

RESOLUTION NO. 31405-2

A RESOLUTION OF GETTYSBURG BOROUGH COUNCIL  
DECLARING CHARACTER COUNTS! PROCLAMATION WEEK,  
ESTABLISHING CHARACTER COUNTS! WEEK IN PERPETUITY,  
AND ENCOURAGING GOOD EXAMPLES OF CHARACTER

WHEREAS young people will be the stewards of our communities, nation and world in critical times, and the present and future well-being of our society requires an involved, caring citizenry with good character;

WHEREAS concerns about the character training of children have taken on a new sense of urgency as violence by and against youth threatens the physical and psychological well-being of the nation;

WHEREAS, more than ever, children need strong and constructive guidance from their families and their communities, including schools, youth organizations, religious institutions and civic groups;

WHEREAS the character of a nation is only as strong as the character of its individual citizens, and the public good benefits when young people learn that good character counts in personal relationships, in school and in the workplace;

WHEREAS scholars and educators agree that people do not automatically develop good character and, therefore, conscientious efforts must be made by youth-influencing institutions and individuals to help young people develop the essential traits and characteristics that comprise good character;

WHEREAS character development is, first and foremost, an obligation of families, though efforts by faith communities, schools, and youth, civic and human service organizations also play a very important role in supporting family efforts by fostering and promoting good character;

WHEREAS in July 1992, the Aspen Declaration was written by an eminent group of educators, youth leaders and ethics scholars for the purpose of articulating a coherent framework for character education appropriate to a diverse and pluralistic society;

WHEREAS the Aspen Declaration states that "effective character education is based on core ethical values which form the foundation of democratic society" — trustworthiness, respect, responsibility, fairness, caring and citizenship — and these "Six Pillars of Character" transcend cultural, religious and socioeconomic differences;

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(continued)**

WHEREAS the Aspen Declaration states that "The character and conduct of our youth reflect the character and conduct of society; therefore, every adult has the responsibility to teach and model the core ethical values and every social institution has the responsibility to promote the development of good character";

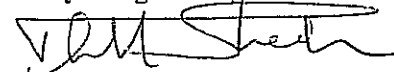
WHEREAS community and education leaders from the area, particularly those from Lincoln Elementary School and the Leadership Adams/Hanover Class of 2005 have joined together to bring character education out of the classroom and into the community with the first week of events planned for April;

NOW, THEREFORE, BE IT RESOLVED that:

- 1) The Council of the Borough of Gettysburg hereby endorses the "Six Pillars of Character" and urges all borough employees to seek out opportunities to incorporate these core ethical values into their work with young people in park and recreation activities, child care programs, community events, and intern and employee training, and encourages all citizens, corporate and individual, to model these traits of good character in an ongoing commitment to promote character development and ethical behavior in the youth of our community
  
- 2) The Council of the Borough of Gettysburg hereby declares the week commencing Monday April 18, 2005 as "Gettysburg CHARACTER COUNTS! Proclamation Week", and further declares the week commencing the third Sunday in October as "Gettysburg CHARACTER COUNTS! Week" in perpetuity, and calls on the people of Gettysburg and interested groups to embrace these Six Pillars of Character and observe that week with appropriate ceremonies and activities.

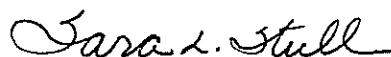
ADOPTED this 14<sup>th</sup> day of MARCH, 2005

Gettysburg Borough Council



President

ATTEST:



