

Raising student attendance with engaging experiences

Broward County Public Schools

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.

Customer Problem

When students miss school, they miss out on opportunities to grow and develop. How could BCPS keep students interested and engaged in their education?

Lenovo Solution

BCPS worked with Lenovo to provide all students and teachers with best-of-breed Lenovo devices, giving students access to rich educational resources in the physical and virtual classroom.

Business Impact

With support from Lenovo and other program sponsors, BCPS is successfully incentivizing students to maintain strong attendance—helping to strengthen educational outcomes.



“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.”

Ascellia Arenas

Coordinator Student Attendance,
Broward County Public Schools



Supports efforts to raise attendance back to pre-pandemic levels



Boosted student engagement



Supported a smooth transition to remote learning

