

Education

Raising student attendance with engaging experiences

Broward County Public Schools (BCPS)

Student absence from school is a growing challenge in the U.S., disrupting learning, wellbeing, and wider development. By equipping every student with a Lenovo laptop, BCPS is putting rich, fun educational experiences at their fingertips, boosting engagement.



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Who is Broward County Public Schools?

With 240 schools, 256,000 students, and more than 110,000 adult learners, Broward County Public Schools (BCPS) is the second-largest school district in the state of Florida. BCPS educates students from diverse backgrounds, with 170 countries and 147 languages currently represented in the organization's student body.

BCPS is committed to providing the best opportunities for its students, and encouraging excellent attendance is one of the ways that the organization achieves this. However, chronic absenteeism is a growing challenge for schools. According to data from the U.S. Department of Education, 1 in 6 students missed three weeks of school or more between 2015-16¹—a figure that is expected to have increased during the COVID-19 pandemic.



¹ US Department of Education, "Why Chronic Absenteeism Matters: What the Research Says."
<https://www2.ed.gov/datastory/chronicabsenteeism.html#four>

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The Challenge

Before COVID-19, BCPS achieved a 98% attendance rate, and this impressive score only dropped slightly during the pandemic. While already ahead of other school districts on attendance, BCPS never rests on its laurels. In fact, it recently launched an initiative aimed to get attendance back to its pre-pandemic highs.

“When students miss class, it has a negative impact on their educational outcomes and can limit the opportunities available to them later in life,” says Ascellia Arenas, Coordinator Student Attendance at BCPS. “Lack of engagement in schoolwork is often a cause of absenteeism, which is why we’ve made it our mission to ensure that learning is always fun, exciting, and effective. Digital learning and technologies play a huge part in helping us to achieve this goal.”



“Giving students digital tools that make education interesting and enjoyable is one of the best ways to boost engagement and, in turn, school attendance.”

Ascellia Arenas

Coordinator Student Attendance, Broward County Public Schools

Inspiring learning with powerful technology

To help students adapt to remote learning during the pandemic, BCPS used U.S. Federal Government Emergency Connectivity Funds (ECF) to purchase 98,000 Lenovo 300e and 300w Series Windows laptops for students—enabling the school district to provide every student with a device. At the same time, BCPS also used other funds to equip every teacher with a Lenovo ThinkPad L Series Windows laptop. Over the past two years, Lenovo has also supplied BCPS with over 1,000 workstations for use in the school district’s career center.

Hardware

Lenovo 300e and 300w Series
Windows laptops
Lenovo ThinkPad L Series
Windows laptops
Lenovo ThinkPad E Series
Windows laptops
Lenovo ThinkStation P360
Windows laptops
Lenovo ThinkPad P16 Gen 1
Windows laptops
Lenovo ThinkPad T15p Gen 3
Windows laptops
JAR Systems ELEVATE USB-C
Charging Cart

Software

LanSchool
Microsoft Windows

Lenovo also helped BCPS to deploy LanSchool: a classroom management solution that gives teachers the ability to monitor student activity during school hours and protect them from harmful content.

In preparation for the return to in-class learning, BCPS worked with Lenovo to install JAR Systems ELEVATE USB-C Charging Carts in every classroom, giving students and teachers a simple, quick, and tidy way to store and charge their devices.

Arenas comments: “Lenovo provided us with a complete solution combining reliable hardware, powerful software, and expert support that helped us adapt to remote learning. Updating our devices was a crucial step in working towards improved attendance and engagement, and our students have reacted extremely positively to their Lenovo laptops.”

JAR SYSTEMS

 LANSCHOOL

Celebrating perfect attendance

To incentivize students to improve school attendance, BCPS also launched an awards ceremony called “Evening Among the Stars”. Students with perfect attendance win awards from program sponsors, such as personalized jerseys from the Miami Marlins, tickets to a Miami Marlins baseball game, or a Lenovo device for personal use.

Arenas comments: “We were delighted that our community partners including the Miami Marlins and Lenovo were willing to sponsor our attendance reward program. It’s clear to us that our partners are truly committed to helping us solve educational challenges. They go above and beyond to motivate students and award their success.”



Image: Marlins World Series Champion Jeff Conine presents jerseys.

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Results

By equipping every student with a Lenovo device, BCPS ensures that they stayed connected and engaged when learning remotely and in classroom settings—supporting BCPS’s efforts to raise attendance back to pre-pandemic levels.

“Lenovo plays a huge role in helping us to keep our students engaged in their education, and we probably wouldn’t have been able to sustain such strong attendance before and after the pandemic without the Lenovo devices,” explains Arenas. “Our students really enjoy using their new laptops. The opportunity to win a prize from a draw sponsored by Lenovo if they keep up attendance incentivizes excellent participation and engagement.”



