

# CHARACTER

A bumblebee is perched on a purple flower with white and pink speckles. The flower is on a green stem, surrounded by tall, thin green grasses. The background is a soft, out-of-focus landscape under a blue sky.

# SCOTLAND

**Page 1** Strategic Plan 2016-2020 v4

**Page 2** Framework for Character Education in Scotland's Schools

# Character development is the foundation for improved attainment and human flourishing

## VISION

All young people have the opportunity to achieve their potential and flourish

## PURPOSE

To promote the development of character in young people and intentional character education in schools

## OUR AMBITION FOR YOUNG PEOPLE

Inspiring the discovery and development of character

## OUR AMBITION FOR EDUCATION

All young people have access to and can benefit from character education

### Goal 1: *Inspire purpose and a way of being in all young people through character discovery activity*

We will:

- Refresh our core Inspire programme to be fit for purpose for 2016-2020.
- Deliver the programme free for all schools in Scotland and actively promote and grow nation-wide participation.
- Support the research and evaluation of the programme in 30 secondary schools.

### Goal 2: *Develop a framework for recognising 'Intentional Character Education' in Schools*

We will:

- Formulate 'Character Scotland Schools' mark for those schools directly engaged with the charity.
- Promote intentional character education in Schools.

### Goal 3: *Influence policy to improve the status of character education in Scotland*

We will:

- Promote coherent messages on character education and the fit to national priorities.
- Promote a coherent fit for Character Education within the Scottish Curriculum.
- Undertake activities to promote the features and benefits of character education to policy makers.

## OUR AMBITION FOR CHARACTER SCOTLAND

Building sustainability to realise our vision and achieve our goals

### Goal 4: *Launch and develop a Character Development Fund for Scotland*

We will:

- Create a new core fund to provide a foundation for the charity and sustain its long-term future.
- Phase the development of the fund and build on relationships with existing donors/sponsors and stimulate new ones.
- Use the development of the fund as a key driver for the development of strategic objectives, governance and management.

# CURRICULUM FOR EXCELLENCE

The opportunity to achieve potential. Flourishing individuals and society.

