



# Imagine Purpose™ Logic Model

Imagine Purpose is a complete, CASEL-aligned, age-appropriate character education solution for students in Grades K–12. It helps students, faculty, and educators increase self-confidence, build and maintain healthy relationships, increase academic excellence, improve behavior, and find success both in and out of school.

The logic model below provides a conceptual model of how Imagine Purpose is intended to work, the resources required to make it effective, and the outcomes that teachers can expect students to demonstrate.

## Program Inputs

### IMAGINE PURPOSE

- Foundational character education for students in Grades K–5
  - Students are introduced to six primary emotions and practice recognizing the emotions before beginning to practice regulating emotions
  - The media-rich program represents a variety of cultures so students can see themselves reflected in the lessons
  - The curriculum includes offline lesson and journal worksheets to easily integrate into the school day
- Universal character education for students in Grades 6–12
  - A rich curriculum that includes nine full courses and an intervention library with over a hundred topics
  - All lessons align to Multi-Tiered Systems of Support (MTSS) and Positive Behavior Interventions and Supports (PBIS) best practices
  - A diverse group of on-screen experts use personal experience and student-centered language to bring content to life and make it relatable and relevant
  - Call to Action assignments invite students to engage in rich discussions with teachers, caregivers, and peers while written response activities hone students' self-reflection skills
  - Options for full courses or targeted intervention modules provide educators a customizable approach
- Educator tools
  - An on-demand, asynchronous program built to support educators in their personal character development journey and as they facilitate conversations with students
  - Built in an engaging, multi-media environment with videos, reflections, and supplemental resources to help draw in and maintain student participation

### IMAGINE LEARNING

- Initial onboarding and implementation support
- Professional development and coaching for teachers and administrators
- Flexible implementation models for content delivery that facilitate instruction in whole-group, independent, or hybrid settings
- Customer support to troubleshoot immediate issues

### DISTRICT

- Networked computers with proper memory, media appliances, and headsets
- Adequate classroom or lab space
- Online access to Imagine Purpose and appropriate bandwidth to support use
- School implementation plan and dedicated staff person to oversee the program

## Classroom Activities

### STUDENT ACTIVITIES

- Students watch online videos and engage in a variety of activities
  - 20–30 minutes every other week for Grades K–5
  - 45 minutes per week for Grades 6–12
- Students complete supported practice problems and mastery checks within the Imagine Purpose platform
- When assigned, students complete group and offline activities, such as impact activity sheets (K–5), story time activities (K–2), journal activities (3–5), discussion questions (6–12), and mentor activities (6–12)

### TEACHER ACTIVITIES

- Teachers complete two professional development sessions and use educator tools as necessary
- Teachers provide feedback on students' written responses
- Teachers monitor in-product reports and provide scaffolded support when needed
- In Grades 6–12, teachers lead whole-group or small-group discussions

## Outputs

### STUDENT OUTPUTS

- Student participation, as reflected by the number of activities and lessons completed
- Students made consistent progress through content
- Students achieved content mastery, as reflected by scores on practice problems and mastery checks
- Students completed assigned courses or intervention activities

### TEACHER OUTPUTS

- Teachers completed two professional development sessions and feel prepared to implement Imagine Purpose
- Teachers confidently lead whole-class or small-group conversations about character education topics
- Teachers made informed calibration of student supports based on student engagement in Imagine Purpose, such as assigning additional lessons (K–5) or intervention modules (6–12) as needed
- Teachers regularly accessed student monitoring data

## Outcomes

### SHORT-TERM

- Improved social-emotional competence, including self-awareness, self-management, social awareness, relationship skills, and reasonable decision-making
- Increased self-regulation, resulting in more on-task behavior and fewer disciplinary actions
- Increased communication, collaboration, conscientiousness, conflict resolution, and leadership skills
- Increased student engagement and attendance

### LONG-TERM

- Reduced aggressive behaviors and disciplinary referrals
- Improved academic outcomes including GPA, standardized test scores, and graduation rates
- Decreased dropout rates