Promoting Cambridge to parents

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September 2016
Areas to cover

1. Talking about Cambridge programmes and qualifications
2. What’s available from Cambridge?
   - Parent and student area of our website
   - Communications toolkit
3. How do you promote your school to parents?
4. What issues do you face when promoting to parents?
5. Staying connected with Cambridge
6. Questions
Cambridge programmes and qualifications

- Four stages of education from 5 to 19 years
- Each stage builds on your child’s development
- Flexible approach

- **Cambridge Primary** 5 to 11 years old*
  - Cambridge Primary
  - Cambridge Primary Checkpoint
  - Cambridge ICT Starters

- **Cambridge Secondary 1** 11 to 14 years old*
  - Cambridge Secondary 1
  - Cambridge Checkpoint
  - Cambridge ICT Starters

- **Cambridge Secondary 2** 14 to 16 years old*
  - Cambridge IGCSE®
  - Cambridge O Level
  - Cambridge ICE

- **Cambridge Advanced** 16 to 19 years old*
  - Cambridge International AS & A Level
  - Cambridge Pre-U
  - Cambridge AICE

*Age ranges are for guidance only.
Benefits of Cambridge for your parents and students

Key messages

- **Education**: Cambridge prepares your child for life, helping them develop an informed curiosity and a lasting passion for learning.

- **Success**: Cambridge helps students develop thinking and learning skills - so they become confident, responsible, reflective, innovative and engaged, the attributes of the Cambridge Learner. Ready to tackle the demands of tomorrow’s world

- **Recognition**: Success in Cambridge qualifications opens doors to the world’s best universities – in the US, UK, Australia, Canada, Germany and beyond.

- **Reputation**: It’s what you’d expect from an organisation that is part of a world-leading university, the University of Cambridge. We are a not-for-profit organisation, so we devote our resources to unlocking your child’s potential.
Benefits of Cambridge for your parents and students

Key messages

- **Results**: Learners can be confident that the results they receive are fairly awarded against our global standard. Many thousands achieve the grades they need to progress to their chosen university.

- **Resources**: Our programmes and qualifications reflect the latest educational research, and are well supported with teaching and learning resources to help you progress from one stage to the next.

- **Rigour**: Our programmes set the global standard for international education. They are created by subject experts, rooted in academic rigour and so provide a strong platform for progression.

- **Endorsement**: Join nearly a million Cambridge learners from 10,000 schools in 160 countries who are preparing for their future with an international education from Cambridge.
What’s available for Cambridge schools?
NEW Parent and student area of our website

Parents and students

What students say

Aditya Sakhuja studied Cambridge International A Level Physics, Mathematics and Chemistry at Delhi Public School International in India. He is now studying Electronic and Information Engineering at Imperial College London.

"Studying Cambridge International AS & A levels has had an immense impact on my life and career. My admission to one of the best universities in the world, Imperial College, is down to my A Level grades."

Where do Cambridge qualifications take you?

STU SCHMILL
Dean of Admissions
Massachusetts Institute of Technology USA

VIDEO: Find out how your Cambridge qualifications can help you get in and go on at universities around the world.
NEW Why Cambridge brochure

Find out how we help students around the world become confident, reflective, responsible, innovative and engaged.

Why Cambridge?

Why Cambridge brochure

Ready for the future

How do students benefit from Cambridge programmes?

Cambridge programmes and assessments prepare students for life—helping them to develop an advanced mastery and taking them for learning.

Cambridge helps students develop thinking and learning skills—so they become confident, responsible, reflective, innovative and global. Ready to tackle the demands of any future world, capable of shaping a better world for all.

That’s why students with Cambridge open doors to the world’s leading universities—such as the US, the UK, Australia, Canada and beyond.

It’s what you expect from an organisation that is part of the world leading University of Cambridge.

Courses that challenge and inspire

What do our students study?

We ensure each student fulfils their potential and makes the most of their strengths and interests.

We offer a wide range of subjects. And we let every student choose the subjects they love and the subjects they’re good at.

We design programmes with the help of expert educators in primary and secondary, New Student, university and postgraduate students. We want to make sure that every student can develop in a way that suits their needs and goals.

We also design our programmes to be flexible, so that students can choose which subjects are best for them and their future.

Cambridge programmes

<table>
<thead>
<tr>
<th>Programme</th>
<th>Years</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambridge Primary</td>
<td>5 years</td>
<td>Level 5</td>
</tr>
<tr>
<td>Cambridge Secondary I</td>
<td>3 years</td>
<td>9-11 yrs</td>
</tr>
<tr>
<td>Cambridge Secondary II</td>
<td>3 years</td>
<td>11-13 yrs</td>
</tr>
<tr>
<td>Cambridge IGCSE</td>
<td>3 years</td>
<td>14-16 yrs</td>
</tr>
<tr>
<td>Cambridge International AS &amp; A Level</td>
<td>2 years</td>
<td>16-19 yrs</td>
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</tbody>
</table>

Recognising skills, knowledge and understanding

How does a Cambridge Programme Work?

When we design our programmes, we don’t start with a blank sheet of paper. We start with the students.

Students have a personal growth chart and they have a record of their achievements. Each student builds their own learning plan, and they grow and develop as they progress.


