NW MO Regional Culture of Character Project Goals:

- To create a culture at school, in the work place, in the community, and in the home where character building is the norm and not the exception.
- Purposely create a diversified learning-space for conversations to take place between student, teacher, child, parent, employer, and employee.

9:00 – Welcome - Introductions – Energizer

New partners –
- Community Service (Maggie Reever and Tyne Chaney)
  - Offer Jr/Sr classes on character and would like to partner with us in our initiative including working with business/industry
- Extension Office (Annette Derring)
  - Offers 6 Pillars curriculum – aimed for K-6 students and would like to partner with us including working with local businesses/industry

What is going on in your district/agency with COC?

- Community meetings with community members wanting to participate (like to be included or connected with this initative)
- Teaching and aligning the traits within the school districts including activities with students
- Presenting traits/concept to businesses and service groups
- BOE support “on board”
- District-wide and region-wide conversations
- Class meetings are better due to character education influence (better behavior at class meetings)

**Marketing**

Logo – view sample

Janet brought a brochure for all to view with the logo on the front. On the back of the brochure were the schools participating in the NW initiative including the smaller logo. On the inside were the options each district can use to design their own T-shirt. $5 is the price per 100; if you don’t want to order 100 then she might have to raise the price. Janet also had a book displaying the sample colors of t-shirts. It would not raise the cost to have the faculty in a dark blue t-shirt and the students in a light blue t-shirt.

We need to think about how to include business/industry. Maggie Reever (Community Services) would like to know if other products were available she could give students who participate with her programs. A suggestion is bags (book bags).

Janet (Wo Co) plans to get a t-shirt for each elementary student and faculty member. Bruce (Nod Holt) plans to purchase some for as reward possibility.
**Vision Statement** (we changed a couple of verbs in the below and added industries)
The Northwest Missouri, as a unified region, will be actively engaged in demonstrating character excellence. It will be evident in the culture of our schools, businesses/industries, families, and communities that achieving this way of life is our priority.

**Finalize Definitions**
August – Responsibility (taking ownership of what you say and do)
September – Respect (treating others with courtesy and honor)
October – Self-control (having control over one’s actions, words, & emotions)
November – Citizenship (being loyal to your school, community, & country)
December – Compassion (caring for others with kindness)
January – Tolerance (acceptance of differences and uniqueness of others/celebrate the common ground we share)
February – Honesty (being truthful in what you say and do)
March – Cooperation (working together toward a common goal)
April – Perseverance (demonstrating determination and commitment to complete a task)
May – Patience (ability to remain calm and to wait for what you want)
June – Confidence (freedom from doubt and believing in yourself)
July – Integrity (always doing the right thing even when no one else is watching)

**Partnership Pamphlet**
The committee would like Businesses and Industries separated on the logo (one above the foot and one below the foot) and the names all plural. We would like the program to look more polished. Janet will see if their school can create a more polished version, if not the RPDC will do so.

The brochure needs contact information so interested individuals will know who to contact for more information. The local contact person will be up to the district (contact your local district is added to the pamphlet). Each district will route the submitted/completed forms to the superintendent in care of PACE to be passed on to the steering committee member in their district. There will also be a regional contact person

Try to keep track within districts the partners local and we will create a master list to use as an insert for acknowledging partners. Some partners will just display the materials &/or list the words on their materials/bulletins/newsletters. Each district can address their local businesses within their district. Rockport (for example) assigned different grades to work with certain businesses throughout the year. The grade invites the business to lunch (in August when that grade has a kickoff presentation), make posters for their business, and decorate bags for their businesses. Another idea is to have clubs assigned businesses to monitor, keep involved in the project, and cooperate.

Regionally, we need to approach regional employers differently (large employers). If they agree to be a partner, then they would agree to be partners with all of the districts.
Regionally, Beccy and Bob will go to the industries and let them know about the initiative before the fall kickoffs.
**Funding Proposal**
No news on either grant (we have applied for 2 different ones)

**Up-coming Events/Activities/Calendar**
(Share – activities/offerings/trainings attended/etc.)
- We want to share what the NW initiative has done thus far at the St. Louis CHARACTERplus conference in July. Please submit pictures and or other materials/information to the RPDC to use in a regional PP &/or scrapbook.
- Joan and other’s visit
  Does anyone have any activities that they can view Wed morning that they can view? Do you have request
- Hal Urban will be at NW 19th and 20th – each district will have to sign up for a specific date to attend
- Ruby Payne will be at the fall submit for Heartland Fall 2007 (Oct or Nov) Bob will let us know when he has more information

**Possibility Thinking!**
- The committee would like to see a regional website that anyone could go to and possibly link to district web pages including the CHARACTERplus home link.
- Using the radio or communication department to get our message disseminated. Bob has a contact that can come to districts and record students talking about the word of the month or a character project
- Articles in local school papers about the word of the month.
- Share our ideas at these meetings so we can all use the great ideas
- Post the word of the month on their business communication
- Put a copy of the pamphlet in mailings
- Post posters
- Conversation in team/business meetings
- Have a PP or film burned onto a CD that you can give to partners to let them know more about the program

**Action Plan**
- A suggestion was at the August in-service day use the data from the surveys and have the teachers brainstorm what can we do – where can we go from here (bring the rest of the staff on board).
- The district’s mass mailing (done at the beginning of the year by the superintendent’s office) could include the pamphlet or information about the regional initiative.
- Brochures to everyone as soon as possible
- Everyone needs to come up with their marketing strategies locally
- We will come up with a suggestion list for local districts to submit to interested partners (what they can do to support the initiative)
- Current Partners
  - Community Services
  - Nodaway County University of Missouri Extension Office
Next Steering Comm. Meeting –
- June meeting June 26, 2006 1PM
- Tentatively the fourth Monday of each month will be our meeting date
- Key focus of the June meeting will be our fall kickoff.