

ReValue America™

Self. Marriage. Family. Community.

By Dr. Shanon Brooks



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Because we share your love of family and country, **Monticello College** feels that part of our responsibility as an institution of higher learning, is to train up a generation of statesmen and New American Founders. Our field operation in this effort is called **ReValue America™**. The fact that you are reading this brochure means that you might agree that America and her people are in peril. We believe that with your help, **ReValue America™** will impact our culture in a way that helps to preserve liberty for our great-grandchildren. May God bless you for your vision, your willingness to do your part and for the effort you are about to exert.

America is a nation in crisis. From a collapsing economy, over-the-top divorce rates and abysmal academic performance; to the disintegration of the family, absolute dependence on employers in the workplace, and near zero accountability in state and national government—America is facing a crisis like never before.

ReValue America™ is very simple:

After decades of attempting to impact society from the top down, we are convinced that the historical American way of life can, and will only be safeguarded by the people themselves—by the very families that are at risk. We believe that 1,000,000 families internalizing and applying the principles of TJEd can have a real, measurable impact on American culture.

In the next 10 years we intend to place the **Thomas Jefferson Education Family Library™** into 1,000,000 American homes. *That's it.*

What is TJEd?

Thomas Jefferson Education (TJEd) is, in essence, the educational system and societal perspective developed and adhered to in America for 300 years (from the mid 1600's to the mid 1900's). It is responsible for the corps of American leaders, inventors, businessmen, statesmen, judges, legislators, presidents and clergy that made America what she was during the 18th and 19th centuries. It was the predominant cultural philosophy of America from the opening of Harvard through World War I.

Oliver and Rachel DeMille, with Shanon Brooks and a small group of colleagues, unearthed this educational philosophy in the early 1990's and applied it first in a higher education setting. Further research and discovery led to the expansion of the TJEd paradigm to describe its application from early childhood through grand-parenting.

The TJEd Family Library

A Thomas Jefferson Education – This book easily describes the 4 phases of learning, and the 7 keys, and 5 environments of Great Teaching –the core of TJEd and the science of how and why people learn. You will never look at education the same again.

Thomas Jefferson Education for Teens – How to discover your genius, identify your mission and get a great education that makes you come alive. Filled with valuable book lists, motivational discovery processes and keen insight into the future, this is a must read for all young and not-so-young adults.

Freedom Shift – 3 Choices to Reclaim America’s Destiny

“Oliver DeMille stands like a signpost pointing the way toward a better, freer, saner society in keeping with our founding ideals. Regarding America’s decline, many people are finally asking “What can we do?” In **FreedomShift**, DeMille very clearly answers the question with thoughtful, specific, and intelligent direction. **FreedomShift** is not only a must-read book, it is a must-follow road map.”

~**Chris Brady**, NYTimes, USA Today and Wall Street Journal bestselling author of *Rascal: Making a Difference by Becoming an Original Character*

The Coming Aristocracy – “*The Coming Aristocracy* is compelling, timely and vital. With piercing clarity, Oliver DeMille explains our current economic and political systems and resurrects the principles that made America great. Most importantly, he clearly describes what we can do as individuals, families, and communities to right our floundering ship. This may be one of the most important books you’ll read this year.”

Steve D’Annunzio-Soul Purpose Institute

The 5,000 Year Leap – The 28 Great Ideas that made America the bastion of freedom for the whole world. “The most impressive element in this outstanding book on political philosophy is the fact that these precepts are precisely what America needs today. It is alarming to think of the billions of dollars which are expended each year trying to solve problems by methods which the Founders knew were fallacious. They attempted to warn us, to share their wisdom with us. Too often their counsel has been ignored. Now we must return to them.” *Orrin Hatch-U.S. Senate*

How Does TJEd Work?

TJEd is nothing more than a set of principles that are founded in human nature—principles that identify how our natural learning ability is “hard-wired” and what is most effective in facilitating our natural learning process.

To quote influential American educator John Gatto:

“Only a few lifetimes ago things were very different in the United States. Originality and variety were common currency; our freedom from regimentation made us the miracle of the world; social-class boundaries

were relatively easy to cross; our citizenry was marvelously confident, inventive, and able to do much for themselves independently, and to think for themselves. We were something special, we Americans, all by ourselves, without government sticking its nose into our lives, without institutions and social agencies telling us how to think and feel. We were something special, as individuals, as Americans.”¹

Were these early Americans a breed apart from us? No; the truth is that they were the beneficiaries of a system of education that facilitated their natural genius—a system that we call Thomas Jefferson Education, or TJEd.

Today, we can apply the same principles and, like our forebearers, meet the challenges of our time with character, competence and courage to triumph over the circumstances that imperil our freedom and prosperity. We strongly feel that **ReValue America’s™** goal is within our reach as individuals and families apply the principles of TJEd in their personal lives, marriages, families, businesses, organizations and communities.

