HERFF JONES
Believe in You
Empowering students to change their world.
BELIEVE IN YOU CLIMATE AND CULTURE PROGRAM

Improving Graduation Rates, Building Character, Developing Leadership, Increasing Participation and Recognizing Achievement

3/5/14

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Believe in You creates classrooms, campuses and communities where all students are empowered to change their world through choice and action by providing hands-on, engaging and interactive resources that improve graduation rates, build character, develop leadership, increase participation and recognize achievement.”
BELIEVE IN YOU
Competitive Bid Piece
**Believe in You**

**Areas of Focus**

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BELIEVE IN YOU
Catalog
BELIEVE IN YOU
Overview

EMPOWERING STUDENTS TO CHANGE THEIR WORLD

The Herff Jones Believe in You Mentoring Program creates classroom environments where every student is empowered to change their world through choices and actions that improve graduation rates, build character, develop leadership, increase participation and recognize achievement.
BELIEVE IN YOU
Graduation
BELIEVE IN YOU
Graduation

PLEDGE TO GRADUATE™

KENNEDY HIGH SCHOOL — CLASS OF 2020

James Howard
(Student Printed/Name)

As a student, I pledge to believe in myself, do the work it takes to graduate with my class and seek help whenever I need it.

James Howard
(TAught Printed)

As a mentor, I appreciate the following three qualities that will help you graduate.

1. Dedication to study

2. Compassion for others

3. Willingness to learn

I pledge to Believe in You.

Allen Jordan
(Mentor Printed / Mentor Signature)
BELIEVE IN YOU
Graduation

THE DIFFERENCE BETWEEN THE IMPOSSIBLE AND THE POSSIBLE LIES IN A PERSON'S DETERMINATION.

IF YOU RUN INTO A WALL, DON'T TURN AROUND AND GIVE UP. FIGURE OUT HOW TO CLIMB IT, GO THROUGH IT, OR WORK AROUND IT.

IN THE MIDDLE OF DIFFICULTY LIES OPPORTUNITY.
— Albert Einstein

FIND YOUR OPPORTUNITY

EN MEDIO DE LA DIFICULTAD SE ENCUENTRA OPORTUNIDAD.
— Albert Einstein

ENCUENTRA TU OPORTUNIDAD
BELIEVE IN YOU
Graduation
BELIEVE IN YOU
Character and Leadership

CHARACTER BUILDING

BELIEVE IN YOU DAILY QUOTES AND CHALLENGES
Developed in partnership with Challenge Day, this deck provides 365 unique daily affirmations, each with its own topic, quote and challenge. Covering character-related topics, such as leadership, appreciation, inclusion, sportsmanship and resiliency, these affirmations can be used over a public address system or combined with daily classroom assignments and discussions.

BUILDING SCHOOL COMMUNITY KIT
A program created to aid schools in using diversity as a tool for creating and building a unified community, with an atmosphere of mutual respect and appreciation, offering a systematic way to teach a concept the benefits of working together as a united team.

CAUSE CARDS
This pack of cards provides ideas to generate across among students for various personal and group causes.

LEADERSHIP DEVELOPMENT

PACK POCKET LEADERSHIP
Created by JT Fydlar, 12 easy-to-run lessons and activities focused on the topics of teamwork, communication, public speaking, character and problem solving. Each card includes information on group size, materials needed, conducting the activity and debrief questions.

DREAM LEADER BOOK AND GAME
In her book, author Jill Fydlar gets to the truth about building a dream life with 22 lessons and activities who do more than dream. The receive games engages up to 36 students simultaneously to review and discuss 12 proven steps to lead character-building principles, actions — and dreams.

LOCAL, REGIONAL & NATIONAL LEADERSHIP CONFERENCES
Juniors with students and a Hall leader/mentors from across the country at Herff Jones sponsored events locally, regionally and nationally.
BELIEVE IN YOU
Strategic Partners

STRATEGIC PARTNERS

CHALLENGE DAY - BE THE CHANGE
The Challenge Day mission is to provide youth and their communities with experiential programs that demonstrate the possibility of love and connection through the celebration of diversity, rights, and full expression in order that all students live in a world where they feel safe, loved, and included. Check out more about this non-profit's organization at challenge-day.org.

DO SOMETHING.ORG
DoSomething.org is the country’s largest not-for-profit for young people and social change. They have 7+ million members, as of June 2013 and growing daily, working on causes they care about: bullying, animal cruelty, homelessness, climate change. The site’s goal is to mobilize a national campaign on 12-17 year olds can make an impact — without even needing money on an adult or a car. Learn more about them at dosomething.org.

LIFELAN INSTITUTE
The Lifelane Institute's goal is to help teenagers overcome the social obstacles that threaten our children—drug and alcohol abuse, teenage pregnancy, dropping out of school, and gang participation. It's not profit, nor is it holistic. Proven by their commitment to make a positive difference in millions of youth's peoples lives. Visit their website at lifelaneinstitute.org.
“The Challenge Day mission is to provide youth and their communities with experiential programs that demonstrate the possibility of love and connection through the celebration of diversity, truth and full expression.

