

Christian character development, part 1
Plan for intentional character development
Making Christian character training visible

“Character development is job #1.”

Dan Krause, Author
Marketing Christian Schools

The quote above is based on the meta-analysis of 100,000 respondents from Christian schools across the country. Character development is the #1 reason parents choose a Christian school. The quote above continues, "Died in the wool [Lutherans], fourth generation Adventists, flaming Charismatics, mainline Evangelicals, and even unchurched agnostics all agree that Junior needs a moral foundation."

As I said at Principals' Council, I am absolutely confident that guiding students in a relationship with Christ and character development are happening in all your schools.

What I am less confident about is how obvious that is to the people who pay the tuition--parents. So this series will share ideas, mostly but not entirely from Loma Linda Academy's elementary grades, for creating an *intentional plan for developing character traits* and *making that visible* for teachers, students and parents.

Commit

If you are not convinced that making character development intentional and visible is an important focus for your time and effort I ask you to pray about it.

Schedule time in post session

Today's action step is quick: Set aside time in post session to work on choosing your school's core values to inculcate in your students. We will talk in future messages about that process and what to do next.

For now, let teachers know you will be working on this together after school gets out. Or for A+ work, start biting off small bits of this project in weekly staff meetings.

Delegating:

There is nothing to delegate this week. You need to commit yourself and help your teachers see the importance also.

Binder tab: June

School size: All

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?