



## **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 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 two million parents. Clients and schools that utilize our resources have been featured in *Newsweek*, *Psychology Today*, *U.S. News and World Report*, *Business Week*, *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
- Increased student engagement, especially among boys
- Increased math/science and STEM performance, especially among girls
- Improved social emotional learning and safe school culture
- Improved suicide prevention, violence prevention, and mental health training
- Improved outcomes for children of color
- Increased parent involvement and mentoring of students
- Helping children and adolescents on the gender spectrum
- Helping to turn around low performing schools.

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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.

## **Itemized Services**

Our services range from hourly to one-day to multi-day and yearlong; some of our itemized services can be accomplished virtually. We have fulfilled multi-year Federal grants (e.g., Head Start, Title I), and Pilot projects in some of the nation's largest school districts. Our Model School program is a renewable three-year designation. Single-item services are provided here in the first half of this PDF; for more about Pilots, Model School Programs, and other longer-term services, please see section 2 below.

### **Keynotes, School Visits, Training with Dr. Michael Gurian**

Michael is a dynamic speaker and New York Times bestselling author. His conference keynotes, professional development and training, and school visits promote enthusiasm and awareness, as well as powerful knowledge-building and practical guidance. His fees are \$9,000 plus expenses for a one-night stay, \$10,000 plus expenses for a two-night stay.

Michael can also provide keynotes and training virtually. For a virtual keynote or a virtual ½ day training, the fee is \$6,000.00 with no travel expenses. For more than ½ day of training, e.g., a full day of training online, the fee is \$7,500.00 with no travel expenses.

Furthermore, Michael can provide a virtual series for your school or organization over the course of the year, e.g., multiple parent evenings and/or multiple short teacher PD. These multiple events will be priced and discounted depending on the number of contracted events in the series.

### **Gurian Institute Professional Development**

GI has a variety of Trainers available for PD days and other contracts. Costs are tiered.

Premier GI Master Trainers: \$6,000.00 per day plus expenses.

GI Master Trainers: \$5,000.00 per day plus expenses.

GI Certified Trainers: \$4,000.00 per day plus expenses.

For 60 or more participants, it can be important to have two trainers, though the number of Trainers needed will be discussed between GI and your team.

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Michael Gurian can be one of the trainers on site, or he can provide the first two hours of training via Zoom and the Trainer on site can provide the rest of the training day.

Our Premier, Master, and Certified Trainers can also provide virtual professional development, should it be preferable in your community to do tele-summits or virtual training. There would be no expenses for the Trainers in this case, just their fees.

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

Choice of one or more of the following at \$20.00 per item, discount to \$18.00 per item for 60 or more.

*Boys and Girls Learn Differently® Participant Manual* by The Gurian Institute  
*Saving Our Sons* by Michael Gurian  
*The Minds of Girls* by Michael Gurian

GI training requires at least the *Participant Manual* for each participant. The two books are not required but are especially useful for teacher and parent book study.

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

Gurian Premier, Master, or Certified Trainer on site work at the school in this capacity is tiered between \$3,500.00 – \$5,500.00 per day plus expenses. Some Observation/Feedback/Coaching can be provided *virtually* with no expenses.

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

Michael Gurian: \$300.00 per hour  
Gurian Premier or Master Trainer: \$200.00 per hour  
Gurian Certified Trainer: \$150.00 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 teachers, staff, and parents at your school or organization, 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.

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To learn more about our Trainers and Trainer Certification please visit the Trainer page of [www.gurianinstitute.com](http://www.gurianinstitute.com).

### **Online Courses**

Michael Gurian's *Minds of Boys and Girls*® *An Online Course for Educators and Professionals* is a four-and-a-half-hour video dive into how boys and girls learn and grow, and how to strategically support them in school and in the community. The video segments, combined with PDFs and other material, can be used for 6 hours of PD. Cost for an individual taking this course is \$259.00 per person. The Course can also be used to support teachers/staff who are certifying to become Gurian Certified Trainers.

