

# Program Evaluation

For the entire report visit  
[www.projectwisdom.com](http://www.projectwisdom.com).



**Project Wisdom, Inc.**  
4747 Bellaire Blvd.,  
Suite 210  
Bellaire, Texas  
77401-4518  
Phone: (800) 884-4974  
Fax: (713) 664-6944

## Executive Summary

Since 1992, Project Wisdom has been providing schools with character education materials that encourage students to reflect upon the meaning of civic and personal values and the application of those values in their daily lives. The centerpiece of the program is a collection of thought-provoking messages designed to be read over the PA or in-house television system. These messages inspire and teach while fostering a more positive school climate and building morale.

The messages are not dated and are, therefore, recyclable. There are three series of broadcast messages, each containing enough content for an entire school year. All three series come with reproducible components, including a weekly journal for students. The program is very easy to implement and highly cost-effective as a springboard for any schoolwide character education initiative.

As part of our commitment to understanding the effectiveness of our program, we continue to engage in a scientifically based evaluation process. Specifically, with the assistance of our independent program evaluator Dr. Beth Manke, we revised and deployed our annual Web-based survey during the spring of 2004. Dr. Manke is an associate professor at California State University, Long Beach, and has over 12 years of evaluation experience with organizations serving children and families.

This year's Web-based survey tapped a variety of issues, including general school demographics (e.g., school size and ethnic makeup), program implementation (e.g., whether or not schools use community members as guest narrators), and the impact of Project Wisdom on school climate and student adjustment (e.g., discipline infractions and socio-emotional development). In total, there were 32 questions on the survey, most designed to be rated on a five-point scale (1 = not at all, 2 = a little bit, 3 = somewhat, 4 = quite a bit, 5 = very much).

Licensed schools for which Project Wisdom had been provided an email address were invited to participate. Schools using the program during the 2003-2004 academic year completed a total of 913 surveys. People familiar with the implementation and impact of Project Wisdom responded. Almost half were principals (48%), followed by counselors (26%) and assistant principals (10%). In addition to data gathered via the surveys, this evaluation includes excerpts and testimonials taken directly from student essays submitted for the Project Wisdom Fall 2003 Student Essay Contest. Five hundred forty-nine of the respondents added what were overwhelmingly positive comments. A small sample of those are included in the full document available at [www.projectwisdom.com](http://www.projectwisdom.com).

In addition to data gathered via the surveys, this evaluation includes excerpts and testimonials taken directly from student essays submitted for our Fall 2003 Student Essay Contest. Four hundred and twenty schools submitted essays. These schools were limited to submitting only their best six. Excerpts are included, and again, represent only a very small portion of the positive anecdotes and testimonials received.

## Key Findings From Evaluation

- Decreases incidents of student teasing and/or bullying.
- Decreases discipline referrals to the office.
- Affects the school climate in a positive way.
- Has a positive impact on teacher morale.
- Increases students' self awareness, social awareness, self management, relationship skills, and responsible decision making.
- Stimulates student conversation about character issues.