



JASON GOLD

Safeguards Teaching and Learning

with character education to foster youth

Like you, Jason Gold knows that disruptive behavior in the classroom obstructs education. A fraction of our kids create disruptions for a variety of reasons: personal matters, learning disabilities, or lack of interest and teacher attention. Character education provides the key for students to achieve and safeguards teaching and learning for all.

As a husband, father of four, law enforcement officer, and coach – as well as someone who has made mistakes – Jason knows that character is the single most critical factor in a person's success. Character influences everything we do and students who develop their character are students poised for success.

Through his work as a school resource officer, Jason saw how many students were left behind because they didn't behave. While engaging with students, he discovered many kids lack role models with exemplary character. In response, Jason created the *ABCs: Actively Building Character*, a behavior intervention and character education program.

Participants in the program learn how to value their character and become mindful of others. They discover a path of personal development that leads to ideal behavior, increased school attendance, improved academic performance, and positive relationships.

From Attitude to Zeal, the ABCs program shows students how to build their character and provide a foundation for their success — in the classroom and in life!

Jason is passionate about teaching and learning and will be an asset to the school community and district that welcomes his expertise and services. I have had the opportunity to witness, firsthand, the ability, skills and stewardship that Jason Gold brings to the educational table.

—Mr. Mayfield, Milton Hershey High School
Sr. Administrator, Pennsylvania

Jason is a gifted communicator who was able to connect with my students in a way that made them feel if he could overcome obstacles and be a success, they could too.

—Margaret Mayol, educator,
Ypsilanti, Michigan

Many of the students he worked with had already given up, even at their young age. Mr. Gold had a way of reaching out and connecting with these students.

—Mrs. Scott, principal,
Franklin Middle School,
Wayne-Westland, Michigan

The ABCs: *Actively Building Character*

The ABCs change the lives of youth two ways. First, by showing students that they have the power to create a new path in life. Second, by teaching them how to change their behavior and become individuals of strong character.

Students participating in the 10-week ABCs experience are introduced to 26 key principles that provide the foundation for actively building character. Each principle specifically targets cognitive, behavioral, and social skills to develop individuals of character. Those who complete the program have higher levels of engagement, independence, knowledge, and understanding. Discussions are tailored for students from kindergarten through college.

Accountability

Students learn how their own behavior directly impacts themselves and others through in-depth discussions that explore problems and problem solving to improve outcomes in their daily interactions.

Application

In each session, students explore deliberate actions that improve character and how changing their behavior can help them succeed.

Transformation

The positive effects of the ABCs are reflected in refined behavior in the classroom and at home; improved attendance and grades; a decrease in suspensions; and an increase in community engagement.

The 10-week ABCs experience transforms lives!



You have inspired me to go straight to college. The same day you spoke I got home and started calling colleges to see what they offered.

—Student, Class of 2013

I want you to know I admire your character. I don't want to be like you but I want to carry myself the way you do.

—Student, Class of 2013

Jason's work with Concordia University student athletes has been nothing short of exceptional! He has had a transformational impact on their lives and studies.

—Suzanne Siegle, J.D. Dean, Concordia University

Where the ABCs are already transforming students' lives

- Erickson Elementary School, Ypsilanti
- Lincoln High School, Ypsilanti
- Pathways to Success High School, Ann Arbor
- Pierce Middle School, South Redford
- Wayne High School, Wayne/Westland
- USA Hockey National Development Team, Ann Arbor
- Forsythe Middle School, Ann Arbor
- Concordia University, Ann Arbor
- Greg Jennings Football Camp, Kalamazoo