



For Immediate Release
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CharacterPlus to Assume Operations of Character.org, Uniting Two National Leaders in Character Education

ST. LOUIS, MO — [June 25, 2025] — In a bold and collaborative step forward for the character education movement, **CharacterPlus** is proud to announce that effective immediately, it will assume the operations of **Character.org**, one of the nation's most respected and influential voices in character development. This historic transition unites two legacy organizations with a shared mission: to help schools, educators, and communities cultivate excellence in character, culture, and leadership.

For more than 35 years, CharacterPlus has empowered educators with evidence-based strategies to build safe, caring, and high-performing schools. At the same time, Character.org has transformed the national conversation around character through its widely respected *11 Principles Framework for Schools* and the prestigious **National Schools of Character** designation.

"This is a moment of unity and momentum," said **Mike Park, CEO of CharacterPlus**. "By bringing Character.org under the CharacterPlus umbrella, we're not just preserving a legacy—we're amplifying it. Together, we will scale what works, support more schools, and create deeper impact nationwide and around the world."

Dr. Arthur Schwartz, President of Character.org, added: "This transition is a natural evolution for our work. CharacterPlus shares our unwavering belief that character must be foundational in every classroom and community. We are confident that the programs and principles we've cultivated will thrive and grow under CharacterPlus leadership."

The transition ensures continued access to Character.org's hallmark initiatives—including the **Schools of Character** and **Promising Practices** programs and the *11 Principles Framework*—while expanding their reach through CharacterPlus' deep expertise in professional development, implementation coaching, and regional partnerships.

CharacterPlus named **Nicole Diehl**, CharacterPlus's current Director of Programming, as **Schools of Character Executive Director**. Nicole brings over 15 years of expertise in Schools of Character coaching and the practical application in schools of the *11 Principles*. Park noted that Diehl's experience in particular as the Missouri Schools of Character Coordinator makes her a strong leader for this process.

As they look to the future, Park, Diehl, and Schwartz stand united in their vision: "When we prioritize character, we transform schools. And when we transform schools, we change lives." To learn more about this transition and how it benefits educators, students, and communities across the country, visit Character.Org. To learn more about CharacterPlus, visit CharacterPlus.Org.