



Capturing Kids' Hearts[®]

Powered by Flippen Group

TRANSFORMATION STORIES

IMPACT OF THE CAPTURING KIDS' HEARTS[™] PROCESS

TRANSFORMATION STORIES

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TRANSFORMATION STORIES

The Capturing Kids' Hearts process has already dramatically elevated the academic and behavioral standards of millions of students in thousands of classrooms. Discover the remarkable results achieved by education leaders around the country who have implemented Capturing Kids' Hearts on their campuses. Some received the honor of being named a Capturing Kids' Hearts National Showcase School™!

CAPTURING KIDS' HEART IS VITAL FOR EDUCATORS

FIRST STEPS START WITH CAPTURING HEARTS

COMMUNITY OUTREACH ACADEMY

“Overall, our journey towards *Capturing Kids' Hearts* excellence has been enlightening and impactful in all respects. For any educator or administrator looking to foster an environment of care, positivity and strong academic and social growth, *Capturing Kids' Hearts* is vital. For new teachers moving into the field, *Capturing Kids' Hearts* at our school has provided a solid foundation for them to build on and help ensure better success all around. Whether the goal be increased academic performance and growth, deeper empathy and social responsibility, or something more specific, the first step begins with capturing the hearts and minds of our students. That is exactly what *Capturing Kids' Hearts* has helped us do.”

KEY FACTS

**CAPTURING KIDS' HEARTS
NATIONAL SHOWCASE SCHOOL** (2016-2018)

Location: McClellan, CA

Administrator:

Larissa Gonchar
Principal

Highlights:

- Invaluable investment
- Impacts of *Capturing Kids' Hearts* implementation have been widespread and deep
- Life changing

80% FEWER BULLYING REPORTS

62% FEWER TARDIES AND CHANGED ENTIRE CAMPUS

THUNDERBOLT MIDDLE SCHOOL

“Our entire campus has changed since we embraced the Flippen Group processes. Student absence rate was cut in half even though the district absence rate remained the same. Tardy referrals during the same time frame were reduced by 62% and bullying reports have reduced by 80%.”

KEY FACTS

**CAPTURING KIDS' HEARTS
NATIONAL SHOWCASE SCHOOL** (2015-2018)

Location: Lake Havasu City, AZ

Administrator:

Mari Jo Mulligan
Principal

2016 Lake Havasu Superintendant Finalist

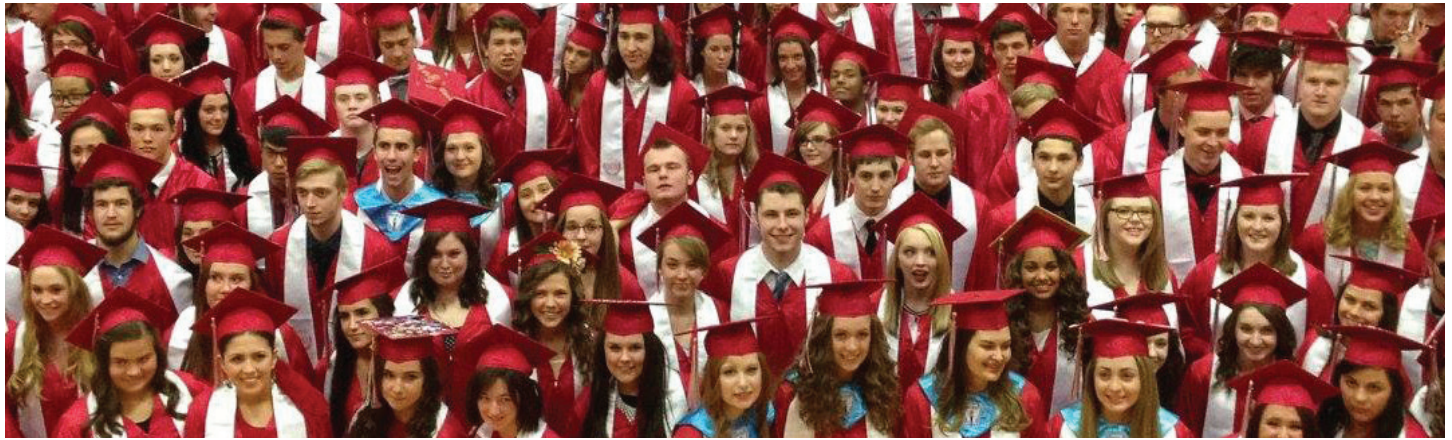
Highlights:

