Welcome to Project Wisdom

Project Wisdom is one of the oldest and most respected character education programs in the nation. Our collection of daily words of wisdom is currently licensed to over 19,000 schools nationwide. The messages set a positive tone for the day for everyone on campus. This program imparts an understanding of core ethical values and fosters caring behavior.

HELPING STUDENTS MAKE WISER CHOICES
SINCE 1992
Please help us protect the spirit of this character-building program and the viability of our small business by carefully reading the following:

Project Wisdom is copyrighted material and is protected by U.S. and international copyright laws as well as other intellectual-property laws. By implementing this program, you agree to the Licensing Agreement on page 25. Please read it carefully before you implement the program. If you do not agree to the provisions contained in the License Agreement, please contact us.

Project Wisdom strives to teach young people how to live ethical, principle-based lives. By honoring the copyright laws and the License Agreement, you not only teach by example, but help protect the life of this nationally successful program.

Thank you for seeing the value in Project Wisdom. Your comments, suggestions, and feedback will always be enthusiastically welcomed. Please contact us at (800) 884-4974 or Info@ProjectWisdom.com.
Our Vision

To Build Character
By encouraging ethical thinking.

To Build Confidence
By motivating students to do their personal best.

To Build Community
By inspiring students to contribute to the world around them while honoring the diversity that makes our country great.

“The messages open topics of conversations at each grade level for teachers to explore and when I see students in my office I use the same vocabulary.”
Denise, Elementary Principal, CA
Dear Educator,

Imperfection is in the very nature of human beings. None of us is without flaws. So, by way of a "gentle disclaimer," please allow us to say this: Most of the individuals quoted in Project Wisdom are, in fact, human and therefore imperfect. Some have a controversial side to their nature, but all meet the criteria for being quoted in this program: they have contributed to humanity in some positive or constructive way, putting forth a few words of wisdom from which we can all benefit. To the best of our knowledge, all who are quoted are in good standing with the general public at present. However, things change. Information is sometimes revealed that dishonors a public figure, making that individual an inappropriate role model.

Please use discretion when presenting these messages. What is appropriate on one campus may not be on another. You might ask yourself, for example, if your students and staff will accept messages that teach about the various world religions and their holiday observances. We have provided many more messages than should be needed in the course of a typical school year. We encourage you to take advantage of the selectivity this allows you.

Thank you for seeing the value in this program. Without the feedback, encouragement, and support of educators, this program which began as a parent volunteer effort would not be the success it is today. Your comments, suggestions, and feedback are always enthusiastically welcomed. You can call us at (800) 884-4974 or email info@ProjectWisdom.com.

Sincerely,

The Project Wisdom Team

P.S. If all you do is consistently read one broadcast message each school day, you can expect positive results, from both students and staff.
Objectives

To build character by encouraging students to take responsibility for their choices and actions.

To build confidence by empowering students to do and be their personal best.

To build a strong sense of community on campus by encouraging students to honor the diversity that makes our country great.

To foster a more caring school climate by encouraging respectful behaviors that decrease incidents of bullying, teasing, and other disruptive behaviors, and by encouraging acts of kindness.

To encourage social-emotional learning such as self-awareness, social awareness, self-management, and relationship skills.

To encourage reflection and critical thinking.

To improve teacher morale.

"Project Wisdom helps us begin our day with words of encouragement and reinforces the value of the personal contact with a caring adult in the building."

Deana, High School Counselor, AL
Welcome to Project Wisdom

Project Wisdom is one of the oldest and most respected character education programs in the nation. Our proven program is currently licensed in over 19,000 schools nationwide.

The centerpiece of the program is an online collection of thought-provoking messages designed to be narrated daily over your PA or in-house television system. Each day you can reach everyone on campus with a few words of wisdom that uplift and encourage a more positive and effective school climate.

We offer three series of proven-effective broadcast messages. Each series is enough for an entire school year and includes 190+ daily broadcast messages. The Project Wisdom Library was written so the broadcast messages would be as timeless as possible and are, therefore, mostly recyclable. Some Project Wisdom schools have been broadcasting all three series for as many as fifteen years, or more.

