Link Crew

A HIGH SCHOOL ORIENTATION AND TRANSITION PROGRAM

FRESHMAN SUCCESS STARTS HERE



Link Crew Works for *Everyone*

ADMINISTRATORS

Nathan Meisner @MeisnerNathan · Apr 1
So impressed with @BoomerangPrjct's Link Crew program. The workshop is among the best I have ever attended, thanks to the Crew Leaders and the others I am attending this workshop with.



2 4 20

Debra S. Minyard, NBCT
@NMTOY2015
Follow

Replying to @MeisnerNathan @BoomerangPrjct

They're the best out there. I've been running #LinkCrew on our campus for almost 15 years. The program, its creators, and their people are rock solid and amazing. Doing LC is one of the best things I've ever done professionally. Have a blast! #boomboom

9:45 AM - 2 Apr 2019

2 Retweets **3** Likes

STUDENTS

Leslie
@lesliiecabanas
Follow

I love link crew. Thats all. Send Tweet.

10:29 PM - 12 Nov 2018

BMHS LINK CREW @BMHSLINK_CREW · May 17
Are you ready LINK Leaders? We are! Let's go!!! BMHS Titans
#MayDevelopmentDay @BoomerangPrjct



2 5 41

Madelynne Schneider
@madelynnesss
Follow

Replying to @BMHSLINK_CREW @BoomerangPrjct

New up-and-coming link leaders, appreciate this experience. Embrace it. Put yourself out there. Be proud. It seriously was so amazing to make some great friends with the underclassmen. take them under your wing

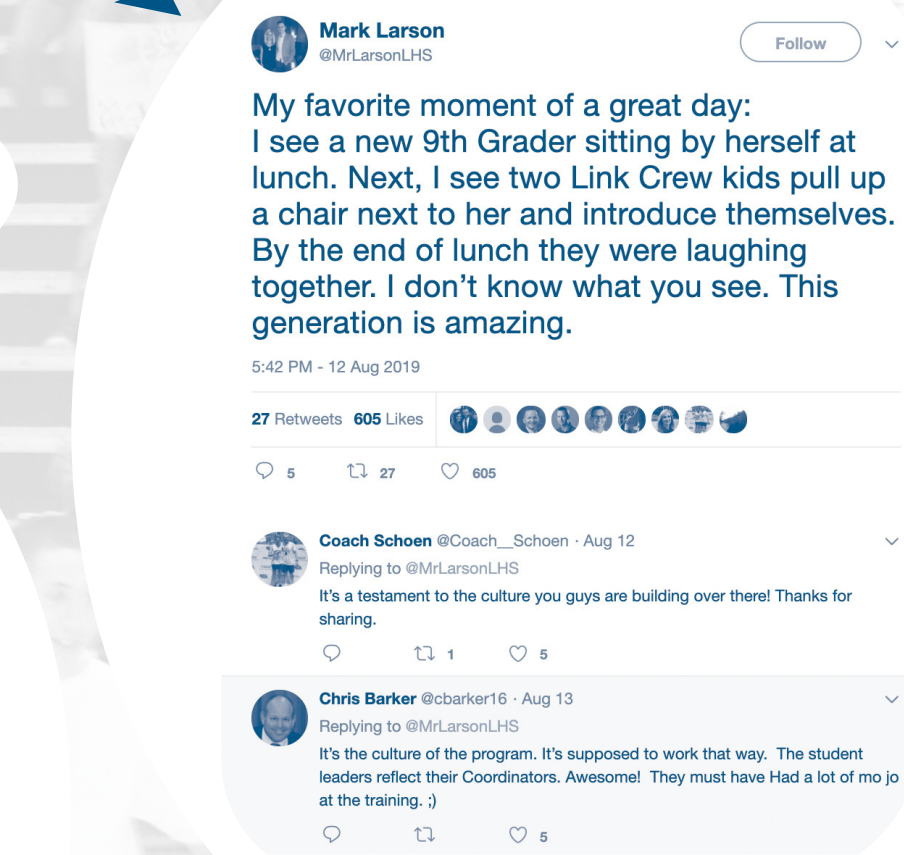
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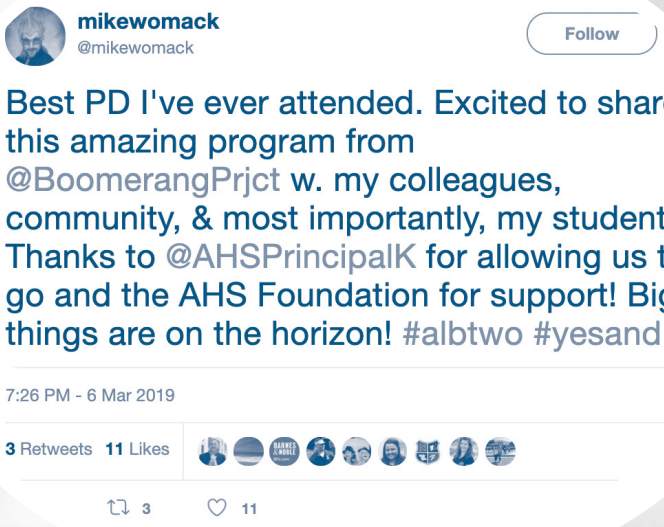
the boomerang project
you get back what you give

