



Institute for Character Enrichment / *Concept Summary*

"To educate a person in mind and not in morals is to educate a menace to society."
-Theodore Roosevelt

The Problem: Our daily newscasts are filled with reports of shootings, abuse, vandalism, drugs, suicide, theft, politics without principle, and business without ethics. These human tragedies create untold financial losses, lost opportunities, suffering and shattered lives in our society. In the United States, juvenile delinquency cases have increased 4-fold since 1960, to over 1,700,000 cases each year. By age 16 the juvenile case rate now exceeds 11% of our youth nationwide. These youth are quickly becoming adults, and will begin sharing with their own children only what they know. The truth, of course, is that these children and adults often reflect our own failings as individuals, as parents, and as a society. Each of us could improve our understanding and our behavior for the good of ourselves, our families, our co-workers and our society. We need change. We cannot simply continue the endless treatment of these behavioral symptoms. We must work to cure the problem.

The Cure: As a fund of the Communities Foundation of Oklahoma, the Institute for Character Enrichment ("ICE") is a nonprofit charitable organization qualified under IRS 501(c)(3). Our mission is to promote moral development and a universal understanding of our common moral values. We are dedicated to character education and enrichment throughout our society and to the scientific study of the psychology of character education and moral behavior.

By promoting a universal knowledge and understanding of Truthfulness, Forgiveness, Generosity, Gratefulness, Tolerance, Responsibility and our other common moral values, we intend to reduce prejudice and discrimination; combat community deterioration, lessen the burden on government, diminish juvenile delinquency and foster a more civil society.



ICE's program incorporates TerraCuddles[®], unique characters who each inspire one of our common moral values.

ICE's innovative work combines art and science to create powerful results. The visual and creative art of TerraCuddles characters and story production, are combined with the

psychological science of Kohlberg's theories of moral development and ICE's Multi-Dimensional Learning Model (MDLM™) to guide and enrich human behavior.

To have the greatest potential impact on society, we are bypassing the traditional classroom setting by building our program around a television-centered mass-audience approach. Television has the greatest reach and influence, and it allows us to combine all the elements of MDLM through TerraCuddles stories, drama, humor and emotion that further enhance the learning process. We can then build extensions from these core TerraCuddles television episodes.



Each TerraCuddles episode will be an entertaining interaction of live action and TerraCuddles animation, and will focus on the application of one of the moral values to resolve a dilemma. The TerraCuddles are not overtly educational, but incorporate lessons, learning and understanding within their entertaining stories. *Wizard of Oz* is a good example of a TerraCuddles episode - an entertaining story filled with drama, emotion, and fantasy where in the end Dorothy and her friends each learned a lesson: they already had what they wanted most, but needed some perspective to see it.

Our primary focus will be on youth, although our character values are universal regardless of age. Our geographic impact will be national, although our character values are also universal regardless of culture, and can be applied most anywhere in the world. We hope that in the process of promoting the values and problem-solving tools that youth can use in their daily lives, we will also inspire and reinforce positive character in people of all ages.

In addition to encouraging the development, distribution and collection of TerraCuddles characters and messages through entertaining television, videos, books, movies and other mass media, ICE also intends to develop educational programs suitable for churches, schools and other public venues.

Those persons and organizations interested in promoting positive character are encouraged to contact us at:

Institute for Character Enrichment

c/o Communities Foundation of Oklahoma

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Institute for Character Enrichment / *Psychological Science Summary*

Moral Development Overview

The fundamental theory of moral development today was developed in the 1970s by Lawrence Kohlberg, a psychologist and professor at Harvard University. Through his studies at Harvard's Center for Moral Education, he concluded that there are six identifiable stages:

- Stage 1 - Obedience and Punishment
- Stage 2 - Individualism and Exchange
- Stage 3 - Interpersonal Relationships ("Good Boy/Nice Girl")
- Stage 4 - Law and Order
- Stage 5 - Social Contract and Individual Rights
- Stage 6 - Universal Principles



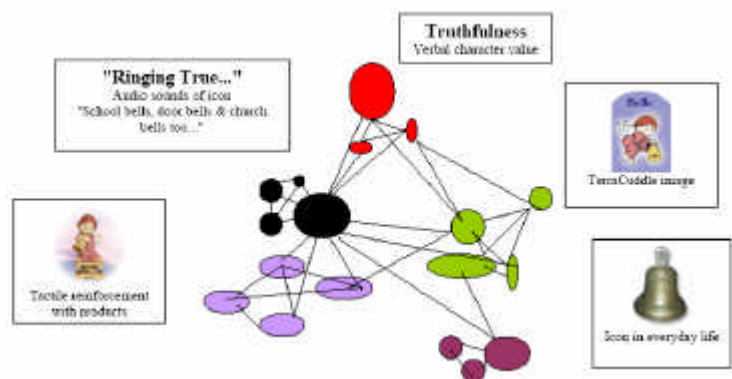
According to Kohlberg, one cannot leap-frog a stage. In fact, one cannot even comprehend the reasoning of any stage more than one step beyond his current stage. Progression to the next stage begins when a person encounters a moral dilemma that he cannot satisfy with his current level of reasoning. Only then will he look to the next higher level. This higher-level reasoning becomes attractive because it makes more sense and resolves more conflicts.

ICE's programs will help people achieve their highest stage of personal moral development for both personal and society benefit. TerraCuddles episodes will connect with each viewer at his or her own stage of moral development, and then provide opportunities to internally resolve each dilemma. This repetitive self-generation is then followed by subtle guidance to introduce, expand and help lift each viewer, whether child or adult, to his or her next stage. *It is a powerful concept!*

Multi-Dimensional Learning Model Overview

In order for people to make positive value-based decisions in life, they must first internalize a collection of positive moral values. The abstract and intangible nature of values makes that a difficult process for most people.

ICE has adopted a Multi-Dimensional Learning Model (MDLM™) that combines visual images, auditory and tactile learning of the abstract values of character, using entertaining and inspiring TerraCuddles® characters.



The Multi-Dimensional Learning Model creates a visual, auditory and tactile network of interrelated data that can be more easily memorized and recalled. Once learned, the memory activation process can spread in all directions to activate other related items.

For more information see our separate publications "An Overview of Moral Development" and "The Psychological Science and Social Technology of TerraCuddles® for Learning Abstract Concepts of Values."