PNG
- Must include school-created graphics, photos, or designs
- Must include a separate credits/reference page.
- Districts will provide KDE with a Google Drive link to their final poster.



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Awards, Integrity Expectations & Final Notes

Awards & Recognition

Awards will be given for:

- 1st & 2nd place (Elementary K-5)
- 1st & 2nd place (Middle School 6-8)
- 1st & 2nd place (High School 9-12)

Winners will be celebrated live at:

STLP State Championship
April 24, 2026

All entries may be featured in future STLP showcases and district technology celebrations, KDE's statewide *You Belong! Attendance Matters* campaigns, toolkits, or school connectedness resources.

Integrity & Use of AI

All entries must follow KDE and STLP-aligned integrity expectations:

- Student work must be original
- No plagiarism
- No copyrighted media without permission
- AI-generated images, video clips or text may be used, but must be:
 - Clearly noted
 - Accurately credited in the separate reference document
 - Supplemented with meaningful student creativity
- All media sources must be credited in the reference document
 - Students must have media-release clearance (through Infinite Campus)



Reference Page Requirement

Every video and poster must include a separate credits/reference page (Word or Google Doc) listing:

- Student creators
- Tools used (including AI tools)
- Media sources (royalty-free libraries, original photos, graphics, etc.)

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#AllinKY



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