

# Character Education Partnership

## ANNUAL REPORT

Fiscal Year 2007



Leadership. Community. Progress.

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**The Character Education Partnership is dedicated  
to developing young people of good character who  
become responsible and caring citizens.**

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# Message from the Executive Director

“A remarkable year for CEP!”

Dear CEP members, constituents, donors and friends,

This annual report is a summary of CEP’s performance during the past year. It was a challenging yet very successful year for our organization. Some highlights are as follows:

- We moved the organization forward through our long range planning process.
- We set a new record for National Schools of Character nominations.
- We established the first ever CEP endowment.
- We updated our organizational bylaws and several other organizational charters.
- We helped establish 13 new State Schools of Character across the country.
- We set a record for identifying promising practices in character education.
- We made several improvements to the CEP Web site to better assist teachers.
- We forged new ground with our professional development and training.
- We held special leadership and management retreats.
- We tightened our focus, and clarified various organizational roles and responsibilities.
- We hosted a very successful national forum on character education.
- We improved our financial management and balanced our budget.
- We broadened our vision to include performance character.

After reviewing this entire report, I hope that you will better appreciate the many achievements of the past year at CEP, and that you have complete faith and confidence that our organization is headed in the right direction.

All of the accomplishments described in this report would not have been possible without great support from many wonderful people—the CEP staff, Board of Directors, Education Advisory Council and our many generous donors. It is with pleasure and admiration that I publicly acknowledge their commitment to our noble mission and thank them for their dedicated service.

I am proud and honored to serve as executive director of CEP and will close with my promise to help keep our organization on the path of excellence during the coming year, completely committed to our important mission—developing young people of good character who become responsible and caring citizens for our nation.

Sincerely,



Joseph W. Mazzola  
Executive Director



CEP's executive director visiting a National School of Character.

# Leadership



David Fisher  
*Chairman*

## LONG RANGE PLANNING COMMITTEE STUDY

Senior Board Member and CEP co-founder, Diane Berreth, chairs the CEP Long Range Planning Committee. In the past year, she led a major organizational “SWOT Analysis,” to analyze our organization’s Strengths, Weaknesses, Opportunities and Threats. Her committee explored trends in education and society, with a view toward ensuring that CEP maintained relevancy in our rapidly-changing world. Following a series of meetings, the committee presented several recommendations to the Board of Directors. Specific areas included the need to better clarify organizational roles and responsibilities, a proposal to develop plans for stronger advocacy for character education with state and federal policy makers, etc. The Board approved all of the committee’s recommendations.



Sandy McDonnell  
*Chairman Emeritus*

## AD HOC GROUP ON PERFORMANCE VALUES

At the request of Board Chairman, David Fisher, a special ad hoc committee was formed in mid-2007 to consider whether CEP should broaden its vision to include the concept of “performance character,” as outlined in the excellent “Smart and Good High Schools” report by Dr. Tom Lickona and Dr. Matt Davidson. Board member, Charles Haynes, chaired the special committee, which included other CEP board members, senior staff and representatives from CEP’s Education Advisory Council. At the conclusion of several meetings, the group recommended that CEP embrace the concept of performance character (that addresses areas like positive attitude, diligence and work ethic). However, they felt strongly that the change must be put in the context of merely supporting or complimenting our primary focus on core ethical values and moral character. The group wrote an excellent “general statement” on this important subject (see CEP Web site). Additional work will be done in this area over the next two years.



Frank Keating  
*Vice Chairman*

## BYLAWS UPDATE

During the past year, Dick Pieper, chairman of the CEP Board Governance Committee, led a major review of CEP’s organizational bylaws. The bylaws were modified, clarified and strengthened in several important areas. The full CEP Board of Directors approved the updated bylaws at the October meeting held in conjunction with the National Forum on Character Education.

