



Press the restart button on your school's climate.

Success  
comes in

3

packages:

Character Development Seminars

CHARACTER COUNTS! In-Service Days

CHARACTER COUNTS! Webinars

You can dramatically reduce behavior problems and put your focus where it belongs—academics. When professional development enhances social and emotional learning goals, discipline referrals can dramatically decrease. See why schools across the nation have found CHARACTER COUNTS! to be the solution to their most difficult problems. Press the restart button on your school's culture and register for training today.

# CHARACTER COUNTS!®

*Changes lives*

**CHARACTER COUNTS! is the nation's most widely implemented approach to character development.**

We specialize in making character development a vital and useful tool for creating the kind of school or organization where children thrive. We reach more than 8 million young people through thousands of schools, nonprofits, and agencies. We provide professional development, free resources, materials, and support that change the climate of schools, organizations, and communities. It works!

Nonprofit, nonsectarian, and nonpartisan, CHARACTER COUNTS! unites people around a common language of values called the Six Pillars of Character:

**Trustworthiness**  
**Respect**  
**Responsibility**

**Fairness**  
**Caring**  
**Citizenship**

Our training spells out how to create workable, sustainable goals using the Six Pillars in every aspect of your school community. This is not a curriculum. It's a powerful means to advance your school's curricular goals.

## Character Development Seminars

**The most effective way to lead the climate change at your school.**

This cost-effective model prepares key staff in your school or organization to lead, mentor, and facilitate the change in your school or organization. See our website for a full schedule of trainings nationwide or host one yourself and save even more.

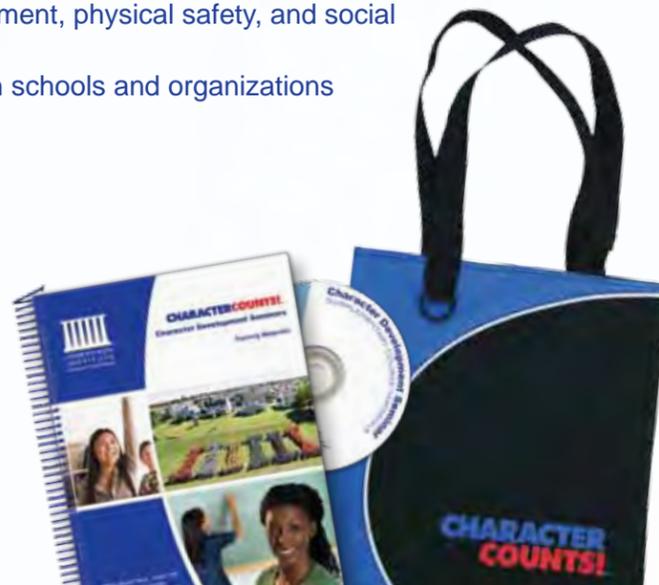
**These leaders will learn:**

- The CHARACTER COUNTS! framework and the use of the Six Pillars of Character as a unifying language
- Strategies for building academic achievement, character development, physical safety, and social and emotional learning in adults and children
- Strategies to implement and integrate CHARACTER COUNTS! in schools and organizations

**All materials are included:**

- Training binder with PowerPoints and reproducible handouts
- *Making Ethical Decisions*, a quick guide
- Tools and guidance to measure effectiveness
- Ongoing support from our staff
- Free e-newsletters, free lesson plan bank, free resources

University credit is available.



## CHARACTER COUNTS! In-Service Days

**We'll customize the day at your school.**

**Here's just a sample of our innovative workshops:**

**Bullying.** We'll teach you how to intervene, combat cyberbullying, and promote a positive school climate to make sure all your kids get the treatment they deserve — not the treatment they're getting.

**Parenting.** Many schools list parents as their single biggest challenge. We can work with your parent body to ensure better communication — and cooperation.

**Curriculum Integration.** We'll show you how to seamlessly weave character messages and themes into your state standards-aligned curriculum.

**Leadership.** Teach students to lead the way to a better school climate. Service learning, mentoring, role-modeling, and intervention strategies will be highlighted.

**Sportsmanship.** You'll learn how to build staff buy-in, combat hazing and bullying, and encourage healthy decision making while building good sportsmanship.

**Introduction to CHARACTER COUNTS!** A whole staff introduction to the T.E.A.M. (Teach, Enforce, Advocate, Model) approach and the Six Pillars of Character.

## CHARACTER COUNTS! Webinars

Our webinars are a convenient and affordable way to learn valuable character-development techniques. They take just an hour of your time and give you ideas and resources that can help you change young people's lives forever. Participating is easy — no special software or technical knowledge required.

**Each webinar includes:**

- A live trainer who will answer your specific questions
- Tips and strategies that you can use right away
- A guide to free resources
- Suggestions for follow-up training

See our website for the full schedule. You'll find a new topic monthly that will give you a great introduction to our program.



Call 800-711-2670  
[www.CharacterCounts.org](http://www.CharacterCounts.org)

## The numbers speak for themselves.

CHARACTER COUNTS! and the Six Pillars of Character can help you achieve social and emotional learning goals, improve academics, and focus your classroom-management skills, no matter what character education program you currently use.

If fully implemented, you could see measurable, significant improvement in behavior, school climate, and academic achievement. Here's a sample of our data:

- A cost savings of over **\$85,000** was generated by the decrease in suspensions  
Downey Unified School District, CA
- **88% discipline referral decrease**  
Kaweah Continuation High School in Tulare, CA
- **85% of educators reported a positive difference in student behavior**  
Study of Nebraska educators, University of Nebraska-Lincoln
- **78% of students scored 3 or above on an ascending 1-5 scaled state test (45% in the prior year)**  
Atlantis Elementary in Coca, FL

## Support Products

Although professional development includes everything you need for the information delivered to be effective, we offer a full range of support products to make your job easier. All proceeds benefit the nonprofit CHARACTER COUNTS! program.

Visit our website or call us to register for programs or for detailed information on our programs, products, and services.

Call 800-711-2670

[www.CharacterCounts.org](http://www.CharacterCounts.org)



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