Introduction:

To help schools make informed decisions about the purchase and implementation of Project Wisdom character education products, we have evaluated our products with the assistance of a third-party program evaluation consultant. The results of these evaluations show that Project Wisdom is scientifically researched based and are available to the public on our website. We know that many schools are under increasing pressure to demonstrate the effectiveness of all educational programs in their specific schools. That is, educators must document that programs like Project Wisdom have a concrete, identifiable, positive impact on the students attending their schools. Further, this call for increased accountability and transparency is often directly tied to future funding; that is, schools are being told to validate their programs or lose their funding.

On the following pages, we provide four assessment tools that can be used to evaluate Project Wisdom and the effects it has on your students and staff. Specifically, we include a school problems inventory, a staff survey, a student survey, and a parent opinionnaire. It is important to note that we worked with a third-party program evaluation consultant to develop these tools, paying close attention to issues of question clarity, appropriate response scales, and content coverage.

We believe that the information you collect with these assessment tools can be used to:

- **Report to stakeholders.** Information can be used to respond to parents, school boards, and other stakeholders about how Project Wisdom affects your school, staff, and students.

- **Pinpoint most effective program practices and identify areas for improvement.** Knowing what staff, students, and parents think can help you refine program implementation as necessary to best meet the needs of all students. The information you collect with these assessment tools may also help you identify problem areas at your school.

As you use these assessment tools, there are a couple of things to keep in mind:

1. We provide four different assessment tools as we believe it is important to collect information from multiple sources. Staff, students, and parents have very different perspectives and what is
Practical Assessments

Introduction

important to one group of people may be less important to another. Further, school records add something entirely unique. To get a comprehensive picture of how Project Wisdom affects your school, we recommend that you use all of these assessment tools. Having said that, we recognize that due to limited time and resources, it may be necessary to start with one assessment tool and add other ones at a later date.

2. To get a clear picture of how Project Wisdom affects your school, you will want to collect information at multiple time points. Being able to see, for example, improvements in students’ attitudes and behaviors over time (before program implementation versus after program implementation) is the best evidence for the program’s impact.

3. Remember that other educational programs that you are using at your school may also contribute to improvements in students’ behaviors and the climate of the school. Without randomized, controlled experiments (which are expensive and time consuming) it is impossible to tease apart the relative contributions of each program that you are using.

4. To increase the likelihood that respondents are giving you honest answers to the questions, it will be important to ensure that their responses are anonymous. This can be done by asking staff, students, or parents NOT to write their names on the forms.
One way to assess the impact of Project Wisdom is to examine school records before and during the implementation of the program. Tracking student behaviors and school problems over time allows you to see whether and how things improve as a result of using the program. Although we are confident that many of the positive changes you will see are due to the use of Project Wisdom, it is important to recognize that other programs you are using may also contribute to improvements in students’ behaviors.

To make the best use of this inventory, you will want to collect baseline data before the implementation of Project Wisdom and then compare it with data collected one, two, and three years into the program. "No" represents the actual number of students/staff. The percent symbol "%" represents the percentage of students/staff in the school.

<table>
<thead>
<tr>
<th>Item</th>
<th>Before Using Program</th>
<th>After One Year</th>
<th>After Two Years</th>
<th>After Three Years</th>
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<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
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<tr>
<td><strong>Student Information:</strong></td>
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<td>Student absences</td>
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<td>Student dropouts</td>
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<td>Bullying/Teasing</td>
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<td>Overall discipline referrals</td>
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<tr>
<td>Suspensions</td>
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<td>In-school suspensions</td>
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<tr>
<td>Other:</td>
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<td><strong>Staff Information:</strong></td>
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<td>Staff absences</td>
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<tr>
<td>Staff/Teacher dropouts</td>
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Dear Staff:

In an effort to continually improve educational programming at our school, we are seeking your opinion about the character education program Project Wisdom. As you know, there are three components to the program:

1) For the campus: Library of daily broadcast messages (Words of Wisdom)
2) For the classroom: Educator Resource Site (online access to character education materials)
3) For educators: Morale boosters (Just For You weekly email to all registered users)

We are interested in getting your honest opinions about each component. To ensure anonymity, we ask that you do not write your name on this form. Remember, there are no right or wrong answers, just opinions.

Component 1: Project Wisdom daily Words of Wisdom:

I believe the Words of Wisdom . . .

1. Affect the school climate in a positive way.
   - not at all  a little bit  somewhat  quite a bit  very much

2. Have a positive effect on the morale of teachers and staff.
   - not at all  a little bit  somewhat  quite a bit  very much

3. Stimulate student conversation about character issues.
   - not at all  a little bit  somewhat  quite a bit  very much

4. Increase student self-awareness (e.g., more aware of their choices, strengths, weaknesses).
   - not at all  a little bit  somewhat  quite a bit  very much

5. Increase student social awareness (e.g., more aware of others; of what is going on around them).
   - not at all  a little bit  somewhat  quite a bit  very much

   - not at all  a little bit  somewhat  quite a bit  very much

7. Improve student relationship skills (e.g., more respectful with others; kinder, more tolerant).
   - not at all  a little bit  somewhat  quite a bit  very much

8. Improve student responsible decision-making (e.g., making better choices, more responsible with schoolwork).
   - not at all  a little bit  somewhat  quite a bit  very much

9. Decrease incidents of bullying and/or teasing.
   - not at all  a little bit  somewhat  quite a bit  very much

10. Compliments our academic program.
    - not at all  a little bit  somewhat  quite a bit  very much
Component 2: Project Wisdom’s online Educator Resource Site collection of lesson plans:

Are you registered for the schoolwide subscription?  Yes  No

Have you implemented the Project Wisdom lesson plans in your classroom (choose the one answer that best describes your situation)?

