

D.C. EVEREST AREA SCHOOL DISTRICT

BUILDING A COMMON LANGUAGE THAT STUDENTS, STAFF & COMMUNITY CAN LIVE BY



The Challenge

Following the return from COVID, D.C. Everest Area School District saw higher levels of student need and realized that even with increased social work and counseling capacity, they needed a stronger, more consistent approach to support students and staff.

The district had previously implemented another approach that became controversial, requiring extensive community conversation and leaving leaders unsure whether it was the right long-term fit.

Why Change, Why Now

In 2023, D.C. Everest conducted a district-wide needs assessment and identified a gap in their existing curriculum and supports. They also created a full-time mental health navigator role to strengthen services across the district and deepen partnerships with the broader community, because “educational systems can’t do it alone.”

With a 4K–Grade 12 lens, the district wanted a district- and community-wide conversation and a shared set of “life-ready skills” for students. They built implementation around:

- A district-wide team plus school-based teams in every building
- Teacher and administrator leadership, with student services involvement
- Student voice as a non-negotiable, plus parent input
- Community and business partners who reinforced the value of life-ready skills, even connecting the mindsets to future workforce expectations

Implementation Story

D.C. Everest began with a cautious 7 Mindsets pilot in two schools during 2024–25, expecting a gradual four-year rollout. Instead, adoption accelerated. By the end of year two, the 2025–26 school year, every school had some level of mindset-based learning in place, because schools saw it working and asked for it.

The district is also growing into a more complete ecosystem, noting they use 7 Mindsets Wellness (formerly *Base*) and added Insights measurement tools this year.

District Snapshot

- 11 Schools
- 5,800 Students
- 96% Graduation Rate

D.C. Everest Area School District, located in Wisconsin, has a unique secondary school structure (middle school 6–7, junior high 8–9, senior high 10–12), plus 7 elementary schools, a charter school, and community-based 4K sites.



What It Looks Like in Schools

Erin Jacobson, Mental Health Navigator for the district, highlighted practical examples of students living the mindsets beyond lessons:

- ✓ A student-created “Act and Adjust” video shared with peers, reinforcing *Everything is Possible*.
- ✓ “Passion Day” experiences to help students explore strengths and interests in the community (*Passion First*).
- ✓ Community “Walk and Talk” mentoring, building relationships beyond school walls (*We are Connected*).
- ✓ High school students mentoring elementary students (50+ mentors), practicing *100% Accountable*.
- ✓ A student-led coffee shop, “Forest Cafe,” to create a legacy of service (*Live to Give*).
- ✓ Student leaders who trained 300+ peers on suicide prevention, showing purpose-driven leadership (*The Time is Now*).



A Defining Moment: Turning Adversity into Connection

When the community was hit by an F3 tornado on April 17, 2026, the district relocated an elementary school in 48 hours, then moved 500+ students in 24 hours to keep kids together and connected. When students returned two weeks later, the principal framed the moment through mindsets like *Attitude of Gratitude* and *Live to Give*, making the framework visible during a real crisis, not just in a lesson.

Results and What Changed

Ms. Jacobson describes a clear shift in the students and across the school communities. For example:

- What was once controversial is now embraced and supported by the community.
- Schools moved from cautious participation to pull-driven demand (“we want it too”).
- The district has established a common language across grade levels and school types, supporting their goals of being a great place to learn, work, and belong as a community.

What’s Next

For the 2026–27 school year, Jacobson described even more expansion throughout the district, including expanding mindset-based learning into core curriculum areas, strengthening engagement with community partners, and continuing to build measurement and student growth using Insights. Jacobson shared, “We are thankful for the partnership [with 7 Mindsets] ... and we are excited to grow it and see what we have in the future.”

About 7 Mindsets

Founded in 2009, 7 Mindsets provides a transformational framework for schools, districts, and organizations nationwide. The company offers mindset-based and mental health curricula, professional development, and data measurement tools that empower growth and drive measurable impact. Its highly effective programs, validated at ESSA Level 2 and ESSA Level 4, have been proven to improve student engagement, behavior, attendance, and academic achievement. 7 Mindsets has been used by over 5 million students and educators in all 50 states.