

Empowerment

Empathy

Resilience

Inclusivity

Communication



# ABOUT US

Delivering SEL to all students in a new and innovative way.

## Our Mission

We are on a mission to transform social and emotional education for students and educators alike. Through our captivating video series, "That Feeling When," we empower students to navigate their emotions, foster resilience, and thrive in all aspects of life. By promoting an open dialogue with age-specific SEL programs and equipping educators with valuable resources, we strive to make a lasting impact on the lives of young individuals. Join us in our journey to create a brighter future for students everywhere, where social and emotional well-being takes center stage in every classroom. Together, we can shape a healthier and more connected generation.



## Created by Educators For Educators

**That Feeling When** is developed by experienced educators who understand the needs of students and educators alike.

TFWK12 SEL resources are thoughtfully tailored to deliver relevant and impactful messages that gets to the heart of SEL instruction without time consuming prep-work.



Brady Hughs, MSW, MHD: A veteran school social worker with 30+ years spent engaging with youth across all age groups. Brady's extensive experience in the realm of Social and Emotional Learning (SEL) and mental health coupled with insights from fellow educators, forms the bedrock of the inception of the **That Feeling When K12** series.



# CASEL 5

## Going Beyond Traditional SEL Programs

Traditional SEL programs, while valuable, often lack the comprehensive approach truly needed to deeply resonate with today's students. **That Feeling When K12** introduces a transformative program, seamlessly integrating scenario-based videos and thoughtful discussion questions. This powerful addition not only speaks to age-related challenges but also fosters heightened empathy and understanding.

By incorporating these videos, educators unlock the potential to magnify the impact of the CASL 5 and other SEL programs. The dynamic visual narratives engage students on a profound level, enabling them to not just learn but also retain SEL core principles. This innovative fusion creates a synergistic learning experience, increasing the potential to positively shape young lives.



- CASEL
- Second Step
- Paths
- Responsive Classroom
- Positive Action

With **That Feeling When K12**, education evolves beyond traditional boundaries, sculpting empathetic, well-rounded individuals ready to thrive in our interconnected world.



# Self Awareness

**That Feeling When** videos help students explore and understand their emotions, thoughts, and personal strengths by depicting relatable scenarios and characters. Through compelling visual storytelling, students can reflect on their own experiences, leading to better self awareness and emotional intelligence.



**Emotions**

**Reflection**

**Identity**

**Awareness**

**Strengths**



# Self-Management

Video-based content modules provide practical strategies and techniques for managing emotions, setting goals, and maintaining a positive attitude. By watching real-life examples unfold followed by thoughtful classroom discussions, students learn valuable skills to navigate challenges and make informed decisions.