Link Crew is a program from The Boomerang Project

800.688.7578
www.boomerangproject.com

EDUCATORS





THIS PROGRAM WORKS! It helps freshmen transition, but just as important it gives great kids with all diffe ent types of backgrounds an opportunity to be real leaders at school.

Marcos Bolanos
Teacher
El Segundo High School
El Segundo, California

Link Crew has made a positive impact on our entire school community. Our contact room, office eferrals, and suspension rates have dramatically declined as Link Crew permeates our school culture. Our program has been running long enough to see the effects at each grade leve because of the support received during a student's grade nine year from their Link Leaders.

Lisa McKenna
Teacher
Chinguacousy Secondary School
Brampton, Ontario (Canada)

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The Boomerang Project. . (back cover)



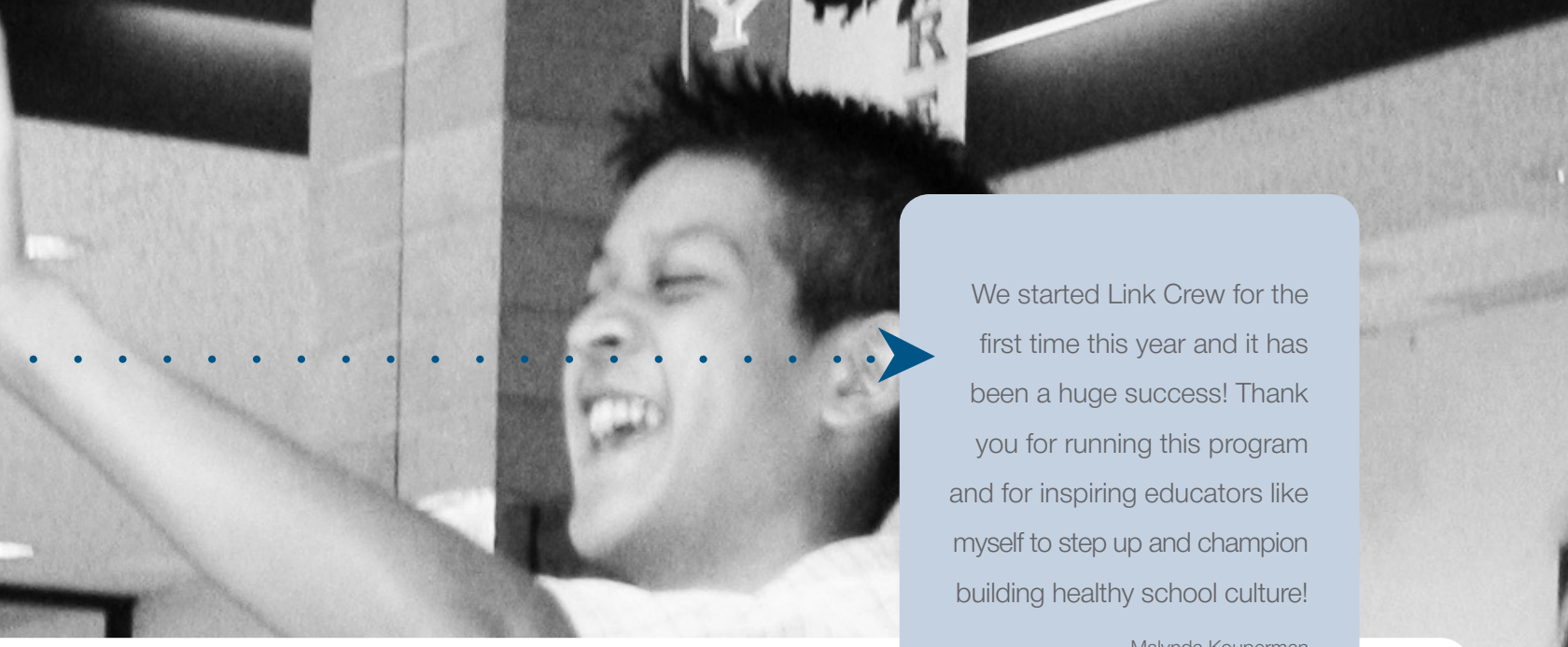
The Program

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

LINK CREW IS NOT A ONE-TIME EVENT IT`S A YEAR LONG TRANSITION PROGRAM

The Link Crew program provides a structure that guides freshmen toward both academic and social success. Link Crew helps create a safe and supportive school environment where freshmen learn that people at school care about them and their future. Link Crew removes the culture of negativity, hazing and bullying toward freshmen and replaces it with structural support and purposeful connections that make a measurable difference in their success and at your school.

The transition to high school can be a major event in the life of a young person, and yet very few effective strategies for support exist in most high schools. Numerous studies show that the move to high school is marked by a period of emotional



stress and discomfort for adolescents, often times resulting in a decrease in academic achievement and an increasingly difficult social adjustment. It is this combination of factors that can be the impetus to high risk and self-destructive behavior for freshmen. Link Crew eases this challenging transition by offering freshmen a solid foundation to begin their high school experience.

With Link Crew, students help students succeed by using members of the junior and senior class as Link Crew Leaders. These Leaders are extensively trained to be positive role models, motivators and teachers who guide the freshmen to discover what it takes to be successful in high school.