## CEP’S BOARD MEMBERS



Diane Berreth



Charles Haynes



Dick Pieper



Charles Baker



Kristie Fink

# Leadership



The EAC Retreat gave council members a chance to discuss important issues and resolve concerns.



Joe Mazzola  
*Executive Director*

## BOARD COMMITTEE CHAIRS

### Executive

David Fisher

### Long Range Planning

Diane Berreth

### Board Governance

Dick Pieper

### Audit and Finance

Chuck Baker

### Personnel

Jeff Cordes

### Assessment/ Evaluation

Darrell Luzzo

### Development

David Fisher

## EDUCATION ADVISORY COUNCIL RETREAT

In April of 2007, the Chairman of the Board, David Fisher, called a meeting of the CEP Education Advisory Council (EAC), to draw on their wisdom and advice. He started off the special two-day retreat by providing the group of national thought leaders with their formal charge—to provide the Board of Directors and executive director a series of recommendations to help move the organization, and broader character education movement, forward. Diane Berreth, who chairs the EAC, led and facilitated subsequent sessions.

The retreat was very productive and led to several formal recommendations that were presented to the Board in June. Among other things, they recommended that CEP improve its Web site and strengthen the annual National Forum on Character Education. The group also embraced the concept of a Leadership Academy for educators. The CEP Board supported all of the recommendations from this group of key educational advisors.

## CEP'S BOARD MEMBERS



Jeff Cordes



Marvin Berkowitz



Robert Franklin



John Casey



Maryanne Lavann



# Leadership



Diane Berreth  
*Chair*

## CEP'S EDUCATION ADVISORY COUNCIL

Diane Berreth, *Chair*  
Victor Battistich  
Kathy Beland  
Maurice Elias  
Avis Glaze  
Tom Lickona  
Paula Mirk  
Linda Morris  
Jacqueline Norris  
Larry Nucci  
Clifton Taulbert  
Philip Vincent

## SPECIAL BOARD RETREAT

In June of 2007, the Chairman of the Board of Directors led a special retreat to focus exclusively on CEP's organizational goals and objectives. He called the meeting as a follow-up to the excellent work done by the Long Range Planning Committee and Education Advisory Council. Furthermore, he wanted the Board to review the findings of the executive director's independent survey of all Board and staff members on top organizational priorities. The retreat led to the senior CEP leadership deciding that the organization must focus primarily on three main priorities over the next 12-18 months: (1) strengthening the annual National Forum on Character Education; (2) moving ahead with plans to improve the CEP Web site to better assist educators in the field; and (3) developing a diversified revenue plan to ensure long-term financial stability for the organization.

## FOLLOW-ON CEP STAFF RETREAT

Several intentional steps were taken by the CEP leadership over the course of the year to provide overarching strategic guidance to the executive director and senior staff. Many of those steps are described above—the ad hoc committee on performance virtues, the long range planning committee's findings and recommendations, two special retreats. Accordingly, the executive director held a special off-site retreat for CEP staff to review all strategic guidance and develop execution plans for the team to use as its operational roadmap for the next year. The intent was to help ensure everyone was in lockstep with the direction the organization was headed, and that the entire team was clear on goals, objectives, and timelines.

## FUNDAMENTAL BELIEFS

In 2007, senior CEP staff and several Board members jointly developed a succinct summary of key points that define our organization's fundamental beliefs, list how we help advance the character education movement in our nation, and summarize many of the positive effects of quality character education. The project was done to help ensure that all members of the CEP leadership team, all staff and other key constituents speak with a single voice regarding these important areas.

## CEP'S BOARD MEMBERS



Tom Lickona



Darrell Luzzo

## PHOTOS NOT AVAILABLE

Dennis Bakke  
John McGillicuddy  
Robert Woodworth

## BOD MEMBER IN THE NEWS

During 2007, everyone at CEP was thrilled with the news that Board member Robert Franklin was selected to be the new President of Morehouse College. Earlier in the year, Dr. Franklin published a new book, *Crisis in the Village: Restoring Hope to African American Communities*. The remarkable book identifies the crises in the anchor institutions that have played key roles in the black struggle for freedom — black families, the black church and historically black colleges and universities — and how they must address the rising rates of father absence, births to unmarried parents, divorce, and domestic abuse or relationship violence. The CEP staff and Board of Directors wish Dr. Franklin great success as President of Morehouse College.