You and your entire staff will also have access to 160+ supplemental broadcast messages that include lesson plans. The lesson plans are highly-rated and easy-to-implement. These materials help students build character and develop social-emotional competencies while addressing important and relevant issues such as bullying, cheating, and academic achievement. Each plan contains thought-provoking discussion generators, worksheets (secondary) and follow-up activities for each grade level (elementary) or core academic area (secondary).

With a current subscription, every registered staff member on your campus will receive by email our Just For You messages (during the school year) that correspond with a featured broadcast message with lesson plan. These Just For You messages are written for educators for the purpose of fostering professionalism, promoting ethical and caring leadership, boosting morale, and improving classroom management. The highly-rated lesson plans generate meaningful dialogue and create important connections between staff and students.

"Project Wisdom makes all the difference in the world to establishing a positive climate at your school. I have been using it for 7 years and find that it has a tremendous impact on the climate of the school."
Frank, High School Principal, CA
What Educators Across the Country Are Saying

“Our discipline issues have decreased since we started using Project Wisdom. Administration has reported that they are down.” - Jill, High School Teacher, TN

“Our students have enjoyed the daily Project Wisdom messages. Our 1st period tardies have decreased dramatically, as the message is broadcast just prior to the tardy bell. Project Wisdom has been a welcome positive addition to our mornings!” - Gina, Middle School Principal, WA

“The daily messages have helped our students in developing positive attitudes and in developing a caring environment.” - Juanita, Elementary Counselor, TX

“Project Wisdom has helped spark positive communication among staff members and students regarding issues we all deal with.” - Art, Middle School Assistant Principal, CA

“Discipline referrals down.” - Angie, Middle School Counselor, AL

“I find this program to be both inspirational and transformational to students and staff by getting us to reflect on ourselves and how we impact others.” - Shawn, Elementary School Principal, OR

“The entire culture of my school has improved.” - Peggy, Elementary Counselor, NV

“Discipline Referrals have decreased tremendously. Students are more aware that they are in charge of their own behavior.” - Amy, Elementary Principal, FL

“One of the best things I have ever done at both the high school and elementary level. I have had great comments from students, parents and teachers. Great daily program.” - Steve, High School Principal, TN

“I see positive benefit with student behavior and social interactions within all age groups and use the message contents when dealing with problem areas for a positive movement to understanding and improved behavior.” - Kevin, Elementary Assistant Principal, IL

“The Words of Wisdom have become a staple of our school culture. It speaks to everyone.” - Andrew, High School Principal, VA

“The thought-provoking themes encourage a caring environment which I want to encourage in any way I can.” - Marty, Middle Principal, MI

“Several of my co-workers commented that they would have a rather trying day with students and yet, be able to get on the site and find something that would lift them up or even a story that would make them think about others; therefore, enlightening them and the position they had to affect others.” - Marla, Elementary Counselor, KY

“I would definitely say that Project Wisdom used on any scale is an excellent choice to developing character building in a classroom for students, faculty and staff.” - Debi, Elementary Teacher, HI
Character Education and Academics

"In the current climate of high-stakes testing, schools are hesitant to focus resources on anything that seems unrelated to raising test scores. This often leads to putting character education on the back burner.

Schools need to understand that creating schools that are pressure cookers focused just on test scores are bad for students and educators, and the evidence suggests that good character education is good education and in fact raises student grades and state test scores."

Marvin W. Berkowitz, PhD,
Sanford N. McDonnell Professor of Character Education University of Missouri-St. Louis

How Project Wisdom Impacts Academic Achievement

"[With Project Wisdom] struggling learners seem to understand the harder they try, the more they get back." - Marie, Intermediate School Teacher, NY

"Much of what we do at our middle school is all tied together through our pro-social curriculum and educating the whole child. There are few instances where a student's improved performance is not tied directly into relationships and one of many positive programs - like Project Wisdom."
- Tim, Middle School Principal, IN

“The Words of Wisdom from Project Wisdom provide a way to begin the day with a focus not only on academics but with our relationships we have in our school. It helps everyone to concentrate on the all the important aspects of school life.”
- Kim, Elementary Teacher, SC

