

Messages for School Staff

School staff are trying to meet all their academic goals as well as their administrative requirements, and they don't have time for more "programs." So the key for speaking to teachers is to emphasize that building Developmental Assets will in all likelihood promote their students' academic achievement, and that in any case you're not asking them to adopt another time-consuming program. You can also point out that even though they may already be doing many of the kinds of things you're suggesting, they can probably do them more intentionally and systematically. You can also remind them of why they got into teaching in the first place - to make a positive difference in children's lives-and how building Developmental Assets will help them do that. For administrators, the key may be to emphasize the "power" of assets-that they are consistent with most school missions, which invariably include helping students achieve and keeping them safe. Another point to make with administrators is that by adopting the asset framework, they gain another tool to motivate their teachers to regain passion for their work.

Messages specific to this audience:

- There is a direct correlation between Developmental Assets and academic performance.
- It doesn't take a great deal of time to build Developmental Assets.
- It's important to build assets with all students, not only the ones in your classroom or the ones you like.

Ways that members of this audience might help build assets:

- Have every school adult (not just teachers) mentor at least one student.
- Focus on students' strengths during both parent conferences and student conferences; help students identify and build on their assets and their sources of support.
- Establish codes of conduct for how school adults treat students, and challenge students to develop codes of conduct for how students treat students.
- Include students on school-improvement management teams, disciplinary teams, and other working groups.