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Spring 2020

### Another Kind of Education: The Gruner School

Kelab Zewedu Zewedu  
*University of Richmond*

Maria Perry  
*University of Richmond*

Tracy Santizo  
*University of Richmond*

Fernanda Vasquez  
*University of Richmond*

Susanna Getis  
*University of Richmond*

*See next page for additional authors*

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**Authors**

Kelab Zewedu Zewedu, Maria Perry, Tracy Santizo, Fernanda Vasquez, Susanna Getis, Kay Johnson, and Elisabeth Gruner

# ANOTHER KIND OF EDUCATION



The Gruner School

Experiences



Life After



College Readiness



Marketing



Structure



Selection



Course Catalog



SPORTS



Volunteering



Tuition



Schedules



Activities/  
Clubs



## Mission Statement

Believing in the limitless potential of the next generation, The Gruner School prepares students to be **academically**, **socially**, and **mentally** strong and excel in life beyond high school through a rigorous program rooted in the intersection of academia and the workforce.

Location

Core Values

Details

Location: Boston, MA



## Mission Statement


Believing in the limitless potential of the next generation, The Gruner School prepares students to be **academically**, **socially**, and **mentally** strong and excel in life beyond high school through a rigorous program rooted in the intersection of academia and the workforce.

Location

Core Values

Details

## Core Values

**PANTHER** 

**P R I D E**

PRODUCTIVE	RESPECTFUL	INVOLVED	DILIGENT	EXCEPTIONAL
Fruitful Accomplishing Generative Prolific Profitable Constructive	Honor Courteous Polite Reverence Civil Considerate	Intricate Concerned Committed Engaged Included Connected	Constant Industrious Tireless Persevere Caring Thorough	Uncommon Singular Excellent Surpassing Superior Exceeding

**PRIDE DEFINED**

## Mission Statement

Believing in the limitless potential of the next generation, The Gruner School prepares students to be **academically**, **socially**, and **mentally** strong and excel in life beyond high school through a rigorous program rooted in the intersection of academia and the workforce.

Location

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Details





## Details

**Type of School:** Private High School (9-12 Co-ed)

**Total Students** = 500

- each class year is 125
- transfer students not permitted after their junior year

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SPORTS

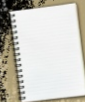


Volunteering



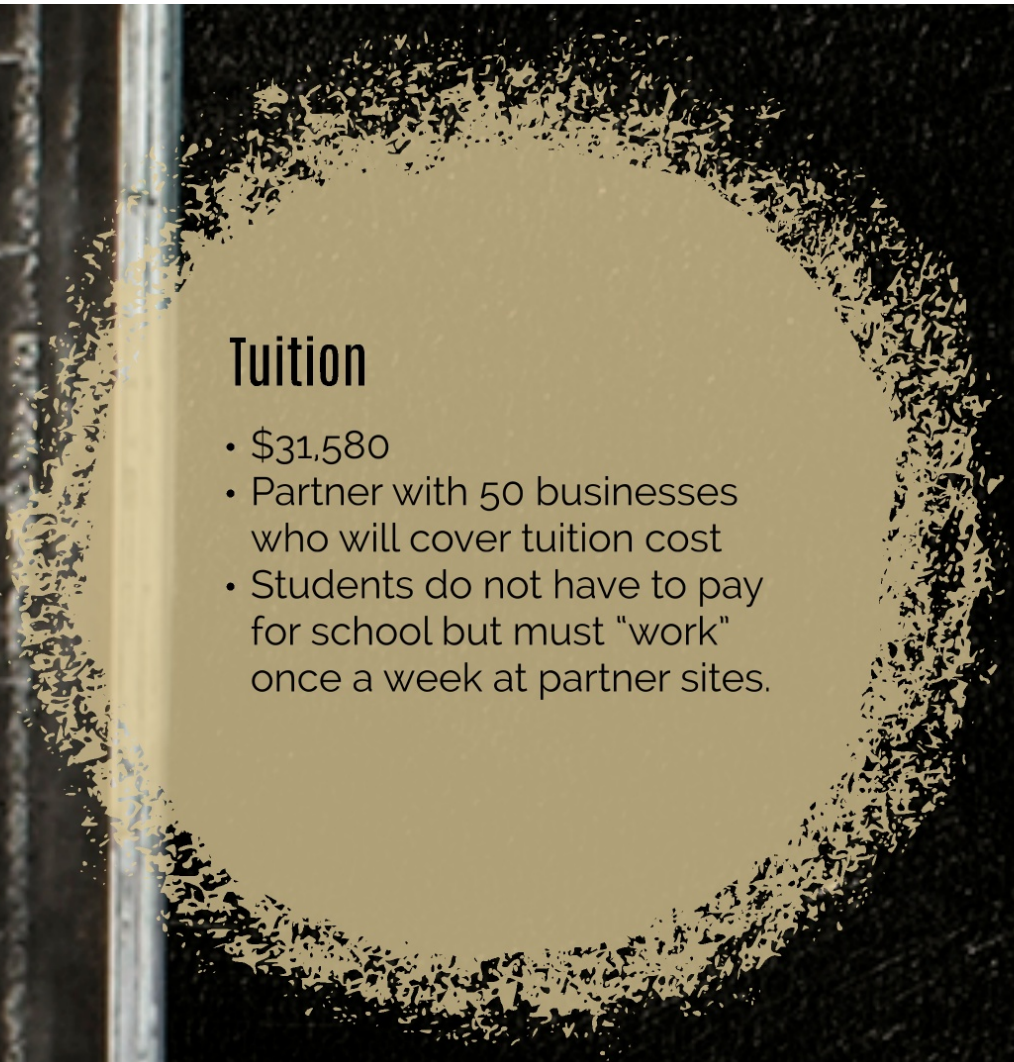
Tuition

Schedules



Activities/  
Clubs





## Tuition

- \$31,580
- Partner with 50 businesses who will cover tuition cost
- Students do not have to pay for school but must “work” once a week at partner sites.

