

Who Are We?

For more than 50 years, Search Institute® has been a leader and partner for organizations around the world in discovering what kids need to succeed. Our research, resources, and expertise help our partners in organizations, schools, and community coalitions solve critical challenges in the lives of young people.

What Can Search Institute Do for You?

Search Institute can help you get the results your students need, your faculty expect, and your funders require!

We can help you increase student engagement and achievement, decrease risk behaviors and other barriers, accelerate professional development, and give your students and faculty what they need to succeed.



Know It Survey tools

Our Survey Services will help you gather the data you need on student behavior. Take positive action and build community support.

Our surveys are not just “data about kids.” Search Institute Surveys engage young people in conversations about change. A unique aspect of our surveys is the emphasis on strength-based qualities. Our surveys do, however, reveal high-risk behaviors and point to solutions in decreasing risk factors.



Plan It Resources, materials, and advice

Our resources, materials, and advice can help you pull it all together into a vision and action plan for student and school success.

Our mission at Search Institute is to provide innovative resources to create a world in which all young people thrive. The content in our products is embedded in the research of Search Institute. The 40 Developmental Assets, which are a framework of qualities, experiences, and relationships youth need to succeed, are a central focus of our resources.



Do It Trainings and staff development

Take outcomes a step further. Develop the knowledge and skills to make a difference in the lives of young people.

We offer the skills and information that conference organizers, educators, program staff, parents, and community members need to improve youth outcomes. Our work is grounded in scientific research and translated into specific, meaningful data.

ParentFurther. ParentFurther®

A Search Institute resource for parents and families.

Help families take a positive, strength-based approach to parenting that focuses on what kids and parents are doing right instead of what they’re doing wrong. Easy-to-use advice and tools teach families how to put research into action with small, everyday steps to help kids succeed. www.parentfurther.com

Search Institute® is a non-profit research organization whose mission is to provide catalytic leadership, breakthrough knowledge and innovative resources that enable schools, youth programs, families and communities to help young people thrive.

The Five Action Strategies

Engage, Mobilize, Activate, Invigorate, and Influence

Five action strategies are recommended for transforming communities and society to create a world where all young people are valued and thrive.

The Five Action Strategies provide a practical approach to identifying, encouraging, and linking all the important people, places, activities, and programs necessary for a powerful collective effort. As initiatives work to strengthen relationships within and between these spheres of influence across the community, they build a web of interconnected efforts that support one another. Long-lasting success happens by merging the asset-building capacities of all community members where the lives of adults and youth intersect. It takes the combination of all five Action Strategies to make lasting positive change.

Engage Adults

Engage adults from all walks of life to develop sustained, strength-building relationships with children and adolescents, both within families and in neighborhoods.

Mobilize Young People

Mobilize young people to use their power as asset builders and change agents.

Activate Sectors

Activate all sectors of the community—such as schools, faith-based organizations, youth, businesses, human services, and health-care organizations—to create an asset-building culture and to contribute fully to young people’s healthy development.

Invigorate Programs

Invigorate, expand, and enhance programs to become more asset rich and to be available to and accessed by all children and youth.

Influence Civic Decisions

Influence decision makers and opinion leaders to leverage financial, media, and policy resources in support of this positive transformation of communities and society.



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Contact Us

If you would like more information on a specific topic, please let us know.

Search Institute

Telephone: 612-376-8955

Toll Free: 1-800-888-7828

Fax: 612-692-5553

Web Site: www.search-institute.org

Online Store: www.searchinstitutesstore.org

E-mail: si@search-institute.org