_____ I am currently implementing these lesson plans in my classroom.
_____ I have implemented these lesson plans in the past but am not currently using them.
_____ I have never implemented these lesson plans in my classroom.

If you have ever implemented the lesson plans, please answer the following questions.

I believe the Project Wisdom lesson plans . . .

1. Encourage critical thinking.
   not at all  a little bit  somewhat  quite a bit  very much

2. Generate meaningful discussion about issues of character, ethics, and/or social and emotional competencies.
   not at all  a little bit  somewhat  quite a bit  very much

3. Are easy to implement because the format is consistent, only the themes change.
   not at all  a little bit  somewhat  quite a bit  very much

4. Deal with issues and life skills (e.g., goal-setting, punctuality, adaptability, responsibility, media literacy) I believe are important for a student’s success.
   not at all  a little bit  somewhat  quite a bit  very much

5. Increase awareness of personal responsibility (e.g., responsibility for choices made and subsequent consequences, for schoolwork, for behavior).
   not at all  a little bit  somewhat  quite a bit  very much

6. Compliments our academic program.
   not at all  a little bit  somewhat  quite a bit  very much

Component 3: Weekly Just For You morale boosters delivered via email to all registered users:

Do you receive and read the weekly morale boosters (choose the one answer that best describes your situation)?

_____ I receive and read the weekly morale boosters.
_____ I receive the weekly morale boosters but rarely read them.
_____ I am not receiving the weekly morale boosters.

1. I enjoy receiving the weekly Just For You morale boosters.
   not at all  a little bit  somewhat  quite a bit  very much
2. I enjoy reading the teacher stories written by educators for educators.  
   not at all  a little bit  somewhat  quite a bit  very much

3. These features of the Project Wisdom program have offered me encouragement.  
   not at all  a little bit  somewhat  quite a bit  very much

4. Receiving weekly, featured lesson plans helps me implement character education in my classroom.  
   not at all  a little bit  somewhat  quite a bit  very much

Do you have a story to share about how Project Wisdom has had a positive impact?
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Suggestions for improving the program?
____________________________________________________________________________
____________________________________________________________________________
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____________________________________________________________________________
Dear Student,

The Words of Wisdom that you hear over the PA system or in-house television system at school are part of a program called Project Wisdom. We would like to get your honest feedback about the program so that we can continue to improve the educational experiences for all students at our school. To ensure that your answers are anonymous, we ask that you do not write your name on this form. Remember, there are no right or wrong answers, just opinions.

I am ________ male __________ female

<table>
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<tr>
<th>Please respond to the following statements:</th>
<th>(1) never</th>
<th>(2) rarely</th>
<th>(3) sometimes</th>
<th>(4) usually</th>
<th>(5) always</th>
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<tbody>
<tr>
<td>1. I listen to the Project Wisdom Words of Wisdom.</td>
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<td>2. I share the Words of Wisdom with my family.</td>
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<td>3. I have put the Words of Wisdom into action (e.g., been more responsible, helpful, kinder).</td>
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<td>4. I have shared the Words of Wisdom with a friend.</td>
<td>(1) no way</td>
<td>(2) I don't think so</td>
<td>(3) maybe</td>
<td>(4) I think so</td>
<td>(5) definitely</td>
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<td>5. The Words of Wisdom have inspired me to do better with my schoolwork.</td>
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<td>6. The Words of Wisdom have helped me control my emotions.</td>
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<td>7. The Words of Wisdom make me think.</td>
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<td>8. Listening to the Words of Wisdom calms me.</td>
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<td>9. I think it’s good that someone cares enough to share these Words of Wisdom with us.</td>
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<td>10. I am more aware of the feelings of others because of listening to the Words of Wisdom.</td>
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<td>11. I’ve made wiser choices because of the Words of Wisdom.</td>
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<td>12. It’s important to stop and think about how we treat one another.</td>
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<td>13. The Words of Wisdom have made our school a nicer place.</td>
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<td>14. If people would take more time to talk about what it means to be a respectful and responsible person, the world would be a better place.</td>
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<td>15. If more people understood that their choices determine their future, they would be more successful.</td>
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<td>16. I like the opportunity to talk about issues such as honesty, respect, fairness, and compassion.</td>
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<td>17. I’ve learned about different races, religions, and cultures because of the Words of Wisdom.</td>
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Dear Parent/Guardian:

We are interested in your opinion regarding our school's character education program called Project Wisdom (or Words of Wisdom). The centerpiece of the program is a collection of character-building messages read over the PA or in-house television system. You may have heard your student reciting the closing line, “Make it a great day, or not. The choice is yours.” Please take a few minutes to complete this opinionnaire. Your responses, along with those from other parents, will help us continue to improve the educational experiences for all students at our school. To ensure that your answers are anonymous, we ask that you do not write your name on this form. Remember, there are no right or wrong answers, just opinions.

1. My son or daughter has mentioned these broadcast messages in conversation.
   Never   Sometimes   Frequently

2. We have had discussions about the content of these character-building messages.
   Never   Sometimes   Frequently

3. I have noticed a positive change in my child’s behavior as a result of these character-building messages.
   Not at all   A little bit   Some   Quite a bit   Very much

4. I support the use of Project Wisdom at my child’s school.
   Not at all   A little bit   Some   Quite a bit   Very much

THANK YOU FOR PROVIDING US WITH YOUR VALUABLE INPUT!