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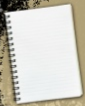
Volunteering



Tuition



Schedules



Activities/  
Clubs



## Course Catalog

Curriculum

Honor roll: 3.5 above

Homework with capacity, monitored by adviser

- Literary Studies
- World Languages
- Health and Physical Education
- Math
- Science
- History/Social Science
- Fine Arts

English

World Languages

Health/PE


Math

Science

History

Fine Arts

More



## English (required for 4 years)

- 9th: English I- World Literature
- 10th: English II- American Literature
- 11th/12th English Seminars: choose from a range of electives- (2/year. 1 each semester)
  - Biblical Literature
  - Creative Writing
  - Literature of Minorities
  - Gothic Literature and Culture
  - Contemporary Literature

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- Fine Arts

English

World Languages

Health/PE

Math

Science

History

Fine Arts

More



## World Languages

- Spanish, French, Mandarin, Latin, German
  - 3 years are required
  - Electives and community experiences available
  - Independent study of languages not offered available on limited basis

## Course Catalog

Curriculum

Honor roll: 3.5 above

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- Literary Studies
- World Languages
- Health and Physical Education
- Math
- Science
- History/Social Science
- Fine Arts

English

World Languages

Health/PE

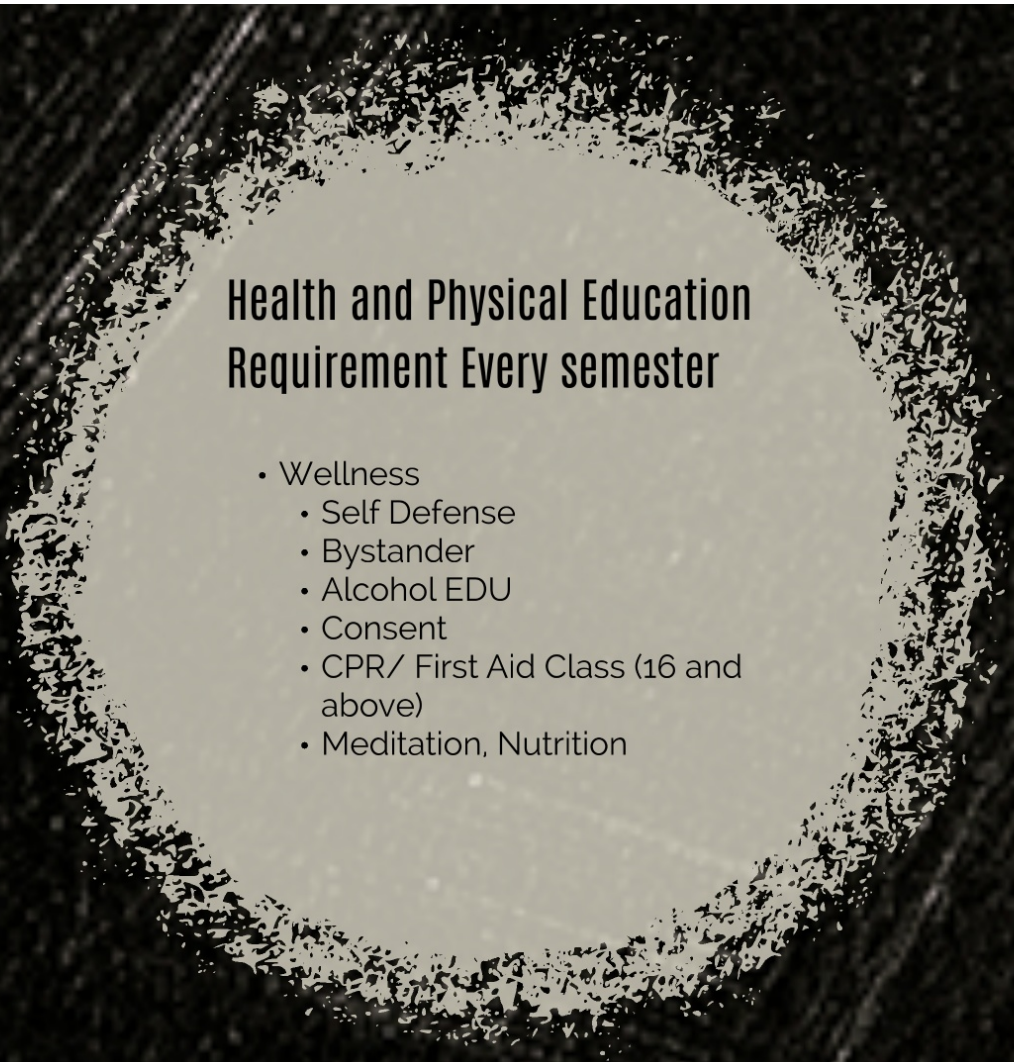
Math

Science

History

Fine Arts

More



## Health and Physical Education Requirement Every semester

- Wellness
  - Self Defense
  - Bystander
  - Alcohol EDU
  - Consent
  - CPR/ First Aid Class (16 and above)
  - Meditation, Nutrition



