

# A Comprehensive Curriculum for Secondary Schools

Based on Positive Role Models  
Online or Traditional Approaches



character  
development &  
leadership

*A nationwide program used  
in more than 2,000 schools*

Created By Joseph M. Hoedel, Ph.D.

# The Program

This Character Development & Leadership Curriculum is designed to improve the character and leadership skills of secondary students and improve school climate. This program pairs 18 character traits with 18 unit topics to make it meaningful and relevant to a child's life.



The curriculum utilizes a consistent set of 10 lesson plans to teach each of the 18 units. This is both the simplicity and the beauty of this curriculum. Below are the 10 lesson plans per unit.

## 18 CHARACTER TRAITS

<b>Attitude</b>	<b>Empathy</b>
<b>Preparation</b>	<b>Gratitude</b>
<b>Perseverance</b>	<b>Tolerance</b>
<b>Respect</b>	<b>Service</b>
<b>Honesty</b>	<b>Loyalty</b>
<b>Integrity</b>	<b>Responsibility</b>
<b>Courage</b>	<b>Compassion</b>
<b>Appreciation</b>	<b>Leadership</b>
<b>Composure</b>	<b>Character</b>

## 10 LESSON PLANS

- (1) Quote Exercises
- (2) Ethical Dilemmas
- (3) Unit Lectures
- (4) Character Movies
- (5) Role Model Readings
- (6) Local Role Model Talks
- (7) Basic Skills
- (8) Leadership Principles
- (9) Current Events Blogs
- (10) Writing Assignments

# 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 implement this program. The following is a list of ways some schools have decided 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
- Supplement for Career Development, Business or Health Classes
- Teaching Modality for In-School Suspension
- Tier I & II PBIS Intervention & RTI Enrichment

*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.*

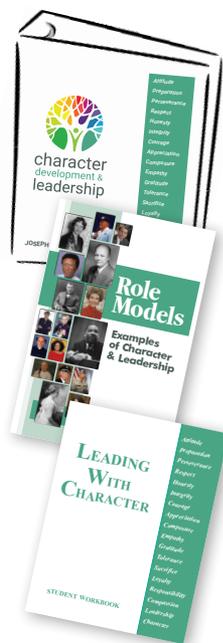
*~ Diana Penning, Spring Hill High School (SC)*



# 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 180 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 17 individuals who exemplify the featured trait. 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).

**Welcome to THE BLOG...**

*See how character and leadership matter today!*

[www.characterandleadership.com/blog](http://www.characterandleadership.com/blog)



# Joseph M. Hoedel, Ph.D.

Joe Hoedel earned his masters and Ph.D. from Michigan State University. He created, taught and evaluated the Character Development & Leadership curriculum, which is used in 2,000+ schools nationwide. He is the author of a book entitled *Role Models: Examples of Character & Leadership* that provides the reader with 17 excellent role models to look up to and emulate.

Dr. Hoedel has spoken at hundreds of schools and countless conferences in the past decade. Being a positive role model and developing the character of each student is the hallmark message of his talks. His inspirational message reminds educators why they entered the teaching profession and inspires them to keep the long-term perspective of students in mind, especially in an era that focuses so much on test scores. Dr. Hoedel brings his unique perspective as a former high school teacher and college professor to his lively and humorous presentations.



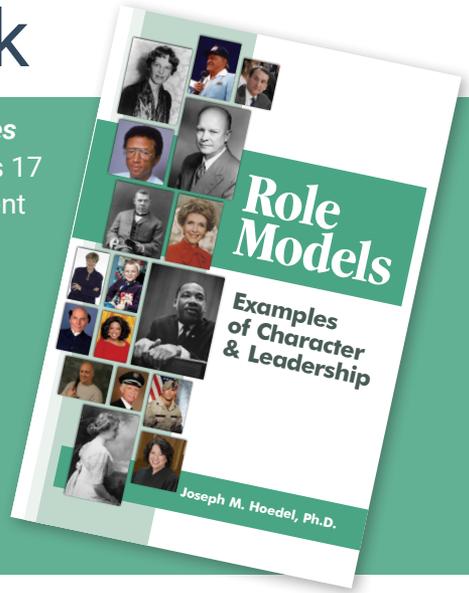
## COMMENTS FROM PREVIOUS SPEAKING ENGAGEMENTS

- Relevant and inspiring. I'm positive we had the best speaker in the country.
- Dr. Hoedel was very entertaining and inspiring; exactly what a key note speaker should be!
- Best opening speaker in my 37 years in the district!
- Dr. Hoedel held my attention from start to finish!
- Hoedel spoke so eloquently of teaching the whole child.
- Dr. Hoedel's message was so important for us to hear.

