

Thomas Jefferson Research Center

The only safe and sure way to destroy an enemy is to make him your friend.

Mark Twain

THE PRICE OF FREEDOM IS RESPONSIBILITY

Number 225

September — October 1986

1143 North Lake Avenue, Pasadena, California 91104

TWENTY THIRD YEAR PROGRESS REPORT

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The Thomas Jefferson Research Center operates on a fiscal year starting July 1 and ending June 30. The 1985-86 fiscal year was a good year for the Center. In fact, in terms of results, it was our best year ever.

It is most encouraging to see the growing recognition that our schools can and must do more to help young people build positive attitudes and character traits — to become responsible.

One of the most exciting developments in this regard was the publication in 1985 of a report by the prestigious Committee for Economic Development, titled, "Investing In our Children." Focusing on America's public schools, this policy study says that, "The most important investment this nation can make is in its children." Educational reform efforts will fail, the report continues, unless schools stress the importance of good character and the work ethic, together with higher academic standards.

"Such traits as honesty, reliability, self-discipline, cooperativeness, competitiveness, and perseverance are as important to continued scholarship and responsible citizenship as they are essential to success in the market place. Schools have a responsibility — and an opportunity — to help instill these habits."

These are some of the Thomas Jefferson Research Center's 23rd Fiscal Year accomplishments:

CHARACTER EDUCATION CURRICULUM

Working in close cooperation with the nonprofit American Institute for Character Education which created the program, the Thomas Jefferson Research Center placed Character Education Curriculum kits in 3,731 additional elementary school classrooms. This is 76% higher than the previous fiscal year high of 2,120 kits placed. The result is that more than 100,000 additional students

will receive systematic character education each year.

Some of the school districts making significant purchases from the Research Center during the fiscal year were: Fontana, Glendale, Long Beach, Los Angeles, Pasadena, Sacramento, Saddleback Valley, San Bernardino, San Dimas and Torrance, California; Allegheny County, Pennsylvania; Baltimore, Maryland; Chicago, Illinois; Germantown, Ohio; Tucson, Arizona; and Waukesha, Wisconsin.

Providing curriculum kits is only part of the job. Systematic character educa-



tion, if it is to be successful, requires trained and motivated teachers and administrators. The Thomas Jefferson Research Center is constantly working to improve this training process.

The Center continued to work with Kiwanis International and this organization has provided printed brochures and helped publicize the importance of character education.

Gil Zitzelsberger, Kiwanis International Secretary, said, "By instituting the Character Education Curriculum in every school system, we could change the course of our society in a single generation."

Rotary Clubs, Lions Clubs, Exchange Clubs and other service organizations have also helped to introduce character education in their communities.

MIDDLE SCHOOL PROGRAMS

Character development, not surprisingly, is more difficult with older children. The Research Center created the first draft of a high school program in 1978 and in 1980 completed a junior high school program. The program is called "Achievement Skills."

In 1983, after testing the junior and senior high school levels of Achievement Skills in several dozen schools, the Research Center used the suggestions of hundreds of teachers to create a greatly improved version of Achievement Skills for middle school use.

Experimental use of this program led to the creation in 1984 of the, "How to Be Successful in Less Than 10 Minutes a Day" program for middle schools.

The "10 Minutes a Day" program has been very well received. One of its advantages is that it is very easy for teachers to use and, as the name suggests, takes less than ten minutes a day to teach. This enables middle schools to use the program during their homeroom periods and thus reach every child in the school. During the fiscal year, the Center trained 1,072 teachers to use the Ten Minutes a Day program.

CHARACTER REHABILITATION

Los Angeles County, for the fourth time, has renewed funding for the Research Center's experimental program, the "How to Live the Good Life Semi-

nar." This program is a modified version of Achievement Skills.

The Los Angeles County contract enabled the Research Center to use the Good Life Seminar at Camp Scott, one of the County camps for more difficult juvenile criminals. In addition, the Center trained camp personnel to use the Good Life program at Los Cerros Youth Camp for juvenile delinquents in Alameda County, California. Approximately 250 juveniles benefited from the Good Life program during the 1985/86 fiscal year.

Winston Smith, one of the teachers at Camp Scott, made the following statement about the Good Life program:

"I used the program for the full forty seminars with two classes....the program proved to be highly successful....I would like to see it eventually adopted as a permanent part of the curriculum. If it proves to be as effective in other juvenile court and community school situations as it has been to my observation here at Scott School, then it is more than worth the time and money."

PARENT TRAINING

The Center continues to recommend and endorse the Gilmore Parent Seminar and Dr. Gilmore's book, *Give Your Child a Future*. During the fiscal year, however, the Center's Board of Directors made the decision to de-emphasize parent training in order to concentrate on character building programs for schools.