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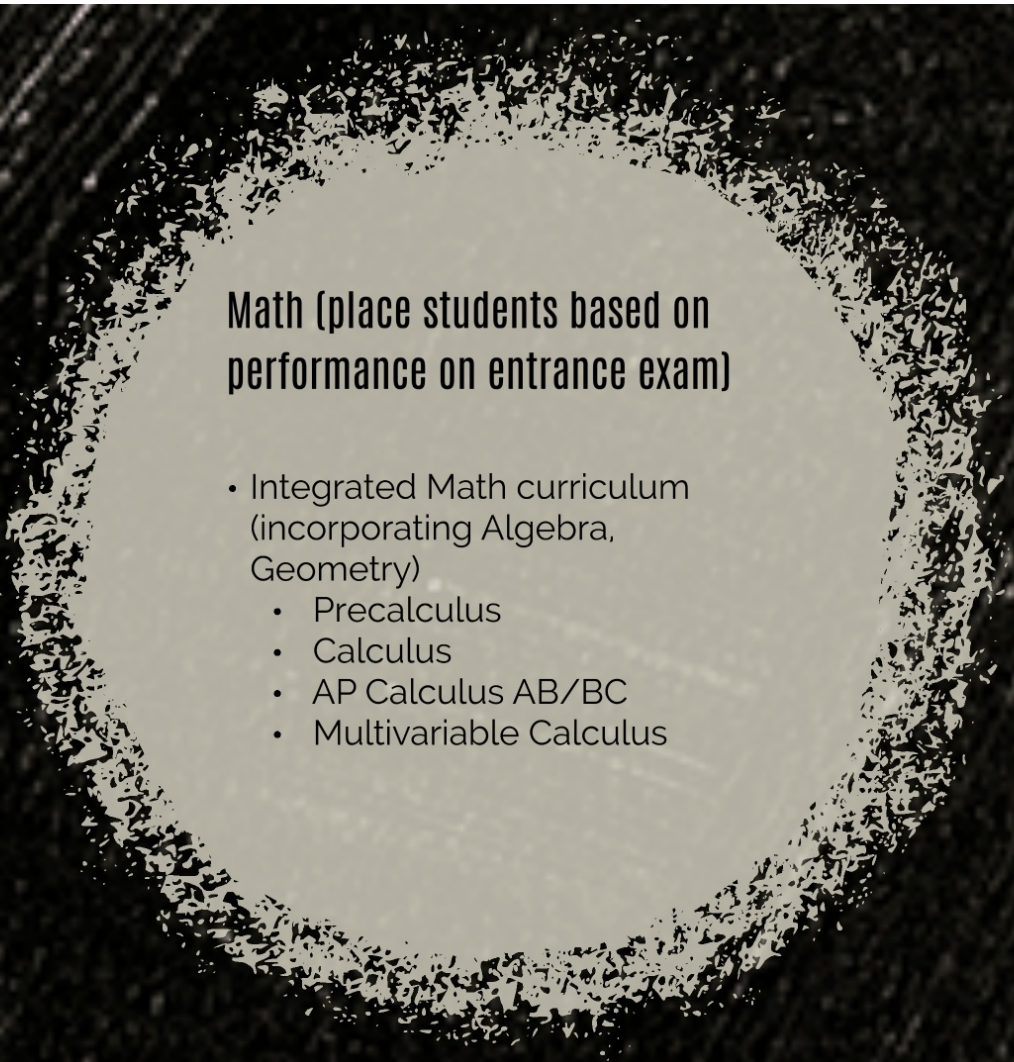
Math

Science

History

Fine Arts

More



**Math (place students based on performance on entrance exam)**

- Integrated Math curriculum (incorporating Algebra, Geometry)
  - Precalculus
  - Calculus
  - AP Calculus AB/BC
  - Multivariable Calculus

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Fine Arts

More

# Science

- 9th: Physics
- 10th: Chemistry
- 11th: Biology

## **Semester courses available senior year (not required)**

- Environmental Science
- Neuroscience
- Human Evolution
- Astronomy
- Anatomy
- Forensic Science
- Genetics
- Engineering

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Science

History

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More



## History/Social Science

- 9th: World History
- 10th: US Government (one semester, paired with elective)
- 11th: US History

### **Semester courses available senior year (not required)**

- Philosophy
- History of Art and Music
- Economics
- American Revolution
- Civil War
- Social History of Boston
- Race, Class, Gender
- Globalization

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World Languages

Health/PE

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Fine Arts

More



## Fine Arts

- Art, Theater, Mass Communications, Ceramics, Orchestra, Choir, Dance, Film-making
  - **Two year requirement, can do longer**

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World Languages

Health/PE

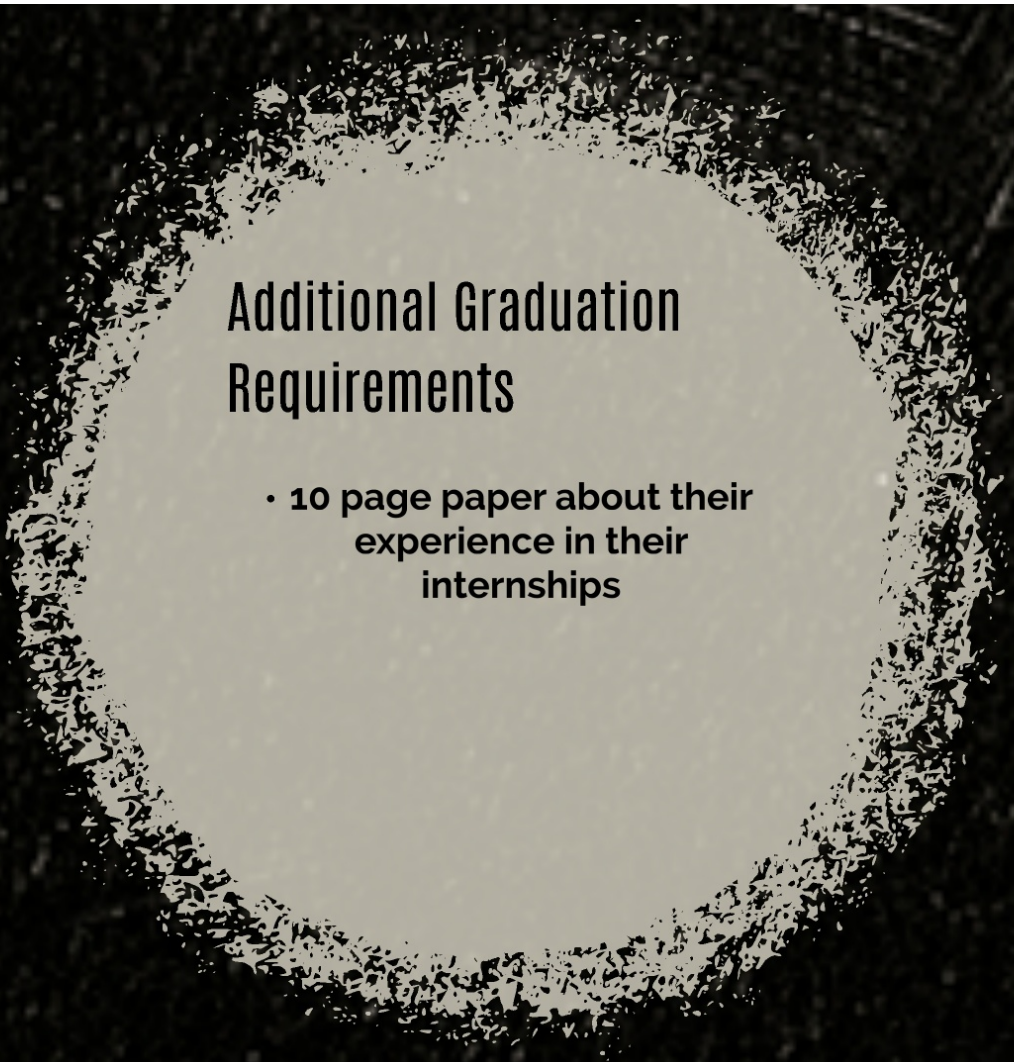
Math

Science

History

Fine Arts

More



## Additional Graduation Requirements

- **10 page paper about their  
experience in their  
internships**

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More

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Life After

College Readiness

Marketing

Structure

Selection

Course Catalog

SPORTS

Volunteering

Tuition

Schedules

Activities/  
Clubs

## Schedules



6 day rotation (certain classes on even days, certain classes on odd)

