

## **Johnston Alliance for Character Development**

September 7, 2006

11:30 a.m.-12:45 p.m., Johnston Public Library

Attendees: Nancy Buryanek, Kevin Mills, Willona Goers, Laura Barclay, Barb Savage, Katherine Burggraaf, Michael Finch, Debbie Wych, Kelly Jeseritz, Mike Beaman, Rich Kirkeby, Nancy Betz.

### **Logo**

Nancy Buryanek presented several alternatives for review. She is still seeking input before a logo is selected.

### **Leadership**

No one has stepped forward to indicate an interest in being a co-chair, recorder, or goal chair. Barb Savage and Nancy Betz will lead the next meeting and record notes. One of the topics at that meeting will be a discussion on how to manage leadership positions going forward.

### **Upcoming Events**

Sept. 14 – Character Counts Network Lunch at Drake

Sept. 28 – Homecoming Parade

Sept. 29 – Homecoming Game

Oct. 15-21 – Character Counts Week

Oct. 26 – JACD program for Chamber lunch

### **Goal Area Plans for Next Four Months**

- **Goal 1** – Homecoming Parade – Float or “walking float;” Proclamation for CC Week at the Oct. 16 City Council meeting; Possible t-shirt throw at the Johnston vs. Ankeny game; A number of promotional ideas require funds, so group may investigate ways to secure funds (e.g. memberships for businesses, etc.)
- **Goal 3** – Highlight character-related materials at the Library to coincide with Character Counts Week in October; Chamber Presentation on Oct. 26; Develop website content of an educational nature by Jan. 1; Youth Sport Group training tentatively scheduled for Jan. 8; Work with City to run a short article each City Newsletter issue highlighting one of the pillars of character; Consider educating the community by offering an annual community training session, an adult education class, and programs for civic groups;
- **Goal 4** – Worked on possible wording goal, but did not yet finalize the statement. Possibilities are:  
To develop a process for measuring the effectiveness of character development initiatives for all facets of the community.  
To develop a process for evaluating/accessing the success of character development initiatives at all levels of the community

### **Groups to be Measured/tracked:**

Students

Coaches

Extra-curricular activities

Business

District staff

Community members

Parents?

We discussed collecting positive and negative measures for each group. The negative data would include information on involuntary terminations and/or crime information for businesses and district staff; community members would be crime data, etc., and the positives would include information on the increase in recognition of the above groups.

Rick was going to start collecting crime data for juveniles and adults as well as comparison data from comparable communities.

We also talked about measurements from the school district i.e. tardiness, referrals, HS drop outs, looking at evaluations from officials on coaches, fans, students at athletic contests, number of student withheld from competitions, maybe look at number of kids who take ACT, who go on to further education, the number of recognitions by group from year to year. .

We talked about measuring extra curricular activities instead of just athletic events.

We talked about who and how will we evaluate, how often, what is the period i.e. months, quarters, or yearly (some information will be hard to measure unless you give it some time)

**Next Meeting – October 12, 11:30 a.m., City Hall – Council Chambers**