

**MEDIA CONTACT:**

Chrystal Wilson

Cell: 313-212-3039

Chrystal.Wilson@detroitk12.org

For Immediate Release**Detroit Public Schools Community Relaunches “Perfect Attendance Pays” for High School Students, Offering Up to \$1,000 in Gift Cards for Strong Attendance**

DETROIT (December 4, 2025) – Detroit Public Schools Community District (DPSCD) is excited to announce the return of its highly successful Perfect Attendance Pays initiative for the 2026 Winter Term. Starting January 5, 2026, all DPSCD high school students will have the opportunity to earn \$100 gift cards for every full week of perfect attendance, up to \$1,000 in total rewards by the end of the program.

Designed to encourage consistent attendance during the critical winter months, the program runs January 5 through March 20, 2026, covering ten 5-day attendance cycles. Students who attend every hour of every school day in a given cycle automatically qualify.

Superintendent Dr. Nikolai Vitti emphasized the District’s commitment to student success, stating, “Every day in the classroom matters. Perfect Attendance Pays is one way we are working to remove barriers that may impact student attendance while also rewarding students for staying engaged and focused on their academic success.”

Students can earn a \$100 gift card for each week (5 consecutive school days) of perfect attendance. Gift cards will be issued electronically to DPSCD student email accounts following each cycle. Attendance will be verified through PowerSchool by classroom teachers.

Aryana Slater, an 11th-grade student and varsity girls’ basketball player at Mumford High School, said the Perfect Attendance Pays incentive motivates her to attend school every day.

“I feel rewarded and appreciated. The incentive helped cover many of the costs that come with participating in sports and lifted a huge burden off my mom.”

Israel Simpson, an 11th-grade student at Cody High School, said the Perfect Attendance Pays incentive helped remove barriers to getting to school.

“Sometimes it’s difficult to get to school, but the incentive allowed me to pay for personal items and things I needed to be present. It makes me feel like the district cares about us being in school.”

Districtwide school closures and district-approved field trips or assemblies will count as “present” for students. Tardies also count as present during the program.

Research consistently shows that regular attendance is one of the strongest predictors of academic success. DPSCD students who miss 18 or fewer days per year are 3 to 5 times more likely to perform at or above grade level and be college-ready. The Perfect Attendance Pays initiative aims to keep students engaged during the winter months, a period when attendance often dips and learning momentum is crucial.

Attendance Cycles and Payment Dates

- **Cycle 1:** Jan 5–9 → Jan 23
- **Cycle 2:** Jan 12–16 → Jan 30
- **Cycle 3:** Jan 20–23 → Feb 6
- **Cycle 4:** Jan 26–30 → Feb 13
- **Cycle 5:** Feb 2–6 → Feb 20
- **Cycle 6:** Feb 9–13 → Mar 6
- **Cycle 7:** Feb 23–27 → Mar 13
- **Cycle 8:** Mar 2–6 → Mar 20
- **Cycle 9:** Mar 9–13 → Mar 27
- **Cycle 10:** Mar 16–20 → Apr 10

###

About Detroit Public Schools Community District

Detroit Public Schools Community District (DPSCD) is Michigan’s largest public education system. It is governed by a locally elected, seven-member board with Dr. Nikolai Vitti serving as superintendent. The District’s mission is to provide every student with a beneficial and rightful educational experience, preparing students to be career and college ready, and qualified to compete in the global market. The District has more than 100 schools and educates 50,000 children. For more information, visit detroitk12.org and on social media@[detroitk12](https://twitter.com/detroitk12).