

Where WEB Everybody Belongs

A MIDDLE SCHOOL ORIENTATION AND TRANSITION PROGRAM



MIDDLE SCHOOL SUCCESS STARTS HERE



WEB Works *for Everyone*

ADMINISTRATORS

Dr. Kyle Bruich
@DrBruich
Follow

One of the best parts of the day today was watching the WEB Leaders help incoming students find their classes. While I definitely appreciate the kindness they exuded, it was watching them grow as leaders and in their self-confidence from the beginning of the day until the end.

7:13 PM - 21 Aug 2019

1 Retweet **9** Likes

1 1 9

Dr. Kyle Bruich @DrBruich · Aug 21
That's the part of #WEB that so many don't realize is such a benefit of the program. We are growing tomorrow's future leaders and we are doing it using kindness as the primary vehicle. #ChangeLivesImpactFutures #RsvltSTEAM #ExcellingTogether @BoomerangPrjct

1 1 5

Principal Moore
@MoorePrincipal
Follow

Starting the day with a sense of belonging...Art project day with our WEB leaders and their 6th grade groups. #whereeverybodybelongs #thisisbeingabear #theyworethemalldaylong @LBMSbears @BoomerangPrjct



3:38 PM - 13 Mar 2019

2 Retweets **6** Likes

2 6

the boomerang project
you get back what you give

WEB is a program from The Boomerang Project

800.688.7578
www.boomerangproject.com

EDUCATORS

PARENTS

Pine Hollow Middle School
@phmustangs

Follow

WEB Leader Training! What a great program for our upper-class WEB Leaders and 6th Grade Students! @BoomerangPrjct



3:21 PM - 6 Aug 2019

1 Retweet 8 Likes

2 1 8

Kristi Buchholz @kristi_buchholz · Aug 6
Replying to @phmustangs @BoomerangPrjct
Fantastic program!!

1

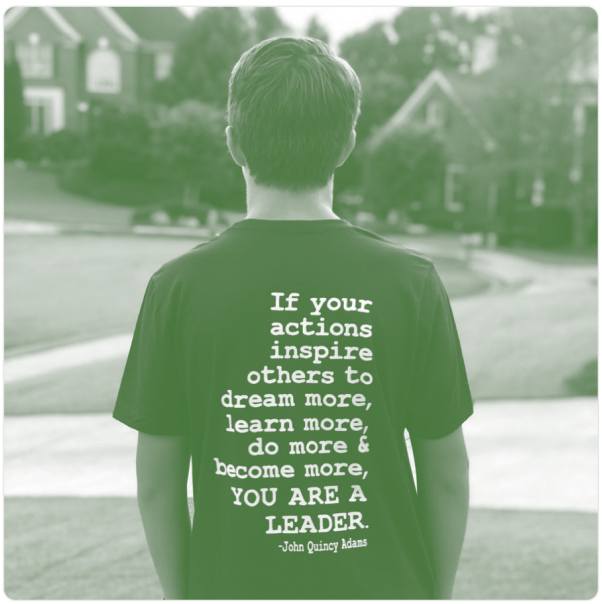
artur @artur14509175 · Aug 6
Replying to @phmustangs @BoomerangPrjct
I loved this program

1

Jeff Rose
@DrJeffRose

Follow

WEB= Where Everybody Belongs! Proud to see my son serve as a WEB Leader this year. Well done @WBMSprincipal and staff- I appreciate you! Students serving students is a beautiful thing. #thewebbway #student #leadership @mgarnerwbms @hurstwbmsap @BoomerangPrjct



7:59 AM - 3 Aug 2019

12 Retweets 149 Likes

1 12 149

We are in our 7th year of WEB at our school and we have HUGE love for this program and what it has done for our school.

Amanda Baum
Teacher
Clinton Rosette Middle School
Dekalb, IL

What an amazing program! I am so excited to see the depth of planning and purpose for this program! Now we are ready to take it to another level! 'Changing the world, one student at a time!'