The Link Crew program is a year long orientation and transition program that helps gear up your freshmen for high school success and creates positive whole school culture and climate change.

We started Link Crew for the first time this year and it has been a huge success! Thank you for running this program and for inspiring educators like myself to step up and champion building healthy school culture!

Malynda Kouperman
Assistant Principal
Henry Wise Wood High School
Calgary, Alberta (Canada)

In school you keep on running and running and when you get tired you can give up just like that. But if you have a person there telling you to keep going, you are going to keep running until you've achieved what you thought you couldn't. This is what Link Crew is about. We are linked together to become something greater than we thought we could be.

Vincent
Link Crew Leader
John Marshall High School
Oklahoma City, Oklahoma

I think I'd be lost without this program.

Rebecca
Freshman
Lewis-Palmer High School
Monument, Colorado



The Orientation

FRESHMEN FEEL COMFORTABLE FROM DAY ONE

A year with Link Crew begins with a spirited and interactive freshman orientation at the start of the school year. After the general assembly, the Link Leaders lead their crew of ten freshmen 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 high school.

The goal of the orientation day is to welcome the freshmen to their new school and encourage them to think about the path they will take during the next four years. Additionally, the orientation day establishes the relationship between the Link Leaders and the freshmen so that the freshmen know who the Link Crew Leaders are, what their purpose is and what they can expect in the way of support throughout the year.

> IT FELT LIKE 95% FUN AND 5% BUSINESS. SO MUCH FUN.
>
> —Freshman, Bellarmine High School, San Jose, California

As a teacher I know transitioning students is vital. But this year, I experienced the Lancer Link program as a parent. This program, the people who run it, and the students involved had such a profound impact on my son, I would be remiss not to pass on my compliments and thanks. He walked a little straighter and held his head a little higher when the Lancer Link Leaders acknowledged him, spoke to him or simply asked how he was faring. He is proud to be a Lancer, but more importantly, he feels like one, he feels a part of something larger! Thank you, from a grateful mom.