The curriculum is subject-based and designed to help students become self-directed, responsible, reflective, and confident in their learning.
Posters

Posters – Cambridge stages

Cambridge learner attribute posters

- QUESTION
- MAKE MISTAKES
- GO WHEREVER YOU WANT
- WHY ASK WHY?
WITH CAMBRIDGE QUALIFICATIONS, THE WORLD IS WITHIN YOUR REACH

Cambridge qualifications are accepted at over 1,400 institutions across 195 countries, including these top ranking universities in the US, UK and elsewhere.

Students who follow the Cambridge curriculum are equipped to find success around the world. Our qualifications are accepted at universities and colleges, professional associations, governments, ministries and companies, across 195 countries. Learn more at eis.org.uk
Factsheets for parents

- Covering all Cambridge stages
Translated materials for parents
Presentations

- A series of presentations to help schools explain the features of Cambridge programmes and qualifications to parents.
- Presentation cover all Cambridge stages
Template press releases

- Template press release for your school to use on results day
- Template press release for new schools to promote their new affiliation with Cambridge
Event banners

Cambridge Primary
5 to 11 years
www.cie.org.uk/cambridgeprimary

Cambridge Secondary 1
11 to 14 years
www.cie.org.uk/cambridgesecondary1

Cambridge IGCSE
14 to 16 years
www.cie.org.uk/igcse

Cambridge International A Level
16 to 19 years
www.cie.org.uk/alevel
Videos

- Videos available to download – including:
  - Why Cambridge? video
  - Welcome to Cambridge video
  - How international is Cambridge International Examinations?
  - Understanding Cambridge Learner video
  - Destination UK
  - Destination USA
  - Cambridge Primary Maths video
  - Cambridge Teacher Community video
  - Cambridge Secondary 1 Bilingual Education video
University recognition

- Leading universities and employers worldwide value and recognise Cambridge qualifications as evidence of academic ability.
- Find out which universities recognise Cambridge qualifications at: www.cie.org.uk/recognitionsearch
- Cambridge has a team of staff dedicated to extending university recognition of Cambridge qualifications
Example of a search on our recognition database

Massachusetts Institute of Technology

Contact Details:

<table>
<thead>
<tr>
<th>Address</th>
<th>Office of Admissions, Massachusetts Institute of Technology, Room 3-108, 77 Massachusetts Ave, Cambridge, Massachusetts, United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone 1</td>
<td>+1 617 253 4751</td>
</tr>
<tr>
<td>Phone 2</td>
<td>+1 617 258 8304</td>
</tr>
<tr>
<td>Email 1</td>
<td><a href="mailto:admissions@mit.edu">admissions@mit.edu</a></td>
</tr>
<tr>
<td>Email 2</td>
<td>web.mit.edu</td>
</tr>
</tbody>
</table>

Recognition Details:

AS/A Levels:
Cambridge International A Levels are recognized for matriculation purposes.
Academic credit is provided for some subjects whilst for others credit is based on performance in the university placement test during freshmen orientation. Further information can be found at http://www.admissions.org/topics/before_admission_international/.

IGCSE/O Level/IGCSE:
A Levels are required for admission, however, IGCSE and O-Level results are reviewed as an appropriate view of the student's accomplishment.

IGCSE Maths:
Massachusetts Institute of Technology accepts IGCSE and O Level Mathematics as meeting the requirements for Algebra and Geometry.

Cambridge Pre-U:
MIT will consider applications from students with Cambridge Pre-U examination results according to their merits, as is the case with A Level applicants.
NEW Communications toolkit

Materials to help your school explain Cambridge programmes to parents, students and other stakeholders

Welcome to our Communications toolkit, full of materials to help your school explain Cambridge programmes to parents, students and other audiences.

Registered Cambridge schools can access versions of our logo for use in their own communications, such as brochures, advertisements and posters via the link below. Please read our logo guidelines for instructions about how to use our logo.

Factsheets and guides

Use our factsheets to give parents an overview of Cambridge International Examinations and our programmes and qualifications for 5 to 19 year olds.

Presentations

This series of PowerPoint presentations will help schools explain the features of Cambridge programmes and qualifications to parents. They can be used at parent evenings and open days.

Posters

Videos
Logos

- You can use a customer version of the Cambridge logo in your marketing materials (e.g. on your website, adverts or school letterhead).
- The logo can be downloaded from our password protected site marketing resources area of our website.
- Our guidelines for using the logo must be followed.
- Any materials that include the logo must be approved by Cambridge before publication.
Activity

1. How do you promote your school to parents?
   - Parents evenings? Open days?
   - What materials do you use?

2. What issues do you face when you are promoting your school to parents?
Staying connected with Cambridge
Social media

1. We share interesting, relevant and engaging content
2. Discussion forum
3. Instructional, inspirational, informative

List of where we’re most active

- Twitter: @CIE_Education
- LinkedIn Group: www.cie.org.uk/linkedin
- Facebook: www.facebook.com/cie.org.uk
- YouTube: www.youtube.com/CambridgeSchools
Magazine and website

- Cambridge Outlook - our magazine for school leaders and teachers
- Next issue published at the end of September with a focus on 16-19
- Outlook eNews by email every month
- Sign up to ‘What’s new alerts’ at www.cie.org.uk/new
- Join the mailing lists at www.cie.org.uk/newsletters
Thank you – enjoy the rest of the conference!