SueEllen Thomas
Orinda Intermediate School
Orinda, California

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The Boomerang Project. . (back cover)



The Program

What would happen at your school if students were given permission to care about each other and the structure in which to do it?

WEB IS NOT JUST A ONE-TIME EVENT, IT`S A YEAR-LONG TRANSITION PROGRAM

The structure of the WEB program guides 6th graders to academic and social success by reducing the initial challenges of entering middle school. WEB helps create an environment where 6th graders feel cared for and supported by creating an atmosphere free of bullying, intimidation and fear and replacing it with support, connection and a sense of comfort and belonging.

The transition to middle school can be a major event in the life of a young person, and yet very few effective strategies for support exist in most middle schools. Because the move to middle school can be stressful and frightening, 6th graders often experience lowered academic achievement and difficult social adjustments. WEB eases this challenging time period by offering the 6th graders a solid and safe foundation to begin their middle school experience.

With WEB, students help students succeed by using older students as peer mentors for the 6th graders. WEB Leaders are members of the 8th grade class who go through extensive training to become positive role models, motivators and teachers. The WEB Leaders also serve as a catalyst for change at your

"OUR TEACHERS ARE IN LOVE WITH WEB!"

-Melissa Krahn, Teacher, Nature Hill Intermediate School, Oconomowoc, Wisconsin



school by modeling positive behavior for their peers, thus reducing incidences of teasing and bullying and helping to make middle school a place Where Everybody Belongs.

WEB is a year-long orientation and transition program that can help bully-proof your school by providing it with a cadre of student leaders who will look for bullying behavior and help stop it. A bully's territory consists of places like bathrooms, the back of the bus, the corner of the cafeteria—places adults are often absent. As much as they would like to, teachers and administrators alone cannot prevent bullying. It takes an entire school and the students in it to watch those places and make them safe. WEB gives older students permission to look for, stop and report any negative behavior they see.

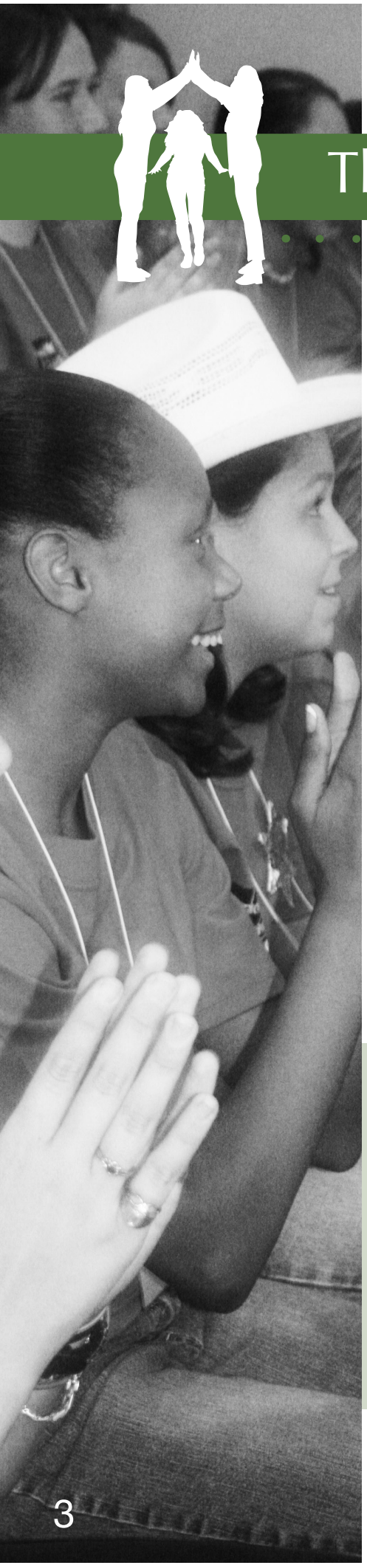
Concerned educators know that the only real way to stop bullying at their school is to create a school where everybody watches, everybody shows respect and Where Everybody Belongs. It is because of this that WEB has consistently made positive culture and climate changes throughout schools across the United States and Canada.