## STAFF GUIDELINES

The CEP office had a major staff turnover in 2007. Several personnel departed to pursue other opportunities. Fortunately, they were replaced by talented and passionate professionals with rich backgrounds in education. To improve overall efficiency and management within the office, a series of administrative guidelines were developed for all personnel to refer to when at work. The guidance provides basic tips on everything from written correspondence to the importance of understanding customer service.

## MCGRAW-HILL AND LOCKHEED MARTIN HOST MEETINGS

The January CEP Board of Directors meeting was hosted by McGraw-Hill corporate headquarters in New York City, thanks to Mr. Henry Hirschberg, whose term on the CEP Board ended in 2007. In March, Ms. Maryanne Lavan hosted the spring Board meeting and the special Board retreat the day before, at the Bethesda offices of Lockheed Martin. Our organization is thankful to the generous support of both organizations.

## EDUCATION ADVISORY COUNCIL CHARTER UPDATE

One additional outcome from the special Education Advisory Council retreat described earlier was a complete review and update of the Council's charter. Several areas were clarified and strengthened. New language was added to summarize the intended purpose of the advisory body. Minor changes were also made regarding nomination procedures and term lengths. Also, new areas were added, such as a requirement for an annual report to the CEP Board. The modified charter was approved by the Board of Directors.

## CEP'S NATIONAL LEADERSHIP COUNCIL

David M. Abshire  
Norman R. Augustine  
Zbigniew Brzezinski  
Barbara Bush  
Stephen L. Carter  
Stephen R. Covey  
William H. Danforth  
Archie Dunham  
George H. Gallup, Jr.  
Robert W. Galvin  
Earl G. Graves  
J. Barry Griswell  
Walter Isaacson  
William S. Kanaga  
Peter S. Lynch  
Harold McGraw, III  
John E. Pepper  
Colin L. Powell  
Richard W. Riley  
Joyce Rumsfeld  
Ralph W. Shrader  
John M. Templeton, Jr.  
Kathleen Kennedy  
Townsend  
James S. Turley  
G. Richard Wagoner, Jr.  
William H. Webster  
Clifton Wharton, Jr.  
Roy L. Williams

# Professional Development



Merle Schwartz  
*Director of Education  
and Research*

## **T.E.A.M. INITIATIVE IN CHICAGO**

CEP worked with six high schools in the north shoreline area of Chicago as part of the T.E.A.M. (Teach, Empower, And Model) initiative, supported by the Charmm'd Foundation. This comprehensive, multi-year project included a Leadership Institute for the steering committees, six Principal Academy sessions, and six Mini-Skills workshops. CEP trained two local coaches to regularly visit the schools and assist with their progress. Every school designated two on-site educators to take the role of Mentor, and CEP assisted with their development. By June 30th, all schools started baseline data collection, and drafted three-year strategic action plans. CEP's director of education and research is the project director.

## **UAW/GM-SPONSORED INITIATIVE**

The UAW-GM Center for Human Resources (CHR) funded a character education initiative for seven schools in the Detroit-Pontiac area. Included in this initiative was one high school, two middle schools and four elementary schools. A local coach was trained to assist the schools in building action plans, collecting baseline data and moving forward. CEP worked with these urban schools and their unique needs to design professional development opportunities and offer leadership training for their steering committees. The work was completed in August, after a culminating Curriculum Integration Institute where teachers focused on integrating their academic curriculum with core values and appropriate ethical themes.