A Crisis of Culture

The discussion of the American education crisis is almost a national pastime, with candidates and journalists, activists and educators all weighing in, with fingers pointing and hands out-stretched for more money to invest in the troubled system.

We believe that the educational concerns and poor academic results in this country have a lot less to do with what curriculum or system you are using and a lot more to do with our ailing national psyche and self-esteem; a direct result of abandoning our former system of education (TJEd) 80 years ago.

In contrast to the America of 100 years ago, we now have a population of *dependents*—people who look to experts for almost everything and citizens who (in spite of great talent and capacity) are accustomed to being told what to do, even in the most basic aspects of their lives.

Cultural and Academic Confusion

We believe that the predominant systems and programs currently in place tend to promote the development of a class system, social indifference, intellectual dependency and conditional self-esteem. All of these lead to a persistent condition of followership; discouraging our citizens from finding and acting on their own special genius.

The true and lasting self-application of the TJEd principles by individual families as well as higher education proved to be the recipe for national success for the first 300 years of this country. We believe that any future success in building a population of

¹Gatto. [Dumbing Us Down](#). New Society Publishers; 2nd edition (February 1, 2002)

moral, competent, confident and well-educated citizens will necessarily include the application of TJEEd.

The Family to the Rescue

There is a hero in this story; and it will be the American Family.

The following is taken from our e-book, *Social Leadership: A Fresh Vision for Old Problems.*²

“The old conceptions and methods of leadership are as flawed as they are obsolete. Leadership is the answer to the question, Who will save us?”

“In the past, we’ve given our rights to kings and rulers in the hopes that they would take care of us. Our hopes were dashed by tyranny. We’ve looked to the church to rescue us. The oppression of the Dark Ages told the truth of that story. More recently, we fell asleep while trusting representative government to save us. We awakened to the hard reality that government is in many cases the source of the problems from which we’re trying to save ourselves. We’ve believed in corporations and institutions, only to become insignificant cogs in vast gears that often mash our spirits and dreams.

“All of these old models have proven themselves inefficient and insufficient. There is one defining thread that runs through the fabric of all of them. It is the thread that has weakened the garment of society throughout history—with every person that we’ve elevated above ourselves, our personal power has diminished and our freedoms have eroded. We’ve believed that solutions were found outside of ourselves as individuals. We’ve wanted other people and institutions to fix our problems for us.

“The new answer—the only real and lasting answer—is what we’ve known all along, but have been afraid to admit because of the responsibility we know will be required of us. The cures to societal ills are found within you and me. The real heroes and leaders are each of us as individuals. The new standard means that we will uplift and bless one another through conscious service.

“The new vision of leadership becomes a reality as we turn inward for strength and introspection. We cast our gaze away from podiums and power centers and toward our own hearts, resources, and abilities. The new leadership is about common citizens living uncommon lives of service and contribution. It’s lived by rank-and-file members of society who discard fear and embrace the responsibility of greatness.”

But what does this mean in everyday living?

² www.thesocialleader.com.

- It means that rather than just waiting around to be told what to do, we as citizens need to take a leadership role in our communities.
- It means that mothers and fathers need to own their roles as the stewards that they really are and can be.
- It means that we should be actively engaged in our local governments, anxiously following and being involved in our immediate governance.
- It means that we should be pursuing a lifetime education for ourselves and taking an active, informed leadership role in the elementary and secondary educations of our children—and demanding more from higher education.
- It means patronizing, encouraging and providing businesses in our communities that are beneficial to society and who give back—a lot.
- And it means living a lifestyle that is in tune with our spiritual selves.

The strategy is simple—**we must take our lives back**. We must stand up, assume responsibility and insist that government limit itself, that media stick to reporting the news instead of trying to make it. We must be loyal husbands and wives, dedicated mothers and fathers. **We must participate in education by example, not coercion**. We must purposefully get out of debt and create family financial stability. We must live healthful and provident lives that ensure our personal independence, so that we can be an implement of change and a force for good.

No government, no church, no civic organization will or can do all this on its own—for they are made up of people, and organizations cannot surpass the virtue and wisdom of their constituent parts. This must be a Renaissance of the people, of marriages, of families, of communities. The time for each of us to decide is now: Will we idly allow more of the same—or do we step into our God-empowered greatness and lead?

This is ReValue America.[™]

We are carrying this message to the nation by way of the **ReValue America**[™] lecture tour. We are placing the TJEEd Family Library into hundreds of homes every year now, and thousands in the future. And we are following up with these families to help ensure their success in taking back their own destinies, their marriages, their families and their communities.

You are the first step in making **ReValue America**[™] a success. If you would like to bring this **free** lecture to your community please contact us today at: info@monticellocollege.org.