**Regulation**

**Goals**

**Resilience**

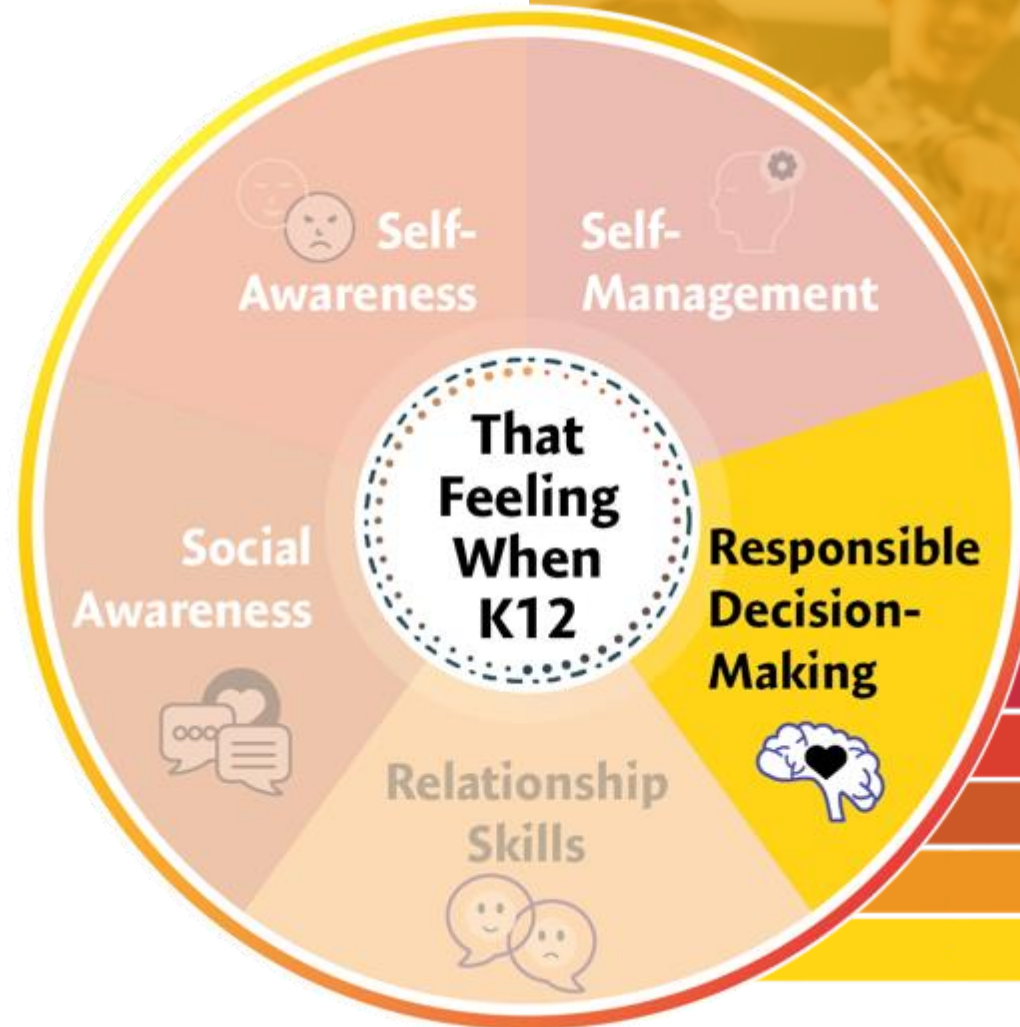
**Control**

**Adaptation**



# Responsible Decision-Making

**That Feeling When** videos present complex situations that require critical thinking and ethical judgment in easily a digestible manner. By working through morally nuanced scenarios, students can practice evaluating options, considering consequences, and making responsible choices, ultimately developing their decision-making skills.



## Relationship Skills

Through video, students can observe effective communication, conflict resolution, and teamwork in action. By analyzing interpersonal dynamics portrayed on screen, students can enhance their own relationship-building skills and learn how to collaborate effectively.