- 62% fewer tardies
- Bullying reports down 80%

TRANSFORMATION STORIES

50% FEWER DISCIPLINE REFERRALS

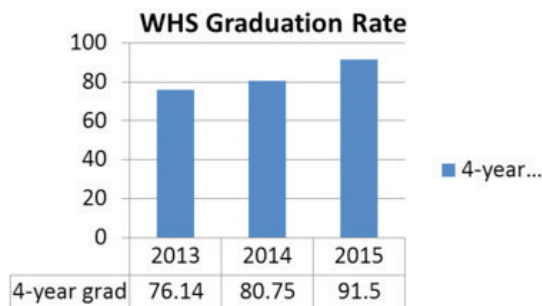
IMPROVED RATES FOR GRADUATION AND DISCIPLINE REFERRALS



WASILLA HIGH SCHOOL

“Wasilla High School’s entire staff was trained to use *Capturing Kids’ Hearts* processes in the fall of 2014. Since then, we have seen some dramatic improvements in our school and how students describe their experience with us. Our school of 1,100 is located in a small Alaskan town where 40% of the students qualify for free and reduced lunch.

The most significant change we have celebrated is our graduation rate moving from 76.14% in 2013 to 91.5% in 2015. We attribute this to staff taking individual interest in students and empowering them to accomplish their goals. In a recent survey of the student body, 85% of students named an adult in the building whom they trusted and would go to if something was bothering them, up from 59% in 2014.



In addition, our discipline rate is half what it was in 2013. Students take pride in treating each other with respect and being a school that supports differences. Every contact with the Flippen Group helps us feel supported and inspired to continue to reach every student. We are committed to our work and our community and are grateful the Flippen Group taught us the skills to build better relationships and change lives.”

KEY FACTS

CAPTURING KIDS' HEARTS NATIONAL SHOWCASE SCHOOL (2015-2016)

Location: Wasilla, AK

Administrator:

Amy Spargo
Principal

Highlights:

- Graduation rate increased from 76.14% to 91.5%
- 50% decrease in discipline referrals

TRANSFORMATION STORIES

#1 TOP RANKED OF 67 COUNTIES

EXCELLENT ATTENDANCE - DECREASED DROPOUTS AND REFERRALS

ST. JOHN COUNTY SCHOOLS

“St. Johns County schools are overall ranked #1 of the 67 counties in Florida in FCAT results. This high achievement is due, in part, to the student successes tied to benefits of *Capturing Kids' Hearts* such as excellent attendance rates, a decrease in district discipline referrals, and a decrease in the high school dropout rate. The success of *Capturing Kids' Hearts* is based on the great training facilitators, effective teaching pedagogy and district staff buy-in. Our entire school-based leadership underwent the Flippen Group leadership training. There is a measurable and positive impact on student learning. St. Johns County walks the walk and talks the talk of character and integrity with the Flippen Group.”

KEY FACTS

Location: St. Augustine, FL

Administrator:

Meredith Strickland

Sr. Director for Prof. Development and Innovation

Highlights:

- Ranked #1 of 67 Florida counties in FCAT results
- Excellent attendance rate
- Decreased dropout rate
- Decreased discipline referrals

95% FEWER DISCIPLINE REFERRALS

FROM UNDERPERFORMING TO HIGHEST PERFORMING IN THE STATE

ASH FORK SCHOOLS

“Over the last four years of working with the Flippen Group, we’ve experienced outstanding academic and behavioral results. Ash Fork is a high poverty area... and [has] a large amount of broken homes. We qualify for 100% free and reduced lunch and are a school-wide Title I district.

