

What is EarlyAct FirstKnight?

Created by Dr. Randall Parr's Knights of The Guild, EarlyAct FirstKnight (or EAFK) is a curriculum-based character education program for elementary and middle schools that puts Rotary into daily mainstream public education for the FIRST time ever. Themed around gallant knights and Rotary's Four Way Test, this proprietary program is sponsored by Rotary Clubs for local campuses and teaches kids how to become noble, service-oriented people along with why it is important for them to do so. This unique program combines several integrated elements that make it effective:



EXCELLENT ACADEMICS teach students why they need to build good character through regular, ten-minute lessons. With Rotary's Four Way Test at its core, the EAFK curriculum uses age-appropriate lesson plans that begin with the first day of Kindergarten and progress daily through the last day of 8th grade. A Spanish version will soon be available.



LIVE CAMPUS ACTION brings spectacular, year-round support components to EAFK through the exciting appearance of real armored knights and live warhorses on campus throughout the school year. Provided by Knights of The Guild™, these trained knightly role models also work closely with school administrators and Rotarians to ensure that every facet of EAFK is working smoothly to accomplish the mission.



COOL REWARDS are earned by students, who strive to obtain rankings of Page, Squire and Knight each four to six weeks through their demonstration of curriculum goals. Nominated by their teachers, selectees receive their rankings and beautiful corresponding awards in elaborate school-wide knighting ceremonies, which are led by Knights of The Guild and Rotarians, and attended by the student body, faculty, parents/families of selectees, Rotarians, guests, and local media.



ROTARIAN MENTORSHIP through campus service clubs is the tactile component of EAFK. Here, Rotarians help students learn how to make a difference in the world by identifying, planning and facilitating local and global service projects. People from around the world are experiencing life-changing events through the efforts of ten and twelve year-old kids who are being taught the value of service above self by Rotarians through EAFK.



ADULT EDUCATION teaches parents creative ways to participate in EAFK at home through on-campus seminars, which also impart positive skills to young moms and dads for building stronger relationships with their children and the schools they attend.

Why EarlyAct FirstKnight?

Rotary tradition.

Herb Taylor, author of the Four Way Test said, *"I believe that the great **opportunity** and the great **responsibility** of Rotary rests in the field of **building character**, in the building of men."* EAFK offers Rotary the opportunity to relevantly and effectively assume this responsibility in a way never before possible.

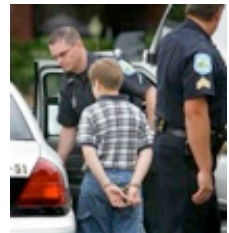


The need for character education.

Education and high ethical standards are not synonymous. Ethical impairment reveals itself through symptoms like dishonesty, irresponsibility, disrespect, hatred, jealousy, greed, and indifference to others. Studies show these attributes are afflicting young people today more than ever before. Ethical impairment also leads to antisocial behaviors and conditions such as crime, poverty, substance abuse, deception, ignorance, dependency, and immorality. EAFK is a unique, proactive strategy that changes how people think and endeavors to prevent many of these negative outcomes before they occur.

Early action.

With the breakdown of the traditional family, research indicates that children of all backgrounds and cultures learn character through environmental influences like progressive cultural trends, personal associations, popular celebrities, and social messages conveyed through music, television, movies, and video games. A child's character matrix is programmed by the time they are about 12 years old, so proactive, consistent educational intervention is needed earlier, rather than later. The one place where constant influence upon this age group is most possible is the elementary and middle school classroom. EAFK, therefore, concentrates its daily efforts here, between grades K and 8.



Legislative support.

36 states, including Texas via HB 946 in 2001, have found character education important enough to enact legislation that either mandates or encourages it in public schools. 7 more support character education, but without legislation. In tandem, EAFK developed its academic content around the broad consensus of these guidelines, thereby becoming tailor-made to the standards set forth by each respective State Department of Education.

Total saturation.