## **IMAGINE CHARTER SCHOOLS**

CEP had agreements to deliver a number of one and two-day training seminars on the Eleven Principles of Effective Character Education to occur in schools located in Ohio, Arizona, and the Detroit Imagine Charter School region. In addition, CEP is working with Imagine Schools to submit a three-year research proposal that, if supported, would look at the degree of support that is necessary for schools to implement effective character education.

## **HARRISON FOUNDATION**

CEP, in partnership with the Northeast Georgia RESA (Regional Education Service Agencies), Kennesaw State University, and the Barrow County Schools, will be participating in an initiative geared to prepare teachers in two schools to design, implement, evaluate, and improve character education and achievement. The project is aimed at supporting exemplary character development initiatives with high quality, proven strategies. These "demonstration sites" would then support possible expansion within the regional agency, and hopefully throughout the state of Georgia.



# Professional Development

## FEDERAL GRANT WORK

CEP professional development was included in two federal government grant proposals that were accepted and had planning years during FY07. These grants were in the Pioneer Regional Education Service Agency service area in northern Georgia and in Pinellas County, Florida.

During the year, two days of professional development and consultation were provided to the Georgia group as part of the School Transformation Character Through the Arts Leadership Conference. Dates were set for fall 2007 school site professional development.

On May 30-31, 2007, CEP conducted a Leadership Institute for 100 participants from the Pinellas County schools, representing six different schools. Dates were planned for additional training work with 12 more schools over a three-year period.



Dr. Merle Schwartz leads a training session in Detroit.

## CEP TRAINING OF TRAINERS

CEP conducted a special “Train the Trainers” seminar in February for six very qualified professionals who were interested in becoming CEP adjunct trainers on the 11 Principles of Effective Character Education. The training program was the first stage in a two-pronged approach to preparing additional CEP trainers. After completion of the intense 5-day training, including observation of a live training session, the trainees were invited to apprentice at several scheduled training institutes with the director of education and research. At the time of this writing, two of the six candidates went on to help conduct professional development for CEP.

## GENERAL PROFESSIONAL DEVELOPMENT

CEP also conducted three general Institutes on the Eleven Principles of Effective Character Education during the year. One was held in conjunction with the National Forum on Character Education; another was held at The Washington Times corporate headquarters building in Washington, DC; and a third was conducted at the Jefferson School District Character Education Conference in Milwaukee. Each institute was well-received and attended, and resulted in additional training Seminar bookings for individual schools.

# National Schools of Character



Janice Stoodley  
*Director of National Schools of Character*



Lara Maupin  
*Coordinator of National Schools of Character*

## BY THE NUMBERS

### National Schools of Character

- 10 Winners
- 133 Applications
- 13 States Schools of Character
- 30 SSOC Awards

### Promising Practices

- 130 Promising Practices Awards
- 206 Applications
- 140 Schools and districts

## RECORD YEAR FOR NATIONAL SCHOOLS OF CHARACTER

CEP has been expanding the very successful National Schools of Character (NSOC) program to branch out into individual states. By year's end, we had 13 State Schools of Character (SSOC) participating. This new tiered approach has proven to be highly successful.

These State Schools of Character formally recognized over 30 schools and districts in their respective states this year for excellence in character education. They used the same scoring criteria as the NSOC criteria and sent forward their top nominees to compete at the national-level. In fact, most participating states had a national finalist.

The state-level involvement in character education helped increase the total number of NSOC applications to 133 for the year, the most ever received in the history of the NSOC program. In addition, the SSOC project helped increase the number of schools and districts sharing best practices.

## ONLINE LIBRARY OF NSOC LESSON PLANS CREATED

For the first time, this past year we asked every National Schools of Character winner to submit a character education lesson plan that we could share with other educators. The lessons were posted on CEP's Web site, creating a library of lessons that used a common, user friendly format.

The library will continue to grow each year, as CEP continues its efforts to share best practices of the National Schools of Character with additional practitioners across the nation.



Students at Radix Elementary, a 2007 NSOC winner, beautify their school by planting trees.



