

CharacterPlus®

■▲● CREATING A WORLD WHERE CHARACTER IS UNIVERSAL



characterplus.org



CharacterPlus is the world's longest-running and largest community-wide character education initiative in the country.



CharacterPlus®

■▲● CREATING A WORLD WHERE CHARACTER IS UNIVERSAL

OUR HISTORY:

Founded in 1988 by Sanford (Sandy) N. McDonnell, Chairman Emeritus of the McDonnell Douglas Corporation, and a small group of dedicated superintendents, CharacterPlus is now the world's longest-running and largest community-wide character education initiative in the country.



OUR MISSION: Promote positive character development in young people by partnering with schools, families, and communities to provide character education evidence-based processes, expert support, and professional resources.

WHAT WE DO: CharacterPlus empowers the next generation of leaders, inspiring them to be compassionate people of integrity. We provide the evidence-based approaches and character, social, and emotional best practices that help educators create a caring, high-achieving school culture.



+50 DISTRICTS



+500 SCHOOLS



+16,000 TEACHERS



+400,000 STUDENTS

OUR TEAM: The Programming Team includes ten doctorate-level school educators, professors, principals, and administrator character education experts. The majority of the CharacterPlus team has led schools to State and National Schools of Character acclaim.

OUR IMPACT: CharacterPlus was awarded multiple federal research grants to develop, study, implement, and measure the impact of character education processes in school settings. Those grants provided data that showed when CharacterPlus processes were implemented with fidelity, schools reflected:

- ✓ IMPROVED ATTENDANCE
- ✓ LOWER DISCIPLINE REFERRAL RATES
- ✓ HIGHER SCORES ON STANDARDIZED TESTS
- ✓ CULTURE AND CLIMATE SURVEYS THAT INDICATE STUDENTS FEEL A GREATER SENSE OF AUTONOMY, BELONGING, AND COMPETENCE
- ✓ 5% HIGHER ACT SCORES
- ✓ RENEWED TEACHER SENSE OF PURPOSE
- ✓ INCREASED SENSE OF SCHOOL COMMUNITY

A SNAPSHOT OF OUR PROGRAMS

THE CHARACTERPLUS WAY® (CPW)

CPW is an evidence-based, three-year process resulting in whole-school transformation by improving students' pro-social behaviors, which helps develop healthy, positive relationships among peers and adults as well as increased academic success. Students and staff also demonstrate core values (respect, integrity, perseverance) and a strong sense of safety and belonging.



TEACHER ACADEMY IN CHARACTER EDUCATION (TACE)

TACE is a year-long cohort led by experts in the field of SEL and Character Education. Teachers are empowered with an understanding of why character education is critical. They are also given the tools they need to transform their classrooms into collaborative learning communities where everyone is both valued and challenged academically.



EQUITY & JUSTICE ACADEMY IN CHARACTER EDUCATION (EJACE)

EJACE is a year-long cohort experience designed for school leadership and student teams to look deeply at elements of school culture through the lens of equity and justice, developing outcomes where students, family, and staff members feel safe, welcomed, and valued.



ATHLEADERSHIP ACADEMY IN CHARACTER EDUCATION (AACE)

AACE provides character education skill-building for NCAA and high school athletes. Each participating school selects student-athletes from every sport to attend training and become AthLEADers who help guide their teammates to success on and off the playing field.



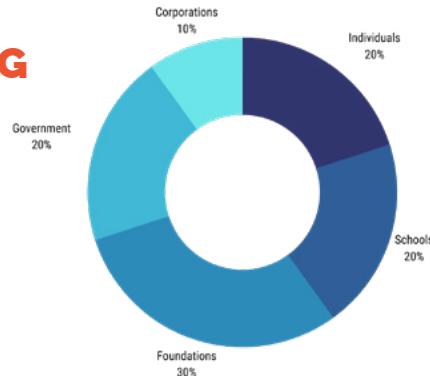
DISTRICT LEADERS ACADEMY IN CHARACTER EDUCATION (dLACE)

dLACE develops Chief Character Officers for school districts. These leaders learn to use character education essentials as part of school improvement practices district-wide to ensure a comprehensive, intentional, and proactive approach to student development.



OUR FUNDING

- Individuals 20%
- Schools 20%
- Foundations 30%
- Government 20%
- Corporations 10%



HELP US

CONTINUE TO
CREATE A WORLD
WHERE CHARACTER
IS UNIVERSAL THROUGH
OUR EVIDENCE-BASED
PROGRAMS

CharacterPlus®

■▲● CREATING A WORLD WHERE CHARACTER IS UNIVERSAL

"This program brings back the heartbeat of teaching and equips us to develop the whole child."

"This program gives me the motivation and resources to be my best self for my students."

"This work reinforces how important character is for our students."

"This academy has helped my students' engagement in the classroom go through the roof."



Catherine Johnson
Brittany Woods Middle School



Korrin McDonald
Busch Middle School of Character



Adrienne Fox-Ray
Westchester Elementary



Emilee Madlinger
North Kirkwood Middle School

— WHAT TEACHERS SAY ABOUT TEACHER ACADEMY IN CHARACTER EDUCATION —



CharacterPlus Way

One of our processes, CharacterPlus Way, uses data for ongoing assessment, monitoring, and refinement to create a comprehensive and sustainable framework with proven results of increasing test scores and academic achievement while decreasing disciplinary incidents. This process and its results have been nationally recognized by CASEL.



NATIONAL LEADER

Missouri leads the country in the most recognized National Schools and Districts of Character. More than 25% of the National Schools of Character are affiliated with CharacterPlus.

CharacterPlus® is a 501c(3) organization

2025 Craigshire Road Ste 150 | St. Louis, Missouri 63146

info@characterplus.org | 314.665.1292 | EIN 20-5696782 | characterplus.org