**Communication**

**Collaboration**

**Empathy**

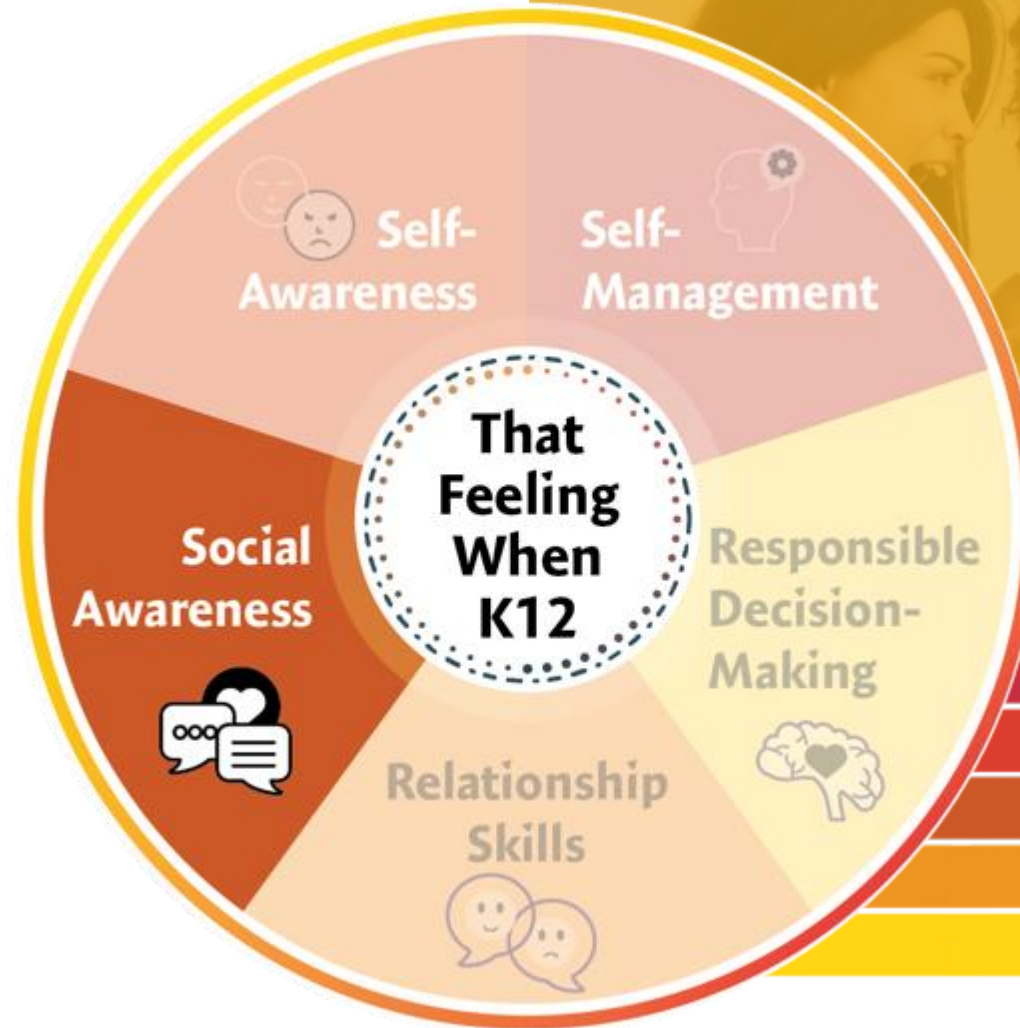
**Boundaries**

**Conflict Resolution**



## Social Awareness

**That Feeling When** videos offer insights into diverse perspectives, cultures, and social interactions, fostering empathy and understanding among students. By witnessing different scenarios from diverse perspectives, students can develop the ability to recognize and respect the feelings of others.