"Listening to these quotes and stories inspires me. The words actually make me think. I went from low grades to making the Honor Roll." - 8th grader, IL

"The words of wisdom make me try to work better every day." - 1st grader, SC

"These words influence me to do better at school. Before I ever heard the Words of Wisdom, I would put myself down for being a failure, but Project Wisdom helped me realize that everyone fails at some point in their life." - 12th grader, PA

"Words of Wisdom has changed my life in a number of ways. ... I pay more attention to my class work. Actually, my grades are improving tremendously." - 11th grader, LA

"... We must integrate character education into the fabric of the curriculum and into extracurricular activities. We must train teachers in character education - both pre-service and in-service. And we must consciously set about creating a moral climate within our schools." Bob Chase, Former President, National Education Association

www.ProjectWisdom.com
Some ask how it is possible that this library of messages will make such a big difference. Isn’t it true that the simplest concepts often reap the most meaningful results? At first glance, the Project Wisdom library may seem too simple to generate results such as these:

- Decreases incidents of teasing and/or bullying.
- Decreases discipline referrals.
- Affects the school climate in a positive way.
- Has a positive impact on teacher morale.
- Increases students’ social-emotional competencies.
- Stimulates student conversation about character issues.*

Administrators surveyed responded favorably to perceived improvement in social-emotional learning competencies.

- 87% Self-awareness
- 89% Social awareness
- 86% Self-management
- 87% Relationship skills
- 86% Responsible decision making*

If all you do is consistently read one broadcast message each school day, you can expect both positive and surprising results from students and from staff.

*Data analysis and reporting conducted by Dr. Beth Manke, Associate Professor in the Human Development Department at California State University, Long Beach, and Adjunct Professor at the University of Houston. Complete evaluation at ProjectWisdom.com/ERS/Results.

The following represent further data collected from our Educator Resource Site users.

- 97% of surveyed principals and guidance counselors recommend it.
- 93% enjoy our weekly emails.
- 92% express overall satisfaction.
- 90% gave a favorable rating of teacher morale boosters.
What You Get with the Program

For the Campus
The centerpiece of the program is a series of thought-provoking inspirational messages that are narrated over your PA or in-house television system. In just one minute a day, you can reach every student and every staff member with a few words of wisdom that will uplift and promote a more positive and effective school climate. Series 1 comes with online access to 190+ proven-effective broadcast messages, enough for a typical school year. In addition to our three series of daily broadcast messages, there are approximately 160 supplemental broadcast messages available. These supplements deal with current or calendar events, pressing issues, or life skills. You and your staff will also have access to messages batched by weekly or monthly themes, weekly journal pages, quotation booklets, parent resources, white papers, and more.

For the Classroom - Easy to implement lesson plans
You and your entire staff will have access to our highly-rated and easy-to-implement online collection of lesson plans that are included with the 160+ supplemental broadcast messages. These materials help students build character and develop social competencies. Each plan contains thought-provoking discussion generators, worksheets for secondary-level students and follow-up activities for each grade level (elementary) or core academic area (secondary).

For Educators - Professional Support
Every registered staff member will be sent by email our weekly Just For You message. These concise, thought-provoking messages are written for educators to foster professionalism, promote ethical and caring leadership, boost morale, and improve classroom management. Each Just For You message is tied to a featured weekly broadcast message with an easy-to-implement lesson plan. When available there are also best practices and uplifting stories shared by educators just for educators, and more.

“There is a lot of substance to these messages. Not just a lot of Rah Rah.”
Frank,
Middle School Narrator, TX
Library of Daily Broadcast Messages

**Broadcast daily** - Our data indicates that schools that broadcast the Project Wisdom messages daily experience the greatest results, which include increases in student social awareness and a greater positive impact on the morale of teachers. Boosting teacher morale can have a positive impact on your entire campus.

**Broadcast with heart** - Ensure that the broadcast has a heartfelt delivery. Success of this program greatly depends on the quality of the narration. Make sure all narrators read the message several times before the broadcast and read slowly and with feeling. Ask them to keep in mind that their presentation might touch someone in a very special way.