School Pride Parade at Skyview Elementary School, a 2007 NSOC winner, generates lots of enthusiasm.

# National Schools of Character



A morning news show provides a focus for collaborative character education efforts at Heritage Elementary, a 2007 Promising Practice Award winner.

## SEARCHABLE DATABASE OF PROMISING PRACTICES

This past year we also organized individual Promising Practices according to the Eleven Principles of Effective Character Education, both in print and online. Descriptions of the winning practices from the NSOC publication were put on CEP's Web site in a new format, allowing practitioners to search by principle, topic, or grade level. In the next phase, descriptions of the practices will appear online in our new searchable database. More importantly, the database will continue to grow each year, becoming a valuable resource for teachers.

## BANNER YEAR FOR PROMISING PRACTICES

In 2007, Over 100 schools and districts from around the United States as well as from Canada, Mexico, and Singapore will receive 130 Promising Practices awards. This year, CEP received 206 applications from 140 public and private schools and districts. Winning practices included creative ways to encourage positive relationships, recognize students for good behavior, and offer students opportunities to give back to their schools and communities. Winners will be honored at an awards breakfast at the National Forum on Character Education and given the opportunity to share their practices following the ceremony.

## 2007 NSOC WINNERS

Birmingham Covington School  
Boys Town High School  
Fairbrook Elementary School  
Memorial Middle School  
Newport Mill Middle School  
Pine Point School  
Pinellas County Schools  
Radix Elementary School  
Sacred Hearts Academy  
Skyview Elementary School

## 2007 NSOC FINALISTS

Alhambra Elementary School District  
Arlington Traditional School  
Chesterfield Elementary School  
Colonel John Robinson Elementary School  
Gillette Road Middle School  
Hartington Public School  
Heron Creek Middle School  
Hinsdale Central High School  
Malcolm Price Laboratory School  
Orinda Intermediate School  
Peters Township Elementary and Middle Schools  
South Newton Elementary School  
Waterloo Middle School  
Westminster East Middle School  
Westwood Elementary School

# National Forum on Character Education



Rebecca Sipos  
*Director of  
Communications*

## 13TH FORUM ON CHARACTER EDUCATION

The 13th National Forum in Character Education was held in the Washington, DC area. It brought together national leaders in character education, classroom practitioners, researchers and others from all across the country. The theme for Forum, that included 800 attendees, was “From Positive Character Development to Academic Achievement: Challenges and Successes.”

The conference featured five wonderful keynote speakers, to include Former Secretary of Education, Richard Riley, who helped present the National Schools of Character awards following his comments. Additionally, there were over 75 individual breakout sessions offered to all participants, each one targeted at a different aspect of effective character education in classrooms.



Chairman Emeritus Sandy McDonnell and Executive Director Joe Mazzola join with the happy winners from Zane North Elementary School.



# National Forum on Character Education



**Chairman Emeritus Sandy McDonnell congratulates Dr. Marvin Berkowitz on winning the Sandy Award at the 13th National Forum on Character Education.**



**Lisa Greevas**  
*Coordinator of Communications*



**Iris Wyatt**  
*Database Manager*

## **DR. MARVIN BERKOWITZ RECOGNIZED**

Following the formal opening keynote of the National Forum on Character Education, and in keeping with tradition, the annual Sanford McDonnell Award for Lifetime Achievement in Character Education was presented. The prestigious recognition, named in honor of a man who has dedicated his adult life to quality character education in America's schools, was awarded most appropriately to Dr. Marvin Berkowitz, one of our nation's most heralded authors, scholars, educator and leaders in the field of character education. His remarkably successful Leadership Academy, which is targeted at school principals, is just one example of the positive and profound impact he has made in transforming the culture and climate in America's schools.

