

DuPage Character Development Coalition

Character in Business Task Force Notes

Friday, April 22, 2005
8:00 – 9:30 a.m.
Aramark Regional Offices
2300 Warrenville Road
Downers Grove, IL

NEXT MEETING: Tuesday, May 17, 2005, 8:00 – 9:30 a.m., Aramark

Attendees:

Name	Company/Organization	E-Mail
Deby Baker	Woodland Windows & Doors	dbaker@woodlandwindows.com
Christina Foster	University of Il Extension	cfoster@uiuc.edu
Pamela Huck	CC! in Elmhurst	HucFin@msn.com
Hosi Mehta	Mehta Motors, Inc.	hosimehta@aol.com
Mike Lebert	Elk Grove Police	mlebert@elkgrove.org
Ken Fisher	Lincoln Center	kfisher@LincolnCharacter.org
Evie Caprel	Lincoln Center	ecaprel@LincolnCharacter.org

Those interested, but couldn't attend:

Name	Company/Organization	E-Mail
Edie Bernstein	Woodridge Chamber	chamber@woodridgechamber.org
Larry Carroll	Elmhurst College	LarryC@elmhurst.edu
Tim Morris	North Central College	tpmorris@noctrl.edu
Mike McPherrin	Junior Achievement	mmcpherrin@jachicago.org

The Vision and Mission of the DuPage Character Development Coalition (DCDC) were reviewed:

Our Vision

To be a county where core ethical values, which form the basis of good character, are consistently taught, promoted, supported, and modeled by individuals and community organizations. This begins in our homes, is reinforced in the schools and supported throughout the community.

Our Mission

To establish and maintain an alliance that consists of representatives of the communities in DuPage County that are involved in character development initiatives.

To foster a common language so that shared values may be recognized, discussed and supported across community boundaries.

To provide a forum for the sharing of information and ideas regarding programs, concepts and implementation.

To serve as a resource for program development, measurement and evaluation.

Our Goals

1. To encourage, facilitate, and coordinate the adoption of community-based character development initiatives in all of DuPage County.
2. To foster the establishment of multi-sector, character development coalitions in every community.
3. To establish a resource center of sample character development materials.
4. To coordinate the character development efforts throughout the County by working with countywide organizations.
5. To develop a process and tools that can be used for measurement and evaluation of impact in individual communities and on a countywide basis.

The Purpose of the Character in Business Task Force was discussed:

1. To offer businesses character tools through DCDC members.
2. To add value to and through business.
3. Need to add "business" to DCDC mission statement.
4. Help change the (newspaper) headlines...need to recognize 'good' business.
5. Educate through awareness, training and follow-up.
6. Develop leadership.

Potential Target Markets:

The general concept, as with other DCDC projects, would be to create materials, trainings, etc., to offer to DCDC members, who in turn, could involve businesses in their respective towns and communities. These would be created to market to:

1. Small to medium sized businesses.
2. Young people (high school and above...perhaps a certification program)

Identified list of items needing attention:

1. Contact chambers of commerce, service clubs, business groups, universities and colleges.
2. Idea: Connect “their” mission with ours.
3. Identify the needs of businesses that character could address.
4. Follow-up: award program? (Businesses and employees)

Suggested process for moving forward:

1. Create an Introduction to Character in Business, 30-45 minutes long. Invite Chambers, etc., and individual companies.
2. Develop a ½ - 1 day training to include a ‘starter kit’
3. Develop a follow-up program to possibly include awards, or monthly business forums.

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