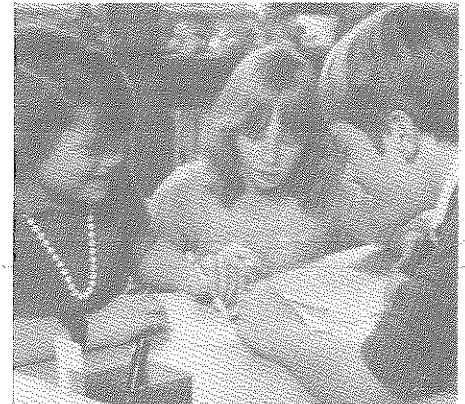
The Center has continued its effort, supported by generous grants from Northrop Corporation, to develop video tapes to strengthen the Gilmore Parent program.

PASADENA PROJECT

Pasadena schools started testing the Character Education Curriculum in several elementary schools in 1981. The funds for the experiment were provided by Lawyers' Wives of Pasadena.

Results in the test schools were so satisfactory that the School District decided to implement the program district-wide if funds could be provided by community sources. The total budget for the project was \$65,375 with \$11,818 to be provided by the school

district. The budget included curriculum kits and teacher and administrator training for all Pasadena schools from kindergarten through the ninth grade.



Funding for the Pasadena Project went over the top in March 1986 when United Way made a \$31,429 grant for the project to the Pasadena School District. This grant was recommended by the Altadena/Pasadena Youth Violence Roundtable as a response to the growing problem of youth violence in the community.

This group, which included community leaders from education, law enforcement, business, media and community organizations, concluded, after meeting monthly for more than two years, that early intervention — reaching young people before they become delinquents — was the best way to reduce youth violence.

The U.S. Department of Education, recognizing the significance of the Pasadena Project in teaching personal responsibility, made a grant of \$80,000 to the Thomas Jefferson Research Center to make the Pasadena Project a national demonstration model. This grant will enable the Research Center to develop and introduce additional support elements for the Character Education program, including: parent outreach, homeroom teacher training, and counseling support. These new elements will be evaluated in several schools. Finally, a video tape is being made to share information about the total Pasadena Project with school districts across the country.

23rd ANNIVERSARY BANQUET

A high point for the year was the

Center's Annual Banquet on the evening of April 9, 1986. The Guest of Honor was Charlton Heston, and Dr. Steven Muller, President of Johns Hopkins University, was the keynote speaker.

FINANCIAL REPORT

Income for fiscal 1985/86 was \$657,560. This is 10.6% higher than the previous year's total of \$594,582.

Expenditures were \$640,193, compared with \$578,555 for the previous year.

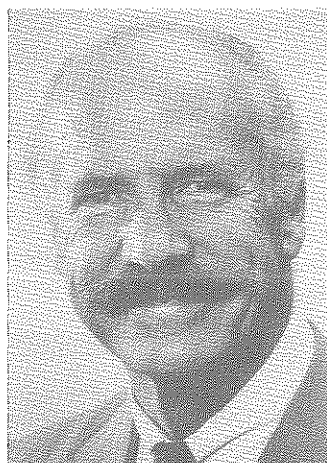
THE NEED TO DO MORE

While the foregoing accomplishments are most encouraging, youth problems, such as crime, violence, vandalism, suicide, drug addiction, illegitimacy, school dropout and low academic performance, continue at unacceptable levels in our society. Therefore, while we are gratified by the Center's progress, it is obvious that much more must be done.

On behalf of the staff and officers of the Thomas Jefferson Research Center, we wish to thank all of you whose efforts and contributions have made these accomplishments possible.

CENTER NEWS NOTES

The Thomas Jefferson Research Center is pleased to welcome three new members to the Center's Board of Directors.



JAMES D. FULLERTON

James D. Fullerton, a long time friend of the Center, recently retired as Chairman of the Capital Group. This is the parent corporation of a group of companies providing investment management

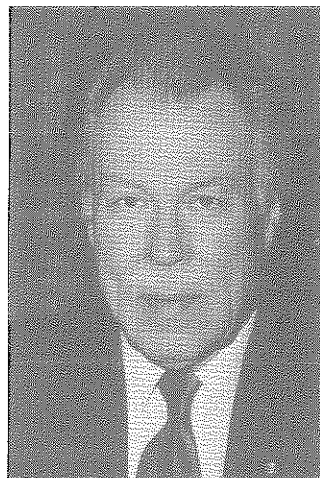
and related services to institutional clients on a worldwide basis.

Jim Fullerton joined Capital Research and Development in 1957 and prior to retirement had been Chairman of the AMCAP Fund; Vice Chairman and Principal Executive Officer of American Mutual Fund; Chairman of Capital International S.A. (a Swiss corporation); Senior Vice President of The Investment Company of America and Director of Capital Guardian Trust Company.