WEB makes the new students so much more at ease on that first day of school. They know where to go and what to do, but more importantly, they have made a connection to their school community. That is the power of WEB.

Melissa Samson
Assistant Principal
Columbus Tustin Middle School
Tustin, California

Business First is a publication that ranks all of the public and private schools and school districts here in Western New York. In 2009 (the first year we had WEB) our Middle School was ranked 70th out of 190 local Middle Schools. By 2013 we were down to 41, and in 2018 we proudly ranked as the No. 9 middle school in the area! Outperforming 91% of all the middle schools in Western New York ... we like to think the WEB Revolution has played a major role in that!

Christian Johnson
Teacher
Starpoint Middle School
Lockport, New York



The Orientation

SIXTH-GRADERS FEEL COMFORTABLE FROM DAY ONE

A year with WEB begins with a spirited and interactive 6th grade orientation at the start of the school year. After the general assembly, the WEB Leaders lead their group of eight to ten 6th graders through a series of fun, positive activities designed to help them all get to know each other as well as learn important school information. These activities also spark discussion and thoughts regarding the upcoming responsibilities, choices and challenges in middle school.

The goal of the orientation day is to welcome the 6th graders to their new school, have them meet new people in a safe environment and make them feel comfortable and less nervous about middle school; 6th graders leave the orientation day feeling like they are wanted at their new school and that it is a good place to be.

Additionally, the orientation day establishes the relationship between the WEB Leaders and the 6th graders so that the 6th graders know who the WEB Leaders are, what their purpose is and what they can expect in the way of support throughout the year.

Our 6th Grade Transition was awesome!! We recruited and trained 53 WEB Leaders and had 150 6th graders attend our first ever WEB Program. We also had a great opening day and have a WEB back-to-school bash next Friday! We are loving it!!

Jeremy Cole
Teacher
Southern Middle School
Somerset, Kentucky



One of my 8th graders came to me and asked for another student's locker number so she could put a balloon on it. I asked if it was her birthday. She said, 'No, her mom's having surgery today and I wanted to let her know I was thinking of her.' WEB Leaders never cease to amaze me.

Julie McEwan-Swan
Counselor
Furnace Brook Middle School
Marshfield, Massachusetts

The Student Leaders

WEB LEADERS ARE THE HEARTBEAT OF YOUR TRANSITION PROGRAM

WEB Leaders are a cross-section of the student body representing all types of students at the school, thus giving as many 6th graders as possible a WEB Leader to identify with. Through identification and connection with a WEB Leader, 6th graders see themselves as people who also belong at their new school because there is an older student there who is just like them.

WEB Leaders receive extensive training that develops their skills as well as provides them with a vision of what it is to be a leader in middle school. In preparation for the orientation, the Leaders receive two days of training in how to facilitate activities with groups of 6th graders. Throughout the rest of the year, WEB Leaders continue to get trained in communication, organization and leadership skills so they can maintain their positive impact on the 6th graders as well as the other students at your school.

WEB provides an opportunity for students from diverse social groups to have a common goal and purpose, thus diminishing antagonism that might exist between these groups. Because WEB Leaders are positive, natural leaders from a broad social cross-section, student leadership is shared by a variety of groups and your school climate reflects that. Additionally, when these students return to their social groups, they have a better attitude and a greater understanding of how to model positive behavior. This is the power of WEB: the ability for older students to model for their contemporaries the right way to treat new students. This results in fewer incidences of bullying and intimidation in general. This is how WEB changes your school.

You were able to take the 'soft' skills of mentoring and show the 'hard' results ... that is very impressive! I'm certain that the positive effect of this program, your commitment, and the involvement of the WEB Leaders will pay dividends in improving the culture, behaviors and results at Richards Middle School!