Assembly on every day 3, class meeting every day 6

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Daily  
Schedule  
1st Half

Daily  
Schedule  
2nd Half



DAILY  
SCHEDULE

08:30  
- 9:50

Class

10:00 -  
10:25

Advisory (group of 15  
students in same grade,  
randomly assigned to adviser)  
Snacks, casual conversation,  
birthdays, course scheduling



10:30 -  
11:50

Class

12:00 -  
12:30

Conference/leisure time,  
time for club meetings  
assembly time on Day 3,  
class meeting day 6

## Schedules



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29	30	31				

Daily  
Schedule  
1st Half

Daily  
Schedule  
2nd Half

**DAILY  
SCHEDULE**

12:35 -  
1:35

Lunch (not required,  
but dining hall is open,  
can also bring lunch  
or order, seniors  
allowed to go off  
campus)

LUNCH AND  
CONFERENCE  
COMBINED IS  
THEORETICALLY  
AN HOUR AND A  
HALF OF STUDY/  
VOLUNTEER/  
CLUB/EAT TIME

1:40 -  
3:00

Class

3:15 -  
5:00

Sports/ Physical  
Education

## Schedules



6 day rotation (certain classes on even days, certain classes on odd)

Assembly on every day 3, class meeting every day 6

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
01	02	03	04	05	06	07
08	09	10	11	12	13	14
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Daily  
Schedule  
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## Activities/Clubs



Building your own club:

Need President, VP, Treasurer, Historian/  
Community Relations  
SOBAC like funding meeting due to  
endowment  
Faculty sponsor



Student Gov



GSA/QSA (Gay Straight Alliance, Gender  
Sexuality Alliance, or Queer Straight  
Alliance)



Honor Societies (NHS, Tri-M, Science/  
Math/English/History, Languages)



More...

More Clubs



## More clubs...

- Language Clubs (Spanish, Latin, German, French, ASL)
- Yearbook
- Newspaper
- Lit Mag
- Band
- Orchestra
- Chorus
- Art
- Drama
- DECA/FBLA
- Young Democrats/Republicans
- Debate
- Mock Trial/UN
- Coding/Girls Who Code
- Environmental/Recycling
- Book Club
- Multimedia (morning announcements, etc)
- Filmmaking/photography



## Activities/Clubs



Building your own club:

Need President, VP, Treasurer, Historian/  
Community Relations  
SOBAC like funding meeting due to  
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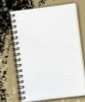
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# Fall Sports



Girls and Boys  
Soccer- JV and V



Co-ed Volleyball -  
JV and V



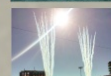
Boys Football- JV  
and V



Co-ed Crew- V



Co-ed Cross  
Country- V



Co-ed Sideline/  
Competitive Cheer-  
leading - JV and V



Girls Field Hockey -  
JV and V





# Winter Sports



Co-ed Swim/Dive-  
V



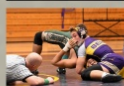
Co-ed Indoor Track  
- V



Girls and Boys  
Basketball- JV and V



Co-ed Gymnastics-  
V



Co-ed Wrestling- V



**SPORTS**



**Fall**



**Winter**



**Spring**

**FALL  
SPORTS**



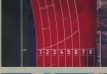



**WINTER  
SPORTS**



**SPRING  
SPORTS**



# Spring Sports

	Co-ed Outdoor Track and Field-V
	Boys Baseball - JV and V
	Girls Softball- JV and V
	Girls and Boys Lacrosse - JV and V
	Co-ed Competitive Cheerleading - V
	Co-ed Tennis - V
	Co-ed Golf-V



SPORTS

FALL  
SPORTS



Fall



Winter

WINTER  
SPORTS



Spring

SPRING  
SPORTS



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Life After

College Readiness

Marketing

Structure

Selection

Course Catalog

SPORTS

Volunteering

Tuition

Schedules

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## Student Volunteering

- Monthly Day of Service
  - requirement of 100 hours (25 / year)
  - Community partner
  - Serving on and off campus (9th paired with 10th, 11th paired with 12th)
  - Examples: Meals on Wheels, tutoring, field days
  - Required for all students to attend, classes are suspended for the day, school day starts an hour later, ends hour earlier
  - Also opportunities to leave campus/ evening and weekend volunteering
  - Grade level volunteer opportunities



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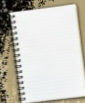


Volunteering

Tuition

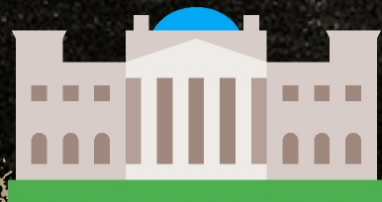


Schedules



Activities/  
Clubs





Classroom



Athletics

## Physical Structure



The different departments will have their wing, teacher's offices will be placed together to be accessible to students, each floor will have a printing room, administration offices will remain together, and there will be break rooms for teachers. Each classroom will have a whiteboard installed for visual aids and collaboration, higher-level English and history classes will have discussion tables for further analysis of the material, and science labs will have necessary cautionary and experimental material.

