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## ABOUT BOOMERANG PROJECT

Boomerang Project, located in Santa Cruz, California, is an educational consulting company that focuses on creating positive school climate and enhancing student success through orientation, transition and leadership programs. The programs, Link Crew and WEB have been successfully transforming schools for 17 years.

Boomerang Project is online at:

- <http://www.boomerangproject.com>
- <http://www.facebook.com/boomerangproject>

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## VISION AND MISSION

**To transform schools by helping educators both teach and *reach* students.**

Our mission is to provide superior training and leadership development, useful and relevant resources, as well as effective transition programs, enhancing both personal/professional development and growth for students and educators alike.

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## BOOMERANG PROJECT CO-FOUNDERS

Micah Jacobson, Carolyn Hill and Mary Beth Campbell



**We are the Boomerang Project.**

We believe in education. We believe what happens in a classroom and at a school can change lives. We believe in students and what they have to offer. We believe the voice of one teacher can have a profound impact on the life of a child. We believe in the hope and opportunity that schools provide. We believe in the vision of what schools can be.

**We believe you get back what you give.**



**Mary Beth Campbell**

**Co-Founder & CEO, Boomerang Project**

Co-founder Mary Beth is, among other things, a former high school English teacher, a self confessed “reformed cynic” and the Boomerang Project’s Chief Visionary. She is genuinely passionate about making the world a better place.

Once an exceptional and inspirational high school English teacher, Mary Beth also ran an award-winning high school journalism program. Fueled by the inspiration she found in students, Mary Beth exchanged her jaded world view for a lifelong commitment to uncovering the innate good that hides within all of us. Learning from her students that true honor lies in being the best *for* the world, rather the best *in* the world, Mary Beth left the classroom to deliver that message to students and educators as a trainer for the highly respected transition programs Link Crew and WEB.

After leaving the classroom, Mary Beth and partners formed the educational consulting company, the Boomerang Project. Along with being a lead trainer, she also served as both the WEB Program Director and the company’s Marketing Director. Her tenacity and focus has doubled the size of Boomerang Project’s outreach as well as has helped place the Link Crew and WEB programs in thousands of schools throughout the US and Canada.

Currently Mary Beth is developing a new line of exciting, innovative and socially conscious consumer products designed to create social change and spread the Boomerang Project’s message to the general public.



**Carolyn Hill**

**Co-Founder & President, Boomerang Project**

Integrity, focus and the educational expertise of Boomerang Project co-founder Carolyn Hill have all played vital roles in guiding the growth of the company and developing dynamic curriculum. After 15 years motivating and transforming students as a highly respected English teacher and an Activities Director, Carolyn did what she never imagined doing: she left the classroom. The impetus for this decision was her participation in the very first Link Crew training in 1993. After effectively implementing the program at two different schools, and seeing the dramatic impact in creating an exciting new spirit of success among students, she wanted every school to have access to such an inventive, results-oriented transition model.

Carolyn began as the Link Crew Program Director, providing critical consulting perspective and an ability to identify solutions for the real challenges faced by schools. Deeply intuitive, she is a practiced listener who connects with people adeptly, understanding how to build confidence and a sense of security. Carolyn’s commitment to excellence and enthusiastic presentation style have been the catalyst for change in hundreds of schools.



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**Micah Jacobson**

### **Co-Founder & CFO, Boomerang Project**

Co-founder of the Boomerang Project, Micah has helped empower thousands of schools across the country to improve the transition process for new students by providing a toolbox of new character development resources geared to build a sense of community and a culture of success. A dynamic, passionate presenter, Micah has been a lead trainer for the innovative Link Crew and WEB student transition programs since 1992. Link Crew and WEB are now used in close to 3000 schools reaching more than 1 million students each year in 41 US states and 4 Canadian provinces.

Micah holds BA degrees in Politics, Philosophy and Economics from Claremont McKenna College and earned an MBA from the University of Michigan. Along with his colleagues, Carolyn Hill and Mary Beth Campbell, he has co-authored four books, including the recently published *Springboards: Quick Creative Activities to Launch Learning*.

A sought-after, highly engaging speaker, he makes frequent appearances at leading education conferences around the world, sharing his perspectives on the ethics of reciprocity, experiential learning and the complex issues of school transition. During the last 10 years, Micah has also extended his professional training internationally in Russia, Brazil, Israel and Tanzania. He was a trainer with the United Nations Global Youth Forum, and was selected as a Youth Trainer at two Global Youth Summits.

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## PROGRAMS



### Link Crew

Link Crew is a high school transition program that increases freshman success. Members of the junior and senior class are trained to be year long Link Leaders who act as positive role models, motivators, mentors and teachers helping guide the freshmen to discover what it takes to be successful during this pivotal transition to high school. As freshmen success increases, the benefits to the school culture and climate become apparent; Link Crew schools report having greater connection, increased extracurricular participation, fewer discipline issues and greater pride and spirit. Additionally, the older students who serve as mentors gain lifelong leadership skills and report a higher degree of empathy, compassion and self esteem, often going on to continue making service a part of their lives.



### WEB (Where Everybody Belongs)

WEB, an acronym for Where Everybody Belongs, is a middle school transition program that welcomes 6th/7th graders and makes them feel comfortable throughout the first year of their middle school experience. Members of the 8th grade class are trained to act as positive role models, motivators, leaders and teachers who guide the 6th/7th graders to discover what it takes to be successful in middle school. Schools have reported that WEB has helped reduce bullying and discipline issues, as well as increased student safety and connection for the whole school.



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### NON PROFIT CHARITY



Boomerang Project's charitable arm, the Boomerang Foundation, is a 501(c)3 dedicated to helping students see the possibilities, promise and rewards of volunteering and giving back to the community. Newly formed, the Boomerang Foundation aims to ignite the power of young people to create a more compassionate world and achieve

greater personal success through meaningful community service and positive youth leadership.

In its initial stages of development, the Boomerang Foundation will launch an interactive website in Fall of 2011 that will allow students to search for, create, implement and document their volunteer/service opportunities.