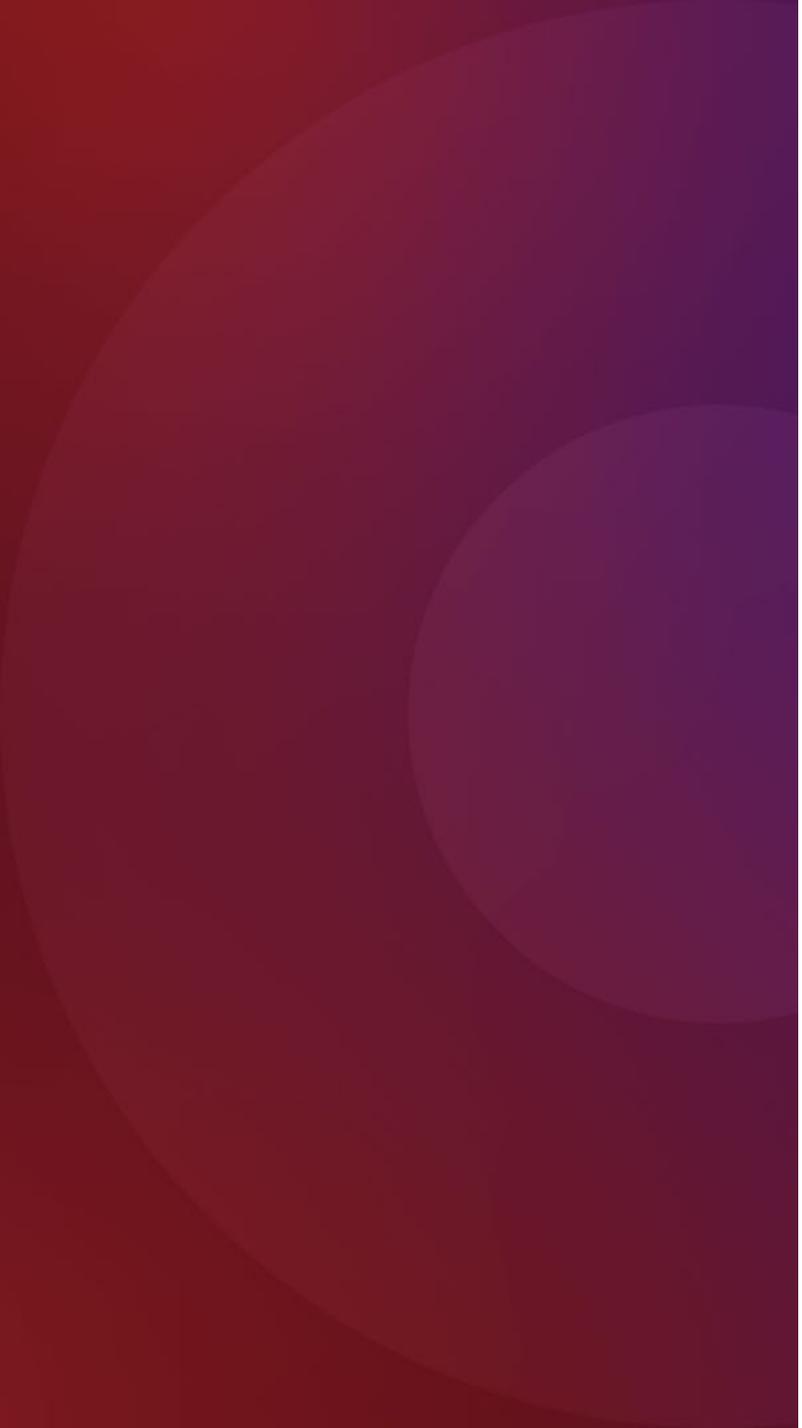
Supports BCPS’s efforts to raise attendance back to pre-pandemic levels



Boosts student engagement and participation



Enabled a smooth transition to remote learning



Looking ahead, Lenovo hopes to work with BCPS in driving new technology initiatives such as esports clubs across schools in the district.

“With esports becoming more popular among young people, we know that establishing teams and clubs across our schools will inspire more students to build an interest in technology through fun, exciting, and competitive activities,” says Arenas. “With support from Lenovo, we’re confident that we can get an esports initiative off to a flying start.”

Why **Lenovo**?

To help BCPS overcome the supply chain disruption caused by COVID-19, Lenovo provided the school district with detailed reports on how many new devices it required and helped to expedite the ordering and dispatching process, ensuring that every student had access to a device as soon as they needed it.

“One of the huge benefits of working with Lenovo is that they have a truly global reach, which enables the Lenovo team to overcome challenges creatively and quickly,” comments Arenas. “For instance, Lenovo was proactive in helping us tackle pandemic-related disruption and always met the deadlines for delivering new devices.”





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“BCPS is not only a highly valued customer to Lenovo, but a key leader within the Nation’s education community. To have the opportunity to collaborate and support the district’s efforts to promote student engagement and attendance through the use of technology is a true privilege that Lenovo will remain fully committed and invested in.”

Christian Rivera

K-12 Business Executive
South Florida, Lenovo

Image: Marlins World Series Champion Jeff Conine presents jerseys.



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“Lenovo always goes the extra mile to ensure that our students have all the tools and resources they need for an interesting, enriching learning experience.”

Ascellia Arenas

Coordinator Student Attendance,
Broward County Public Schools

Image: The Marlins hosted perfect attendance students on the field during a pregame ceremony on June 23.

How do you keep students engaged in their education?

With support from Lenovo and other program sponsors, BCPS is successfully incentivizing students to maintain strong attendance.

[Explore Lenovo Education Solutions](#)