CharacterStrong

IMPLEMENTATION OF CHARACTERSTRONG PROGRAM

TWO KEYS TO SUCCESSFUL IMPLEMENTATION:

1. What we know from implementation science is that you should never look at implementation as a one year process, but rather a minimum of 3-5 years. To avoid the famous "this too shall pass" educational cycle, think long term with multiple touchpoints.
2. Staff buy-in is by far the most important factor for successful implementation. What conversations need to be had? Who are the key influencers on your staff that need to be involved with the decision making and rollout? Take the time to ensure your staff is bought in on why it is important to focus on the whole child.

WHEN	WHAT	WHO	ADDITIONAL NOTES	WHY
STEP 1	Send Staff to one of our CharacterStrong "Creating a Culture That Cares" Educator Training	3-10 staff members Administrators Influential Teachers Counselors ASB/Leadership Teacher Bonus: District Leader that oversees Curriculum or Secondary Schools	This is an ongoing process over time to create a critical mass within the building. Some schools send a team of 3-5 to each training: winter, spring, summer, fall.	Get initial buy in and vision of focusing on SEL/Character Development in your building and classrooms.
STEP 2	Logistics of delivery model -Frequency -Time of Day -Year 1 Scope & Sequence	Admin & Key Stakeholders	Early in the day delivery of lesson is recommended for greater impact and student buy in. This provides opportunities throughout the day for the CharacterDare challenges to happen.	These logistics need to be determined prior to whole staff roll out so you can pre-correct any concerns or questions they might have.
STEP 3	Plan roll out with key decision makers	Every building is different, but it typically involves Counselors, Teacher Leaders, Administrators, etc.. *Key: Pick your teacher team intentionally, as they are the most important stakeholder for fidelity and success of implementation.	• How will you intentionally plant seeds of this important work with staff to create buy in? • How will you reinforce lessons and ideas? How will you make it visible that this is what you're about? • How will you positively highlight the behaviors being taught? • What are 2-3 strategies you want to go after as a staff in terms of building positive relationships? • How will you brand this throughout the school and community, including on school social media and how can you get students to share on social media the work that's going on?	Some buildings may not be able to teach every lesson due to schedule restraints, so decisions will need to be made to figure out which lessons you will want to implement.

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STEP 4	Bring in a CharacterStrong Presenter	All staff - Certified & Classified	All staff trainings can fit any amount of time that your building has available from one hour to half or full day trainings. Longer trainings include role-modeling of a lesson.	All staff will be exposed to the ideas and principles of CharacterStrong and will understand WHY the work is important, citing the research and sharing powerful stories of change and impact. Creates a common language with staff to work from.
STEP 5	Staff setup with curriculum	All staff - Certified & Classified	Provide staff with the curriculum login and show them how to navigate the lessons. Show them the resources in the CharacterStrong Gym including Staff CharacterDares, additional student Dares, posters they can print for their classroom, Compliment Creations, etc..	It's important they know how to navigate the website and curriculum as well as understand the additional resources your school has access to.
STEP 6	Branding Campaign	Administrators, Counselors, Teachers, Student Leaders	• Choose a slogan and or mantra to focus on for the year. (Note - This can connect with your school wide theme and/or values). • Infuse common language with students, staff, and community. • Post CharacterDares throughout building. • Print posters from the CharacterStrong Gym under workouts and put up throughout school. • Decide on system to consistently remind students, staff, and community of the work that is happening. Optional: Get CharacterStrong shirts and give to staff and/or students. Optional: Get stickers that say "This is a CharacterStrong Classroom", "Make Kindness Normal" etc..	Everyone needs reminders. If you can systematize this and have key people in charge of different parts of the system (i.e. sending out Staff Dares, getting visuals up around school etc.), it is more likely to happen.
STEP 7	Social Media Blitzing	Administrators, Teachers, Counselors, Community Leaders, and Students	• Create a school hashtag for the work you're doing. • Blitz the Social Emotional Learning/Character Ed Work your students are doing. • Point out to students the change that is taking place by sharing stories and examples of impact. • Encourage students/staff to share out what they are doing and how they're growing.	It is important for others to see the work and transformation happening. Families, communities, etc. want this work to take place share it with them.

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STEP 8	Introduce Staff CharacterDare through the CS Gym	Administrators & All Staff	Determine how you will send Staff CharacterDares out each week and how you will remind and encourage staff to put the strategies into action.	This is key to getting buy in as staff should be role modeling the skills being taught in the curriculum. When relationships are the focus, teachers create a safe environment for all students to learn.
STEP 9	Get Student Leaders bought in	Create buy in with Student Leaders and give them specific ways that they can role model to other students.	• Note: CharacterStrong Leadership Curriculum is a great addition to provide training and practice for your student leaders. Assessments are built into the course to make it an actual elective offering at your school. • If there is not room for an elective course to be added, many schools will use the curriculum in retreat settings and/or as a curriculum for active clubs/groups to use before and/or after school throughout the year.	For best implementation results, it is important that students see examples of the CharacterDares being put into action throughout their school. When Student Leaders role model what it means to be CharacterStrong, the results will follow and momentum builds.
STEP 10	Send Additional Staff to CS Training	• The goal would be to send additional influencers in your building consistently. • Make sure influential voices from each niche of your staff have now attended. • Coaches and key classified staff would be the next level if you feel most staff are bought in.	This is an ongoing process over time to create a critical mass within the building. Some schools send a team of 3-5 to each training winter, spring, summer, fall.	The goal is to get a critical mass of your staff to one of these trainings to have majority of staff bought in.
STEP 11	Ongoing progress monitoring	• Walk through fidelity checks. • Student and staff perception/growth survey. • Gather pre, mid and post ABC (Attendance, Behavior and Course Work) Data. • Admin teaches lesson once a week/month in different classrooms to be in touch with what is being taught.		It's important to make sure the curriculum is being implemented properly and feedback is being given.