Board Member
Richards Middle School
Fraser Public Schools
Fraser, Michigan

WEB

A year-long transition program



The Follow-Ups

WEB TRAINING AND ACTIVITIES CONTINUE THROUGHOUT THE YEAR

SOCIAL

Social Follow Ups provide a social setting for WEB Leaders and their 6th graders to reconnect and build relationships outside the classroom. Several times during the year, WEB Leaders and 6th graders attend organized events that may include playing games together, eating lunch together or attending a fun after school event.

ACADEMIC

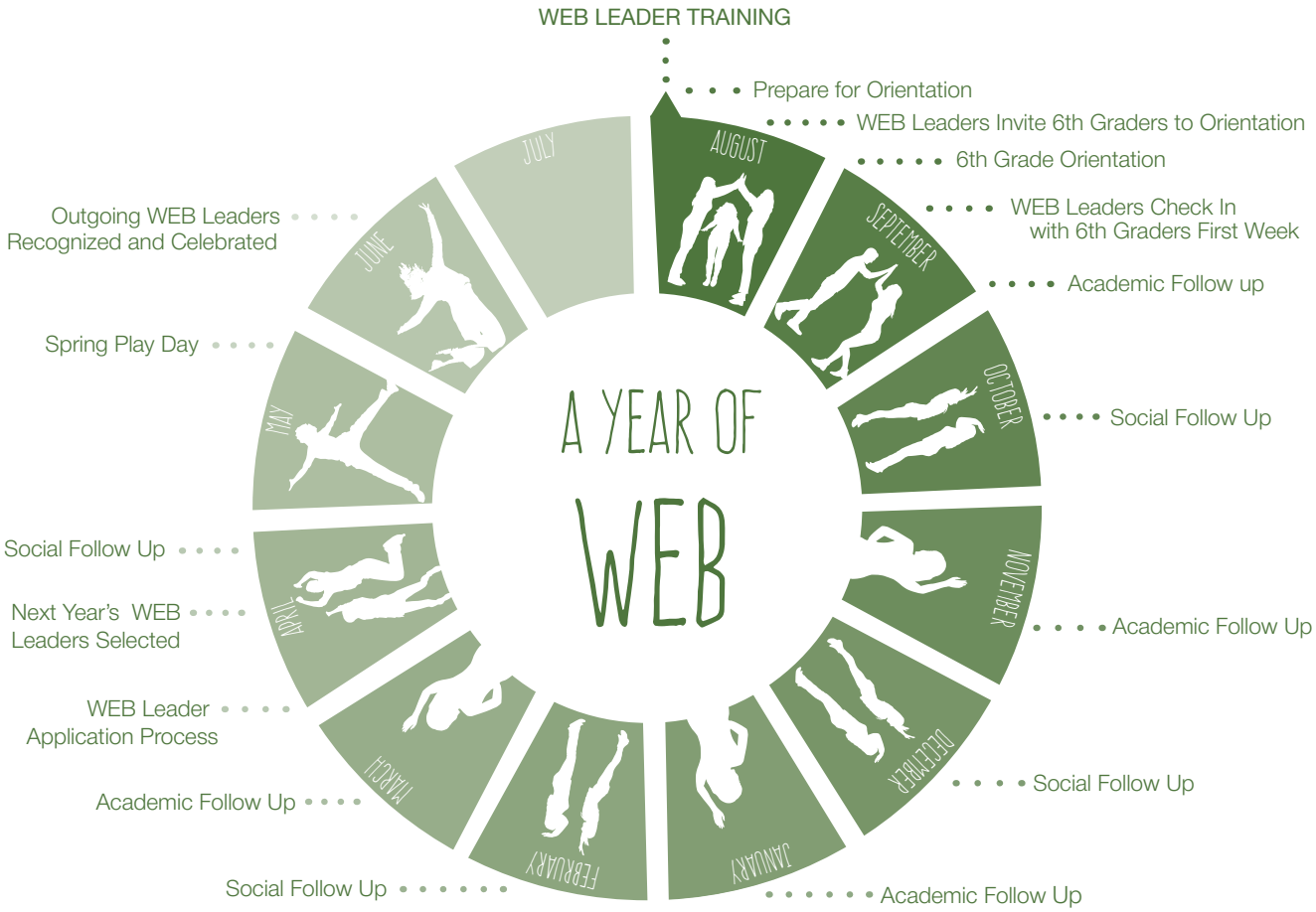
With Academic Follow Ups, WEB Leaders visit 6th grade classes several times throughout the year and teach structured lessons on topics such as *Study Skills, Asking Good Questions,* and *Lifting People Up*. The power of the Academic Follow Ups is that younger students learn from older students who have had a variety of experiences, successes and challenges. These lessons, based on social-emotional learning and character education, are designed to give 6th graders the skills needed to be successful during their middle school years and beyond.

