

CHARACTER COUNTS! partners with SDI Innovations for 2021-2022 student planners

Lafayette, Ind. – Oct. 1, 2020 — Des Moines, Iowa-based CHARACTER COUNTS! and Lafayette, Indiana-based SDI Innovations are pleased to announce their partnership with the launch of the 2021-2022 CHARACTER COUNTS! annual student planners. Resulting from the partnership, this year, the planners will be fulfilled by School Datebooks, daughter company of SDI Innovations.

The student planners combine resources from CHARACTER COUNTS! to shape students' academic, social, and emotional development with School Datebooks' perfected time management tools and ordering process to create a product that advances student character and productivity.

"We're proud to partner with SDI Innovations to produce CHARACTER COUNTS! annual student planners." said Scott Raecker, executive director of The Robert D. and Billie Ray Center at Drake University, home of CHARACTER COUNTS!. "These student planners play an important role in a school's character development initiative and play a critical role in helping us transform lives and strengthen communities"

The student planners are available on the School Datebooks website alongside its regular planner offerings for 2021-2022.

The CHARACTER COUNTS! student planners offer character lessons and challenges for each of the Six Pillars of Character to create a positive school environment and help students learn the CHARACTER COUNTS! system. They also feature ample writing space, colorful designs, study tips, planning helpers, and more.

CHARACTER COUNTS! is 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. Built on the cornerstone of the Six Pillars of CHARACTER COUNTS!, The Ray Center helps create strong, vibrant communities that value positive, healthy relationships and respectful behavior. Through public awareness and programming grounded in research, The Ray Center provides character and leadership development strategies that promote civility in our communities. To learn more about CHARACTER COUNTS! visit CharacterCounts.org.

SDI Innovations is the parent company of School Datebooks, STEM Education Works, Ag Printers, Eventlink®, and Action Publishing. In the 35 years since its founding, SDI Innovations has grown into a leading company across several markets, with products in more than 25,000 schools across the United States and 23 other countries.

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