

CODE *of* HONOR

GUIDE FOR PRINCIPALS

INTRODUCTION

Common courtesy isn't so common anymore, is it? We hear "please" and "thank you" and "excuse me" a lot less frequently. Perhaps it's because our technology has made us increasingly isolated from each other in the physical world—think noise-canceling headphones—while we network more and more in the virtual world. We're in the process of losing the social niceties that used to make public interactions more pleasant.

Of course, courtesy goes beyond just holding doors open for people, making eye contact, and smiling.

It also involves a culture of what you could think of as "customer service"—focusing on another person's needs and anticipating, meeting, or exceeding them. "Customer service" isn't a phrase we usually think of in terms of our educational system. But as CognitiveGenesis and other studies and reports have shown, Adventist Education is a strong "brand" that gets results for its students—not just success in this world, but preparation for the next.

You may have heard me tell this story before, but the inspiration for the Code of HONOR program was a visit to one of our schools for an after-hours meeting. A fourth-grade boy saw me approaching the front door and, completely of his own accord, greeted me, asked if he could help me, and walked me to my meeting. I was so impressed with his poise and courtesy, and it made me desire to have every guest at every one of our schools have the same incredible experience I did. I can't think of a better way to help visitors realize that Adventist schools really are different.

I know that Adventist teachers and administrators are some of the hardest-working educators around. So I wouldn't ask this you to implement this program without giving you resources to make a program of "customer service" easy. We developed the Code of HONOR website and materials to give you and your students some fun and creative ways to discover—or rediscover—the joy of giving people great experiences with through compassion, consideration, and courtesy.

Thanks so much for what you do.

In Christ,



Larry Blackmer

IMPLEMENTING THE CODE OF HONOR

1. CHOOSE A COORDINATOR

The best way to get started is to ask someone to coordinate the program. If there's a staff member or teacher at your school who feels strongly about courteous behavior, your choice is obvious. If not, ask around. Resist the urge to coordinate this program yourself unless you absolutely have to.

2. MAKE AN ANNOUNCEMENT

In your next all-school meeting, make a brief announcement introducing the Code of HONOR program. Feel free to use a personal story about how good customer service made your day. Encourage students to get involved in shooting videos showing the right (and wrong) ways to treat others according to the Code of HONOR.

If there isn't time at an all-school meeting, a quick e-mail or announcement to teachers can get the ball rolling.

3. CHECK IN

Check in with your coordinator from time to time to see how the program is going. Have the coordinator let the school know when new videos from your school are posted.