

# CHARACTER COUNTS!® WEEK

October 18-24, 2020

## Continuing Your Efforts When CHARACTER COUNTS! Week is Over

Thank you for celebrating and sharing your CHARACTER COUNTS! Week with us! Every year this week allows us to focus on and celebrate the work you do in character development, but what happens after the week ends? The Ray Center wants to provide you with some additional actions steps to help grow CHARACTER COUNTS! within your schools and communities through the remainder of the year.

Here is a guide to continue the momentum of you CHARACTER COUNTS! Week celebrations:

- **Teach the [Six Pillars](#) and [Six Success Skills](#).**
  - Each month we provide a free character lesson for Grades K-5 and Middle School/High School through our [resource website](#) and Character Minute newsletter. [Click here to sign up for the monthly newsletter](#) and don't forget to share the link with other educators!
  - Choose resources to enhance your classroom curriculum:
    - [Way To Go Journals](#)
    - [Today Counts- Daily Activities](#)
    - [Good Ideas: 316 Lesson Plans](#)
    - [The ESSENTIALS](#)
    - [Early Childhood Kit](#)
  - Follow us on social media for additional resources as they are highlighted during the year.
- **Advocate the importance of character with families.**
  - Share our [Family's Guide to Teaching Good Character](#) with your families and community members:
    - [Grades K-5](#)
    - [Grades 6-8](#)
    - [Grades 9-12](#)
  - Check out the [CHARACTER COUNTS! week resource web page](#) for some of our favorite family activities.
- **Determine a course of action for your CHARACTER COUNTS! initiative with the data from valid and reliable assessment instruments.**
  - Administer an annual [implementation survey and an annual culture and climate survey](#) to target areas in need of improvement.
  - Check out our [professional development opportunities](#) to discuss how we can help enhance CHARACTER COUNTS! at your school!
  - Become a member of the [CHARACTER COUNTS! Coalition](#) for the following benefits:
    - 10% discount on CC! support materials / online store purchases (Some exclusions apply)
    - Special rate on character development workshops and trainings
    - CC! Connections Brief newsletter
    - Access to a private, members only website which includes:
      - CC! lesson plans
      - CC! video lessons library
      - Parent resource section
      - Collaboration forum

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- Listing in private CC! member directory
- Use of approved CC! logos
- Quarterly support and conference call with CC! master trainer (Gold and Platinum levels)
- Annual CC! Implementation Assessment (Gold and Platinum levels)
- Annual Culture and Climate Assessment (Platinum level)
- Contact The Ray Center at 515.271.1910 or raycenter@drake.edu for more details on any of these opportunities and discuss how we can help enhance CHARACTER COUNTS! at your school!

The Ray Center



CHARACTER COUNTS!



These materials are presented by:



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CHARACTER COUNTS! and Pursuing Victory With Honor are housed at The Robert D. and Billie Ray Center at Drake University in Des Moines, Iowa. As a global initiative that transforms lives and strengthens communities, CHARACTER COUNTS! supports our mission to improve civility through character development and ethical leadership.

CHARACTER COUNTS! and the Six Pillars of Character are trademarks of the Josephson Institute of Ethics.



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