

A photograph of three students in a classroom setting. In the foreground, a young woman with brown hair, wearing a blue sweater and a red and white patterned scarf, is smiling and looking towards the camera. Behind her, a young man with dark hair, wearing a white cardigan over a green plaid shirt, is looking down at a book. To his right, another young woman with long brown hair, wearing a grey sweater, is also looking down at a book. They are all sitting at a wooden desk. A blue semi-transparent banner is overlaid on the right side of the image, containing the title text. The background shows a window with bright light coming through.

# The Most Complete Curriculum to Teach Character and Leadership in Secondary Schools

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# Curriculum Highlights

This Classroom Curriculum is designed to improve the character and leadership skills of secondary students and improve school climate through a structured set of lesson plans.

- Online & traditional approaches available to fit the needs of your school
- Easily implemented as a course, in a homeroom or integrated in existing courses
- Structured set of 216 lesson plans provided – it's all there
- Based on 15 years of peer-reviewed research
- Relevant, meaningful, high-interest content for student engagement
- *Role Models* textbook provides excellent individuals for kids to look up to and emulate
- Staff trainings and keynote presentations can be provided by author Dr. Joe Hoedel
- Meets 80% of the Common Core English Standards
- Curriculum used in more than 2,500 schools in all 50 states and 8 countries




A photograph of four teenagers (three girls and one boy) sitting outdoors, laughing and talking. They are in a grassy area with trees in the background. A semi-transparent dark blue banner is overlaid on the bottom half of the image, containing the title and introductory text.

# How It's Implemented

With detailed lesson plans to teach every day for a semester (block schedule), a full year (traditional schedule) or spread out over 4 years (advisory approach), there are many ways to use this curriculum.

- Elective Leadership Course
- High School Freshmen Academy
- Advisory or Homeroom Approach
- English & Remedial Reading/Writing Course
- Supplement for ESL or ELD Courses
- Student Government (ASB) Course
- Teaching Modality for In-School Suspension
- Tier I & II PBIS Intervention & RTI Enrichment
- Supplement for Career Development, Business or Health Classes

A small graphic in the bottom left corner showing a stack of books. The top book is green, and the one below it is orange. A red ribbon or bookmark is visible at the bottom.

*Teenage years are a time of intense change and students really don't yet know who they are as young adults. Exploring the curriculum topics allows our students to discover what is truly important to them as well as helps them to identify where they want to grow and challenge themselves. ~ Diana Penning, Spring Hill High School (SC)*

# 18 Unit Topics & Character Traits

The curriculum features 18 character traits paired with 18 unit topics which are meaningful and relevant to a student's life. This structured teaching format provides consistent and stable learning.

|                                |                     |                                    |                       |
|--------------------------------|---------------------|------------------------------------|-----------------------|
| Orientation & Expectations     | <b>Attitude</b>     | Positive Communication Skills      | <b>Empathy</b>        |
| Developing Goals & Priorities  | <b>Preparation</b>  | Expressing Gratitude to Parents    | <b>Gratitude</b>      |
| The Importance of Education    | <b>Perseverance</b> | Cultural Competence                | <b>Tolerance</b>      |
| Showing Respect to Others      | <b>Respect</b>      | Citizenship in the Community       | <b>Service</b>        |
| Building a Positive Reputation | <b>Honesty</b>      | Sustaining Long-term Relationships | <b>Loyalty</b>        |
| Developing Personal Values     | <b>Integrity</b>    | Employability & Workplace Skills   | <b>Responsibility</b> |
| Handling Peer Pressure         | <b>Courage</b>      | Addressing Bullying at Your School | <b>Compassion</b>     |
| The Importance of Role Models  | <b>Appreciation</b> | Becoming a Strong Leader           | <b>Leadership</b>     |
| Managing Anger & Aggression    | <b>Composure</b>    | Being a Strong Role Model          | <b>Character</b>      |

# 12 Lesson Plans for Each Unit

Definition/Quote Exercises

Basic Skills

Ethical Dilemmas

Leadership Principles

Topic Lectures

Leadership Exercises

Character Movies

Online Blog featuring Current Events

Core Readings  
from the *Role Models* Textbook

World Wide Web Assignments

Local Community Leaders

Final Writing Assignments

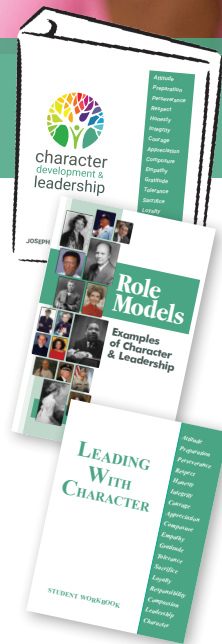


# Traditional Approach

This is a comprehensive program designed for use in a classroom setting. Schools will always be able to utilize the traditional approach that includes:

- The **curriculum** (lead teacher's manual) contains 216 lesson plans delivered by a classroom teacher. The character movie set and passwords for the online lesson plans are included.
- The **Role Models textbook** serves as the reading component for the students. This book highlights 18 individuals who exemplify the 18 featured traits. Most schools get classroom set(s) for the students to read.
- About half of the schools order the **consumable student workbook**. It keeps the students organized and eliminates the need to make numerous copies from the curriculum.
- Onsite, online and DVD **training options** are offered to make sure your school is successful with this program.

Check out the complete program, class format and character traits at [www.characterandleadership.com/curriculum-overview](http://www.characterandleadership.com/curriculum-overview)





# Online Approach

For schools with 1:1 laptop/iPad programs, this approach is interactive, easy to use and includes all the benefits of the traditional approach, without the paper.

- The online approach is **user-friendly, interactive** and challenges students to embrace technology. For example, students can video themselves carrying out a basic skill in public and accompany their written work with video presentations.
- All lesson plans are included in the online version, including the chapters from the **Role Models textbook**.
- The online version is **less expensive up front**, but requires a small per-student fee annually.
- Students will access and complete all lesson plans **on their own devices**.
- This online program can be **easily used in a traditional classroom** or for online learners (homeschool, credit recovery or virtual schools).

To access the online Classroom Curriculum sample course, go to <https://classroom.characterandleadership.com>. Click on the **Character Development & Leadership Sample Course**. The Username is **cd&l** and the password is **Leadership!1**. Click the login box below and you now have access to the entire unit.



This class has taught me a lot about using good judgment and using good character. It has shown me what kind of person I can be and what kind of person I should be.

Former Student

## Two Ways To Teach Character and Leadership



**character**  
development &  
leadership

### IN THE CLASSROOM

Engaging relevant Classroom Curriculum teaches character and leadership to secondary school students



**character**  
development &  
leadership

### ON THE ATHLETIC FIELD

New app-based Student Athlete Program develops the character, leadership and sportsmanship of all athletes