



## Creating A Well-Mannered School Basic Problem Analysis

### What are the goals of our Good Manners Campaign?

- Promote awareness and understanding of the practice of good manners?
- Diminish rude and thoughtless behaviors?
- Reduce the harm from rude and thoughtless behaviors?
- Improve the management of ill-mannered behaviors?
- To educate our parents?
- To prepare our staff with training and resources?
- To announce our intentions to the larger community?
- Other goals: \_\_\_\_\_

### What factors influence or trigger ill-mannered behaviors at our school?

### Which factors are the easiest to influence or change?

**Begin your work with these!**



**Creating a Well-Mannered School**  
**Analyzing Your Goals for Your Basic Target Audiences**

	<b>Need to Think</b>	<b>Need to Know</b>	<b>Need to Do</b>
<b>Staff</b>			
<b>Students</b>			
<b>Parents &amp; Community</b>			



**Creating A Well-Mannered School  
Taking Stock of Our Resources**

**A general list of people who can help:**

**Materials/programs/current practices we can use or integrate:**

**Project monies or budgets we can access:**

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### **Naming Our Partners and Their Roles**

Who will give us reach (access to our target audiences)?

Who will give us validation or offer credibility and authority to our campaign?

Who will give us resources (human, material, financial)?

Who will give us support (alleviate specific barriers)?

### **Creating a Well-Mannered School**



## Designing the Cornerstone Message of Our Campaign

**WHAT?** (*What is the most basic message we want to communicate?*)

**SO WHAT?** (*What is/are the most basic connection(s) to the practice of good manners we want our target audiences to make?*)

**Now What?** (*What is/are the most basic action/s you want your target audiences to take and what kinds of words will inspire them?*)



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