He obtained his A.B. in economics from Stanford University and an M.B.A. from the Harvard Graduate School of Business Administration.

Jim entered the U.S. Army the day after Pearl Harbor as a \$21 per month G.I. and was discharged four years later as a Field Artillery Major. He served in combat in France, Belgium, Germany and Czechoslovakia and received a Bronze Star for heroic achievement.

He has served as a Trustee for Harvey Mudd College and as a Director of Citizens Bank, Pasadena, Annandale Golf Club and The Valley Hunt Club.



JUSTICE F. DOUGLAS McDANIEL

The second new member of the Research Center's Board of Directors is Douglas McDaniel, Associate Justice, Court of Appeal, San Bernardino, California.

In the course of hearing appeals in criminal cases, he became perplexed and concerned at the increasing number of "mindless" violent crimes. His active search for an explanation led to his discovery of the Thomas Jefferson Re-

search Center and the need for systematic character education in our schools.

A native of Ohio, Justice McDaniel earned his B.S. Degree from Purdue and his J.D. from Stanford University Law School. He served as Chief Civil Deputy Attorney in Imperial County from 1951-59, has been in private practice and was appointed by then Governor Reagan to the Court of Appeal in 1974.

The judge was a member of the California State Bar Disciplinary Board from 1965-68, and a member of the Executive Committee of the State Bar's Conference of Delegates from 1968-1971. He served in the U.S. Marines as a Naval Aviator with 14 months combat duty in the South Pacific and received the Distinguished Flying Cross and four air medals.



JOYCE PIERSON RUMSFELD

The third new member of the Thomas Jefferson Research Center's Board of Directors is Joyce Rumsfeld.

Mrs. Rumsfeld was born in Billings, Montana but lived most of her life in the Chicago area. She was a high school classmate of Donald Rumsfeld in Winnetka, Illinois, and they were married in 1954 after she graduated from the University of Colorado with a B.A. in Art History.

In 1963 she accompanied her husband to Washington, D.C. where he served successively as a member of Congress from Illinois, Director of the Office of Economic Opportunity, Counselor to the President, Director of the Economic Stabilization Program, U.S. Ambassador

to NATO, Chief of Staff of the White House, and Secretary of Defense.

Mrs. Rumsfeld serves as Chairman of the Chicago Foundation for Education. She also serves as a Member of the Board of Visitors and Governors of St. John's College of Annapolis, Maryland and Santa Fe, New Mexico, and she is a member of the University of Chicago Women's Board, the University of Chicago Humanities Visiting Committee, and the Glencoe Union Church.

As Chairman of the Chicago Foundation for Education, Joyce Rumsfeld is working with the Thomas Jefferson Research Center on the Chicago Character Education Project. The purpose of this project is to place the Character Education Curriculum in all 7,000 Chicago elementary school classrooms. The program is presently in use in 1,600 Chicago classrooms.

Other members of the Research Center's Board of Directors are: Fred Adler, Vice President of Hughes Aircraft Company; Virginia Braun, Civic Leader; Hugh Colvin, former President of Unitek Corporation; Raymond Edwards, Chairman of Glendale Federal Savings and Loan Association; Frank Goble, Chairman of the Thomas Jefferson Research

Center; Morton Jackson, Attorney at Law, Macdonald, Halstead and Laybourne; George Miller, President of G.C. Miller Associates; James Newman, President of the PACE Organization; Robert Paull, President of the Thomas Jefferson Research Center and Richard Van Vorst, Chairman of Caliente Products, Inc.



The Research Center is pleased to introduce Katie Murphy-Brazelton, a new member of our staff. Katie will serve as a writer, editor and consultant for the Character Education program (Kindergarten through 6th grade) (K-6)

and the *How to Be Successful in Less Than Ten Minutes a Day* program for middle schools.

Katie taught junior high school for five years and published four articles on classroom techniques for teachers. She taught college English courses for five years and was nominated as Outstanding Community College Instructor.

Katie earned her M.A. in Education with an emphasis in Public Administration and is a doctoral candidate in Human Behavior/Leadership. She is a member of the American Association of Women in Colleges and of the Orange County Foundation for Women.

Katie is very interested in working with schools regarding personal responsibility education and is a welcome addition to the Research Center's staff.

This letter is published six times each year by the Thomas Jefferson Research Center. The annual subscription rate is \$5 in USA and \$6 outside USA.

The Center is a nonprofit tax exempt corporation established in 1963 to seek and publicize workable solutions to human problems.

The Center depends, for its income, upon the contributions of individuals, organizations and foundations and revenue from contract research, seminars, consulting and publication sales. Your participation will be welcomed.



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