After implementing *Capturing Kids' Hearts*, Ash Fork School District went from underperforming to the highest performing school district in the state based on standardized testing. After only five weeks using the processes, discipline referrals were reduced 95% as compared with the prior year. The elementary schools reached 87% passing math and 85% passing reading on standardized tests in the third year of Flippen implementation.

Ash Fork has recently had a host of teachers win awards for their performance in the classroom, and I was even awarded Superintendent of the Year for small schools in Arizona. There is no way that we could have accomplished such great growth if it weren't for the Flippen Group and their amazing staff and life-changing principles.”

KEY FACTS

**CAPTURING KIDS' HEARTS
NATIONAL SHOWCASE SCHOOL (2015-2016)**

Location: Ash Fork, AZ

Administrator:

Seth Staples

Superintendent

2014 All-Arizona Superintendent of the Year

Highlights:

- Discipline referrals decreased 95% after only five weeks of implementation
- Went from “underperforming” to “highest performing” in the state based on standardized testing

TRANSFORMATION STORIES

97% STUDENT GRADUATION RATE

83% OF GRADUATES EARN A COLLEGE DIPLOMA



JENISON PUBLIC SCHOOLS

“The impact of the Flippen Group’s leadership and *Capturing Kids’ Hearts* trainings on Jenison Public Schools has been amazing. It has fundamentally changed the culture of our entire school district.

Parents report that one of the primary reasons for choosing our school district to partner with them in educating their children is because of the culture that exists in our schools.

In addition to changing our culture, the training that we received assisted us in continuing to maintain a school district of excellence. Our test scores remain some of the highest in West Michigan. Our building principals report that office disciplinary referrals have been reduced significantly.

We graduate 97% of our students, with 93% going on to pursue a college education. 83% of Jenison Public School graduates earn a college diploma.”

KEY FACTS

Location: Jenison, MI

Administrator:
Tom TenBrink
Superintendent

Highlights:

- School culture #1 reason parents choose district
- Graduate 97% of students
- 93% intend to pursue a college education
- 83% of graduates earn a college diploma
- Significant reduction in discipline referrals

TRANSFORMATION STORIES

TRANSLATION: STUDENT SUCCESS

NOW IT'S WHO WE ARE

JAMES AND MAYDELLE CROUCH ELEMENTARY SCHOOL

"[*Capturing Kids' Hearts*] has changed relationships with staff, students and parents. When people walk through our doors they comment on the positivity they feel on the campus. Staff that have been here for years comment about the change in our campus due to our implementation of *Capturing Kids' Hearts*. Parents and students also comment on the relationships they have with teachers/staff and how they feel cared for and safe. This is translating into student success! The *Capturing Kids' Hearts* program has been instrumental in helping us change our culture so we are able to impact students' lives. It used to be something we did and now it is who we are. It requires consistency and intentionality, as much good work does. But it can truly be transformational! It was one of the best decisions I have made here as principal!"

KEY FACTS

CAPTURING KIDS' HEARTS NATIONAL SHOWCASE SCHOOL (2017-2018)

Location: Grand Prairie, TX

Administrator:

Delisse Hardy
Principal

Highlights:

- Positive campus
- Student success
- Impact student lives

DISTINCTION DIRECT CORRELATION WITH FLIPPEN

CONSISTENT HIGH LEVELS OF STUDENT ACHIEVEMENT

TURTLE BAY SCHOOL

"100% of our certificated staff has been trained in *Capturing Kids' Hearts* and we continue to see decreases in the number of student referrals and suspensions, increases in student attendance and our standardized test scores continue to improve.