**Don’t alter content** - Do not alter the content of the messages. A narrator may have good intentions, but if he or she adds or deletes content from the scripts, he or she may unknowingly misrepresent Project Wisdom. As part of the license agreement, schools that purchase the program agree not to alter the content of the messages.

**Use your discernment** - Please use discretion when presenting these messages. What is appropriate on one campus may not be on another. You might ask yourself, for example, if your students and staff will accept messages that teach about the various world religions and their holiday observances. We have provided many more messages than should be needed in the course of a typical school year. In addition to our three series of daily broadcast messages, there are supplemental broadcast messages available. These messages deal with current or calendar events, pressing issues, or life skills, including bullying, gossiping, teasing, academic performance, citizenship and more. We encourage you to take advantage of the selectivity this allows you.

"Students seem to relate to the material. In junior high, a favorite question is 'Why do we have to learn this?' With these topics, that's a no brainer!"
Mary, Teacher, PA
Narration - Select someone who can give a heartfelt delivery.

Ask the principal to narrate - When the principal narrates, it enhances his or her leadership role on campus and helps set expectations for behavior.

Ask the counselor to narrate - This opens up lines of communication.

Invite community members as guest narrators - Project Wisdom provides an excellent opportunity to get community members involved. When parents, grandparents, police officers, local retailers, etc. serve as guest narrators, it sends a message to your students that the community cares about their character development. We have schools that send students out into the community with video cameras. They prerecord messages being read by prominent and everyday citizens. For example, one school recorded a local news broadcaster and the lieutenant governor of their state, both reading a Project Wisdom message.

Invite your entire staff to serve as narrators - Some schools rotate their teaching staff as Project Wisdom narrators. Others invite custodians and cafeteria workers to be guest narrators. This builds community on campus.

Create a mystery narrator - One of our schools has a "mystery narrator" each Friday. They tell us there is always great speculation about who the narrator will be.

Use a radio station format - Staff members take on the persona of a radio station DJ. For an example of this format, go to www.ProjectWisdom.com and click on Free Samples.

Incorporate into your in-house television news broadcast - Many schools with in-house television systems have incorporated Project Wisdom into their morning news broadcasts.

Form an Announcement Club - In this case, students form a club for the sole purpose of being responsible for morning announcements and the broadcast of the Project Wisdom messages.

Ask members - Invite members of the student council, honor society, drama club, or other student organizations to take responsibility for reading the daily message. We have one group of students identified as being at-risk who serve as Project Wisdom narrators.

Prerecord - Many of our schools prerecord the messages on either audio or video for later broadcast. One of our narrators has prerecorded the Project Wisdom messages with background music.

"Overall, students have a better attitude toward school and enjoy being here. Academics obviously follow."
Michael, Elementary Principal, PA
Best Practices

Broadcast Daily
Our data indicates that schools that broadcast the Project Wisdom messages daily experience greater increases in student social awareness and a greater positive impact on the morale of teachers. Boosting teacher morale can have a positive impact on your entire campus.

Broadcast with heart - Ensure that the broadcast has a heartfelt delivery. Success of this program greatly depends on the quality of the narration. Make sure all narrators read the message several times before the broadcast and read slowly and with feeling. Ask them to keep in mind that their presentation might touch someone in a very special way.

Encourage teachers and staff to be respectful of the broadcast
Remind them that although students may appear not to be listening, our twenty-five-year history tells us that they are. In some cases it's simply "not cool" to give the appearance of listening. By making this one-minute broadcast a priority each morning, your school can reap many benefits that will positively impact life in the classroom.

Weekly or Monthly Themes
Although it involves more work on your part, using the weekly or monthly themes will help establish a "virtue vocabulary" on campus and provide a common focus for the week or month. Broadcast messages have been conveniently batched into weekly themes and monthly themes.

Post the Themes
Post the Weekly or Monthly Theme on marquees in the school, on main bulletin boards, and in classrooms. Post the themes on marquees outside the school and get the community on board. Inform your local newspapers, publications, and radio or television stations of the themes you will be using.