## **SPRINT FOUNDATION — TITLE SPONSOR FOR 14TH FORUM**

During 2007, CEP received the wonderful news that the Sprint Foundation would be title sponsor of the 14th National Forum on Character Education. Their generous support will help take our annual event to the next level, in an effort to better serve educators from across the country.

We are delighted to work with the Sprint Foundation as a CEP partner. They share our commitment to developing young people of good character who grow up to be caring and responsible citizens for our nation. They are working on several initiatives to help with positive youth development.





# Advocacy & Leadership



## NSOC IN USA TODAY

In February of 2007, a National Schools of Character winner was featured in *USA Today* newspaper. The article was co-authored by Dr. Charles Haynes and Dr. Marvin Berkowitz. It focused primarily on the transformation of Ridgewood Middle School in Arnold, MO, where a comprehensive character education initiative was introduced and woven into the school culture. The change, coupled with outstanding leadership, led to a remarkable “worst to best” turnaround. Academic achievement, school pride, teacher and staff morale, and parental involvement all skyrocketed. Referrals, major disciplinary problems and absenteeism rates all plummeted.

In addition to being named a National School of Character, Ridgewood was also recognized as one of Missouri’s Top 10 Most Improved Schools. This exemplar school is just one of many amazing case studies we see with our National Schools of Character—all of them, in their own unique way, continue to demonstrate the power and positive results of a well-led and comprehensive character education initiative.



## NSOC IN EDUCATION NEXT JOURNAL

The Spring 2007 issue of *Education Next* also put character education and the National Schools of Character program in the spotlight. The feature article in that issue was called “From Aristotle to Angelou: Best Practices in Character Education.” It was written by Paul J. Dovre, President Emeritus of Concordia College in Moorhead, MN.

President Dovre concluded his outstanding article by saying “So far, character education programs that are carefully designed and implemented appear to be succeeding. Undeterred by philosophical disputes on the one hand, and the preoccupation with academic achievement on the other, character education finds its strength at the grass roots, in those individual schools and communities where teachers, administrators and citizens initiate programs designed to improve civility and citizenship—legitimate goals in their own right.”

## ADVOCACY LETTERS TO CONGRESSIONAL LEADERS

In January of 2007, following mid-term elections, there was a turnover of leadership in the Congress of the United States, both the House and Senate. As such, the CEP leadership decided to send personal advocacy letters to all committee chairs and minority representatives in both chambers, as well to the most senior leaders in both the Senate and House. A total of 56 individual letters were sent to our senior legislative leaders. The letters concluded by asking each elected official to “help get America back on track by making strong character education a major part of your agenda and legacy.”

# Advocacy & Leadership

## MEETING WITH SECRETARY OF EDUCATION

During this past year, three members of the CEP leadership team met with US Secretary of Education, Margaret Spellings, and senior members of her staff. The three individuals from CEP were Sandy McDonnell, Chairman Emeritus, Governor Frank Keating, Vice Chairman of the Board, and Joe Mazzola, Executive Director. The discussion at the meeting revolved around how CEP and the work we've supported could possibly be used to help the Department of Education achieve its strategic goals. CEP officials also discussed the findings of the Smart and Good High Schools Report and the importance of academic integrity in our nation's schools.



Sandy McDonnell, Secretary Spellings, Frank Keating and Joe Mazzola.

## STATE-LEVEL ADVOCACY AND SUPPORT

During the course of the year, CEP also helped advocate and support character education at the state and local levels. The executive director testified before the Maryland House of Delegates to support a proposed legislative change that would provide dedicated funding to support character education in schools throughout the state. He and other staff also attended State Schools of Character recognition functions to acknowledge the marvelous leadership and work being done by dedicated educators.

Staff members participated in various conferences and workshops throughout the country and in Canada. The executive director also met with senior leaders of other organizations to help foster and strengthen partnerships and ongoing support to help further the broader character education movement in our nation.