1

First Level

2

Second Level

3

Third Level



## Classroom Level

- General: Be equipped with a white board that takes up half of the board space available
- Specific courses:
  - **English**
    - Higher level classes should have a discussion table aimed for further analysis of material
  - **Science Labs:**
    - Proper lab safety equipment with proper lab materials
    - Small groups tables with sinks



Classroom



Athletics

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Second Level

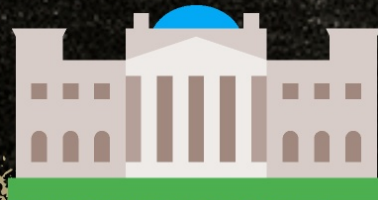
3

Third Level

## First Level

1

- Fine Arts Wing 1: Band, Orchestra, Choir, Dance
- Sciences Wing 2: Biology with lab, Chemistry with Lab, Physics with Lab
- Cafeteria in Wing 3
- Collaborative floor of library in Wing 4
  - Group table dispersed throughout the floor
  - Two conference rooms for group meetings
- Printing room
- School bookstore
- Teachers lounge
- Break rooms



Classroom



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1

First Level

2

Second Level

3

Third Level



## Second Level

- Teacher's offices in Wing 1 and Wing 2: in one area to be easily accessible to students
- Library in Wing 4- Silent floor
  - Includes individual desks for students
  - Librarian's desk placed perpendicular to doors with computers
  - Printers available here
- English classrooms in Wing 3
- Main entrance, main office, administration office, guidance counselors office, conference room, nurses office, financial aid office, security office, janitors office
  - In the middle



Classroom



Athletics

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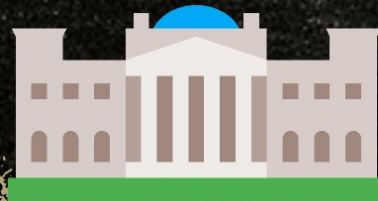
Third Level



# 3

## Third Level

- Language classrooms in Wing 1
- Arts classrooms in Wing 2
- History classrooms in Wing 3
- Math classrooms in Wing 4
- Computer lab equipped with printing office
- College counselors offices
- Senior advisers offices
- One printing room



Classroom



Athletics

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First Level

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3

Third Level

# Athletics Compound

We want to support our student's dedication and passion for participating in our athletic department by providing the proper training equipment, coaches, and trainers. At the same time, we want to have a gymnasium that allows the whole school to come together.



1

First Level

2

Second Level



## First Level

- One big gymnasium that can hold has bleachers to hold all students and faculty
- Faculty offices
  - Athletic directors, physical trainers
- A showcase of awards and trophies
- A storage room that has a labeled area for each sport

# Athletics Compound

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1

First Level

2

Second Level



## Second Level

- Physical Therapy room that has all necessary equipment to treat injuries
  - Importance on beds
  - Water station
- A weight room
- Nutrition station with protein drinks and healthy snacks
- Men and Women Locker rooms
- Equipment room that includes balls, mats



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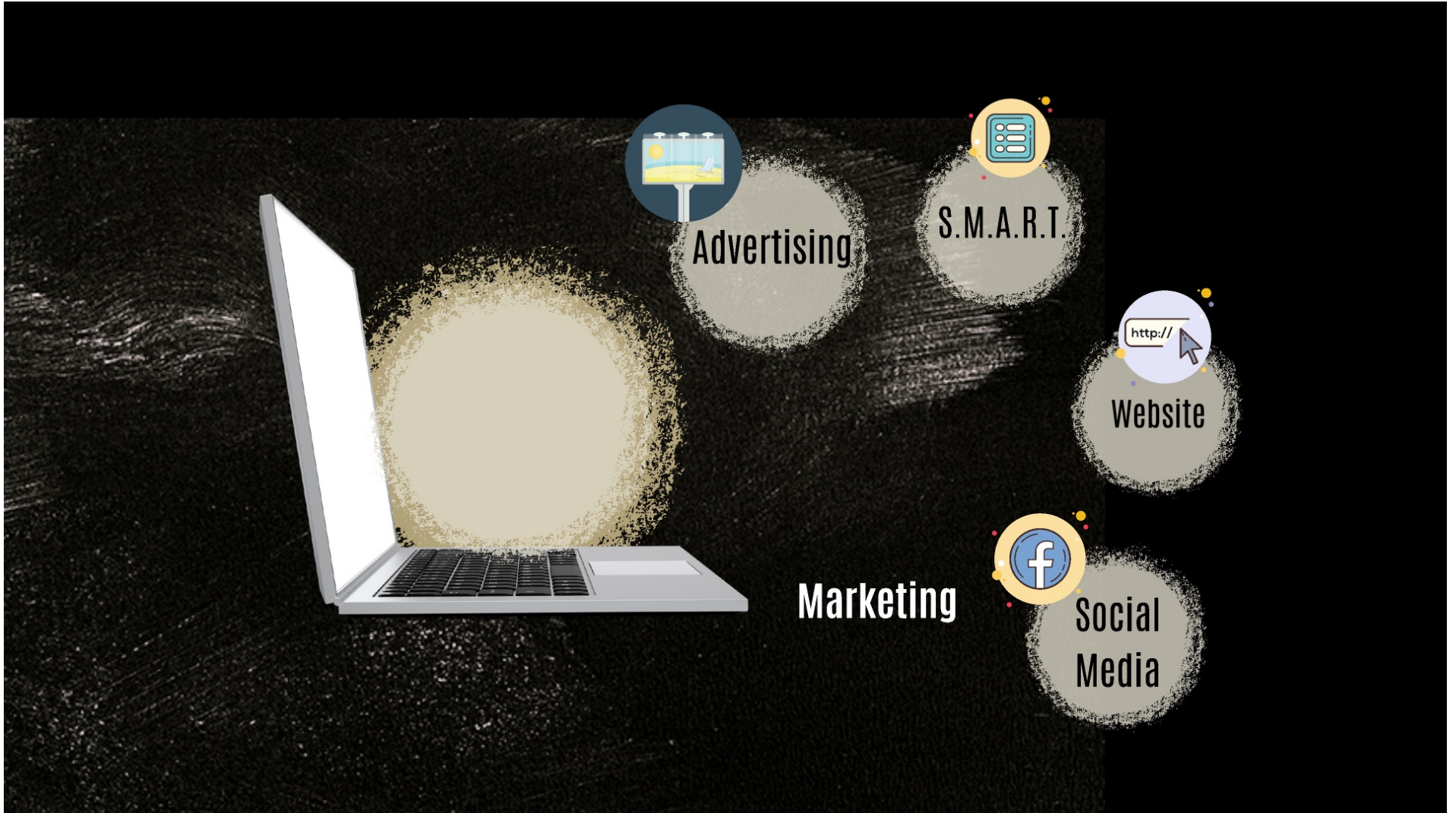
SPORTS