Get Parents and the Community Involved
Announce upcoming themes in newsletters and on homework hotlines so parents can reinforce at home these same themes, character words, and expectations. Invite parents, business leaders, elected officials, local celebrities, and faith leaders to be guest narrators.

Seize teachable moments
Encourage teachers, staff, and service workers to seize teachable moments by referring to the themes or messages in conversations with students. (Remember our theme this week? Success is all about doing your personal best, or Did you hear the message this morning? Could you have made a better choice?)

"Our suspensions have decreased from over 350 a year to about 100 and declining."
Joe, Assistant Principal, CA
Use in counseling
When appropriate, counselors can use the messages, themes, weekly journal pages, and character words in counseling sessions. (“Self-Worth: Dealing with Our Anger" Remember our message this morning? There are better ways to deal with anger. Would you like for me to help you with that?)

Help with discipline
Teachers and administrators can use the themes, messages, weekly journal pages, and character words to help students examine the choices they are making. (“Kindness and Courtesy: Weakness or Strength” Tell me what our theme is for this week. Could you have made a more courteous choice?)

Encourage Reflection
Set aside time each week for students to write in their own journals or use the Project Wisdom weekly journals in advisor/advisee, in home-room, or perhaps during their language arts class. If you are using the Weekly or Monthly Themes, this will help students reflect on the specific content of the messages they heard all week.

Weekly Journals
Project Wisdom’s third-party research indicates that using the Project Wisdom Weekly Journals improve results. These are great tools for discipline, classroom management, or simple encouragement. These easy-to-access journal pages allow students to reflect on their choices, attitudes, and behaviors.

Create Classroom Discussion
Once the students have had an opportunity to reflect and write, use the journals as a discussion starter by asking volunteers to:
1. Read aloud the section called "Something to Think About."
2. Explain why they do or do not agree with those statements.
3. Answer the "Question of the Week" and explain their responses.
4. Share segments of what they wrote that might benefit others in the class.

Meaningful Professional Support - Take a minute to read your weekly Just For You.
Throughout the school year, a weekly Project Wisdom Just For You message is sent by email to every registered staff member. These concise, thought-provoking messages are designed to foster professionalism, promote ethical leadership, boost morale, and improve classroom management. They take less than one minute to read and are popular with staff.
Each lesson plan uses a broadcast message as a springboard. Consider setting aside time one day per week to both broadcast this message and implement the corresponding lesson plan. These tools work really well for weekly advisory, character education, extended homerooms, life skills, or enrichment classes.

Choose to take 10, 20, 30 or more minutes with this content, depending on your schedule or needs. These plans have several components: 1) broadcast message (read-aloud), 2) discussion generators, 3) grade-level or content-specific follow-up activities, and 4) worksheets for secondary-level students.

Incorporate these materials into a variety of content areas. Each secondary-level lesson plan includes follow-up activities for art, language arts, social studies, math, science, and computer science.

When appropriate, these messages can provide an excellent opportunity for a student to apply his or her spoken language skills by speaking in front of an audience (the classroom or the entire school via the PA or in-house television network.) If you choose to read to your class the message that is the springboard for each of these plans, it can help establish your role as character educator in the classroom.

**Discussion Generators - Take 10 minutes and create a meaningful discussion.**
Use the discussion generators to help students think through the meaning of the message as well as consider the everyday applicability. These discussions can help students learn to communicate more effectively and appropriately, while using their critical thinking skills.

**Worksheet (Secondary-level Only)**
Use the worksheets as an opportunity for students to reflect. Reflection is a key component of any effective character education. These worksheets are intended to allow for reflection, critical thinking, and an opportunity to demonstrate the ability to comprehend, interpret, and evaluate information and to apply their written language skills.
Follow-up Activities - Take 20, 30 or more minutes and integrate character education into curriculum.

Another key component of any effective character education and social-emotional learning is integration into the daily curriculum and classroom experience. Each lesson plan includes follow-up activities which are intended to take the character lesson and apply it more specifically to either grade levels (elementary) or content areas (secondary). If your school is organized into clusters, groups, or teams of teachers, work together for the most effective use of these activities.

