

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