Volunteering

Tuition

Schedules

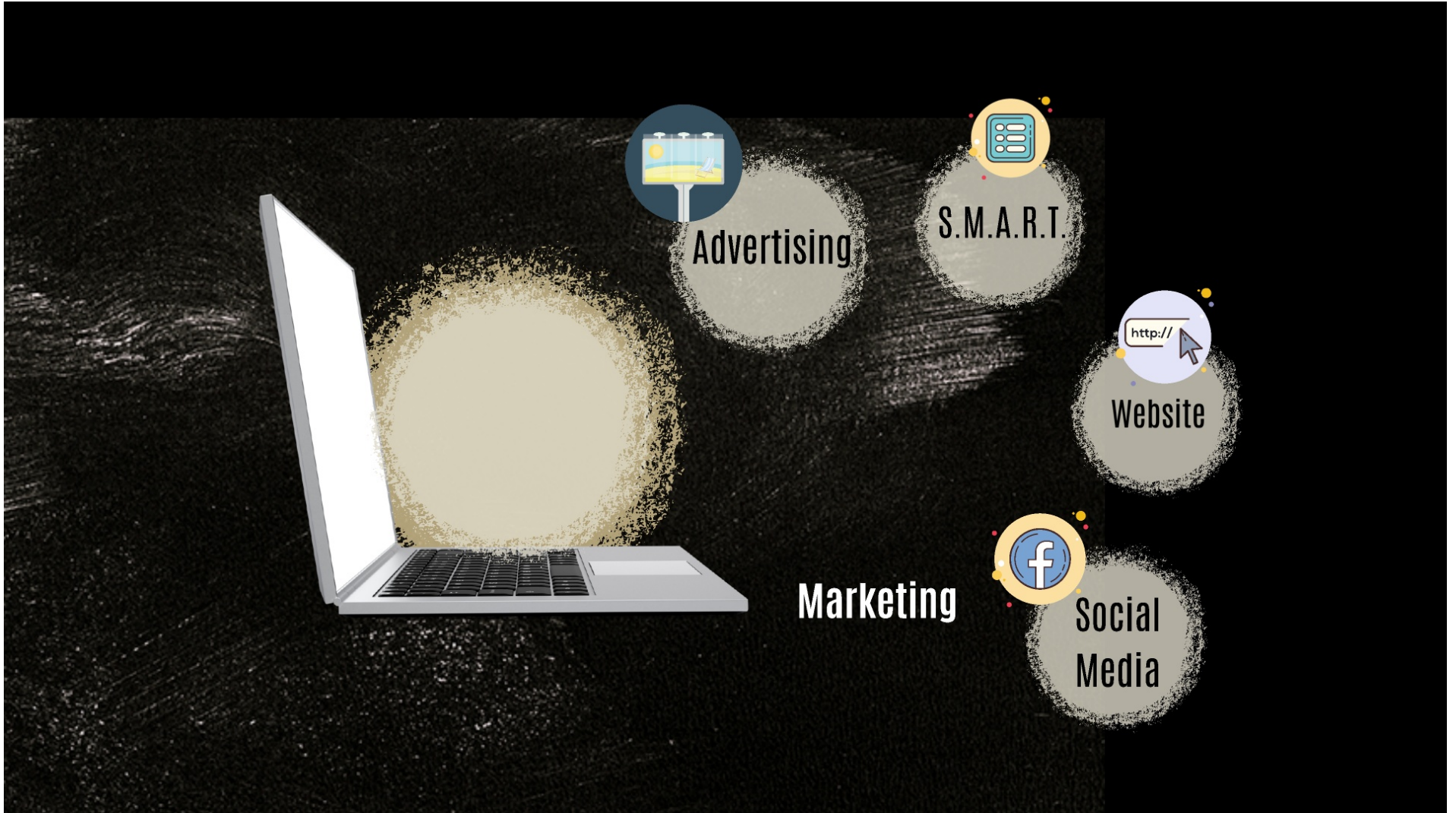
Activities/  
Clubs



## Marketing Goals

- The ones we should go after with our marketing are not only the people who are interested in private schooling but also those who can afford it.
- After determining our ideal audience, it's time to develop S.M.A.R.T. marketing goals.
- Creating a website that's not just an information hub, but a lead generating machine and can act as a 24/7 salesperson for our school.
- We also need a social media plan
- Student ambassadors
  - Already in elementary and middle schools to introduce our school

