



THE FLIPPEN GROUP

Bringing out the best in people

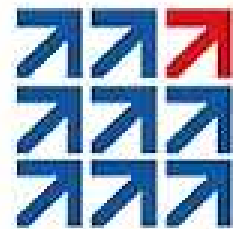
Capturing Kids' Hearts

*Is your school ready to
make the transition
to extraordinary?*



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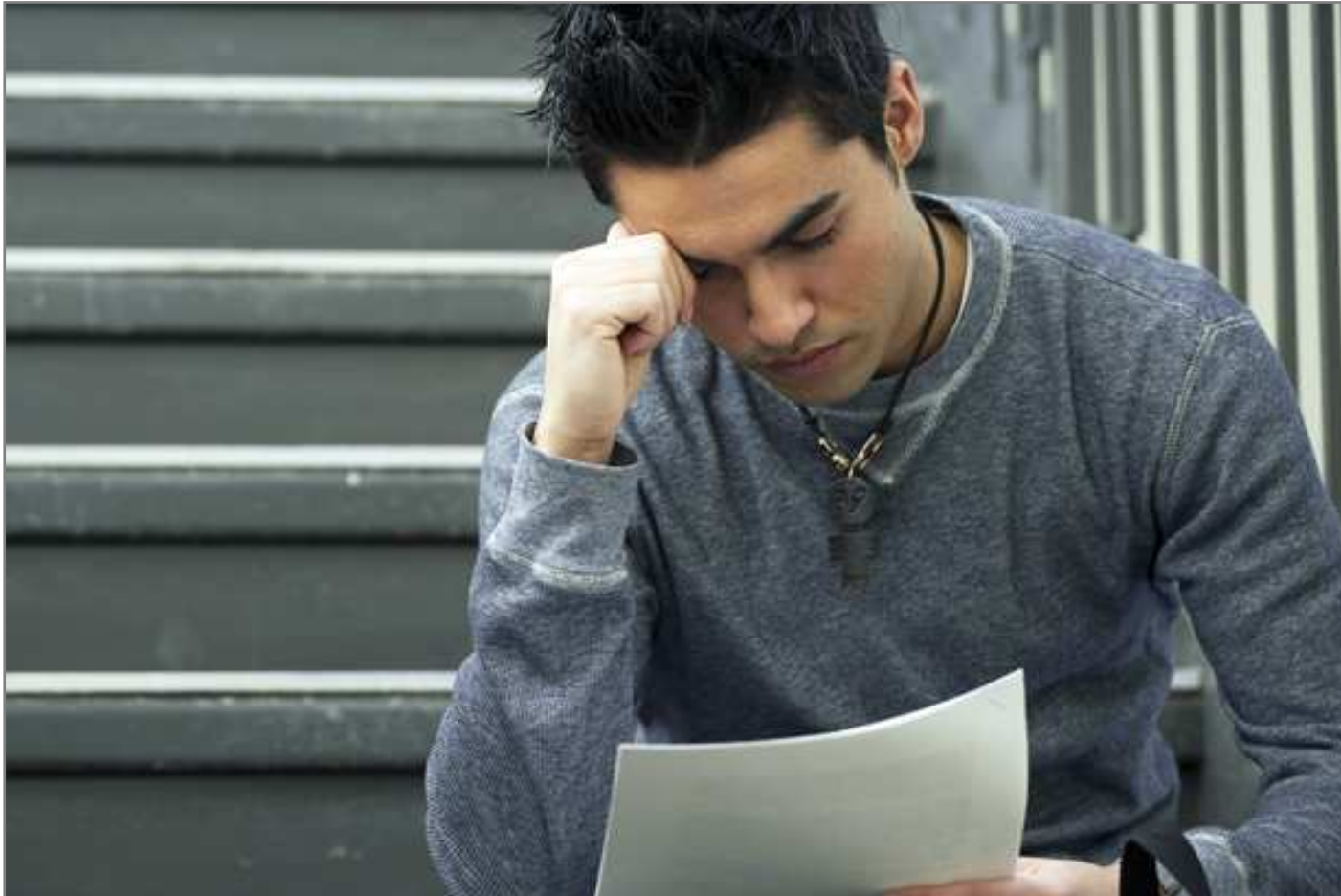
“ If you have a child’s heart you have his head. If you don’t have his heart you have no business with his head. ”

Flip Flippen

Process vs. Program



Why do kids drop out of school?



Why do kids drop out of school?

