

## PILOT PROGRAM – FRISCO ISD

### MISSION

Ethos Education Group has been selected by Frisco ISD to conduct a life skills program for student-athletes. The mission for the pilot is to empower students to make positive life decisions in the areas of education, physical and mental health, relationships and character development. Through this program, students-athletes will understand, regardless of their circumstances, they possess the POWER today to define their success as future leaders!!

Adolescence is a critical time period during which many life altering decisions are made. We believe that every student-athlete should be offered the information and support needed to make empowered choices for themselves. Ethos is focused on affirming positive life decisions that is derived through a growth mindset that allows them to learn from their mistakes rather than to be condemned by them. Self-Identity and Self – Value will be redefined in this program.

### TIMING, LOCATION AND EVENT

On July 25, 2014, our curriculum called “YOU’VE GOT THE POWER!” will be rolled out at Heritage High School in Frisco TX. For twelve (12) weeks, 25 senior students-athletes will go through lesson plans, seminars and focus groups. As a privilege, members of the NFL Players Association Former Players Chapter of Dallas will conduct a football clinic and seminar. At the conclusion of this period, we will conduct another twelve (12) week program that encompasses another 200 student-athletes. During this second session sophomore, junior and other senior student-athletes will be serviced. At the conclusion of these pilots, the curriculum will be offered to the entire 2,500 student population of Heritage High School.

### CURRICULUM

The “YOU’VE GOT THE POWER!” approach to character development and life skills doesn’t exclude anyone. We value the diversity of political, religious, and cultural views that surround us every day and are sensitive to reflect values that are universally embraced such as commitment, generosity, respect, perseverance, courage, honesty, patience, temperance and fortitude. These are the values that we feel all successful people possess in their lives today!

To make this program effective, character education and life skills must involve everyone—school staff, parents, students, and community members. It must be integrated into the curriculum as well as the school’s culture. When this happens amazing results are realized and students are transformed.

## YOU’VE GOT THE POWER

To unite the community of students, parents and teachers the platform leverages the following three key components:



**ETHOS  
CURRICULUM**  
workbooks

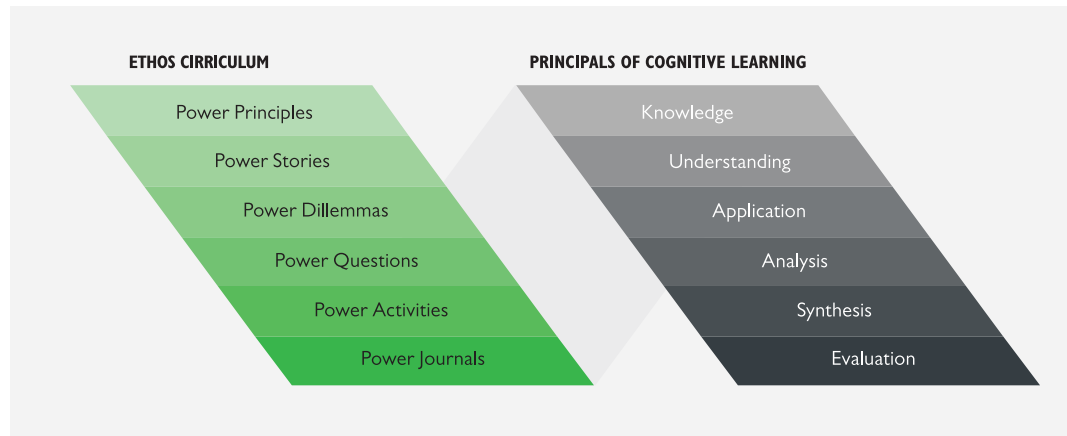


**ETHOS  
VILLAGE**  
online platform



**ETHOS  
CHAMPIONS**  
seminars, focus groups

To ensure that the students synthesize the information on the curriculum the platform was designed using the proven principals of cognitive learning.



**POWER PRINCIPLES** that are vital to character education and life skills development.

**POWER STORIES** of real life scenarios for students to internalize, synthesize and apply the principles presented in this book.

**POWER DILEMMAS** allow students the opportunity to experiment with the key information are presented.

**POWER QUESTIONS** that immerse students in thought provoking self-exploration and discovery exercises of their feelings and thoughts related to each POWER PRINCIPLE have been developed.

**POWER ACTION ACTIVITIES** that enhance student learning and retention by reinforcing concepts presented in the reading material have been generated. The use of these activities will help to further develop an understanding of the discussion points and to gain insight into the principles and how they can be applied in each student's life.

**POWER JOURNAL** topics are included in the workbook to promote independent writing and thought reflection to reinforce the main concepts presented in the workbook.

**POWER PLANNING TOOL** is included to assist students in developing an action plan that will be implemented to alter their behavior and improve their performance.

#### **CONNECTION POINT WITH STUDENTS-ATHLETES**

“YOU’VE GOT THE POWER!” is a customizable character development and life skills curriculum that was designed to improve the educational experience of students by redefining success through a firm understanding of identity and self value.

