



E- Colors in Education:

Using Personality as a Common Language to Achieve Student Success

EQUILIBRIA™

SITUATION

E- Colors in Education (www.Ecolorsineducation.org) , the non-profit arm of the global training company Equilibria, believes that by helping educators and students understand and embrace diversity of thought and behavior in themselves and others, all will be better able to perform to their potential. Schools that embrace E- Colors in Education are seeing improvements in test scores, attendance, and communication. As importantly, schools are seeing a decrease in bullying. Caudle Crisis & Communication Counsel (4C) was called on by the organization to tell the story of how it is possible to positively influence every student, parent, educator and collaborator to become effective communicators, intentional leaders and caring citizens

STRATEGIC APPROACH

- ✓ Leverage Equilibria's business partnership with the Houston Super Bowl Host Committee to engage its young E- Colors Champions from various schools across the city as ambassadors who truly embody the diversity and multicultural environment of the city.
- ✓ Master narrative and content development
- ✓ Media outreach
 - Media training
 - Backgrounding sessions
 - Video production
 - Proactive outreach
- ✓ Partner Opportunities
 - BBVA
 - City of Houston (Touchdown Tours)
 - GenYouth
 - Houston Super Bowl Host Committee
 - Houston Chronicle
- ✓ Ongoing Communications Counsel

RESULTS & NEXT STEPS

To date, E- Colors Champions have attended and been active spokespersons at four City of Houston Touchdown Tours across the City. They have been videotaped by several media, in both English and Spanish (<http://www.univision.com/houston/kxln/noticias/educacion/e-color-in-education-el-programa-para-desarrollar-la-personalidad-de-los-ninos-video>), and they have contributed to a BBVA/ Equilibria coloring book about how they use personality as a common language. We will continue to mine opportunities to build awareness of E- Colors in Education and how everyone can benefit from having tools and resources to maintain a positive social and emotional well-being, no matter race, culture or socio-economic level.