- Nearly one half leave because classes are not interesting.
- Nearly 70% leave because they are not motivated to work hard.
- Nearly one third leave school failing.
- The majority said improved supervision in the classroom would have helped keep them in school.
- Most said their teachers and parents didn't expect them to do well.
- Nearly 80% said that they would have stayed if the learning was connected to real world interests.

"The Silent Epidemic" America's Promise – Powell Foundation

“Parent-family connectedness and perceived school connectedness [are] protective against every health risk behavior measure except history of pregnancy.”

Journal of American Medical Association, Vol. 278 No. 10, September 10, 1997

“School connectedness was found to be the strongest protective factor for both boys and girls to decrease substance use, school absenteeism, early sexual initiation, violence, and risk of unintentional injury (e.g., drinking and driving, not wearing seat belts).”

Centers for Disease Control and Prevention. *School Connectedness: Strategies for Increasing Protective Factors Among Youth*. Atlanta, GA: U.S. Department of Health and Human Services; 2009.

What is the **#1 need**
of the children on your
campus?

What ***motivates*** children?



When **ANXIETY** is up
Performance is **DOWN**

5 Key Performance Indicators

- 1) Increase personal academic achievement and standardized test scores
- 2) Reduce tardies and improve attendance
- 3) Reduce number of discipline referrals
- 4) Increase teacher satisfaction and reduce turnover
- 5) Reduce drop out rate in high schools

Palm Beach Gardens HS - Palm Beach Gardens, FL

Enrollment: 2,600

Effects of Capturing Kids' Hearts™ and Teen Leadership™

| | 2004 | 2006 | Reduction |
|----------------------------------|--------------|-------------|------------------|
| Discipline Referrals | 4,371 | 500 | 89% |
| Fights on Campus | 50 | 6 | 88% |
| Law Enforcement to Campus | 60 | 11 | 82% |
| School Grade* | D | B | |

* The only secondary school in Palm Beach County to improve two letter grades.

**Tomás Rivera Middle School – Perris, CA:
Enrollment: 1,160**

Effects of Capturing Kids' Hearts™

2006-07 School Year:

Discipline Referrals decreased 27%

Percentage of A, B, C's went from 55% to 71%

Honor Roll (3.5 GPA and above) increased 17%

Attendance went from 95.3% to 97.1%

Research Summary

- **Texas Education Agency 8 Case Studies**
- Longitudinal Studies Conducted Between 1996-2003
- Pre/Post-Treatment Studies (Quasi-Experimental)

Behavioral Outcomes

Decrease in discipline referrals (40% to 72%)

Academic Outcomes

Increase in Percent Passing on Standardized Tests
(+1.6 to +31.6 percentile points)

HOW?

EXCEL™

A Leadership Model
A Teaching Model
A Relationship Model



Engage

Xplore

Communicate

Empower

Launch



Social Contract



Innovative Discipline Model



Trainings

- Flippen Leadership Series™ 1 & 2 (administration only)
- Capturing Kids' Hearts™
- Process Champions™
- Teen Leadership Certification™
- Flippen Reading Connection™

Inservices

- Building Champions™
- Behave In/Behave Out™
- CKH Momentum™

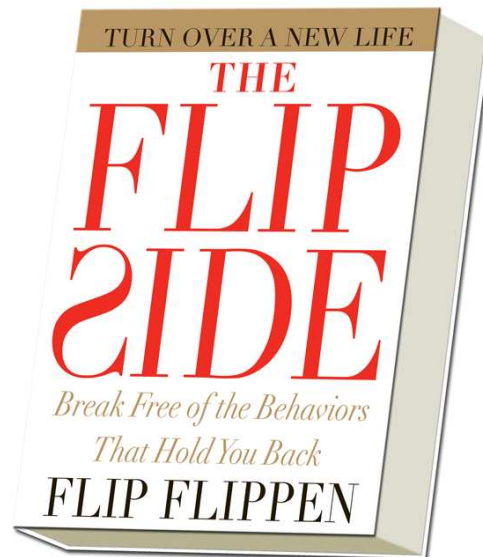
Curriculums

- Keystone - K-5 Character Education™
- Teen Leadership Course - Middle School & High School™

**“People don’t care how much you know,
until they know how much you care.”**

- John Maxwell

To learn more about
Capturing Kids' Hearts
or to attend a training, visit our website
www.flippengroup.com



New York Times
&
USA Today Best Seller

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