Nancy Foster,
Teacher and Parent
Ursuline College Chatham
Chatham, Ontario



I just wanted to send a big THANK YOU to all of the administrators and staff involved in Link Crew for everything you've done and everything you're doing with Link Crew. You are truly creating leaders who will change the world.

Letter from former Link Leader
Souderton High School
Souderton, Pennsylvania

The Student Leaders

LINK CREW LEADERS ARE THE HEARTBEAT OF YOUR TRANSITION PROGRAM

Link Crew Leaders are a cross-section of the student body representing all types of students, thus giving as many freshmen as possible a Link Leader to identify with. Through identification to and connection with a Link Leader, freshmen ultimately start to see themselves as leaders too. Link Crew Leaders receive extensive training that develops their skills and provides them with a vision of what it is to be a high school leader. In preparation for the orientation, the Leaders receive two days of training in how to lead a group of freshmen in activities that will welcome them to their new school. Throughout the rest of the year, Leaders continue to get trained in communication, organization and leadership skills so they can maintain their positive impact on freshmen as well as other students around school. Link Crew provides an opportunity for students from numerous social groups to have a common goal and purpose, thus diminishing antagonism that might exist between these groups. Because Link Leaders are positive, natural leaders from a broad social cross-section, student leadership is shared by a variety of groups and the school climate reflects that.

At North Farmington we found that 71% of failing freshmen ended up with a passing grade after Link Alerts were sent out and the Leaders intervened. We couldn't have done this without all we learned at the Follow Up Conference.

Rob Alef, Teacher
North Farmington High School
Farmington, Michigan

Link Crew

More than an orientation program



The Follow Ups

LINK CREW TRAINING AND ACTIVITIES CONTINUE THROUGH THE YEAR

SOCIAL

Social Follow Ups provide a social setting for Link Leaders and their freshmen to reconnect and build relationships outside the classroom. Several times during the year Link Leaders and freshmen attend organized social events that may include going to sporting events, eating lunch together or attending a movie night.

