



Why Become A School of Character?

A School of Character has the power to change lives and communities. The key lies in creating shared "core values" that embody what the school stands for and following our 11 Principles to guide school life. Embracing these helps students thrive in school and beyond, inspires teachers, engages the community, and boosts academic performance.

How Do You Become A School Of Character?

Building character cannot be achieved through a curriculum or a single aspect of school life; It is a continuous process that involves the whole school culture. Our 11 Principles, backed by decades of research and success, drive this evolution. Leaders use them and our Key Indicators to customize and guide the journey towards fundamental transformation.

Character.org is proud to have helped transform over 1,000 schools and school districts by developing a comprehensive culture of character. Let us help your school.

Contact Lori at lori@character.org to get started today!

National School of Character Trends



87.3% REPORT STUDENTS FEELING SAFE



88.3% OF SCHOOLS WITH MATH SCORES ON THE RISE OR HIGH



95.4% AVERAGE ATTENDANCE



89% SAW A DECLINE IN THE SUSPENSION RATE



87.7% OF SCHOOLS WITH READING SCORES ON THE RISE OR HIGH



87% SAW DECLINE IN DISCIPLINE REFERRALS

Students Impacted in 2023 - 60,000
Students Impacted Overall - 1.5 million

Schools of Character are places students, teachers, and parents want to be.



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"I have finally had a chance to sit and read all of the feedback, and I am in tears. As I reflect, I think about how I would have loved to be at a school like Magnet when I was a child."

- Yolanda Stockdale, 6th Grade Teacher
Tuscaloosa Magnet Schools-Middle, AL

"I appreciate all of the support and guidance throughout our journey this year."

-Brandi Halverson, Counselor
Doerre Intermediate School, TX



"We've been trying to improve for the past 7-8 years and we were floundering until we found the 11 Principles. The 11 Principles helped pull our work together. We now know where we need to go."

- Michael Cottone, Principal, Troy Union Elementary, MI