**To book Dr. Hoedel for your next staff development or conference, email [jhoedel@characterandleadership.com](mailto:jhoedel@characterandleadership.com) or call (231) 938-4140.**

# The Textbook

This textbook, *Role Models: Examples of Character & Leadership*, highlights 17 individuals who exemplify the different traits covered in the curriculum. It is high interest expository writing that makes up 70% of the common core standards for English. This book is a mix of historical and contemporary individuals. To provide more diversity and relevance, we are writing about multiple role models to represent each trait.



## ROLE MODELS

Mattie Stepanek

Chesley Sullenberger

Dwight Eisenhower

Sherron Watkins

Sonia Sotomayor

Amelia Earhart

Christopher Reeve

Martin Luther King, Jr.

Booker T. Washington

Helen Keller

Bob Hope

Arthur Ashe

Pat Tillman

Nancy Reagan

Cal Ripken, Jr.

Oprah Winfrey

Mike Krzyzewski

## CHARACTER TRAIT

Attitude

Preparation

Respect

Honesty

Integrity

Courage

Appreciation

Composure

Perseverance

Empathy

Gratitude

Tolerance

Sacrifice

Loyalty

Responsibility

Compassion

Leadership

To read excerpts from the textbook, go to  
[www.characterandleadership.com/textbook-3/](http://www.characterandleadership.com/textbook-3/)



# 15 Years of Supporting Research

From the onset, we've documented the effectiveness of this program with research. With more than 2,000 schools using this program, it has become one of the largest studies in the country on character education.

Each year, we collect pre- and post-test data and provide reports to the participating school on 84 measurable variables. Below is a summary of our findings:

<b>ACADEMIC YEARS</b>	<b>STATISTICALLY SIGNIFICANT CHANGES ATTRIBUTABLE TO CD&amp;L PARTICIPATION</b>
2001-2003	<i>Compared to control group, decreases in tardies, absences, in-school suspensions, and peer aggression; Increased GPA.</i>
2004-2005	<i>Compared to control group, better attendance, fewer in-school suspensions, increased GPA, and increased passage of 9th-grade standardized tests.</i>
2006-2008	<i>Significant positive self-reported changes in 3 of 4 anti-social and 3 of 5 pro-social clusters of attitudes and behaviors.</i>
2009-2010	<i>Significant positive self-reported changes in all 4 anti-social and 2 of 5 pro-social clusters of attitudes and behaviors.</i>
2012-2014	<i>Significant decrease in absences, tardies, fights, and suspensions. Overall positive changes in pro-social attitude and behaviors but not evenly across the expected clusters.</i>
2013	<i>Doctoral dissertation shows substantial decrease in detentions and suspension; little or no change in control group.</i>
2014-2015	<i>Substantial decrease in school disruptive behaviors and other antisocial actions, and an increase in prosocial expectations and behaviors.</i>

To see full report and complete research findings, please visit [www.characterandleadership.com/research/](http://www.characterandleadership.com/research/)

# Alignment with Common Core English Standards

In 2012, the Character Development & Leadership Curriculum and the Role Models textbook were aligned to exceed the new national standards:

- This program supports 80% of the ELA College & Career Readiness Anchor Standards.
- The structured set of 10 lesson plans perfectly aligns with the ELA & ELD Speaking, Listening, Reading and Writing Standards.
- Weekly writing assignments provide expository and persuasive writing practice that exceeds national formal writing rubrics.
- The *Role Model* textbook addresses the common core standard directive that mandates 70% expository text use.
- The reading, writing, higher-order thinking & debate aspects of this course develop better thinkers, readers, writers and students.
- The high interest and interactive nature of the program is the key to success in using this curriculum to support both Character Development & Leadership and ELA skill building goals.
- No matter how it is implemented, the CD&L Program supports reading and writing test scores and meets new common core standards for ELA and ELD.
- **PURCHASING & FUNDING:** Because the new ELA & ELD core standards focus on non-fiction text mastery and academic language use, the CD&L Program now falls well within the support material guidelines used by districts when purchasing materials to assist students in the Socially and Economically Challenged and Second Language Learner funding subcategories.

To find out more information regarding alignment with Common Core, go to [www.characterandleadership.com/alignment/](http://www.characterandleadership.com/alignment/)



[www.characterandleadership.com](http://www.characterandleadership.com)

- Aligned with the Common Core English Standards
- Traditional and Online Versions Available
- 15 Years of Supporting Research
- Over 200 Lesson Plans Included
- Currently Used in all 50 States

*Our test scores continue to rise in large part because of your program.*

*~ Pete Gleason, Principal, Bendle Middle School (MI)*

*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*

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