“Project Wisdom is inspiring, motivational and interesting. We do it daily and both students and staff love it. I have been using it daily for over 10 years. It never gets old. It only gets better.”
- Leticia, Junior High School Principal, TX
Implementation

Practical Assessments - Evaluations
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 recommend that you determine your expectations for improved school climate and student learning. What results do you want to achieve? What are your goals? How can everyone on campus - teachers, custodians, cafeteria workers, office staff - support this initiative? How can the community at large support your effort to teach students to be responsible and caring citizens? How can parents reinforce the program at home?

Get Your Staff Registered
Within 1-2 business days after placing an order with us, we will send via email information needed to get you and your staff registered on the Project Wisdom Educator Resource Site 2.0. We encourage you to share this information with all of your staff. Staff love the weekly Just For You messages that are delivered via email to every registered user. They also like the convenience of having quality character education materials available online.

If you don’t receive this email, give us a call at (800) 884-4974.

Introduction to Project Wisdom
Take 15 minutes to view this introduction to the Project Wisdom program. Invite your staff to watch the video, as well.

Announcement for Parents
Reproducible flyer that introduces parents to the Project Wisdom program.

"This website has been a rewarding, uplifting source of knowledge. I was able to use exciting new strategies in my class."
Lisa, Middle School Teacher, MD
Additional Resources

**Character Education and Academics** - Excellent articles about the emerging data linking effective character education with academic performance, plus comments from educators and students about how Project Wisdom impacts academics.

**Character Education and Discipline** - Information about how character education and Project Wisdom reduce discipline referrals.

**Character Education and School Climate** - How character education impacts student and teacher morale, which in turn positively impacts school climate.

**Is Project Wisdom Research Based?** - Document prepared by our third-party evaluator.

**Ten Wise Choices for a Comprehensive Character Education Initiative** - How to use our program as an effective springboard for a comprehensive character education initiative.

**Importance of Role Modeling** - White paper about the importance of role modeling because anyone who spends time with or around children is a character educator.

"Character education is not a fad or trend, but the oldest mission in the schools."
Bernice Lerner, Senior Scholar, Center for the Advancement of Ethics and Character Boston University
Values Fostered

When you examine this list of the values, we encourage you to remember that values overlap and even duplicate. For example, the value civility contains within it the values of courtesy and politeness. Self-discipline implies responsible behavior and diligence. Responsibility connotes reliability, trustworthiness, and dependability. Caring implies empathy. Prudence is synonymous with good judgment, and so on.

Also, please note that the titles and subtitles of our messages frequently address the everyday application of these values. For example, the title "Taking Action" speaks to the value of human excellence or excelling by being an active participant in the game of life. The title "Peer Pressure" speaks to the moral courage required to resist negative peer pressure. These titles support educators who are searching for a message that will address a specific issue more than a specific value.

Caring
Civility
Compassion
Confidence
Cooperation
Courage
Diligence
Education
Empathy
Fairness
Forgiveness
Golden Rule
Gratitude
Honesty
Human Dignity and Worth

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“Students cannot be part of the school system for 12 years and not have their values profoundly affected by their experience." Leslie Matula, Founder, Project Wisdom, Inc.
Frequently Asked Questions

What is the difference between the three series?
Each series provides your school with enough messages to broadcast for a typical school year. Series 1 includes approximately 190 messages, providing some options so you can select messages that work best for your unique campus. Series 2 and Series 3 provide you with messages for years two and three of your initiative. Series 2 and Series 3 both include approximately 190 different messages each.

Most schools rotate back to Series 1 after the third year of broadcast. Students have either moved on to another level, or they are hearing messages they heard three years earlier at a different developmental age and with a different understanding.

The Project Wisdom Library was written so the broadcast messages would be as timeless as possible. There are two reasons for this 1) so schools can recycle through the library over the course of many years (we have schools that have been broadcasting for as many as 15 years), and 2) as a way to save schools money because the library doesn’t have to continually be replaced. At any time during your annual subscription, you may choose to print the materials for future use.

