How do you talk about Cambridge programmes and qualifications to parents?

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Assistant Director, Marketing Communications

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International Marketing Manager

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Areas to cover

- Our new name
- What’s available from Cambridge?
- How do you promote your school to parents?
- What issues do you face when promoting to parents?
- Staying connected with Cambridge
- A new communications idea
- Questions
Our new name will explain more clearly:

- who we are – part of the Cambridge Assessment Group
- what we do – International Education.

This is part of the Group’s broader rebrand project. Our sister organisation, Cambridge English Language Assessment, will change to Cambridge Assessment English later in September.
Cambridge Pathway

A clear path for educational success from age 5 to 19

**Cambridge Primary**
5 to 11 years old*
- English (1st and 2nd language)
- Mathematics
- Science
- ICT
- Cambridge Global Perspectives

**Cambridge Lower Secondary**
11 to 14 years old*
- English (1st and 2nd language)
- Mathematics
- Science
- ICT
- Cambridge Global Perspectives

**Cambridge Upper Secondary**
14 to 16 years old*
- A wide choice of subjects at:
  - Cambridge IGCSE® (70+ subjects)
  - Cambridge O Level (40+ subjects)
  - Cambridge ICE Certificate

**Cambridge Advanced**
16 to 19 years old*
- A wide choice of subjects at:
  - Cambridge International AS & A Level (55+ subjects)
  - Cambridge Pre-U (20+ subjects)
  - Cambridge AICE Diploma

Cambridge Professional Development for teachers and school leaders

*Age ranges are for guidance only

Learn • Discover • Achieve

Cambridge Assessment
International Education
Our lead messages

**Cambridge Assessment International Education** prepares school students for life, helping them develop an informed curiosity and a lasting passion for learning. We are part of the University of Cambridge.

**Learn:** Schools can shape a Cambridge curriculum around how they want students to learn – with a wide range of subjects and flexible ways to offer them.

**Discover:** Cambridge programmes inspire students to love learning, helping them discover new abilities and a wider world.

**Achieve:** Cambridge programmes help students aged 5–19 develop the transferable skills they need for life, and to achieve at school, university and work.
What’s available for Cambridge schools?
Why Cambridge brochure

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

Recognising skills, knowledge and understanding

How does the Cambridge Pathway work?

When we design our programmes, we start by identifying what students need to learn. We develop our curricula, ensuring they are designed to meet the learning outcomes and aims that support students to develop their skills.

The Cambridge Pathway enables students to progress through our international curriculum. It is designed for students who want to study abroad and support them to develop their skills, knowledge, and understanding.

A world famous qualification

How does the Cambridge Pathway help students apply to universities?

In our Cambridge qualifications, students achieve a world-class qualification. Our qualifications are recognized by universities around the world, including in the UK and internationally.

They are recognized as qualifications that prepare students for the university. In fact, they can work with Cambridge qualifications while at university to achieve a higher qualification. Our qualifications are recognized by universities around the world, including in the UK and internationally.

Education that becomes a tool for life

How are our students prepared for the future?

Cambridge Pathway students are very well prepared for our universities and we find that they have a high level of confidence, but also that they have good self-belief. The ability to think critically and learn effectively are the key qualities required.

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[Image: Cambridge Assessment International Education]
Posters

- Cambridge stage posters

- Cambridge learner attribute posters
With Cambridge qualifications, the world is within your reach

Cambridge qualifications are accepted at over 1400 institutions across 195 countries, including these top ranking universities in the US, UK and elsewhere.
Factsheets for parents

- Covering all stages of Cambridge Pathway
An international education from Cambridge

Sets out our thinking about the five elements at the heart of our approach:

- International curriculum
- Teaching and learning
- Assessment
- International recognition
- Global community
Translated materials for parents

Why Cambridge?

¿Por qué Cambridge?

Programs and qualifications of Cambridge
Guía para los padres

Cambridge International Examinations prepare students for life-long success.