Through the support of the NFL Players Association Former Players Chapter of Dallas and other strategic partners, Ethos leverages the social worth of celebrity athletes and entertainers as a means to connect with impressionable youth through a wide range of interactive curriculum platforms that support the mutual goals of both the parents and educators. See the testimonials of our celebrity partners, Tim Brown and Everson Walls below:



#### **Everson Walls on the word “Commitment”**

[http://youtu.be/waazrti\\_M4c](http://youtu.be/waazrti_M4c)



#### **Tim Brown on the word “Fortitude”**

<http://youtu.be/xxnbh78r0kM>

When a student connects to the life lessons demonstrated by their favorite celebrity idol or professional occupation, a mental paradigm shift occurs allowing them to become inspired and motivated learners. As an inspired and motivated learner, this connection point works to increase the student’s academic performance and self value while working to close the overall achievement gap.

#### **PROGRAM RESULTS**

Since 2010, through our affiliates and strategic partners at Genesis, SERVE and Powerful Education Technologies, thousands of students have benefited from our program.

Students Statistics after Going through the Program:

- 100% of students reported that using the “You’ve Got the Power” educational curriculum workbook changed the way they think or feel
- 100% of the students reported that they enjoyed using the “You’ve Got the Power” educational curriculum workbook
- 89% of the students reported that the “You’ve Got the Power” educational curriculum workbooks were great or very good
- 100% of the students reported that they think other students will benefit from using the “You’ve Got the Power” educational curriculum workbook

Academic Performance Statistics after Going through the Program:

- 91% of students improved G.P.A
- G.P.A. Averages:
  - Before Ethos 1.23
  - After Ethos 2.20
- An average increase in GPA of 0.97
- 96% graduation rate
- 75% continuing with college education

#### **HOW YOU CAN HELP?**

Unfortunately, in today’s economy, schools alone do not have the required funds necessary to finance the total educational experience of our children. This is where we need your help. In order to bring the “YOU’VE GOT THE POWER!” curriculum to our children, we need you to be a corporate sponsor today. Your dollars will work to improve our educational system and help plant a seed toward long-term success. Sponsor a child today and make our society a better place to live for tomorrow.

# 2014 GIFT SPONSERSHIP LEVELS

## LEGACY SPONSOR

(\$50,000)

- Exclusive naming rights of the Official Charitable Gift Fund Award, Annual Conference and all fund-raising events.

- Exclusive mentions on the DFW Sports Television Show with host Brady Tinker and Everson Walls.

- Opportunity to sponsor 455 students to utilize the Ethos Character Development Program.

- Permanent and prominent mention of your company name on the Ethos Gift Fund Website.

- A media release to announce your company's decision to become an Ethos' Education Gift Fund Legacy Sponsor.

- Prominent branding and merchandising on the Online Ethos Curriculum Platform / Products.

- Company logo prominently displayed on all marketing materials including: brochures, event banners, press releases, print advertisement.

- Company logo on bi-monthly E – Newsletters to all member Charter Schools and after School Programs.

- Company Spokesperson will have the ability to speak at the Ethos Annual Conference.

- Permission to use the Ethos logo for one year.

- Recognition Plaque

## GENERATIONAL SPONSOR

(\$25,000)

- Opportunity to sponsor 225 students to utilize the Ethos Character Development Program

- Permanent and prominent mention of your company name on the Ethos Gift Fund Website

- A media release to announce your company's decision to become an Ethos' Education Gift Fund Generational Sponsor.

- Prominent branding and merchandising on the Online Ethos Curriculum Platform

- Company logo prominently displayed on all marketing materials including: brochures, event banners, press releases, print advertisement

- Company logo on bi-monthly E – Newsletters to all member Charter Schools and after School Programs

- Permission to use the Ethos logo for one year

- Recognition Plaque

## PARTNERSHIP SPONSOR

(\$10,000)

- Opportunity to sponsor 110 students to utilize the Ethos Character Development Program

- Company Logo listed on Company URL

- Sponsor gift

## SCHOLARSHIP SPONSOR

(\$5,000)

- Opportunity to sponsor 55 students to utilize the Ethos Character Development Program

- Company Logo listed on Company URL

- Sponsor gift

## GRADUATE SPONSOR

(\$2,500)

- Opportunity to sponsor 28 students to utilize the Ethos Character Development Program

- Company Logo listed on Company URL

- Sponsor gift

## HONOR ROLL SPONSOR

(\$1000)

- Opportunity to sponsor 11 students to utilize the Ethos Character Development Program

- Company Logo listed on Company URL

- Sponsor gift

## BUSINESS SPONSOR

(\$500)

- Opportunity to sponsor 7 students to utilize the Ethos Character Development Program

- Company Logo listed on Company URL

- Sponsor gift

## INDIVIDUAL SPONSOR

(\$250)

- Opportunity to sponsor 4 students to utilize the Ethos Character Development Program

- Company Logo listed on Company URL

- Sponsor gift

SUPPORTED BY