For more information on this Course and other Gurian Institute Online Courses, including Courses for parents, early childhood educators, and counselors/therapists, please visit the Products page of [www.gurianinstitute.com](http://www.gurianinstitute.com).

Various schools have asked for and received a group discount on the Courses so that the school can use the courses as daylong or ongoing PD. Please email [gail@gurianinstitute.com](mailto:gail@gurianinstitute.com) to inquire about group discounts. Let us know the number of participants you will have and we will provide the discount.

### **Funding Options**

Gurian Institute services have been contracted with the use of nearly every pertinent funding source, including Title Funds, available school and community fund 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, Diversity and Inclusion funds, and many others.

### **Contact Us**

To learn more about the Gurian Institute's programs, please visit [www.gurianinstitute.com](http://www.gurianinstitute.com). To learn about our Pilot, Long-Term, and Model School programs, please see below.

Please email Gail at [gail@gurianinstitute.com](mailto:gail@gurianinstitute.com) or [info@gurianinstitute.com](mailto:info@gurianinstitute.com), or call us at 509 624 0623 to continue this conversation. Because we can offer most of our programs virtually, the Gurian Institute is always open and working.

We look forward to serving your school and community.

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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 longer program that can systemically affect your school culture, your classroom experiences, and your parent and student engagement at even more profound levels.

Many of the steps for Pilots and Model School programs can be accomplished virtually, if needed.

To view success data and testimonials from previous/current GI programs, please visit the Success pages of [www.gurianinstitute.com](http://www.gurianinstitute.com).

### Pilot/Model School Steps

The following steps often comprise a GI Pilot/Model School program with adaptability in order and sequence. Some estimated prices for a pilot/model school designation follow below, but they are simple estimates. Discussions between GI and school or district administrators will ultimately 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 timeframes 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.** Michael 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 and/or observation/feedback/coaching 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.

### **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, with more than one school sharing costs.

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## **Michael Gurian Parent/Community Keynote and Visit**

Please see Michael's fee schedule above. Michael's work in your school or community can be provided virtually, thus would be discounted as per above.

## **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, noted in the first part of this pdf for PD, would apply. If GI Trainer(s) provide the daylong professional development/training, the cost would be per day per trainer costs (see above). The number of trainers would depend on discussions with you regarding the number of faculty and 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 Michael Gurian can provide one or more of these days, we generally price a Gurian Trainer to do so for budgetary reasons. The Trainer generally provides at least **two** observation/feedback days per school, as well as **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. 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**

For hourly costs, see above. We generally assume 20 + hours of consulting, technical assistance, evaluation, and assessment to help teachers and administrator problem-solve and to provide ongoing support. It can also be helpful to have more hours available in your budget.

## **Materials**

One copy of participant manual per participant, and book study is likely. See prices above.

## **Certification of In-House Trainers**

We recommend 1 trainer for schools with 25 faculty/staff, and certified trainers for larger schools. See prices above for the various kinds of Trainers.

## **Online Course for Some Training and Certification, As Needed**

The Gurian Online Courses can be used in various ways throughout the year. Discounts are discussed as part of a Pilot/Model School contract.

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**Estimated Potential Cost for this Yearlong Pilot and Model School Contract is approximately \$50,000.00 for a school or organization.**

As noted above, costs may increase or decrease depending on number of faculty, hours of coaching, other hourly services, and travel/lodging/food expenses. Generally, depending on location, the expense cap for a Premier, Master, or Certified Trainer, including travel, is approximately \$1,200.00 per visit, though inflation of travel expenses can increase this amount. Costs for Michael to travel to the school or conference may be higher, as well, depending on travel costs. If needed for funding, GI can provide an expense cap for each part of the contract and for the contract as a whole.

### **Becoming a Gurian Model School**

The school that completes this Pilot/Yearlong Program 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](http://www.gurianinstitute.com).

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We look forward to serving your school and community.

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