Beyond the prestigious *National Showcase Award* we received from the Flippen Group, we were also named a California Honor Roll School for the third year in a row based on consistently demonstrating high levels of student academic achievement, improvement in achievement over time and a reduction in achievement gaps. In my opinion, that distinction has a direct correlation with our work done with the Flippen Group."

KEY FACTS

CAPTURING KIDS' HEARTS NATIONAL SHOWCASE SCHOOL (2016-2018)

Location: Redding, CA

Administrator:

AJ Anderson
Principal

Highlights:

- 100% staff *Capturing Kids' Hearts* trained
- Decreased number of referrals and suspensions
- Increases in attendance and test scores
- California Honor Roll School, three consecutive years

TRANSFORMATION STORIES

WHEN RELATIONSHIPS BECOME A FOCUS

WHEN STUDENTS KNOW THEY HAVE YOUR SUPPORT



ANSON JONES ELEMENTARY

“When I first got to Anson Jones, I was concerned about attendance. My assistant principal told me they had had over 700 discipline referrals, students were not passing the state tests (the campus was in school improvement), and building relationships with students was not a focus at the campus. My second year at Jones I actually had to present our school improvement plan before the deputy commissioner of education at the Texas Education Agency because of the number of years the campus had been in school improvement.

I truly believe you have to capture a child’s heart before they will give you all they got.... The teachers became very good at building good relationships with children using the *Capturing Kids’ Hearts* principles. They also had very high expectations for children and did not let any children opt out of learning. Our students knew that the teachers and staff would do anything to support them to be successful at school.

Attendance [is] now over 97% and has been for the last several years.... Our students enjoy coming to school. This past year we had about 35 discipline referrals.... We met [state accountability] standards in 2015-2016, receiving two distinctions; we met standard in 2016-2017 receiving three distinctions... and it looks like we will meet standard for 2017-2018. This summer I only hired four teachers for the 2018-2019 school year.”

KEY FACTS

CAPTURING KIDS’ HEARTS NATIONAL SHOWCASE SCHOOL (2016-2018)

Location: Bryan, TX

Administrator:

Linda Montoya
Principal

Highlights:

- Referrals decrease from 700 to 35
- Attendance rate holds at 97%
- Students know they are supported
- Student, teacher and admin accountability
- From school improvement to meeting standards with distinction
- Low teacher turnover
- PreK-4th, 600 students 96-98% Free and Reduced, Population 75-86% Hispanic; over 60% English language learners

TRANSFORMATION STORIES

CAMPUS TRANSFORMATION

MY CHILD LOVES GOING TO SCHOOL

ALVIN PRIMARY

"Alvin Primary made it our mission these last three years to train all our staff and create an environment of love and learning.... All it took was just a few teachers to get excited and share the results of capturing each kid's heart, and our campus was hooked. Our discipline referrals dropped each year while our parent, staff and student satisfaction ratings have increased. In our surveys, one parent stated, 'Thank you for making the parents and children feel welcome! You all are doing a fantastic job and my child loves going to school because of the relationships that have been made! Thank you! God bless!' Several teachers stated in their climate survey, 'Alvin Primary is a very welcoming place to be.' 'Capturing Kids' Hearts has transformed my classroom into a place where everyone is loved, respected and affirmed.'"

KEY FACTS

CAPTURING KIDS' HEARTS NATIONAL SHOWCASE SCHOOL (2017-2018)

Location: Alvin, TX

Principal/Asst. Superintendent:

Karla Klyng
Principal

Highlights:

- Discipline referrals dropped
- Parent, staff and student satisfaction increased
- *Capturing Kids' Hearts* provided us tools to look at students from the inside to truly understand effects of poverty
- Teachers asked for *Capturing Kids' Hearts*
- Three years ago, teachers were scared to take risks and felt unvalued
- Culture changed with *Capturing Kids' Hearts*

EMPOWERING STAFF AND STUDENTS

COMMITTED STAFF

LIBERTY MIDDLE SCHOOL

"Since the implementation of *Capturing Kids' Hearts* three years ago, staff and students are empowered to contribute to a positive school climate. Before becoming a *Capturing Kids' Hearts* campus, it was difficult to recruit substitutes to work on the middle school campus, but now, I regularly hear from the substitute teachers how well behaved our students are and how kind and helpful the staff are to work with.

