



The Gurian Institute

Packages and Pricing

Thank you for your interest in the work of the Gurian Institute (GI). Led by Dr. Michael Gurian and GI staff, and supported by more than 100 active certified trainers, GI helps schools and communities successfully educate, parent, and mentor boys and girls.

The Gurian Institute has trained more than 60,000 professionals and reached more than one million parents. Clients and schools that utilize our resources have been featured in *Newsweek*, *U.S. News and World Report*, *Business Week*, *Psychology Today*, *Counseling Today*, *the New York Times*, *the Washington Post*, on the *Today Show*, *NBC News*, *PBS*, and in *Educational Leadership*, *Education World*, and many other public and professional media.

We are excited by the possibility of working with you and your organization. GI programs have assisted schools, agencies, institutions, and communities to reach these outcomes:

- Closing achievement gaps
- Lowering discipline referrals
- Improving student behavior
- Improving health in social media use and digital citizenship awareness
- Increased student engagement, especially among boys
- Increased math/science and STEM performance, especially among girls
- Improved social emotional learning and safe school culture
- Improving outcomes for children of color
- Increased parent involvement and mentoring of students
- Turning around low performing schools.

Our programs, pilots, and packages involve professional development, administrative and instructional coaching, observation/feedback, and other consulting services co- designed with your team to ensure that your educators, administrators, students, and parents get the support they need in your school and community culture.

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Itemized Services

Our services range from hourly to one-day to multi-day and yearlong. We have provided multiple multi-year grant projects in some of the nation's largest school districts. Single-item services are first provided here, then Pilots, Model School, and other longer-term services follow.

Keynotes, School Visits, Training with Dr. Michael Gurian

Michael is a dynamic speaker and well-known New York Times bestselling author. His conference keynotes and school visits promote enthusiasm and awareness, as well as powerful knowledge-building wherever he travels. His fee for a keynote is \$6,000 plus expenses for a one-night stay, \$7,000 for a keynote plus expenses for a two-night stay. Depending on timing at the conference or visit, Michael can potentially donate a breakout session after his keynote or a teacher talk at the school.

Michael is also a dynamic trainer for daylong, half-day, and other training at your school or institution. This training could be matched with a keynote for parents and community members in the evening. For professional development days, his fee is \$8,000.00 plus expenses.

Gurian Institute Professional Development

GI has a variety of trainers available for PD days and other contracts. Their costs depend on their experience and expectations.

GI Master Trainers: \$3,500.00 per day plus expenses.

GI Certified Trainers: \$2,500.00 per day plus expenses

Two trainers are often important for 60 or more participants—the discussion of how many trainers to use will depend on discussions with you and your team.

Materials for the PD days and For Use Beyond Those PD Days

Choice of one or more of the following for each participant in a PD day ("PD" is considered any training of 3 hours or more), \$20.00 per item, discount to \$15.00 per item for 60 or more.

Boys and Girls Learn Differently® Participant Manual by The Gurian Institute (2015)

Saving Our Sons by Michael Gurian (2017)

The Minds of Girls by Michael Gurian (2018)

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Onsite Visits for Observation/Feedback and One-on-One Coaching by GI Trainer/Coach

Gurian Master or Certified Trainer: \$2,500.00 – 3,000.00 per day plus expenses.

Phone/Skype Consulting, Remote Technical Assistance, Assessment, Administrative

Michael Gurian: \$300.00 per hour

Gurian Certified Trainer: \$200.00 per hour

Certification of Trainers

Per In House Trainer, \$1,000.00, includes three-year certification and all necessary materials (PPTs, Manuals, DVDs, etc.) to train new generations of teachers, staff, and parents at your school with re-certification available upon completion of new coursework at or before the three-year mark.

Independent Contractor Certified Trainers, \$2,000, includes three-year certification and all necessary materials (PPTs, Manuals, DVDs, etc.) to train anywhere in the world with automatic re-certification available upon completion of new coursework at or before the three-year mark.

Online Courses for Training and Certification

Michael Gurian's *The Minds of Boys and Girls® An Online Course for Educators and Professionals* is a 4.5 hour deep dive into how boys and girls learn and grow, and how to strategically support them in school and in the community.