Lee MacVaugh  
*Director of  
Fundraising*



Linda Smalls  
*Accounting Manager*

## **NEW ENDOWMENT ESTABLISHED**

Under the leadership of Board member Dick Pieper, CEP established an endowment fund during the past year. It will help ensure the organization's long-term future by providing funding support through a variety of options—bequests, donations, grants, charitable gift annuities, insurance trusts and more.

Within weeks of the Board's approval of the new endowment, CEP received bequests from Mr. Randy McDonnell, Board members Charles Haynes and Diane Berreth, Chairman Emeritus Sandy McDonnell, Board Chairman David Fisher, Executive Director Joe Mazzola, and the Board member who made the endowment possible, Dick Pieper.

The endowment marks a significant advancement for CEP. It will help provide a sound basis for continuing support, thus ensuring that we have a more secure future. This longevity will enable us to further our noble mission of developing young people of good character who become responsible citizens, caring parents, and productive workers.

## **FY07 AUDIT RESULTS**

During the past year, CEP received an independent audit report. The audit firm came up with three minor findings. Corrective action was taken immediately in response to all three findings. The Board's Audit and Finance Committee, led by CPA Chuck Baker, reviewed and approved the complete audit report and all corrective actions. The Board of Directors subsequently approved the corrective measures and each item was closed.

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**CEP is dependant upon private financial support to ensure national leadership and oversight of effective character education across our country.**

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# Finances

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Character Education Partnership  
**BALANCE SHEET AS OF JUNE 30, 2007**

Total Current Assets	\$2,416,310
Total Property and Equipment	\$23,848
Total Other Assets	\$712,127
<b>Total Assets</b>	<b><u><u>\$3,152,285</u></u></b>
Total Current Liabilities	\$122,369
Total Fund Balance / Equity	\$3,029,916
<b>Total Liabilities &amp; Fund Balance</b>	<b><u><u>\$3,152,285</u></u></b>

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**PROFIT & LOSS STATEMENT FOR FISCAL YEAR ENDING JUNE 30, 2007**

<b>REVENUE:</b>	<b><u>\$1,988,422</u></b>
Contributions & Sponsorship	\$734,247
Released Contributions	\$808,155
Other Revenue	\$446,020
<b>EXPENSES:</b>	<b><u>\$1,850,805</u></b>
Core Restricted Programs	\$1,294,144
Unrestricted Programs	\$556,661
<b>NET INCOME GAIN / (LOSS)</b>	<b><u><u>\$137,617</u></u></b>
revenue less expenses	

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# CEP at a Glance

The Character Education Partnership is a nonpartisan, nonsectarian coalition of business, labor, educational and community organizations.

We advocate character education as a powerful instrument for teaching responsibility, ethics, compassion and tolerance to young people and to help with positive cultural changes in schools.



Former Sandy Award winner, Hal Urban, congratulates 2006 winner Marvin Berkowitz.

## MISSION:

CEP is dedicated to developing young people of good character who become responsible and caring citizens.

## FUNDAMENTAL BELIEFS:

- Character Education is essential.
- Character Education must be comprehensive throughout the school.
- Character Education is very effective when done right.
- Character Education should be a core mission of all schools.
- Character Education reinforces what is taught in homes, worship centers, communities.

## HOW CEP ADVANCES THE CAUSE:

- Our National Forum on Character Education
- Our professional development/training seminars and institutes
- Our National Schools of Character recognition program
- Our professional publications
- Our online resource center
- Our leadership establishing State Schools of Character
- Our work to influence character education policy
- Our partnerships with other agencies

## POSITIVE EFFECTS OF QUALITY CHARACTER EDUCATION:

- Improved school culture and climate
- Improved behavior by students
- Improved sense of belong
- Improved identification/attachment to school
- Improved problem solving skills
- Healthier attitudes toward risky behaviors
- Improved academic performance
- Improved social and moral thinking
- Reduced violence
- Reduced drug/substance use
- Improved emotional competency







CHARACTER  
EDUCATION  
PARTNERSHIP

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