Secretary

Mayor

## **Good Ideas on the Web: Websites of National Members of the CHARACTER COUNTS! Coalition**

- 4-H ([www.fourhcouncil.edu](http://www.fourhcouncil.edu))
- Alpha Xi Delta Women's Fraternity ([www.alphaxidelta.org](http://www.alphaxidelta.org))
- American Association of Community Colleges ([www.aacc.nche.edu](http://www.aacc.nche.edu))
- American Association of School Administrators ([www.aasa.org](http://www.aasa.org))
- American Camping Association ([www.acacamps.org](http://www.acacamps.org))
- American Federation of Teachers ([www.aft.org](http://www.aft.org))
- American Red Cross ([www.redcross.org](http://www.redcross.org))
- American Youth Soccer Organization ([www.soccer.org](http://www.soccer.org))
- Babe Ruth League ([www.baberuthleague.org](http://www.baberuthleague.org))
- Big Brothers Big Sisters of America ([www.bbbsa.org](http://www.bbbsa.org))
- Boys & Girls Clubs of America ([www.bgca.org](http://www.bgca.org))
- Camp Fire Boys and Girls ([www.camp-fire.org](http://www.camp-fire.org))
- Drug Education Council, Inc. ([www.drugeducation.org](http://www.drugeducation.org))
- Family, Career and Community Leaders of America ([www.fhahero.org](http://www.fhahero.org))
- Girls and Boys Town ([www.boystown.org](http://www.boystown.org))
- International Association of Chiefs of Police ([www.theiacp.org](http://www.theiacp.org))
- International Order of Job's Daughters ([www.iojd.org](http://www.iojd.org))
- Little League Baseball ([www.littleleague.org](http://www.littleleague.org))
- National Abstinence Clearinghouse ([www.abstinence.net](http://www.abstinence.net))
- National Association for Family & Community Education ([www.nafce.org](http://www.nafce.org))
- National Association of Police Athletic Leagues ([www.nationalpal.org](http://www.nationalpal.org))
- National Association of Secondary School Principals ([www.nassp.org](http://www.nassp.org))
- National Catholic Educational Association ([www.ncea.org](http://www.ncea.org))
- National Council of La Raza ([www.nclr.org](http://www.nclr.org))
- National Council of Youth Sports ([www.ncys.org](http://www.ncys.org))
- National Education Association ([www.nea.org](http://www.nea.org))
- Phillips Programs ([www.phillipsprograms.org](http://www.phillipsprograms.org))
- Points of Light Foundation ([www.pointsoflight.org](http://www.pointsoflight.org))
- Primary Focus ([www.primaryfocus.org](http://www.primaryfocus.org))
- Sigma Nu Fraternity ([www.sigmanu.com](http://www.sigmanu.com))
- United States Youth Soccer Association ([www.usysa.org](http://www.usysa.org))
- United Way of America ([www.unitedway.org](http://www.unitedway.org))
- YMCA of the USA ([www.ymca.net](http://www.ymca.net))
- Youth Volunteer Corps of America ([www.yvca.org](http://www.yvca.org))

# The Six Pillars of Character

*(Definitions for Young People)*

## **TRUSTWORTHINESS**

- Be honest.
- Don't deceive, cheat or steal.
- Be reliable — do what you say you'll do.
- Have the courage to do the right thing.
- Build a good reputation.
- Be loyal — stand by your family and friends.

## **RESPECT**

- Treat others with respect; follow the Golden Rule.
- Be tolerant of differences.
- Use good manners, not bad language.
- Be considerate of the feelings of others.
- Don't threaten, hit or hurt anyone.
- Deal peacefully with anger, insults and disagreements.

## **RESPONSIBILITY**

- Do what you are supposed to do.
- Persevere: keep on trying!
- Always do your best.
- Use self-control; be self-disciplined.
- Think before you act — consider the consequences.
- Be accountable for your choices.

## **FAIRNESS**

- Play by the rules.
- Take turns and share.
- Be open-minded: listen to others.
- Don't take advantage of others.
- Don't blame others carelessly.

## **CARING**

- Be kind.
- Be compassionate and *show* you care.
- Express gratitude.
- Forgive others.
- Help people in need.

## **CITIZENSHIP**

- Do your share to make your school and community better.
- Cooperate.
- Stay informed; vote.
- Be a good neighbor.
- Obey laws and rules.
- Respect authority.
- Protect the environment.

## Business Sponsorship Ideas

- For your contests, competitions and raffles, solicit the support of booksellers, video and music stores, toy stores, restaurants and any other merchants who could offer prizes for young people.
- Various large corporations may underwrite your activity if funds are the issue. Usually there is one person in charge of corporate giving. Find out who this person is and what the company's guidelines are for giving before you send your letter.
- A local newspaper may provide free advertising of an event or ongoing activity.
- Businesses may explicitly support CHARACTER COUNTS! in their advertising and make reference to an event or ongoing activity. They may sponsor a newspaper ad or billboard sign.
- A local newspaper, print shop or copy shop may donate printing and typesetting services to a community newspaper produced by young people.
- A print shop or copy shop may donate its services to reproduce and bind materials to make a collection of essays on the Six Pillars or a student newspaper focusing on character.
- An office supplies store may donate materials (e.g., paper, notebooks, pens) for a journal-writing activity.
- A local chain of grocery stores, restaurants or other businesses may display posters or include information on marquees or billboards at all of their locations.
- Local grocery stores and restaurants may make contributions to food drives.
- Office and art supplies stores may contribute materials for arts and crafts projects focusing on the Six Pillars.
- Fabric stores may donate materials for a CHARACTER COUNTS! or "Pillar of the Month" banner (permission to use the CHARACTER COUNTS! service mark and logo is required). Various other businesses should be encouraged to make an ongoing commitment to sponsor activities celebrating the "Pillar of the Month."
- CD and tape stores may provide music for activities involving song and dance.
- Video stores may provide free video rentals, and supermarkets might donate snacks, for a movie night focusing on character development.
- Hardware stores, car/truck rental lots, and refuse haulers may donate materials for community service endeavors such as school painting and other maintenance projects, park cleanup projects and recycling activities.