LEADER INITIATED

Beyond the structured activities provided for WEB Leaders and their 6th graders to connect, WEB Leaders are also encouraged to make individual contact with their 6th graders through Leader Initiated Follow Ups. This helps to develop the personal relationship that will allow the WEB Leaders to be a support throughout the year. Leader Initiated Follow Ups can be anything from a WEB Leader who gives a friendly "Hi" in the hallway on the way to class, to one who calls a 6th grader at home to check in with them and ask if they can do anything in the way of support.

WEB is more than an orientation program

It's a year-long transition program that has the power to change the culture of your school



"WEB CREATES A CULTURE OF CARING"

- Phil Zarelli, Teacher, Sequim Middle School, Sequim, Washington

It was so awesome to see our leaders take ownership of this school and care for their peers. Thank you so much for this awesome program! Thank you for the THOROUGH training!!

Kameron Hill
Assistant Principal
Mustang North Middle School
Mustang, Oklahoma

The Coordinators

Our WEB program gets stronger each year with each new group finding a way to improve on the efforts of the previous group. We coordinators love observing the WEB leaders doing their magic with the 6th graders throughout the school year as mentors and tutors. My WEB training has been without question the most impactful of my 27 years in education.

Craig Bell
Counselor
Stewartville Middle School
Stewartville, Minnesota

This program is exactly what my staff needs to take risks and have fun for our students. Amazing training with wonderful trainers. it will be a memorable part of my professional growth.

Lupe Del Castillo
Teacher
West Fresno Middle School
Fresno, CA

WEB COORDINATOR TRAINING

The staff members chosen to lead the WEB program will attend an intense three day training session in the spring. This training prepares coordinators to implement all phases of the WEB orientation day. The coordinators learn the general assembly for the 6th grade class, the small group curriculum that the WEB Leaders will lead, how to train the WEB Leaders, as well as the organization and the logistics of orientation day. Additionally, the coordinators receive a handbook detailing the year long calendar that makes WEB so successful.

SUCCESS NEEDS TEAMWORK

Choosing the right team to run the WEB program is the most important decision to be made when first bringing WEB to your school; it is the key factor in determining the program's success. The most effective WEB programs are run by a team of coordinators working together rather than a single coordinator working in isolation. The people chosen to run the program should be dynamic, excited about kids and education, detail oriented, able to effectively multi-task and also should be motivators of both students and other staff members.

CONTINUED TRAINING & SUPPORT

After the initial three day conference, there are twice yearly trainings that provide opportunities for coordinators to network and receive additional skill development. These trainings also keep coordinators up to date with the latest program changes and improvements. This ensures that the quality of the program improves over time, and keeps the coordinators motivated and connected to coordinators from other schools.



94% of all attendees rate the WEB Basic Training as the best professional development they've ever experienced

WHEN TO GET TRAINED

There are many details that need to be addressed before the end of the school year thus, the later in the year you attend the training, the more difficult it is to complete those tasks effectively and with the level of detail required to implement a great program. It is highly advisable to get trained as early in the year as you can, so that your team is set up for the most success possible.

SELF SUSTAINING

Our goal is to help your school create a support program for your incoming students that is completely self sufficient and self sustaining. As long as there are WEB Certified personnel who have been trained at the 3-Day Basic Training coordinating the program at your school, your school can continue to run WEB with no additional service costs, fees or royalties.