EAFK is not just a voluntary program for a few kids. Using Rotary's Four Way Test as a modern code of chivalry, it is a mandatory, curriculum-based course of daily study for each student at every grade level, from Kinder through 8th grade. EAFK is a comprehensive program that is designed to be permanently integrated into the academic agenda and change the very culture of participating campuses.



Effectiveness.

EAFK monitors its effectiveness regularly through evaluating academic performance, disciplinary referrals, faculty evaluation, campus parental involvement, and student service club participation. 100% of participating campuses experience increases in core subject testing scores, ranging from 10%-50%, and decreased student behavioral referrals, ranging from 50% to 75% within the first two years. Teachers reclaim instruction time, on average of 30-45 minutes per day, giving EAFK a 100% faculty favorability rating in our schools. All of our campuses see approximately 30-40% parental participation increases, and 70-90% of students voluntarily take part in two EAFK service projects each year.

Growth.

EAFK programs have expanded from one campus in 2006 to sixty campuses scheduled to commence in the Fall of 2012. 56 of these schools are in Texas, and 4 are in our new branch, covering North and South Carolina. Since our inception, we have lost 3 schools, each due to non-compliance with program criteria. We engage in no paid advertisement, and all growth has been via interpersonal networking.

EAFK Components & Pricing

for Elementary and Middle School

1. Annual Student Orientation & Tournament

Tournament Variation: \$1,700 - \$3,500 per performance*

Grand Indoor Variation: \$1,000 - \$2,000 per performance*

Each new school year, EAFK is officially launched for our campuses with an exciting student orientation that introduces students to their Rotarian sponsors, reminds them of EAFK objectives, and acquaints new students with the program. When possible, the student orientation is integrated with The Tournament of Champions, a medieval tournament complete with armored knights, costumed warhorses, musical soundtracks, and fun audience participation. Should the Tournament show be unavailable, then the orientation will proceed without it and the Tournament will be held later in the year as a student motivator/reward.

In the event that a Tournament show is impracticable (unable to be performed) during the year, then a grand indoor variation of the student orientation will be provided.

2. EAFK Classroom Curriculum

First-year lease and use: \$250 per grade level

Subsequent-year lease and use: \$100 per grade level

The Code is EAFK's classroom curriculum. The Code provides daily, age-appropriate character-building instruction for the entire campus, starting with the first day of Kinder and continuing through the last day of 8th grade. The Code explores one character virtue per month and features regular lessons on the key figures, history, and accomplishments of Rotary International. Each school day starts with a student recitation of The Four Way Test.

3. Knighting Ceremonies

Ceremony cost: \$400 - \$800 per ceremony, depending on location*

6 - 8 ceremonies per year required

Medallion cost - \$2.75 each for 1/3 of student population annually

The reward component of EAFK takes place every four to six weeks on campus in the form of a school-wide knighting ceremony, led by a Knight of The Guild, a Rotarian advisor and the school principal. Through demonstrating knowledge of the curriculum, each student has the opportunity to earn the rankings of "Page", "Squire", and "Knight". These rankings and corresponding awards are conferred at the knighting ceremonies, which are attended by the student body, faculty, families of selectees, Rotarians, guests and media.

4. Student Service Club

About \$500 for printing, banners, chartering ceremony costs, etc. First year only.

The student service club is the tactile component of EAFK, allowing children to experience the real world application impact of their Code curriculum lessons. Led by student officers and guided by Rotarian and faculty advisors, the service club will choose, plan and facilitate one local and one global service project per year with voluntary aid from the student body.

5. Parenting Seminar (optional)

Seminar cost - \$800*

Some campuses may wish to extend EAFK to student families through our Parenting Seminar. This optional multimedia component is held on campus and teaches young families how to carry on EAFK at home. The seminar also teaches relationship building skills, and encourages parental effective parental involvement in the character-building process.

Cost-to-student ratio - Typically between \$10 - \$13 per child, per year, depending on student enrollment.

** Pricing depends on location , show size and other factors. Travel expenses may apply.*

References

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