Cost for this Educator's Course is \$259.00 per person. This Course can also be used to support teachers/staff who are certifying to become Gurian Certified Trainers. For more information on this and other Gurian Institute Online Courses, please visit the Products page of www.gurianinstitute.com.

Various schools have asked for and received a group discount on the Course price, so that the school can use the course as daylong or ongoing PD. Please email gail@gurianinstitute.com to inquire about group discounts.

Funding Options

Gurian Institute services have been paid for by schools using nearly every pertinent funding source, including Title Funds, Grants, school PD budgets, PTO/PTAs, parent/organizational donations, state and municipal funding sources, school safety and anti-bullying sources, substance abuse and prevention, IDEA, and many others.

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Our Year Pilots/Model School Programs

While our GI team is aware that a school, conference, or PD budget may only allow for a one-day professional development training, we hope you will also consider a one-year program that can systemically affect your school culture, your classroom experiences, and your parent and student engagement at even more profound levels.

To view success data and testimonials from previous and current GI training days, pilots and Model School programs, please visit the Success pages of www.gurianinstitute.com.

Pilot/Model School Steps

The following steps are often engaged in a GI Pilot/Model School with adaptability in order and sequence. Prices for the pilot or model school designation follow below. Discussions between GI and school or district administrators will facilitate fulfillment of budgetary needs and scheduling.

Step 1: Initial Meeting to Get to Know School Leadership Teams. Representatives of your school and the Gurian Institute, including Dr. Gurian, will have initial phone/Skype/online meeting(s) to design the pilot and work out logistics and confirm goals and objectives of the pilot so that it meets the specific needs of your school's demographics and community. GI personnel to deliver the services will be chosen based on these specific needs and demographics.

Step 2: Consulting with School Administrators and Faculty, Coaches, Parents, and Community Members. Ongoing phone/Skype/online consulting throughout the pilot by Dr. Gurian and GI provides continual support and helps ensure that implementation of the designed pilot goes as smoothly as possible. As it evolves, this consulting can become instructional coaching, as needed, either remotely or via school visits and parent coaching, if requested by the school.

Step 3: Intensive Professional Development (PD) in How to Raise, Educate, and Mentor the Target Students Effectively.

From theory to practical strategies, this professional development component is delivered by Dr. Gurian and/or Certified Trainers toward the beginning of the pilot year and can span throughout the year, as needed. PD is provided through PD days already available in the school, as well as new time-frames that evolve during the execution of the Pilot. Online PD can also be used. Release time for teachers is generally necessary for onsite PD.

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Step 4: Observation/Feedback and One-on-One Coaching Days.

GI consultants and trainers will facilitate two (2) follow-up days per year per school during the school year to provide hands-on, personalized assistance to faculty, coaches, and staff; observe in classrooms and model effective strategies; support ongoing knowledge acquisition regarding what works with boys and girls and why; and enhance staff and community member's abilities to implement effective theory and strategies. One (1) or two (2) further one-on-one coaching days will also be provided so that faculty/staff can get personal help and problem-solving of questions, cases, and with new strategies.

Step 5: Progress Monitoring.

At six month and annual intervals, GI will provide phone/Skype/online meetings with administrators/stakeholders of your school to update action planning; customize strategies for issues that have arisen in specific content areas; gain educator and parental feedback on use of the strategies across the curriculum and community; and provide the kind of ongoing progress coaching that the school needs in order to fully inculcate best practices across the curriculum and throughout the school culture.

Step 6: Community Awareness Sessions for Parents.

Dr. Gurian provides a community keynote during the pilot year and local GI trainers can deploy as needed by parent groups to facilitate community sessions in small and large formats. On an evening during a Trainer PD day and/or observation/feedback/coach day, a parent session can be held. Mutual understanding between staff and parents around boys' and girls' cognitive development and social-emotional maturation can be crucial to a Pilot's, and school's, success.

Step 7: Assessment and Evaluation.

Remotely and onsite, various meetings will transpire in which data is reviewed--both data developed through your grade and/or discipline referral reports and other data points generated by the school via other surveys. As needed, data can be developed through evaluation and assessment tools provided by GI to your school for distribution and collection.

