



I have been using Words of Wisdom for the last 7 years. In all schools that I have worked, the teachers and students have enjoyed the program and the messages.

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Executive Summary

Since 1992, Project Wisdom has been providing schools with character education materials that encourage students to reflect upon the meaning of civic and personal values and the application of those values in their daily lives. The centerpiece of the program is a collection of thought-provoking messages designed to be read over the PA or in-house television system.

In August of 2005, after a one-year pilot, the company launched a subscription-based online service called the Project Wisdom Educator Resource Site (ERS). It was created in response to feedback from educators. Client schools were requesting more materials to supplement their Project Wisdom libraries. Specifically, they requested more broadcast messages and classroom materials such as lesson plans. Problems with low teacher morale prompted a decision to also include a weekly morale booster titled “Just For You.” These morale boosters are delivered weekly during the school year by email to all registered users. To further encourage educators, a feature called “Teacher Story” was incorporated. Registered users submit personal stories to support and uplift other teachers. These stories are published on the site during the school year.

As part of our commitment to understanding the effectiveness of our program, we continue to engage in a scientifically based evaluation process. This particular evaluation examines the effectiveness of the Educator Resource Site, and supplements a previous evaluation completed in 2004 which examined the Project Wisdom library of broadcast messages and reproducible components. The entire 2004 evaluation can be found at www.projectwisdom.com.

To evaluate the effectiveness of the Educator Resource Site, Project Wisdom engaged the services of an independent program evaluator. Dr. Manke is a professor at California State University, Long Beach, and has over 16 years of evaluation experience with organizations serving children and families. (See Appendix A.)

We deployed a Web-based survey during the spring of 2008. This Web-based survey tapped a variety of issues, including effectiveness of the Just For You morale boosters, program implementation, and satisfaction with the features of the site as well as the site itself. In total, there were 22 questions on the survey; most were designed to be rated on a five-point scale (1 = not at all, 2 = a little bit, 3 = somewhat, 4 = quite a bit, 5 = very much).

Approximately 25,000 registered users of the Project Wisdom Educator Resource Site were invited to participate. The respondents totaled 1,860. More than half were teachers (64%) followed by counselors (7%) and principals (6%). The majority of people who responded had been using the ERS for one year or less. School types included elementary (56%), middle/junior (30%), high (11%), and other (3%). The remainder of respondents (23%) included assistant principals, administrative personal, librarians, and others. It is important to remember that there are actually fewer senior high schools across the country, as compared to middle and elementary schools.

Key Findings from Evaluation

- 99% indicate they enjoy receiving the weekly morale boosters.
- 92% indicate they enjoy reading the Teacher Story.
- 91% indicate they enjoy the special-topic ERS broadcast messages.
- 97% indicate an overall satisfaction with this online service.
- 96% of all principals indicated they would recommend this site.
- Materials offered on the ERS are being used in advisory, homeroom, and character education classes; in the discipline process; during counseling sessions and other academic classes.