Allied Signal Aerospace in Torrance, California took the lead to get CHARACTER COUNTS! going in its community by "adopting" a local middle school. Among other activities, the company has sponsored an essay contest for the children, with select entries displayed at the firm's annual "Integrity Day" celebrations — a great way to integrate character education, community involvement and employee development.

### Integrity Awareness Week Essay Contest

*How can integrity help you make the world a better place?*

If everyone had integrity, the world would be a better place to live. Integrity is very important. I choose friends with integrity. I want to play on soccer and basketball teams with integrity. If my friends have integrity, I won't get hit. Friends with integrity do not cheat in games. They are honest and I can trust them. People with integrity are good to the environment too. I wish everybody had integrity.

Please print and use this form for all entries.

Name: Luke Saville

Grade: Second Age: seven

Employee Name: Marshall Scottie

Work Location: 4417-26 Extension: 4641

Contest Rules

- Eligibility limited to children of AlliedSignal Aerospace employees assigned to Torrance, Rancho Dominguez and Banning facilities only.
- Choice of savings bond or gift certificate to the first-place winners in the following categories:
  - » Grades K thru 3
  - » Grades 4 thru 6
  - » Grades 7 thru 9
  - » Grades 10 thru 12
- Deadline for entry: Friday, Oct. 13, 1995. Winners Announced Wednesday, Oct. 18, 1995.
- Submit entries to: Joanne Burkner, AlliedSignal Aerospace Public Affairs, 28-G-1424, ext. 2638

# Good Ideas for Getting the Support of Local Government

## A PROCLAMATION

On Behalf of the People of  
THE CITY OF KNOXVILLE

By His Honor The Mayor  
Victor Ashe

To Publicly Recognize  
Character Counts!

*[Faded text of the proclamation follows]*

Character Counts! Day



CHARACTER COUNTS! and the Six Pillars of Character have been endorsed by about 40 states and 500 cities, counties, school districts and chambers of commerce (not to mention the president and both houses of Congress). Community activists have secured the support of hundreds of national and local elected officials for National CHARACTER COUNTS! Week (every third week of October) and other celebrations. Political pronouncements don't solve problems, of course. But generating community-wide support and awareness is easier if public officials endorse your work.

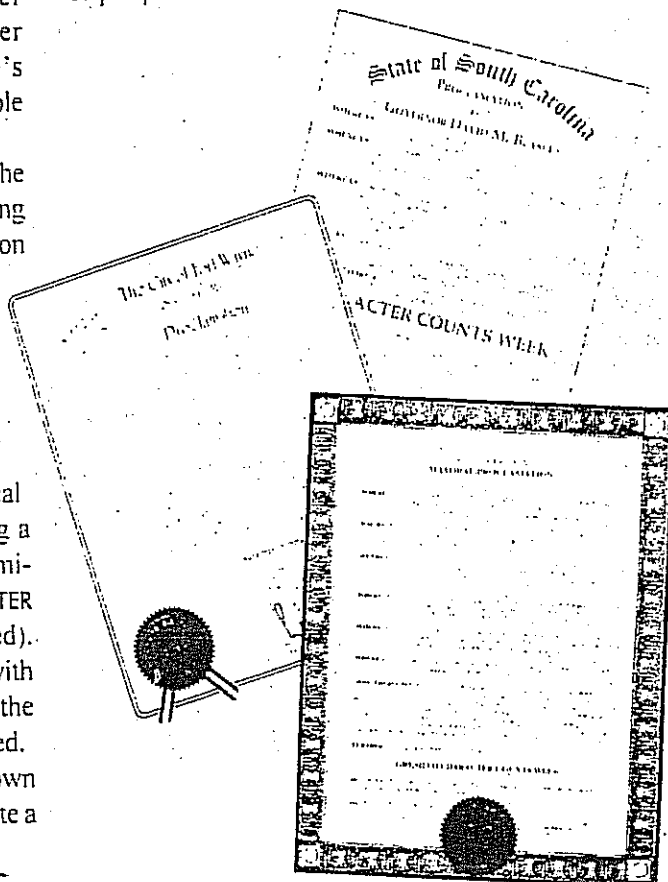
**E**ncourage your mayor, city council, state legislators, school board members and other community leaders to introduce a resolution endorsing the Six Pillars of Character and proclaiming the third week in October "CHARACTER COUNTS! Week." Other awareness-raising events — Knoxville's "CHARACTER COUNTS! Days" is a good example — also benefit from proclamations.