**Empathy**

**Understanding**

**Diversity**

**Perspective**

**Respect**



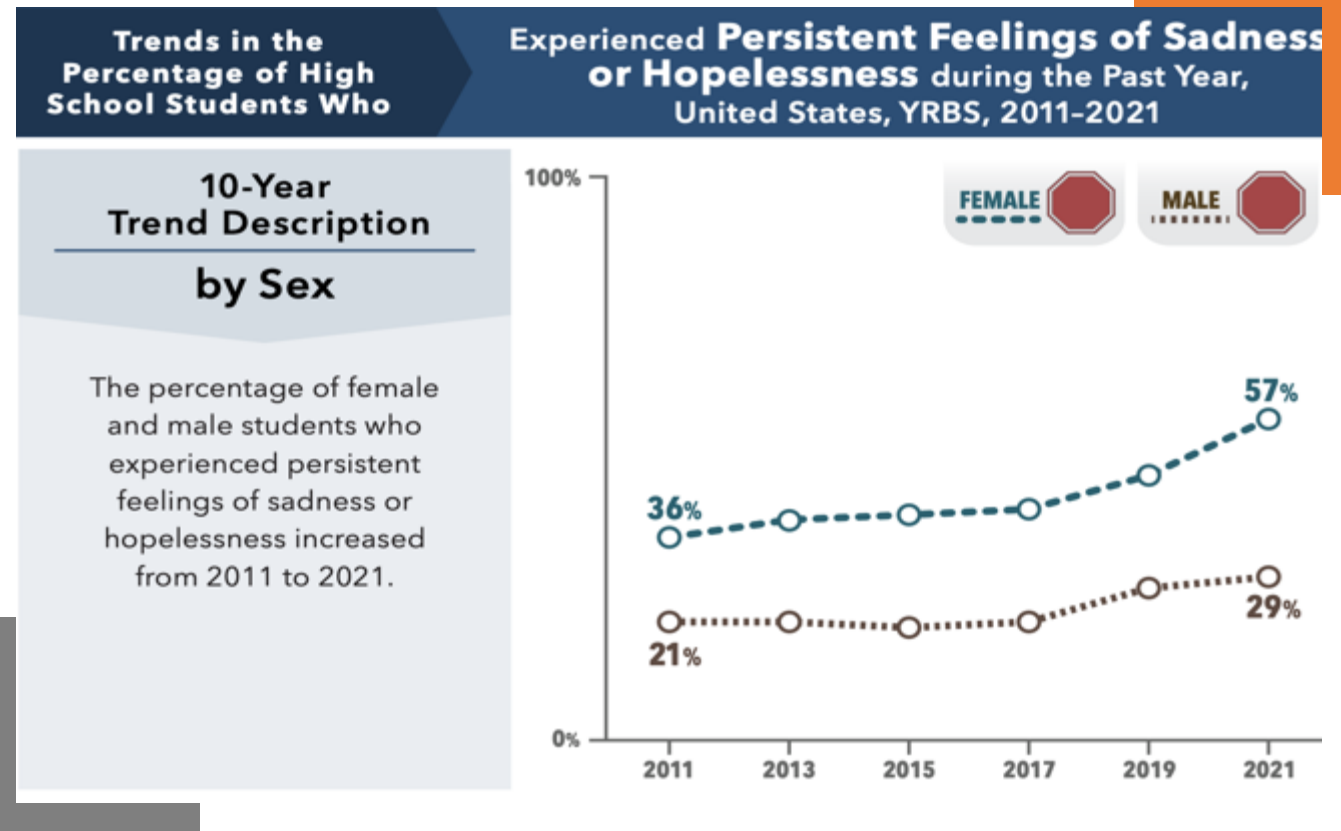
# Urgent Need for Change

## Confronting Rising Mental Health Challenges

Statistics reveal alarming rates of anxiety, depression, suicide, and bullying among students. With these concerning statistics continually on the rise, addressing these issues has become more critical than ever before.

Research has shown that the school environment can contribute to depression through academic pressure and stress, social factors (such as bullying and lack of supportive relationships) and lack of adequate resources to address mental health.

**That Feeling When** videos provide educators with the resources they need to effectively address these complex challenges. By implementing comprehensive SEL programs in our schools, we can begin to reverse these troubling trends.



Source: cdc.gov



# SEL Delivered To All **Students**

## A New and Innovative Approach

**That Feeling When K12** video content and discussion cards are carefully created and specifically designed for the unique needs of Elementary, Middle, and High School students. Since developmental needs and challenges for each age group vary, **That Feeling When K12** is designed to effectively support different maturity levels. By combining a comprehensive approach to SEL programs with age-curated content, you'll provide a more effective SEL curriculum for your students.



## Game-Changing Tools That Require Little or No Teacher Prep



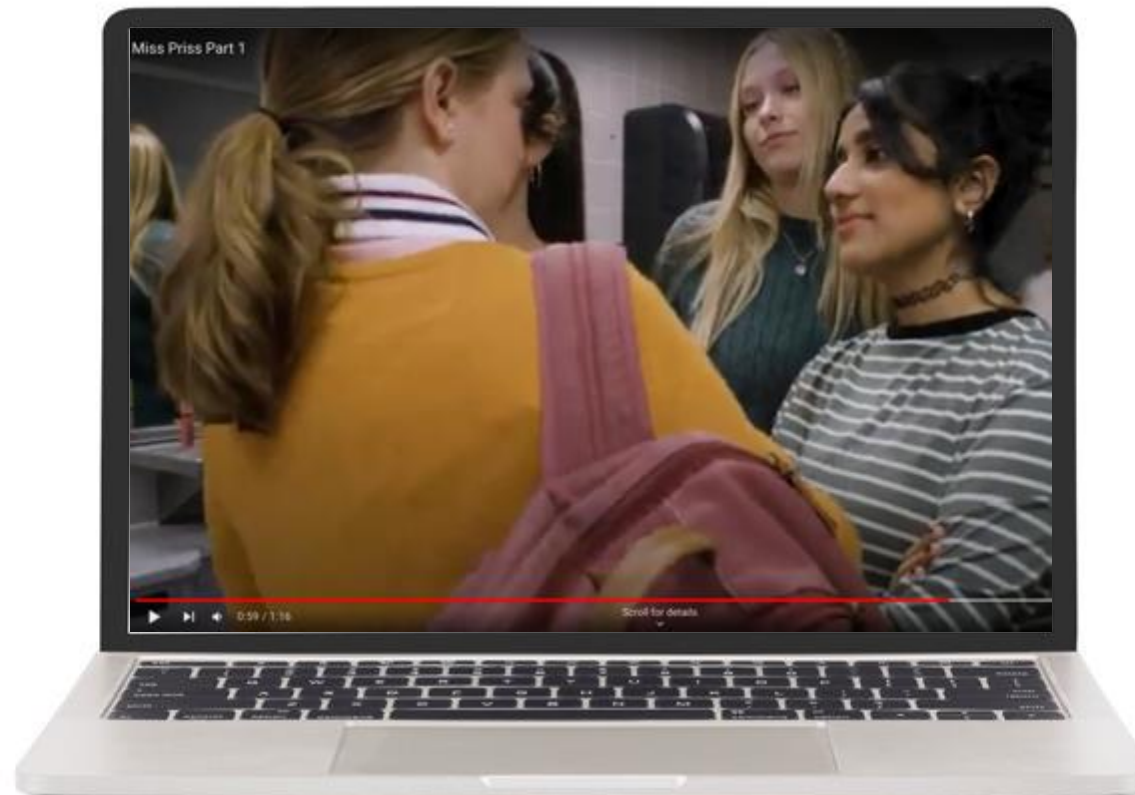
**That Feeling When** integrates multimedia and interactive components to enhance student engagement, foster a sense of community, and reinforces the development of vital skills necessary for personal growth and success.