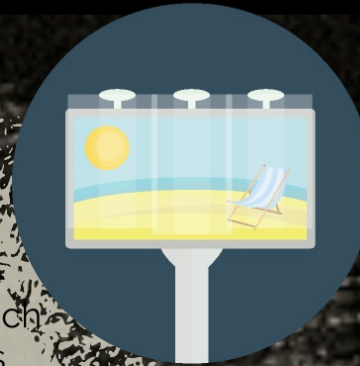


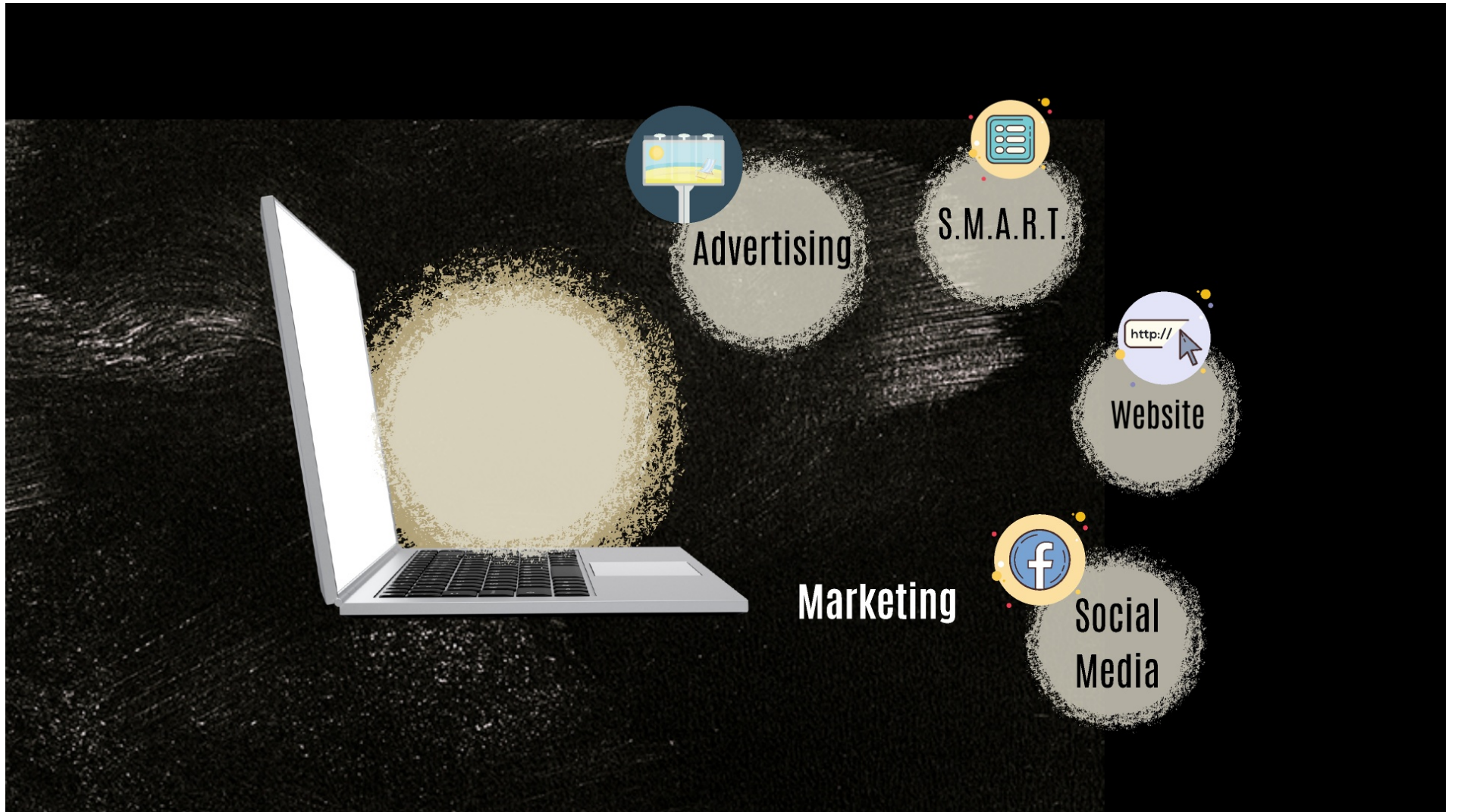


# Advertising

• Most schools will target parents, but if we teach older kids, our marketing may target students, too. If we tried to market to both of these groups with the same message, we would miss an opportunity to create a more engaging message for both of the groups. Other ways to segment your audience includes:

- By demographic: Age, gender, marital status, ethnicity, income, occupation, education level
- By geography: Location, zip code, neighborhood
- By behavior: Activities
- By psycho-graphics: Values, attitude, lifestyle, opinions, interests







## S.M.A.R.T.

- **Specific** – Getting specific about what we want to achieve. Do we want to boost our enrollment numbers with a certain demographic or grade level?
- **Measurable** – Getting into the numbers. Define how many. For example: As a result of our campaign, how many new students would we like to see enrolled in our school?
- **Achievable** – Being honest with ourselves. Can we truly reach this objective with our current resources?
- **Realistic** – Getting realistic. Make an action plan to accomplish our goal. Assign tasks and ensure that everyone has what they need to do their job.
- **Timely** – Setting a deadline. This will give our team a plan to work towards. We can also break our overall campaign into smaller deadlines.



By setting S.M.A.R.T. goals, we'll be able to make the most of our time, effort, and budget. We can concentrate our efforts, know what's working and tweak what's not.