Our vision is a world where every child feels safe, loved and celebrated.”
“We love teens. They are creative, active, wired...and frustrated that our world is so messed up.

DoSomething.org harnesses that awesome energy and unleashes it on causes teens care about. Almost every week, we launch a new national campaign.

The call to action is always something that has real impact and doesn’t require money, an adult or a car.”
BELIEVE IN YOU
DoSomething.org Powers Offline Action
“10 million teenagers in 10 years. Through the Lifeplan program, teens discover for themselves how to navigate the path of life, avoid common pitfalls, and become successful, thriving adults.

By providing a clear picture of today and the challenges of tomorrow, the program encourages participants to envision rewarding paths through their tweens, teens, and on through young adulthood.”
BELIEVE IN YOU
My Lifeplan
BELIEVE IN YOU
Student Activities

STUDENT ACTIVITIES

ADVISOR'S GUIDE TO STUDENT ACTIVITIES
An activities resource guide designed for student leaders and/or activity advisors, offering suggestions and ideas on activity planning and special events for the school year.

CHALLENGE AND FOCUS NEWSLETTERS
Challenge is a monthly newsletter developed for student leaders, promoting student activities and new techniques for involvement, while the Focus monthly newsletter gives advisors resources and new ideas.

ELECTIONS & BEYOND WORKBOOK
This workbook was written for advisors to run successful elections and student leader to broaden their knowledge of leadership and adoption of parliamentary procedures.

TOOLBOX SERIES OF DVDS AND RESOURCE CD'S
These seven 'Toolbox' episodes help you address specific needs to make your school more unified and individual groups more successful.

- Assemblies: Helping Them Win
- Building "Team "To" Include Strategies
- Capture the Spirit: Build Better Spirit Rallies
- Communications: One on One
- Effective Fundraising
- Leadership Processes
- Public Relations
BELIEVE IN YOU
Motivation and Recognition

STUDENT / FACULTY & STAFF
ACHIEVEMENT & RECOGNITION

APPLAUSE CARDS
Developed to help you recognize individuals on your campus, these cards are filled with positive messages and space for you to handwrite your own note.

APPLAUDING MINDS KIT
A program designed to help your students use their imagination to decorate faculty and staff mailboxes with messages of recognition activities, certificate samples, and a semi-custom PowerPoint® presentation.

BELIEVE IN YOU SCHOLARSHIP & PRINCIPALS’ AWARD PROGRAM
In support of our corporate mission, Herff Jones is proud to be the only company in the industry to award more than $350,000 in scholarships to students in the United States and Canada. Each principal can select one senior member to be awarded $500 in academic, leadership and community service. Fifty of all of the recipients will be selected to win scholarships of $2,500, while the additional scholarship money will be awarded to the top three winners with a grand prize of $12,000.

MOTIVATIONAL SPEAKERS
Herff Jones can help arrange bringing in the brightest and most motivational speakers from across the country to focus on topics that are real and relevant to your students. With events ranging from bullying and diversity to motivation and graduation, Herff Jones will help you find the right speaker to meet your needs. Speakers include Scott Bedovich (awakeningheroes.com), Travis Brand “Mr. Motivator” (motivational.com), Erik Lipton (leadingclarity.com) and Mike Smuck (herffjonesmakers.com).

PRIDE ALL ABOUT ACHIEVEMENT THROUGH RECOGNITION
A program developed to help reduce absenteeism, decrease discipline problems and reward and boost spirit by focusing on PRIDE — Personal Responsibility In Daily Effort, including suggestions for various awards and established criteria.
BELIEVE IN YOU

Safety & Smart Driving

STUDENT SAFETY & SMART DRIVING

FEARLESS SCHOOLS TOOLS KIT RESOURCE CENTER
Teaching students leaders and administrators to be "Fearless Leaders." Learn how to identify bullying and bullying behavior on campus and better ways to understand the issues associated with bullying through examples of the difference between normal peer conflicts and bullying.

"IF YOU REALLY KNEW ME" CURRICULUM GUIDE
Based on the MTV series of the same name, these discussion guides lead students through the issues that teens across the country face daily by following the program on teenView across the country. Simply watch an episode of the series and use the guide to provide relevant content to discuss real-life issues.

MOD UP ANTI-BULLYING TOOLS
Everything you need to set up a program on campus to address bullying for both the students who bully and are being bullied. Includes puppets, pre-written puppet and resource scripts, classroom curriculum, and development of a school-wide plan led by the administration and students. For this toolkit, the best resource available across the country.

STRAIGHT UP — GET HOME SAFELY PROGRAM
Our exclusive Herff Jones Straight Up™ Get Home Safety Program provides a plan that is simple to implement, ensuring your school's young drivers are better and smarter drivers by offering an added measure of awareness. This program includes posters, individual pledges, and other means to remind students not to drive under the influence of drugs and drive.
BELIEVE IN YOU
Respect Posters

To get RESPECT, you must GIVE IT.

IF YOU THEN, YOU MIGHT BE A BULLY.

It’s COOL to be KIND.

