



# Emozi® Media & PR Toolkit for Administrators

## Purpose

To help administrators share Emozi®'s story with parents, community members, and the wider public in a clear, consistent, and positive way.

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## 1. Key Messages

Administrators can weave these into any communication:

- Emozi® builds **character and life skills** for students PreK–12.
  - Emozi® helps students with **self-control, empathy, problem-solving, and resilience**.
  - Teachers integrate Emozi® into everyday routines, not just lessons.
  - Families are partners - parents can use Emozi® language at home, too.
  - Emozi® prepares students not just for school, but for **life beyond graduation**.
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## 2. Elevator Pitch (30–45 seconds)

*“Emozi® is our school’s character development program. It teaches students how to manage their emotions, make responsible decisions, and build healthy relationships. From puppets in PreK to decision-making strategies in high school, Emozi® helps prepare students not only for academic success but also for life after graduation, whether that’s college, trades, or the workforce.”*



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### 3. Parent & Community Newsletter Blurbs

Short, ready-to-use text for school newsletters or emails.

#### Option A – General Introduction:

*Our school is using the Emozi® Character Development Program to help students build skills like self-control, empathy, and problem-solving. These skills support academic learning and prepare students for life outside of school. Ask your child about the Emozi® strategy they're practicing this week!*

#### Option B – Highlight Student Growth:

*Students in our school are learning important life skills through Emozi®. Whether they're practicing STAR (Stop–Think–Act–Reflect) in grade 3, or using SCOPE-IT (Stop–Consider–Options–Plan–Evaluate–Insights–Transform) in high school, Emozi® gives them tools to succeed in school, relationships, and their future careers.*

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### 4. Social Media Templates

Ready-to-post messages for Facebook, Twitter/X, Instagram, or LinkedIn.

- **Post 1:**  
*Today's students are tomorrow's leaders. With Emozi®, we're building strong character, resilience, and empathy from PreK through high school. 🦉 ✨ #Emozi® #SkillsForLife*
- **Post 2:**  
*In our classrooms, students are learning strategies like STAR and SCOPE-IT to make good choices and solve problems. Emozi® = skills for school and life. 💡 📖 #CharacterDevelopment*
- **Post 3 (Photo Caption):**  
*Our students are practicing Emozi® skills every day — from calming strategies to teamwork and decision-making. We're proud to be an Emozi® school!*



## 5. Press Release Template

Administrators can use this to share Emozi® news with local papers or radio.

**Headline:**

*Local School Launches Emozi® Character Development Program to Build Student Life Skills*

**Body Copy:**

*This year, [School Name] has introduced the Emozi® Character Development Program, a PreK-12 curriculum that helps students learn self-regulation, empathy, problem-solving, and resilience. Emozi® is integrated into daily routines, teaching students strategies they can use at school, at home, and in the community. Principal [Name] says: “Emozi® gives our students tools they’ll carry into college, careers, and life. We’re proud to partner with families to build strong character in every child.”*

*For more information, please contact [Administrator Contact Info].*

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## 6. Board/Community Presentation Slide Deck

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### **Emozi Board & Community Presentation Deck**

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#### **Slide 1: Title Slide**

**Content:**



- *Emozi Logo*
- *Title: “Building Skills for Life: Emozi Character Development”*
- *Subtitle: PreK–12 Character Development for Today’s Students*

**Speaker Notes:**

*“Thank you for having me. Tonight, I’d like to share how our school is using Emozi to support students not only in their academics, but in their character and life skills. Emozi is our comprehensive PreK–12 character development program.”*

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#### **Slide 2: Why Character Development Matters**

**Content:**

- *Bulleted points:*
  - *Builds self-regulation, empathy, and problem-solving.*
  - *Improves classroom climate and academic focus.*
  - *Prepares students for life beyond graduation.*



**Speaker Notes:**

*“Research shows that character skills - like resilience, empathy, and problem-solving - are just as critical as academics. Emozi helps our students manage their emotions, make responsible choices, and build strong relationships. These are the skills that carry them into college, trades, or the workforce.”*

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**Slide 3: What is Emozi?**

**Content:**

- *Graphic or icons showing grade bands:*
  - *PreK–2: HALT–HOOT–HEART*
  - *Grades 3–5: STAR*
  - *Grades 6–8: SCOPE*
  - *Grades 9–12: SCOPE-IT*

**Speaker Notes:**

*“Emozi is a research-based curriculum that grows with students. In PreK–2, children use HALT–HOOT–HEART to stop, breathe, and choose kindness. In grades 3–5, they learn STAR: Stop–Think–Act–Reflect. Middle schoolers practice SCOPE: Stop–Consider–Options–Plan–Evaluate. And in high school, students use SCOPE-IT, adding Insights and Transform, to prepare for adult decision-making.”*

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**Slide 4: How Emozi Works in Classrooms**

**Content:**

- *Short bullets:*
  - *Weekly lessons (15–25 minutes)*
  - *Integration into daily routines*
  - *Visual supports (posters, journals, puppets, etc.)*



- *Student reflection & teacher modeling*

**Speaker Notes:**

*“Emozi isn’t an ‘add-on.’ Lessons are short, engaging, and teachers embed the language into everyday routines. For example, teachers might remind students to use STAR during group projects or SCOPE when handling a peer conflict. This consistency builds habits that last.”*

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**Slide 5: Family & Community Connection**

**Content:**

- *Icons or photos: newsletters, parent nights, take-home flyers*
- *Key supports:*
  - *Weekly newsletter messages*
  - *Family toolkits*
  - *Parent/Student Celebration Nights*

**Speaker Notes:**

*“We know schools can’t do this work alone. Emozi includes family communication tools like newsletter messages, parent flyers, and even celebration nights where students showcase their skills to their families. This builds consistency between home, school, and community.”*

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**Slide 6: Impact**

**Content:**

- *Student quote (e.g., “I used STAR when I was upset with a friend, and it helped me calm down.”)*
- *Teacher quote (e.g., “SCOPE gave my students a common language for problem-solving.”)*
- *Data placeholder (pre/post assessment growth, attendance, or discipline improvements).*



**Speaker Notes:**

*“While we’re still gathering more data, early feedback has been very positive. Students share how Emozi strategies help them at school and at home. Teachers see less disruption and more focus. We’ll continue tracking data to show measurable outcomes.”*

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**Slide 7: Sustainability & Next Steps**

**Content:**

- *District support for training & fidelity*
- *Ongoing professional development*
- *Building a culture of character development*

**Speaker Notes:**

*“For long-term success, we’re embedding Emozi into our school culture - through training, PD, and leadership support. This isn’t just a program, it’s part of who we are as a community.”*

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**Slide 8: Closing Message**

**Content:**

- *Quote: “Emozi is about preparing students not just for school, but for life.”*
- *Contact information for administrator*

**Speaker Notes:**

*“Emozi is about equipping our students with the skills to thrive in school, in relationships, and in their future paths. Thank you for supporting this important work.”*

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## 7. Tips for Administrators

- Keep it short: community members want highlights, not details.
- Lead with **student stories and examples** — they're the most powerful.
- Share visuals: posters, student work, photos of Emozi® in action.
- Be consistent: use Emozi® language (HALT–HOOT–HEART, STAR, SCOPE, SCOPE-IT).
- Always tie back to the **bigger picture: preparing students for life.**