Step 8: Sustainability Components and Train-the-Trainers.

During the Pilot year, train-the-trainer sessions will certify trainers in-house who will then be able to teach methodology to future teachers and community members. All materials needed by the trainers will be provided by GI, including PowerPoint presentations and support materials so that the trainers can deliver the professional development after the Pilot is complete.

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Potential Total Costs For this Pilot/Model School Contract

These costs are estimated on the assumption that the Pilot/Model School contract is with a single school. Some districts and schools have collaborated where proximity is favorable, so that more than one school can share some of the costs.

Michael Gurian Parent/Community Keynotes and Visits

Michael's fee is \$6,000.00 for a one-night stay, **\$7,000.00** for a two-night stay.

GI Trainer Professional Development/Training Days

Should your funding allow for or prefer Michael to provide the initial one-day Professional Development, his daily fees for PD would apply. If GI Trainer(s) provide the daylong professional development/training, the cost would be per day per trainer costs (e.g. between **\$2,500.00 – 3,500.00** per day, depending on the trainer. The number of trainers would depend on discussions with you regarding the number of faculty/staff at the school and requests for hands-on training experience.

School Visits for Observation/Feedback and One-on-One Coaching by GI Trainer/Coach

While Dr. Gurian can provide one or more of these days, we generally price a Gurian Certified Trainer to provide the **two** observation/feedback days per school, as well as **one or two** one-on-one coaching days. Costs are as per above x 2 – 4, depending on the size of the school and number of staff/faculty: approximately, **\$5,000.00 - \$6,000.00** plus expenses for the two days of Observation/Feedback, approximately **\$2,500.00 - \$3,000.00** for one day of One-on-One Coaching. For schools with 25 or more faculty/staff, we recommend two days of One-on-One Coaching. The Trainer may or may not charge an additional small fee for a parent evening lecture on any of these days.

Phone/Skype Consulting, Remote Technical Assistance, Assessment, Administrative

Michael Gurian: \$300.00 per hour
Gurian Certified Trainer: \$200.00 per hour
Administrative: \$15.00 per hour

We generally assume that 15 + hours (5 from Michael, 5 from the trainer, 5 from the administrator) will be needed per school to assist with assessments, to provide other feedback, to problem-solve, and to consult as needed, though it can be helpful to have more hours available in the budget. Estimate: **\$2,575.00**

Materials

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One copy of manual/book per participant at \$20.00 per item for 60 or less. Number unknown, assume twenty-five participants: **\$500.00.**

Certification of In-House Trainers

Cost is \$1,000.00 per Trainer certified. Recommend 1 trainer for schools with 25 faculty/staff, more trainers for larger schools. Assume one (1) trainer: **\$1,000.00.**

Online Course for Some Training and Certification, As Needed

Cost for the course is \$259.00 per person. This online course can also support teachers who are certifying to become Trainers. Number unknown, assume twenty-five, group discounted to \$210.00 per person: **\$5,250.00.** Discounts are discussed as part of a Pilot/Model School contract.

Estimated Potential Cost for a Pilot/Model School Contract: approximately \$28,825.00.

Notes: As noted above, costs may increase or decrease depending on number of faculty, hours of coaching, other hourly services, and travel/lodging/food expenses. Usually, the expense cap for a certified trainer, including travel, is \$800.00 per visit.

If little or no phone/skype consulting is needed, a One-on-One Coaching days on site at your school can be substituted for remote consulting, which will lessen that cost.

Becoming a Gurian Model School

The school that completes the pilot will have fulfilled the requirements to become a Gurian Model School. To read about Gurian Model Schools and the success they have had in their communities, please visit www.gurianinstitute.com. Gurian Model Schools can also become Gurian Centers for Excellence, a three-year continuing partnership with Dr. Gurian and the Gurian Institute team.

Contact Us

To learn more about the Gurian Institute's programs, please visit www.gurianinstitute.com.

Please email Gail at gail@gurianinstitute.com or info@gurianinstitute.com, or call us at 509 624 0623 to continue this conversation.

We look forward to serving your school and community.

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