The Statistics

WEB HAS BEEN MAKING AN IMPACT AT SCHOOLS FOR MORE THAN 31 YEARS

Examples of the positive changes WEB has brought to schools in the US and Canada

Rogers Middle School, Rogers, Minnesota
After one year…
- 51% reduction of 6th graders with Ds and/or Fs

KLO Middle School, Kelowna, British Columbia
After one year…
- 2/3 of students reported they felt more prepared for school because of WEB
- 20% increase in overall parent satisfaction with the school

North Olmsted Middle School, North Olmsted, Ohio
After one year…
49% drop in 6th grade discipline referrals

Orono Middle School, Orono, Minnesota
After one year…
- 33% reduction in bullying of 6th graders
- 50% reduction in 6th grade referrals

Beaumont Middle School, Portland, Oregon
After six years…
- 7% increase in 6th grade attendance

Mill Valley Middle School, Mill Valley, California
After seven years…
- 56% reduction in 6th graders with Ds and/or Fs
- 67% reduction in 6th grade suspensions

San Lorenzo Valley Middle School, Felton, California
After two years…
- 68% decrease in out-of-school suspensions

Valley Middle School, Carlsbad, California
After three years…
- 93% reduction in 6th grade suspensions
- 61% reduction in 6th graders with Ds and/or Fs
- 63% reduction in 6th grade tardies
- 75% reduction in 6th grade referrals

"WE HAVE SEEN A 49% DROP IN OFFICE DISCIPLINE INCIDENCES."

-Tom Dreiling, Principal, North Olmsted Middle School, North Olmstead, Ohio

Our 6th and 8th grade behavior issues were almost cut in half in our first year of WEB. Our 6th grade was the only grade to show growth in both Math and ELA on our CAASPP testing this past Spring. Thanks for helping us make a difference in our kids' lives!

Josh Way
Principal
Woodland Park Middle School
San Marcos, CA



Funding Sources

WAYS TO GATHER THE FUNDS TO HELP BRING WEB TO YOUR SCHOOL

Here's a list of ideas and resources to help you. Remember, the key to success is perseverance!

FINDING GOVERNMENT FUNDS

Many schools have found success using federal and state grants/monies to start and support their WEB programs. We encourage you to research funding opportunities using these resources:

GEAR UP – Gaining Early Awareness and Readiness for Undergraduate Programs
SIG – School Improvement Grants
Title I
TUPE - Tobacco Use Prevention Education

WEB's primary focus is to successfully transition incoming 6th graders, but it also acts as an enhancement and support to other schoolwide programs at your school. Ask about money that your school and/or district has dedicated to support the development of (but not limited to) the following:

PBIS – Positive Behavioral Interventions and Supports
RTI – Response to Intervention
Character Education
Anti-Bullying
AVID – Advancement Via Individual Determination
Safe Schools, Healthy Students (sponsor: SAMHSA)
SEL – Social and Emotional Learning

SCHOOL IMPROVEMENT AND STAFF DEVELOPMENT

There are often funds available for use in these two categories that can help bring WEB to your school.

Accreditation Process: Schools involved in the accreditation process may find themselves needing to ameliorate deficiencies at their school that WEB can address including (but not limited to) purpose, governance, leadership, school climate, student learning and student connectedness.

Staff Development: The WEB Basic Training is designed to prepare staff members to implement and execute the program with excellence, but it also improves participants' overall educational leadership and instructional skills. 94% of all participants rank the WEB Basic Training as the best professional development experience they have ever had.

OTHER OPTIONS FOR FUNDING

Private Donations: It is not unusual for private companies or community organizations such as Rotary Club to support the local middle school by paying for teachers to attend WEB training. We know of several schools that have successfully approached large and small local companies and asked them to be sponsors of the WEB program.

ASB/Student Council/Student Activities: Depending on your state and/or district, funds from your student government organization may be available to pay for and support WEB. Check with your Principal, Activities Director and/or Student Council Advisor to see if this is an option for you.

