



Wylie A. Aitken - ABOTA Foundation President 2010

What is the ABOTA Foundation and its mission?

- The Foundation is the education affiliate of ABOTA.
- The mission of the Foundation is to support ABOTA's goals and to educate the American public particularly middle school and high school students, about the history and value of the right to trial by jury.

What are the ABOTA Foundation's key educational programs?

- The *Masters in Trial* program and the new ABOTA Trial College provide professional education for trial attorneys.
- The anchor program is *Justice by the People* provides free lesson plans to teachers to educate young people about their rights and responsibilities as citizens.

Justice by the People: What is it?

- *Justice by the People* is a program of 10 lesson plans that teach about the U.S. Constitution, the right to trial by jury, the importance of jury service, the right to vote, and other constitutional liberties.
- *Justice by the People* includes Make Your Case, an interactive, simulated court room trial that is also available on DVD.

Justice by the People: Who is the audience?

- The program is intended for middle school teachers of civics, social studies and language arts and their students.
- *Justice by the People* can be used by high school teachers, home schooling parents, military bases and other audiences of young people who need civic education.

Justice by the People: Why is it important?

- In 2009, the National Assessment of Education Progress (NAEP) tests administered to 9,100 students in grade 12 nationwide revealed that only 27% of seniors performed at the "proficient" level on the NAEP civics test.

- Many states have little or no requirement for knowledge of American government to graduate from high school.
- The ABOTA Foundation aims to change those statistics.

Justice by the People: Partnership with Scholastic, Inc.

- In 2006, ABOTA created a partnership with Scholastic Inc., the largest educational publisher in the world.
- The goal was to re-format *Justice by the People* as a free, downloadable, online resource on the Scholastic web site at www.scholastic.com/americanjustice.
- The 10 lesson plans have been aligned with national teaching standards for social studies, which helps teachers meet No Child Left Behind and state curriculum goals.
- Justice by the People can be integrated easily into the existing curriculum and help teachers meet the federal mandate to teach about the Constitution on Constitution Day.

Justice by the People: New marketing efforts since Scholastic

- Scholastic web site gets 3 million teacher visitors each month – from all over the world.
- The ABOTA Foundation contracts with Scholastic to post 1,000,000 ads for *Justice by the People* on the Scholastic site each year.
- Just before Constitution Day (September 17), two e-mail blasts are sent to 70,000 middle school teachers of civics, social studies and language arts for whom Scholastic has valid e-mail addresses.
- From September 2006 (when the partnership with Scholastic began) through March 31, 2010, teachers have viewed *Justice by the People* pages 613,298 times.
- In that same period, 138,010 pages have been downloaded, with a consistent 25% download rate.
- If we conservatively estimate that just 30% of the teachers who download the pages actually use them in the classroom, then 41,403 teachers have used the *Justice by the People* curriculum in the last 42 months.
- If we conservatively estimate that those 41,403 teachers each teach 75 students, then 3,105,225 students have already learned about their rights and responsibilities as citizens from the *Justice by the People* curriculum.
- Newest partner is the 2010 National High School Mock Trial Championship in May in Philadelphia. The ABOTA Foundation is a sponsor of the competition and *Make Your Case* is being promoted as a training resource to teams across the entire nation.