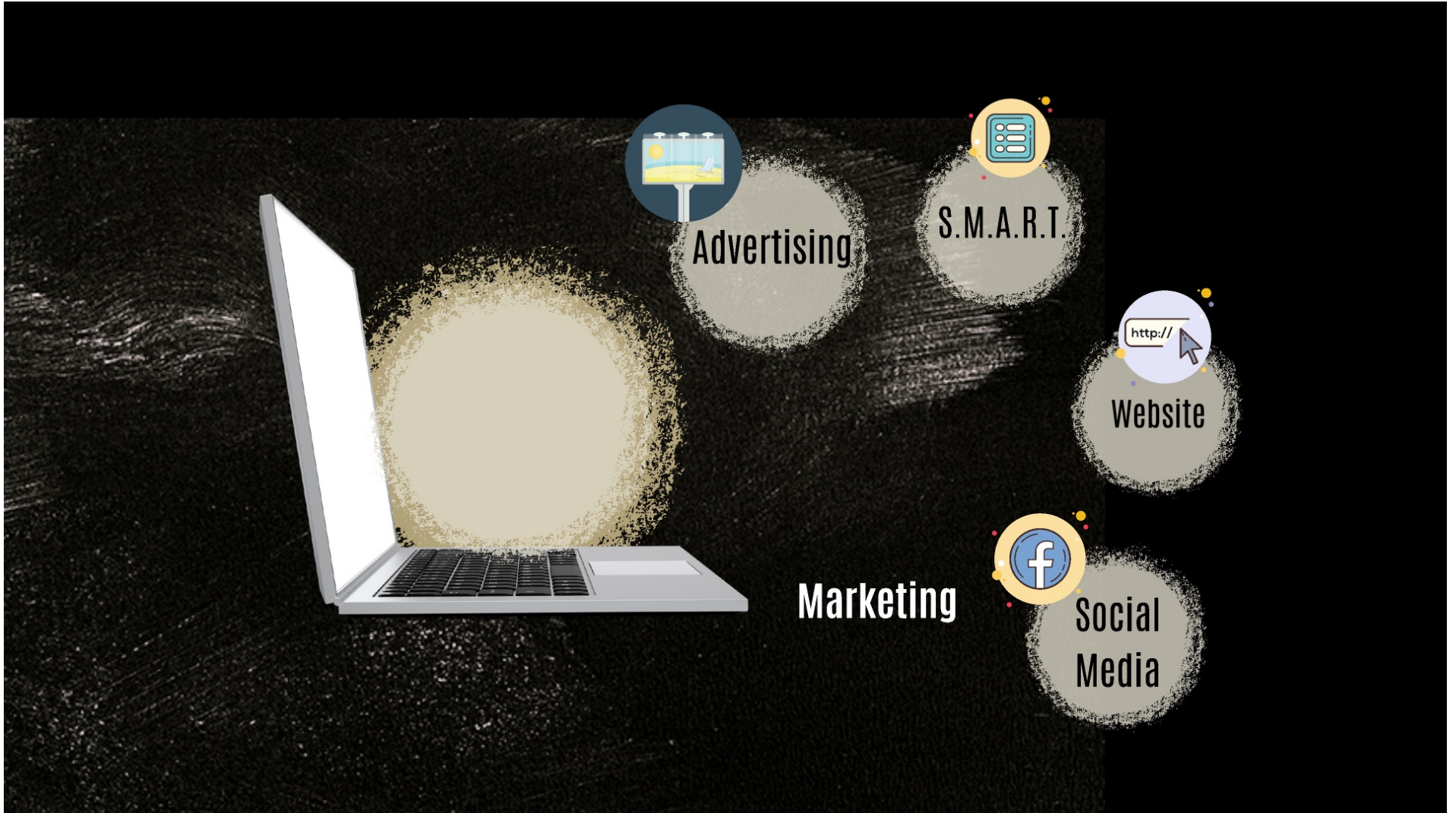


## Website

- Creating a website that's not just an information hub, but a lead generating machine and can act as a 24/7 salesperson for our school.
  - Through content marketing, we can attract prospective students and their families to our website and eventually our school.
  - Unlike traditional marketing which tends to be intrusive and interruptive, content marketing provides information that the audience has requested.



http://



## Social Media Plan

- Start with one social media platform. The most popular platform is Facebook.
- Create a posting schedule. Try to post at least two to three times a week.
- Create ads on Facebook to get maximum views on our posts.
- Re-target our ads on Facebook to reach people who have recently visited our website or viewed our other ads.
- Include images on our social media posts.
- Create videos to share on social media, including Facebook and YouTube.
- Ask questions to encourage engagement.
- Answer comments to show that we're active.
- Create ads for similar, lookalike audiences on Facebook.





# ANOTHER KIND OF EDUCATION

The Gruner School

Experiences



Life After



College Readiness



Marketing



Structure



Selection



Course Catalog



SPORTS



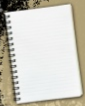
Volunteering



Tuition



Schedules



Activities/  
Clubs



# College Readiness



1

## College Counselors

- Help with FAFSA, CSS
- Help with college list, visits
- Have admissions counselors visit
- Alumni network

2

## Career Counselors

- Help job applications
- Building resumes
- Find partnership with companies (education requirement/no)
- Emphasis on local



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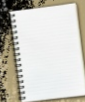


Volunteering



Tuition

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Activities/  
Clubs



# LIFE AFTER

## The Gruner School Alumni Association

- Strong network
- Annual events
- Annual Benefit
  - Invite all alumni, current donors, and parents
  - Donors and community members: \$150/person, \$1,000/table of 10
  - seated dinner, alcohol, entertainment
  - Silent auction
  - Live auction
  - Goal is to raise money for the endowment



# ANOTHER KIND OF EDUCATION

The Gruner School

Experiences

Life After

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Marketing

Structure

Selection

Course Catalog

SPORTS

Volunteering

Tuition

Schedules

Activities/  
Clubs

## Out of Classroom Experiences



- 1 New students:** ice cream social, ice breakers, parent meet and greets, information sessions
- 2 First Year Retreat:** bonding activities, cabin, 4-5 days
- 3 Sophomore/Juniors:** on campus overnight retreats, bonding activities, food
- 4 Senior Year:** return to cabin, bonding activities, 3-4 days, senior workshops

# ANOTHER KIND OF EDUCATION

The Gruner School

Experiences



Life After



College Readiness



Marketing



Structure



Selection



Course Catalog



SPORTS



Volunteering

Tuition



Schedules



Activities/  
Clubs



# Selection Process



Summary/General idea: Applicants will be required to submit an application and take the ISEE exam. Applicants will also be required to submit a creative piece to their application. These will give us information on who the student is as a whole person

## Specifics

Applicants will only be able to apply for 9th and 10th grade entry.

Applicants will be required to send in the following documents

- Past report cards (7th, 8th, 9th grade)
- This varies depending on the year the student is applying for.
- Past extracurricular activities
- This includes sports, clubs, volunteering, etc.
- Extracurricular that the applicant is interested in could be sent in as well.

## Creative Piece:

- Applicants will submit a work of art answering one of the following questions:
- Some students have a background, identity, interest, or talent that is so meaningful they believe their application would be incomplete without it. If this sounds like you, then please share your story.
- Describe a topic, idea, or concept you find so engaging that it makes you lose all track of time. Why does it captivate you? What or who do you turn to when you want to learn more?

# Details



- Applications are only for 9th or 10th grade entry
- Applicants will be required to take the ISEE Exam which consists of the following sections:
  - Verbal Reasoning, quantitative reasoning, reading comprehension, mathematics achievement, and an essay
  - Scores may not be the defining factor for selecting students. Instead we are looking at who they are as a whole because intelligence is not fixed.
- Applicants will be required to send in the following documents
  - Past report cards (7th, 8th, 9th grade)
    - This varies depending on the year the student is applying for.
  - Past extracurricular activities
    - This includes sports, clubs, volunteering, etc.
    - Extracurriculars that the applicant is interested in could be sent in as well (discuss this idea)

# Details



- Applicants will also submit a video submission answering one of the following questions plus a possible one required question.
  - This submission can be any kind of creative work like a poem, song, artwork, etc.
  - The questions that students can choose from are as follows;
    - Some students have a background, identity, interest, or talent that is so meaningful they believe their application would be incomplete without it. If this sounds like you, then please share your story.
    - Describe a topic, idea, or concept you find so engaging that it makes you lose all track of time. Why does it captivate you? What or who do you turn to when you want to learn more?
  - The required question may be something along the lines of these questions:
    - What made you choose to apply to this school?
    - Why do you want to attend our school?
- There will be a single deadline for the application submission.
- There will be multiple exam dates because of the possibility of a large applicant pool
- Possible Interview Portion since testing might just work as a baseline



# ANOTHER KIND OF EDUCATION

The Gruner School

Experiences

Life After

College Readiness

Marketing

Structure

Selection

Course Catalog

SPORTS

Volunteering

Tuition

Schedules

Activities/  
Clubs