Parent Booster Organizations: Often, WEB is funded by parent organizations, such as PTAs, that are interested in and committed to creating a safe, welcoming and comfortable place for students. They are a great resource not to be overlooked.

Your Local Community Foundation: Many communities have foundations that pool money from donors in order to create grants that support the efforts of local organizations to improve the community. Contact yours!

When & Where

2026

Southern California December 7*- 9

2027

Colorado January 25*- 27

Minnesota February 1*-3

Washington February 8*- 10

Northern California March 1*-3

Illinois March 15*- 17

Southern California March 22*- 24

Pennsylvania April 5*- 7

Ohio April 12*-14

Southern California April 19*- 21

Southern California May 3*- 5

**The conference begins on the date indicated; we ask participants to arrive and check into the hotel the evening prior to this date for a brief meeting. This night's lodging, as well as dinner that evening, are included in the entire cost of the conference.*

What you get

3 full days of training

3 nights of lodging in your own single room

All meals

Training manual

Online training materials & videos

Handbook with 10 lessons & supporting materials

Database access and support

On-going phone and online support

Additional Follow Up training day in the fall

Before you submit your registration form to your district office, please fax it to 831.471.9616 or email a copy to *registrations@boomerangproject.com.* **This way The Boomerang Project is assured to receive it in a timely manner.**

Register Today!

Online: boomerangproject.com click on the orange "Register/Buy Now" button

By Phone: 800.688.7578

By Fax: 831.471.9616
Fill out registration form and fax

By Email:
fill out registration form, scan and email to:
registrations@boomerangproject.com

Cancellation Policies

1. **All cancellations must be received in writing and confirmed by The Boomerang Project to be considered valid.** Lack of payment of the amount in full or the deposit prior to the start date of the conference IS NOT considered a cancellation.

2. A written cancellation must be received 16 days PRIOR to the start date of the conference for all charges to be refunded and/or cancelled in full. **If a cancellation is received WITHIN the 16 day period before the conference start date, the deposit becomes non-refundable and will be kept by The Boomerang Project.**

3. If a written cancellation is not received and the participant does not show up to the conference, the Boomerang Project reserves the right to charge the full amount of the conference cost.

Late Cancellation/No-Show Due to Illness or Transportation Issues

The Boomerang Project is not responsible for absences due to illness or delayed/cancelled travel. In the event a participant is unable to attend due to illness or unforeseen travel challenges, the deposit of $1500 will be retained and all efforts made to transfer participant to another training prior to June 30th, 2027. If participant is unable to attend by this date, a refund, less the non-refundable deposit, will be issued.

Certification & Credit Hours

In addition to certifying you as an official WEB Coordinator, The Boomerang Project offers both college credits through UMass Global and professional development hours. **The certification and credit hours will only be given to a participant if all sessions of the conference are attended by the participant.**

We appreciate you taking the time to read through our policies!

Registration Form

(all prices valid until July 1st, 2027; all currency in US dollars)

Conference Cost

▶ $3995.00 per person

The training fee includes lodging (single occupancy), all meals, and necessary materials to successfully implement and facilitate WEB. A 4th day of training in the fall called the Follow Up is also included.

To register for a Boomerang Project conference, we require either the amount in full or a deposit of $1500.00 per person. A credit card, purchase order, or check are all acceptable forms of payment. Remaining balances are due by the start date of the conference. Late payments may result in a 10% finance charge.

☐ I have read and agree to The Boomerang Project's Cancellation Policies on the previous page. **(This box must be checked to process registration)**.

Amount Enclosed: $ _____

Check #: _____ Enclosed and made payable to: **The Boomerang Project**

Purchase Order #: _____

☐ Attached ☐ Emailed to registrations@boomerangproject.com

Paying by credit card? Once your registration has been processed, you'll receive an invoice that includes a link to pay securely online!

★ Deadline to register for each training is the Wednesday prior to training start date.