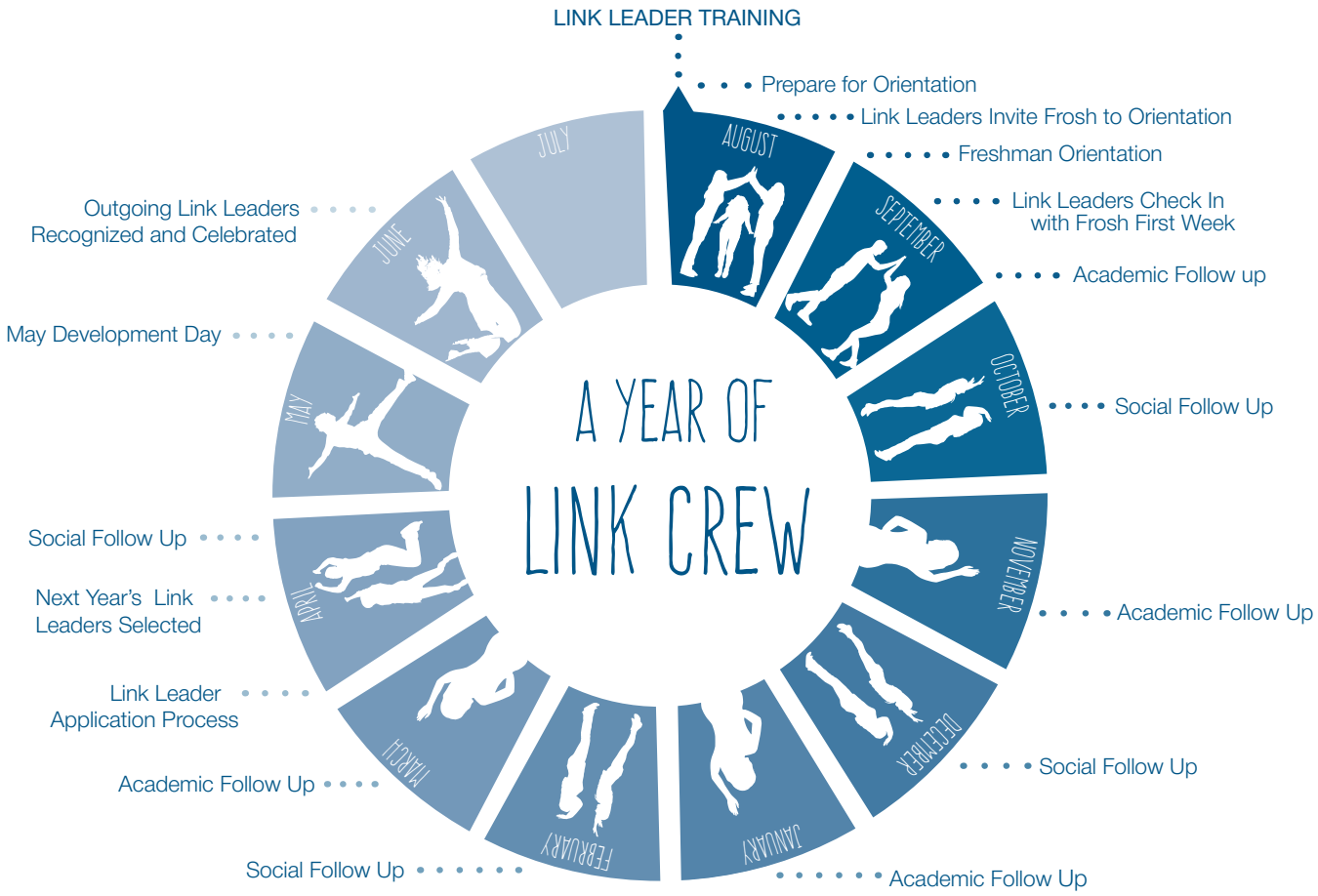
ACADEMIC

With Academic Follow Ups, Link Leaders visit freshman classes several times throughout the year teaching structured lessons on topics such as *Using Your Available Resources*, *Managing Your Time*, and *Achieving Excellence*. 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 freshmen the skills needed to be successful during their high school years and beyond.

LEADER INITIATED

Beyond the structured activities provided for Link Leaders and their freshmen to connect, Link Leaders are also encouraged to make individual contact and avidly support their freshmen through Leader Initiated Follow Ups. This helps to develop the personal relationship that will allow Leaders to be a support throughout the year.

Link Crew is a year-long transition program that has the power to change the very culture of your school



37%

Decrease in referrals

Applied Survey Research*, 2011

> It's been great! The atmosphere when the freshmen and Link Leaders had their first Follo Up lunch together seemed like they've all adjusted already!
>
> Mae Punzalan
> Teacher
> Shanghai American School, Pudong Campus
> Shanghai, China

*an independent, third-party research firm



The Coordinators

Link Crew has had an awesome impact on our school for the firs year. Our orientation was crazy successful. We just got some data back for this year versus last year. Last September we had 50 discipline referrals involving freshmen. This September we have had 10. Wow.

Jack Carpenter
Teacher
North High School
Phoenix, AZ

Love this program and the leadership opportunities it gives the leaders as well as the culture it builds in a school.

Kelly Reynolds
Assistant Principal
Roosevelt High School
Wyandotte, MI

Watching the BHS Link Crew interact with the incoming freshmen was incredible . . . genuine conversations, connections, and smiles made 400 plus kids feel at home.

Jerad Beckler
Assistant Principal
Batavia High School
Batavia, IL

LINK CREW COORDINATOR TRAINING

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

SUCCESS NEEDS TEAMWORK

The most effective Link Crew programs are run by a team of coordinators working together rather than a single coordinator working in isolation. Choosing the right team to run the Link Crew program is the most important decision to be made when first bringing Link Crew to your school; it is the key factor in determining the program's success at your school. 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 keep coordinators up to date with the latest program changes and improvements. This ensures the quality of the program improves over time, and keeps the coordinators motivated and connected with other Link Crew schools.

94% of all attendees rate the Link Crew 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 freshman support program that is completely self sufficient and self sustaining. As long as there are Link Crew Certified personnel who have been trained at the 3 Day Basic Training coordinating the program at your school, your school can continue to run Link Crew with no additional service costs, fees or royalties.





