

# LEADHAWK SYSTEM OVERVIEW

## SCHOOL & ORGANIZATION RESOURCE



Supporting Student Growth, Accountability, & Digital Leadership

Awareness Accountability Better Choices Stronger Futures

### 1 | THE CHALLENGE Today's Student Reputation Starts Online



#### ONLINE BEHAVIOR IMPACTS REAL OPPORTUNITIES

Colleges, employers, scholarships, athletics, & leadership programs routinely evaluate online presence.



#### REACTIVE DISCIPLINE ISN'T ALWAYS DEVELOPMENT

Punishment may stop behavior temporarily, but awareness and accountability create long-term growth.



#### STUDENT ACTIONS REFLECT SCHOOL CULTURE

Digital behavior can influence school climate, public perception, and community trust.

### 2 | THE DIGITAL REPUTATION SYSTEM A Simple Student Engagement Experience



#### AWARENESS

Free Online Reputation Score

- Private
- No sign-up required
- Quick self-assessment
- Encourages reflection & discussion



#### ALIGNMENT

Protect Your Brand Challenge

- Define personal values
- Evaluate online behavior
- Prepare for peer pressure
- Build leadership awareness
- Earn a Digital Reputation Badge



### 3 | HOW SCHOOLS CAN USE IT Flexible Delivery Options



#### ADVISORY / HOMEROOM

Quick student engagement activity with guided discussion.



#### PARENT & STUDENT EVENTS

Create shared conversations around digital behavior & accountability.



#### ATHLETIC & ACTIVITY PROGRAMS

Support leadership development for athletes & student organizations.



#### CORRECTIVE GROWTH SUPPORT

A constructive developmental option following inappropriate online behavior or digital conduct concerns.

### 4 | WHAT THIS SUPPORTS Supports Existing School Priorities

- Digital Citizenship
- Character Development
- Leadership Development
- School Climate Initiatives
- Behavioral Reflection
- Student Accountability
- College & Career Readiness
- Positive School Reputation

### 5 | IMPLEMENTATION Easy to Implement

1

#### STUDENTS TAKE THE SCORE

30-second private assessment.

2

#### SCHOOLS FACILITATE DISCUSSION

Create awareness & conversation around online behavior.

3

#### STUDENTS COMPLETE THE CHALLENGE

Interactive personal development experience with digital badge completion.



BUILD AWARENESS BEFORE PROBLEMS BECOME CONSEQUENCES.  
A modern student development experience designed for today's digital environment.



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