The staff is just as committed today as they were when *Capturing Kids' Hearts* was first implemented. I love to brag on our campus and tell of the positive impact and transformation *Capturing Kids' Hearts* has made on the lives of our students and staff."

KEY FACTS

CAPTURING KIDS' HEARTS NATIONAL SHOWCASE SCHOOL (2016-2018)

Location: Liberty, TX

Administrator:

Rhonda Smith
Principal

Highlights:

- Staff and students are empowered to contribute to school climate
- Substitute teachers comment how well-behaved students and friendly staff
- Staff committed to *Capturing Kids' Hearts*
- *Capturing Kids' Hearts* transformation
- Academics and attendance began to improve

TRANSFORMATION STORIES

WHERE STUDENTS ARE CHAMPIONED

TAKING PERFORMANCE TO THE NEXT LEVEL



GOWER WEST ELEMENTARY SCHOOL

“Implemented since 2013–2014, *Capturing Kids' Hearts* has strengthened our school culture and climate and our school community has taken notice! Transforming ‘the way we do things in Gower’ through the *Capturing Kids' Hearts* process has helped us take our performance to the next level. The investment in the *Capturing Kids' Hearts* training is worth every minute and penny.



Capturing Kids' Hearts has truly been a ‘game changer’ for our school. I am proud to be a part of a school community that has created a culture in which students are valued, championed and cared for and lives by the vision of ‘Children at their Best!’”

KEY FACTS

CAPTURING KIDS' HEARTS NATIONAL SHOWCASE SCHOOL (2015-2018)

Location: Willowbrook, IL

Administrator:

Gina Rodewald
Principal

Highlights:

- *Capturing Kids' Hearts* process transformed performance
- 550+ PreK - 4th
- Worth every penny
- Game changer for school
- Culture where students are valued, championed and cared for

TRANSFORMATION STORIES



67% FEWER DISCIPLINE REFERRALS

STUDENTS TRANSFER TO CAMP VERDE DUE TO SCHOOL CULTURE

CAMP VERDE MIDDLE SCHOOL

“What I am most proud of in regard to the impact *Capturing Kids' Hearts* has had on my campus is the relational capacity it has brought about between teachers, students and families, everyone! Our discipline referrals are down and attendance is up. We went from 169 referrals in 2014 to 56 in 2015. My campus enrollment is up 50 students from this time last year, a 16% increase from last year. Parents are transferring their students from neighboring districts and telling us it is because they are hearing about the positive way students are treated at Camp Verde Middle School.”

KEY FACTS

CAPTURING KIDS' HEARTS NATIONAL SHOWCASE SCHOOL (2015-2018)

Location: Camp Verde, AZ

Administrator:
Danny Howe
Principal

Highlights:

- 67% fewer discipline referrals
- 16% increased enrollment
- Parents transferring students in because of positive culture

“THOSE KIDS” HAVE BECOME “OUR KIDS”

TEACHERS EMBRACE CULTURE; 70% DECREASE IN REFERRALS

NELSON ELEMENTARY

“Our wildest imagination did not even come close to the gains we have experienced at Nelson after implementing *Capturing Kids' Hearts*! Nelson has shown about a 70% plus decrease of office referrals, a significant increase in the attendance rate and major increases in academic and social achievement. Previous to *Capturing Kids' Hearts* implementation, comments using words like ‘Those Kids’ have now become ‘Our Kids’ and teachers openly embrace a culture that demonstrates students from all backgrounds can achieve to high levels. Nelson School, thanks to *Capturing Kids' Hearts*, now experiences a welcoming and inviting environment where students and staff interact on a much deeper level and truly catch the hearts of those around them.”