The Statistics

LINK CREW HAS BEEN MAKING AN IMPACT AT SCHOOLS FOR MORE THAN 34 YEARS

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

**for additional data on Link Crew success, please visit www.boomerangproject.com/link/success*

Crawfordsville H.S., Crawfordsville, IN
- 96% graduation rate after Link Crew, up from 77%
- 94% freshman attendance rate after Link Crew, up from 88%
- 32 freshman Fs in first 9 weeks after Link Crew, down from 84
- 8 freshmen with multiple Fs after Link Crew, down from 23
- Indiana Department of Education School Grade: "A" after Link Crew, versus an "F" before Link Crew

Rogers H.S., Rogers, AR

After one year of Link Crew…
- 76% reduction in freshman failures
- 13% reduction in freshman retention

Craig H.S., Janesville, WI

After one year of Link Crew…
- 48% reduction in failing freshmen
- 37% reduction in freshman referrals

Yerington H.S., Yerington, NV

After one year of Link Crew…
- 45% reduction in freshman referrals
- 50% reduction in freshman suspensions
- 32% reduction in freshman failure

Notre Dame Academy, Toledo, OH

After four years of Link Crew…
- 60% reduction in referrals

Terre Haute North, Terre Haute, IN

After seven years of Link Crew…
- 53% reduction in freshman tardies
- 26% reduction in freshman suspensions
- 28% reduction in freshman Ds and Fs
- 52% reduction freshman referrals

Capital H.S., Helena, MO

After five years of Link Crew…
- 9% increase in attendance
- 22% reduction in tardies

North Farmington H.S., Farmington Hills, MI

After one year of Link Crew…
- 38% reduction in freshman Saturday detentions
- 30% reduction in unexcused freshman absences
- 24% reduction in overall freshman referrals

Henry Sibley H.S., Mendota Heights, MN

After five years of Link Crew…
- 50% reduction in freshman failures

San Lorenzo Valley High School, Felton, CA

Before Link Crew:
- 40% of freshmen did not feel safe; with Link Crew, the following year 97% of freshmen felt safe

Sunnyside High School, Sunnyside, WA
- 90% graduation rate after Link Crew up from 48%

THIS JUST IN

2019 STUDY CONFIRMS: LINK CREW WORKS!

An independent study by Dr. Leah Hover-Preiss, Ed.D examined the graduation data of 101 schools in five different states and found that implementing Link Crew yielded these results:

- Statistically significant increases in graduation rates in the overall sample
- In schools with 1200 or more students, even higher increases in graduation rates
- Schools in states that have historically low graduation rates experienced significant graduation rate increases

The study concludes:
"The data shows that schools looking to improve graduation rates through the implementation of a freshman transition program could see benefits with using Link Crew."



Funding Sources

How to gather the funds to bring Link Crew 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 Link Crew programs. We encourage you to research and look for funding opportunities using these funds:

GEAR UP – Gaining Early Awareness and Readiness for Undergraduate Programs
SIG – School Improvement Grants
21CCLC – 21st Century Community Learning Centers
Title I
TUPE - Tobacco Use Prevention Education

While Link Crew's primary focus is to successfully transition freshmen, 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 Link Crew to your school.

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

Staff Development: The Link Crew 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 Link Crew 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 high school by paying for teachers to attend Link Crew training. We know of several schools that have successfully approached large and small local companies and asked them to be sponsors of the Link Crew 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 Link Crew. Check with your Principal, Activities Director and/or Student Council Advisor to see if this is an option for you.

Parent Booster Organizations: Often, Link Crew 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 February 22*- 24

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 Link Crew 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 Link Crew. 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 7*-9*

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 *February 22*-24*

☐ **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 inspi e teachers to be 'the best *for* the world, not in the world.'

Rachel Stanek
Teacher
Overfelt High School
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 30 million students.

The Boomerang Project
Post Office Box 600
Santa Cruz, California 95061

800.688.7578
Fax 831.471.9616
info@boomerangproject.com

www.boomerangproject.com

the boomerang project
you get back what you give

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@BoomerangPrjct