To secure these endorsements, contact the office of your elected officials, either in writing or by telephone. Provide a background sheet on the activities of your school or organization and why you feel they should support CHARACTER COUNTS!. Urge them to commit to sponsoring character-development programs based on the Six Pillars in local schools and other youth programs.

During CHARACTER COUNTS! Week, local governments can also participate by draping a banner in front of City Hall or in another prominent position (permission to use the CHARACTER COUNTS! service mark and logo is required). Provide a local contact phone number along with the Coalition's main number and website on the banner for information on how to get involved.

Encourage local officials to hold a CCI town hall meeting in the city council chamber. Invite a

broad cross section of community members to discuss the Six Pillars and acknowledge individuals who exemplify them. Local elected officials can give these individuals certificates or plaques.



## WAYS TO PROMOTE CHARACTER COUNTS PROGRAM AT EISENHOWER ELEMENTARY SCHOOL

- Character Counts bulletin board - staff can nominate students who demonstrate the qualities for the character trait of the month.
- Poster sets in each classroom - (beginning with Citizenship: Kupa the Bear).
- Character education teacher resources in the school library.
- Character Counts music and announcements over the intercom.
- CharacterEd.net website - one year subscription.
- Gettysburg Times newspaper - NIE supplement on character education  
Your Character Counts – Grade K-5  
Full page feature with age appropriate activities, built around the six pillars of Character Education. Runs the third Monday of every month beginning 9/20 and ending 5/16.
  - 9/20: What is Character
  - 10/18: Citizenship
  - 11/15: Caring
  - 12/20: Building Good Character
  - 1/17: Respect
  - 2/21: Responsibility
  - 3/21: Trustworthiness
  - 4/18: The Golden Rule and YouWill also run in Spanish in El Diario. Gettysburg Times monthly Spanish edition, published the last Wednesday of every month. \*sponsored by Pella Rollscreen Foundation
- Character Education Friday:  
Last Friday of each month promote the character trait of the month by:
  - Wearing Character Count t-shirts
  - Announce nominated students over the intercom
  - Use CharacterEd.net
  - Use Gettysburg Times newspaper- NIE supplement
- Character education committee- staff and parents help with planning and implementing activities throughout the school year, also getting the community involved in promoting character education.
- Character Education folders
- Artist-in-Residence to use Character Counts theme
- Character Counts information in school newsletter

Maureen Malone  
Lincoln Elementary School  
98 Lefever Street  
Gettysburg, PA 17325

Gail Pavlovich  
Leadership Adams Hanover  
Box 4732  
Gettysburg, PA 17325

September 7, 2005

Dear Ms. Pavlovich,

I would like to submit a community service project for a LEAD team to do as part of the leadership development program. The project is to bring **CHARACTER COUNTS!** to our community.


**CHARACTER COUNTS!** is a national grassroots initiative based on voluntary citizen action. The **CHARACTER COUNTS!** Coalition founded in 1993 is a partnership of more than 500 national, regional and local organizations committed to the **CHARACTER COUNTS!** strategy. They have joined together in a collaborative effort to improve the character of young people based upon the framework of the "Six Pillars of Character": Trustworthiness, Respect, Responsibility, Fairness, Caring, and Citizenship.

The Pella Rollscreen Foundation is currently sponsoring the development of **CHARACTER COUNTS!** within the Gettysburg Area School District by providing training and materials to the K-5 staff. Through the training we learned that communities around the country are finding creative, effective ways to reach people of all ages with the message that their character really counts: local radio stations conduct contests; gazebos are built in parks using the six character traits as pillars; the six character traits are emblazoned on police cars; and banners used during parades are among some examples. Last spring, we contacted, Donna White, Newspaper In Education Coordinator of the Gettysburg Times, with the idea of developing a character education page. I am excited to share the news that starting in September, The Gettysburg Times will be printing a monthly student page entitled *Your Character Counts*. Parents and community members reading the paper will become aware of the six pillars.

The support of the Gettysburg Times has fueled us to reach toward formalizing the development of a community program. Truthfully, we need to devote our time and energy with the schools. We need help in organizing community efforts.

I have enclosed some **CCI** informational materials and we have a multitude of resources that we can share with the LEAD team. Additional information about **CHARACTER COUNTS!** can be found on the **CCI** website: [www.charactercounts.org](http://www.charactercounts.org). Please do not hesitate to contact me for further clarification @ 334-6254 ext. 7125.

Sincerely,

  
Maureen Malone  
School Counselor