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# Importance of Tracking Student Attendance

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When students miss class they miss out on vital information that is essential to their learning. Instructors also suffer, as they cannot gain a true understanding of whether or not course content is being taught effectively without the necessary feedback from these absent students.

Learning is an investment of time and energy that only students can bring to the table. If they do not come to class, they are effectively setting themselves up to fail by not participating in their education.

Research has shown that regular attendance and academic achievement are closely linked, and many universities find that monitoring student attendance allows them to identify students who need support at an early stage and put in place measures to help them continue their studies.

With an increased focus on student persistence and completion, many institutions are exploring options to track individual attendance and enhance student engagement without increasing the school's administrative burden.

In utilizing student response technology, universities can track attendance at the

click of a button. Many solutions seamlessly integrate with campus Learning Management Systems, such as Blackboard and Moodle, to build a clear picture over time of individual student attendance and engagement.

Response options are available to fit the needs of every learning environment, including mobile responding - which allows students to use their own web-enabled devices - and traditional clickers.

Higher education is about independent learning, and students have the right to manage their own time as they wish, even if this means missing classes. It is arguably an important rite of passage for students to have freedom and flexibility during their university years, particularly given the amount they are paying for their education. However, a laid-back approach to attendance can damage the students' education, the university itself and those set to teach.

Having attendance tracked helps to strengthen the sense of academic community that is so vital to universities, particularly in fields where there is an emphasis on sharing ideas. Giving instructors the ability to easily track attendance helps to keep students engaged, minimize drop-out rates and increase student success.