DON’T BE AFRAID.
TELL SOMEONE.
UNITE & CONQUER

Be a BUDDY, not a BULLY.

IF YOU THEN, YOU MIGHT BE A CYBERBULLY.

Be PROUD to BE YOU.

DON’T BE SILENT.
TAKE ACTION.
UNITE & CONQUER
BELIEVE IN YOU
Respect Flair

BE BETTER.
SHOW RESPECT.
TELL SOMEONE.
TAKE ACTION.
COOL & KIND
I’m a BUDDY
PROUD to be me
I show RESPECT
BELIEVE IN YOU
Transitions & Life Skills

TRANSITIONS & LIFE SKILLS

PERSPECTIVES LIFE SKILLS CURRICULUM
Perspectives is a comprehensive, year-long life skills program designed to assist both traditional and non-traditional students in a process of success by building critical thinking and problem-solving skills. The program also offers support for personal achievement through academic and personal lives.

TASKS FLIPPED, CAPS TOSSED WORKBOOK
A post-secondary planning workbook which looks at the options of college, the military, vocational school or a career, including practical advice on issues like picking a career field that's right for study/work, preparing a resume, filling out an apartment lease and completing tax paperwork.

TRANSITIONS SET
An orientation program designed to help students feel welcomed in their high school. The concept is based on establishing a student mentoring program and includes a customizable PowerPoint presentation.
BELIEVE IN YOU
Swag
## Catalog Matrix

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"Thanks to Herff Jones and our representative, students see the possibilities within themselves and learn that dreams can become reality.

Dr. Michael Godby, Assistant Superintendent"

"Believe in You has made a huge difference in our culture through simple, easy steps. It has changed lives and developed a spirit of acceptance, caring and service."

Lisa Stevens, Principal"
BELIEVE IN YOU
9th – Dedicate

BELIEVE IN YOU.
GRADUATE.

Palos Verdes Peninsula High School -
Class of 2018

Mark Sattlerfeld and Brianna Jenkins
Representing Herff Jones
BELIEVE IN YOU
10th – Appreciate
Commit to be a responsible driver.

NO CELL, NO TEXTING, NO DRUGS, NO PROBLEMS.

BELIEVE IN YOU 11th – Contemplate
BELIEVE IN YOU
12th – Celebrate
BELIEVE IN YOU
Swag Overview
BELIEVE IN YOU
National EducationALLIances / California EducationALLiance

facebook.com/nationaleducationalliances

facebook.com/CAeducationalliance
BELIEVE IN YOU
California EducationALLiance

DR. JUSTIN PATCHIN
CO-DIRECTOR - CYBERBULLYING RESEARCH CENTER

AWARD-WINNING BOOK
Bullying Beyond the Schoolyard: Preventing and Responding to Cyberbullying (co-authored with Sameer Hinduja) examines the ways adolescents use technology to cause harm to their peers (and what adults can do about it).

PRESENTED ON VARIOUS TOPICS: JUVENILE JUSTICE, SCHOOL VIOLENCE, POLICY AND PROGRAM EVALUATION, AND ADOLESCENT INTERNET USE AND MISUSE AT ACADEMIC CONFERENCES AND TRAINING SEMINARS ACROSS THE UNITED STATES.

AB 256, Chapter 700 (2014) Clarifies role of school in intervening in bullying cases that originate away from school.

AB 9 “Seth’s Law” (2011) requires school policy and investigation processes.

AB 1156 (2011) expanded the definition of bullying and connected it to academic performance.

CO-DIRECTOR - CYBERBULLYING RESEARCH CENTER

JUSTIN W. PATCHIN, PH.D. DEPARTMENT OF POLITICAL SCIENCE UNIVERSITY OF WISCONSIN-EAU CLAIRE
WWW.CYBERBULLYING.US
WWW.JUSTINPATCHIN.COM

FIRST BOOK The Family Context of Childhood Delinquency explores the role of parenting in the prevention and intervention of serious delinquent behaviors of children. Since 2002, his research has focused on adolescent behavior online.

MOST RECENTLY he published Cyberbullying Prevention and Response: Expert Perspectives and School Climate 2.0: Preventing Cyberbullying and Sexting One Classroom at a Time (both also co-authored with Sameer Hinduja).

Dr. Patchin has spoken at the White House (3/16/2011) and the FBI Academy, and has appeared on CNN, NPR, and in the New York Times to discuss issues related to teens use and misuse of technology.
BELIEVE IN YOU
For More Information...

Herff Jones Believe in You
- herffjones.com/believe
- Booth 201
- Your Local Herff Jones Representative
- Mike Matt, National Motivational Programs Manager,
  mfmatt@herffjones.com / 317.442.8286

Challenge Day
- www.challengeday.org

DoSomething.org
- DoSomething.org
- HJ Booth 201
- Friday Sessions 7 & 8
- Colleen Wormsley, Marketing Associate, cwormsley@dosomething.org

Life Plan Institute
- www.lifeplaninstitute.org

California EducationALLiance
- facebook.com/caeducationalliance
- Jennifer Sasai, Co-Director, caeducationalliance@gmail.com /
  714-220-4051 x137