Unlike many other SEL programs, **TFWK12** does not require additional teacher prep time. We strive to provide a comprehensive SEL program that empowers educators to deliver a high-quality SEL education without adding additional strain.



# Watch and Experience

Experience a glimpse of the transformative power of  
**That Feeling When** through this video demonstration.



Click [here](#) for the full video



**That Feeling When K12**

tfwk12.com

[sales@tfwk12.com](mailto:sales@tfwk12.com)

320.237.1895

## Expert Voices

What professionals are saying about **That Feeling When.**



**Shannon Avenson,  
Director of  
Student Services**

*"I have reviewed almost every SEL curriculum and program that exists, and this has the most potential for change due to the engaging, brief videos as well as the thoughtful stories."*



**Susan Hill,  
Clinical Psychologist**

*"It is very helpful to see a video in a short format that can open a discussion about the issues that sometimes are not talked about."*



**Mike Brown,  
Day Tx Counselor**

*"I am truly impressed with the impact these videos had on my students' SEL journey, and I firmly believe it will make a significant difference in classrooms nationwide."*



**Steve Bautch,  
Math Teacher  
30 years**

*"Having a comprehensive and well-crafted video series like this would have been an invaluable asset during my time as a teacher while simultaneously enriching the learning experiences of my students."*



**Kathy Crispo,  
Principal**

*"Viewing young people involved in relatable situations helps students connect and encourages meaningful discussions. It fosters a positive and inclusive learning environment."*



# Real Students Real Impact

Testimonials from  
students who've  
experience

**That Feeling When.**



**Claire, 16**

*"The TFW SEL videos made me realize the importance of empathy and kindness in our lives."*



**Kyleigh, 17**

*"I wish we had this series sooner. It made a significant difference in how we handle conflicts and relationships."*



**Ava, 15**

*"The TFW SEL videos gave me hope and reminded me that I'm not alone in my struggles."*



**Antonio, 17**

*"The TFW SEL videos taught me how to be a better listener and support my friends during tough times."*



**Max, 17**

*"It's like the videos were made for us, by us. They had such a profound impact on my self-awareness."*



# Subscription Benefits



## Unlimited Video Access

Subscribers gain unlimited access to our extensive video library, providing a wealth of content to support SEL initiatives.



## New Content

Ensure ongoing engagement and relevance with new content that is consistently added for subscribers.



## Discussion Cards

Utilize an extensive collection of age-appropriate Discussion Cards that spark conversation about real life challenges.



## Instructor Support

Enjoy instructor support through online webinars covering classroom groups, starting discussions and handling sensitive topics.



# Guided Discussions

Supporting Teachers with  
Discussion Cards and Resources

Each video series of 9-12 episodes comes with downloadable discussion cards that facilitate meaningful conversations in the classroom.

These resources empower teachers to guide students through these important discussions and are personalized for each unique age group.



# Teacher Support Videos

## Expert Advice on Addressing Students' Needs

To ensure that every educator has the tools they need for an effective SEL curriculum, **TFWK12** program offers additional teacher support through online webinars.

These videos provide guidance on how to set up classroom groups and facilitate discussions. These resources also touch on the handling of sensitive topics and addressing individual student needs as necessary





## Take The Next Step

Get started with **That Feeling When**

Discover how a small investment at the district level can be the next step in revolutionizing SEL education in your school district.

Get started with a seamless and straightforward process to start creating a brighter future for your students today.



**That Feeling When K12**

[tfwk12.com](https://tfwk12.com)

[sales@tfwk12.com](mailto:sales@tfwk12.com)

320.237.1895

## Join the Movement

Become part of the movement to prioritize student's social-emotional well-being.



Together, we can create a brighter future by fostering resilience, empathy and positive mental health.

