

PARENTS & COMMUNITY MEMBERS:
Why should you support and promote
Social, Emotional, and Character Development
(SECD) standards?

Kansans are proud of their Midwestern values and industry leaders like the Mars Company have chosen us specifically for this reason. Mars officials say the company operates on five core principles shared by Kansas: quality, responsibility, efficiency, freedom, and mutuality (Carpenter & Johnson, 2011). In fact, 8 out of the 10 qualities employers seek are character qualities (National Association of Colleges and Employers, 2011). Social, Emotional, and Character Development skills build a foundation for success and promote:

- **Prepared Workforce**
 - Strong Work Ethic
 - Initiative and Self-Management
 - Personal Responsibility
 - Flexibility and Adaptability
 - Organizational Skills
 - Ethical Behavior

- **Successful Relationships**
 - Team Player Attitude
 - Verbal and Written Communication Skills
 - Interpersonal Skills
 - Parenting Skills

- **Civic Responsibility**
 - Leadership Skills
 - Commitment to Community Safety
 - Decrease in Social Problems & Criminal Behavior
 - Increase in Community Service and Volunteerism

Supporting Research

Carpenter, T. & Johnson, F. J. (2011). Mars Chocolate to build \$250M plant in Topeka. The Capital-Journal. www.cjonline.com.

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Youth Voice Project (2009-2010)

For more information contact: Sue Kidd, Kansas PCEP Grant Coordinator, skidd.kschared@gmail.com