Choose your training for 2026:

☐ **S. California** Temecula Creek Inn, Temecula, CA *December 8*-10*

Choose your training for 2027:

☐ **Colorado** Cheyenne Mt. Resort, Colorado Springs, CO *January 25*-27*

☐ **Minnesota** DoubleTree by Hilton, Minneapolis, MN *February 1*-3*

☐ **Washington** Skamania Lodge, Stevenson, WA *February 8*-10*

☐ **N. California** Paradox Hotel, CA *March 1*-3*

☐ **Illinois** Eaglewood Resort & Spa, Itasca, IL *March 15*-17*

☐ **S. California** Hotel Fera by DoubleTree, Orange, CA *March 22*-24*

☐ **Pennsylvania** Skytop Lodge, Skytop, PA *April 5*-7*

☐ **Ohio** TBD, Cleveland, OH *April 12*-24*

☐ **S. California** Temecula Creek Inn, Temecula, CA *April 19*-22*

☐ **S. California** Hotel Fera by DoubleTree, Orange, CA *May 3*-5*

**The conference begins on the date indicated; we ask participants to arrive and check into the hotel the evening prior to this date for a brief meeting. This night's lodging, as well as dinner that evening, are included in the entire cost of the conference.*

School Information

School Name _____

Address _____

City _____ State/Province _____

ZIP/Postal Code _____ School Phone / Ext._____

District Name _____

Participant Information★

All information is required to guarantee registration

Participant 1 _____

☐ Administrator ☐ Counselor ☐ Teacher

☐ Other (specify)_____

Cell Phone: _____ T-Shirt Size:_____

☐ F ☐ M ☐ X

Email: _____

Participant 2 _____

☐ Administrator ☐ Counselor ☐ Teacher

☐ Other (specify)_____

Cell Phone: _____ T-Shirt Size:_____

☐ F ☐ M ☐ X

Email: _____

Participant 3 _____

☐ Administrator ☐ Counselor ☐ Teacher

☐ Other (specify)_____

Cell Phone: _____ T-Shirt Size:_____

☐ F ☐ M ☐ X

Email: _____

Participant 4 _____

☐ Administrator ☐ Counselor ☐ Teacher

☐ Other (specify)_____

Cell Phone: _____ T-Shirt Size:_____

☐ F ☐ M ☐ X

Email: _____

Participant 5 _____

☐ Administrator ☐ Counselor ☐ Teacher

☐ Other (specify)_____

Cell Phone: _____ T-Shirt Size:_____

☐ F ☐ M ☐ X

Email: _____

★ Each participant will be emailed a confirmation letter once registration is processed. If an email is not received, please contact us!



The Boomerang Project

The Boomerang Project is like a new suit of armor. I had NO IDEA what you have been doing to change education; I am so happy I need not go another day ignorant of your mission. I thank you for your vision, your ability to make this vision happen, and your tireless effort to inspire teachers to be 'the best *for* the world, not in the world.'

Rachel Stanek
Teacher
San Jose, California

YOU GET BACK WHAT YOU GIVE

The Boomerang Project is home to the Link Crew and WEB programs. These two internationally known programs were created and are being continually developed by a collective of smart, passionate educators who understand the importance of connecting kids to each other and to their schools. The Boomerang Project, led by Mary Beth Campbell and Carolyn Hill, is a company dedicated to students and educators.

Mary Beth and Carolyn combine more than 24 years of experience as outstanding, award-winning classroom teachers. They were among the first to implement Link Crew and ran groundbreaking programs at two high schools in California. For the last 27 years Mary Beth and Carolyn have been national directors and lead trainers for the Link Crew and WEB programs. As inspiring trainers, dynamic presenters and innovative curriculum developers, they have grown Link Crew and WEB into well respected and internationally recognized programs. Under their leadership, Link Crew and WEB have touched the lives of more than 20 million students.

The Boomerang Project
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Santa Cruz, California 95061

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Fax 831.471.9616
info@boomerangproject.com

www.boomerangproject.com

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