With a current subscription, schools have access to 160+ supplemental broadcast messages that also include lesson plans.

Why would I purchase all three series at once?
Some schools will purchase all three series at once because they have money today but may not next year. Others may purchase all three series at once to have a very large pool of daily messages to choose from at any time.

Is there an elementary version and a secondary version, and what grades are each appropriate for?
Yes. The elementary version is appropriate for K-5 students. The secondary-level version is for 6th-12th graders. Once you subscribe to the Project Wisdom Education Resource Site, however, you have access to both versions, in the event that you want to address the needs of more advanced students or students with special needs.

"I enjoy reading the messages each day. It is a way for me to connect with the 2,200 students in my school. Not only are the messages uplifting for the students, they brighten my days as well."

Peggy,
High School Principal,
IN
Frequently Asked Questions (continued)

Is Project Wisdom scientifically research based?
Project Wisdom has been evaluated by a third party using rigorous, systematic, and objective procedures that indicate that the program is effective. A form is available that helps schools document that Project Wisdom is scientifically research-based. Please go to www.ProjectWisdom.com/results.

Is Project Wisdom a religious program?
Project Wisdom is not a religious program. The program focuses on universally held values that transcend religious, political, and cultural differences. The Project Wisdom organization is not affiliated with any religious or political organization.

For schools that choose to teach about world religions, messages are included that inform students of various religious holidays such as Hanukkah, Easter, Christmas, Ramadan, the birth of Mohammed, and the birth of Buddha.

Do you quote religious leaders in your program?
We are committed to a global perspective that includes persons representing all segments of society, including science, business, sports, education, politics, religion, entertainment, and those everyday heroes whose names may not be widely known. For this reason, we do not exclude religious or spiritual leaders. All quotes and aphorisms present universally held values such as respect, responsibility, caring, integrity, fairness, etc.

Why does Project Wisdom focus so much on historical figures rather than contemporary individuals?
Our experience tells us that quoting individuals who do not have a long-standing, positive reputation with the public is a challenge. Quoting a pop-culture idol may get students’ initial attention, but many of these individuals do not lead exemplary lives. Some have proven quick to fall from grace in the public’s eye. Another challenge is finding appropriate words of wisdom from those contemporary individuals who may in fact be good role models. And finally, it is also our belief that it is important to expose students to classic heroes and great thinkers from history, literature, world faiths, and the arts. Our content team is always open to suggestions for contemporary individuals who have proven themselves as reliable role models. We enthusiastically welcome recommendations.

“I teach in a very high needs school and the messages are right on target for my students to get them thinking about their own character as well as others.”
DeAnna, Elementary Teacher, MD
Frequently Asked Questions (continued)

We are now a Project Wisdom-licensed school. How will I get our password and other information about getting our staff registered?
If your school has purchased a subscription to the Project Wisdom Educator Resource Site 2.0 (ERS), within 1-2 business days after placing your order, you can expect an email confirmation with instructions about how to register, log in and access the materials. If you do not receive this information within this frame of time, contact us at 800-884-4974, or email team2@projectwisdom.com.

How many teachers can sign up with the ERS?
Your annual subscription to the Project Wisdom Educator Resource Site 2.0 comes with unlimited seating for each licensed campus. Every educator on campus is encouraged to register to gain access to the materials.

When we sign up for the yearly subscription, does it expire after one calendar year or at the end of the school year?
All subscriptions will be good for one calendar year, based on the invoice date. Materials will be posted August 15 through June 15. Access for subscribed users is available year-round.

Which subjects are included in the lessons?
For elementary-level students, there are activities for all grade levels. These are primarily literature-based. For secondary-level students, the subject areas included are Art, Social Studies, Language Arts, Science, Math, and Computer Science.

If there is a featured message per week, what are we supposed to narrate on the four remaining weekdays?
Most campuses will plan one day a week for the weekly featured message or use the message and lesson plan recommended for the weekly or monthly theme. The lesson plans are intended for individual classroom activity and discussion. On secondary-level campuses, the lesson plans offer a unique opportunity to incorporate character education into all academic areas. The lesson plans are also excellent tools for advisory periods. Messages from the Project Wisdom collection of daily broadcast messages can be read on the remaining days. Once you’ve purchased the entire library, you can select from more than 600 broadcast messages.