KEY FACTS

CAPTURING KIDS' HEARTS NATIONAL SHOWCASE SCHOOL (2016-2018)

Location: Haysville, KS

Administrator:
Michael D. Mitchener
Principal

Highlights:

- 70% decrease in office referrals
- Increased attendance
- Major increases in academic and social achievement

TRANSFORMATION STORIES

TEACHERS SHOW THEY CARE

CULTURE OF CONNECTIVITY

JENKINS MIDDLE SCHOOL

“Our teachers have responded powerfully in our school with *Capturing Kids' Hearts*. You see our staff greeting kids at the classroom door, growing their group with opportunities to learn about one another and creating Social Contracts.... It was especially eye opening when we had five schools visiting us last year and they were asking students on a panel about different things about our school.

One of the questions was, ‘What is one thing you love most about *Capturing Kids' Hearts*?’ Just about every kid said something similar, which was, ‘I love that my teacher greets me at the door because it shows they care about me.’ We hear that all the time and it validates the importance of building a culture that connects people before learning can take place.”

KEY FACTS

CAPTURING KIDS' HEARTS NATIONAL SHOWCASE SCHOOL (2017-2018)

Location: Colorado Springs, CO

Administrator:

Darren Joiner

Principal

Highlights:

- Teachers responded powerfully to *Capturing Kids' Hearts*
- Greeting and Social Contract implemented
- Students appreciate that teachers show they care through greeting at door
- Building a culture that connects people before learning can take place

DISCIPLINE REFERRALS REDUCED EACH YEAR

CREATING AN INCLUSIVE COMMUNITY

PALMDALE DISCOVERY CENTER

“As staff members attended the [*Capturing Kids' Hearts*] training and started creating their Social Contracts, I was amazed to see the original and creative ways in which they built the contracts and then conveyed them to their students. Many of our students are nonverbal so we had to be very creative in how we wrote the Social Contracts and how we got our students to participate in the daily usage of them.

We have seen nothing less than success in all of our classrooms. In addition, we were chosen as a *Capturing Kids' Hearts National Showcase School* in 2018. This was a huge honor for us, and we plan to hold this title every year. It is summertime, and I already have teachers sending me their ideas of how they will implement their Social Contracts for this new school year. They are excited, and so am I.”

KEY FACTS

CAPTURING KIDS' HEARTS NATIONAL SHOWCASE SCHOOL (2017-2018)

Location: Palmdale, CA

Administrator:

Colleen Sawyer

Principal

Highlights:

- Creative ways to develop Social Contract for non-verbal students
- Planning for future years as a *National Showcase School*
- Teachers are excited about starting back to school

TRANSFORMATION STORIES

45% DECREASE IN DISCIPLINE REFERRALS

CAPTURING KIDS' HEARTS HELPED CREATE A POSITIVE CULTURE



CONNER CREEK ACADEMY EAST

“Capturing Kids’ Hearts helped to create a positive culture among students and staff. We now have a common language and a system in place that is measurable and is being implemented at an 85% rate by our teachers with intentionality and purpose. We have seen discipline referrals decrease 45% for verbal altercations, 30% for disruptions and 33% for misconduct.



If you look at our teaching staff, 76% have been with us for five years or more. Our families are informed about *Capturing Kids’ Hearts* at our Open House and parent/teacher conferences along with weekly communications from teachers. The *EXCEL Model* of communication is foundational across all stakeholders and has impacted the way we speak with everyone.”

KEY FACTS

CAPTURING KIDS' HEARTS NATIONAL SHOWCASE SCHOOL (2015-2018)

Location: Roseville, MI

Administrator:
Karen Smith
Principal

Highlights:

- 45% decrease in verbal altercations
- 30% decrease in disruptions
- 33% decrease in misconduct



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