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¿Por qué Cambridge?

¿Por qué Cambridge?
A series of presentations to help schools explain the features of the Cambridge Pathway to parents.

Presentations cover all stages
Press release templates

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

We prepare school students for life, helping them develop an informed curiosity and a lasting passion for learning.

cambridgeinternational.org

A clear path for educational success from age 5 to 19

Cambridge Pathway

- Cambridge International AS & A Level, 16 to 19 years old
- Cambridge IGCSE, Cambridge O Level, 16 to 18 years old
- Cambridge Lower Secondary, 11 to 14 years old
- Cambridge Primary, 5 to 11 years old
- Cambridge Professional Development

Learn • Discover • Achieve

Cambridge Assessment International Education is part of the University of Cambridge

cambridgeinternational.org
Videos

- Videos available to download – including:
  - Why Cambridge? video
  - Welcome to Cambridge International video
  - How international is Cambridge Assessment International Education?
  - Understanding Cambridge Learners 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 recognise Cambridge qualifications as evidence of academic ability.
- Find out which universities recognise Cambridge qualifications at: [www.cambridgeinternational.org/recognitionsearch](http://www.cambridgeinternational.org/recognitionsearch)
- Cambridge has a team of staff dedicated to extending university recognition of Cambridge qualifications.
Example of a search on our recognition database

### Search Results

Your results are displayed below. Where recognition data has been provided by organisations, it can be sorted by organisation name, type or location. To do this, click the corresponding list header. The results displayed represent only written statements or recognition received but these qualifications are also accepted by many other organisations which have not provided us with a statement.

If you would like to see information about your organisation included in our Recognition Search results, please register your organisation details.

You searched on:

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Type</th>
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<tbody>
<tr>
<td>Universities and colleges</td>
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<table>
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<tr>
<th>Organisation</th>
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<tbody>
<tr>
<td>Massachusetts Institute of Technology</td>
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<th>Organisation</th>
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<td>United States</td>
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<th>Organisation</th>
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<tr>
<td>Cambridge International AS &amp; A Level and Cambridge AICE Diploma</td>
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Recognisations that match your search criteria:

- Cambridge International AS & A Level and Cambridge AICE Diploma

<table>
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</tr>
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<tbody>
<tr>
<td>Massachusetts Institute of Technology</td>
<td>Universities and colleges</td>
<td>United States</td>
<td>Cambridge International A Levels are recognised for matriculation purposes. Academic credit is provided for some subjects whilst for others credit is based on performance in the university placement test during freshman orientation. Further information can be found at: <a href="http://www.mia.drexel.edu/topics/before/advanced_placement/">http://www.mia.drexel.edu/topics/before/advanced_placement/</a></td>
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Communications toolkit

Materials to help your school explain the Cambridge Pathway to parents, students and other stakeholders.
Logos

- You can use a customer version of the Cambridge International logo in your marketing materials (e.g. on your website, adverts or school letterhead)
- The logo can be downloaded from the password protected ‘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 International before publication.
Activity

Your school’s communications to parents

- Identify two things you do to communicate to parents that work.
- What’s the single biggest communications challenge for your school?

Support from Cambridge

- What two things that we provide help you most with your communications?
- Identify one wish for communications support from Cambridge.
Staying connected with Cambridge
Social media

- We share interesting, relevant and engaging content
- Discussion forum
- Instructional, inspirational, informative

We’re most active on the following channels:

- **Twitter** [CambridgeInt](https://twitter.com/CambridgeInt)
- **LinkedIn** [www.cambridgeinternational.org/linkedin](https://www.cambridgeinternational.org/linkedin)
- **Facebook** [www.cambridgeinternational.org/facebook](https://www.cambridgeinternational.org/facebook)
- **YouTube** [www.cambridgeinternational.org/youtube](https://www.cambridgeinternational.org/youtube)
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.cambridgeinternational.org/new

Join the mailing lists at www.cambridgeinternational.org/newsletters
Thank you
Any questions?