After purchasing the ERS subscription, how long will it take to receive information about getting our staff registered?
This will usually happen within 1-2 business days. If you do not receive this information within this time frame, contact us at (800) 884-4974 or email info@projectwisdom.com.

"The 'Words of Wisdom' program is a powerful program which empowers children to take responsibility for their actions and know that their choices will make a difference in their success in school and in life."
Susan, Elementary Principal, CA
Alternative Closing Lines

The Project Wisdom signature closing for each broadcast messages is “Make it a great day, or not... The choice is yours.” This closing line has been extremely popular. Over the years, we have heard many, many stories of students chiming in with the narrator and saying these words with him or her, and of students using this line during graduation ceremonies.

We received a request that we provide schools with alternative closing lines, so we created the following:

1. With something to think about, this is (name of narrator) reminding you that the choices you make today shape your world tomorrow.

2. With something to think about, this is (name of narrator) reminding you to be kind, be responsible, and be the best you can be. The choice is yours.

3. With something to think about, this is (name of narrator) reminding you to choose wisely today. Use your heart as well as your mind.

4. This is (name of narrator) with a little something to think about.

We hope these additional closing lines will provide you with more flexibility. We recommend that you adopt just one of these lines as the "signature" closing for an entire school year. Students will then anticipate the closing and recite it with the narrator.

Please know your comments and suggestions will always be enthusiastically welcomed. If you have further ideas, call us at (800) 884-4974 or email us at Comments@ProjectWisdom.com. We are committed to making Project Wisdom the best it can be.

"One of our valedictorians last year included a mention of the program’s slogan ‘Make It a Great Day...’ in his valedictory address.”

Mary, High School, LA
License Agreement

LICENSEE MAY:

- Broadcast the Project Wisdom materials over the PA system or in-house television system or audiotape or videotape Licensee’s own presentation of the materials at the School.
- Allow password access to the Educator Resource Site 2.0 (ERS) to any employees or contractors of the school.
- With a paid one-time access fee, allow password access to Beyond the Infraction™ discipline intervention to any employees or contractors of the School.

LICENSEE MAY NOT:

- Share Project Wisdom materials with another school either by photocopying materials or providing access to the ERS or Beyond the Infraction™.
- Reprint Project Wisdom materials and/or transfer copies to other schools.
- Transfer any portion of this program to other schools via computer or broadcast system.
- Transfer any materials via email, including your school/district email.
- Copy any portions of this program or any individual Project Wisdom message to an Internet site, including your school/district site. No podcasting allowed.
- Alter or modify any Intellectual Property in any way.
- Use the Project Wisdom signature opening and closing lines for any messages other than the Project Wisdom messages.
- Loan, rent, lease, or sublicense any materials covered by this Agreement.
- Broadcast any of the Project Wisdom materials off campus.

School’s acceptance of its password and access code to www.ProjectWisdom.com confirms School’s agreement to follow the terms of this Agreement. The failure of Project Wisdom to enforce at any time the terms of this Agreement in no way makes it invalid. Project Wisdom will make every best effort to ensure ERS availability during School’s normal business hours.

TEACH BY EXAMPLE.

Please honor the spirit of this character-building program by honoring this agreement.

*The Project Wisdom messages were carefully piloted and screened by educators, students, and parents of diverse racial, religious, economic, cultural, and educational backgrounds. Great care has been taken to keep these messages universal in approach while honoring the valid concern of educators and parents about the types of values being presented. Though your intentions may be honorable, we respectfully ask that you not jeopardize the effectiveness and life of this program by altering the content of the messages.

This Agreement is governed by Texas law. The only damages available to Licensee under this Agreement are the refund of its License Fees. No consequential or indirect damages are permitted. Project Wisdom does not make any representations or warranties to Licensee, its employees, or contractors or anyone else affiliated with the School as to fitness for purpose or effectiveness of the content or materials in the Project Wisdom programs.

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