How do you promote the Cambridge Pathway and talk about our programmes to benefit your school’s success?

Khanyi Mamba
Marketing Communications Manager, Sub-Saharan Africa

March 2019
What would you like to get out of this session?
Marketing - New brand

Cambridge Assessment International Education

www.cambridgeinternational.org
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

Learn • Discover • Achieve

*Age ranges are for guidance only
What’s available for Cambridge schools?
Communications toolkit

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

www.cambridgeinternational.org/toolkit
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.
Factsheets for parents

Covering all stages of Cambridge Pathway
Why Cambridge brochure

Find out how we help students around the world become confident, responsible, reflective, innovative and engaged.
Translated materials for parents
A series of presentations to help schools explain the features of the Cambridge Pathway to parents.

Presentations cover all stages
Posters

- Cambridge stage posters

- Cambridge learner attribute posters
New 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.

Students who follow the Cambridge Pathway 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 cambridgeinternational.org
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
Parent and student area of our website

Information for parents and students

The Cambridge Pathway prepares students for life – helping them to develop a lasting passion for learning.

Cambridge helps students become confident, responsible, reflective, and capable of tackling the demands of tomorrow’s world, capable of shaping a better world.

What students say

Aditya Shetha studied Cambridge International A Levels in Physics, Mathematics, Chemistry and Further Mathematics at World Academy in India. He is currently studying Aerospace Engineering at the University of Southampton.

"Cambridge International Education is well-recognized for its syllabus quality and depth. It was important to me that I gain reputable qualifications that would allow me to qualify successfully in my chosen field."

Accredited by Pergola and Cambridge International A Levels in Physics, Chemistry, Physics and Mathematics at Rise Academy, School in Indonesia. She is now majoring in Neuroscience at the University of Michigan.
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
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
- ‘In the classroom’ videos
- Destination UK
- Destination USA
- Cambridge Teacher Community video
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

Cambridge has a team of staff dedicated to extending university recognition of Cambridge qualifications.
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
LinkedIn [www.cambridgeinternational.org/linkedin](http://www.cambridgeinternational.org/linkedin)
Facebook [www.cambridgeinternational.org/facebook](http://www.cambridgeinternational.org/facebook)
YouTube [www.cambridgeinternational.org/youtube](http://www.cambridgeinternational.org/youtube)
Our New Instagram channel launched in September 2018

Follow cambridgeint
Cambridge Outlook – our magazine for school leaders and teachers
Next issue published at the end of May
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
How do we talk about the Cambridge Pathway?
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.
Any questions?
Key messages for your stakeholders

- Our Cambridge Pathway prepares students for life – helping them to develop an informed curiosity and lasting passion for learning.
- The Cambridge Pathway gives students a clear path for educational success from age 5 to 19. Over 10,000 schools in more than 160 countries offer it.
- Cambridge programmes help students to develop deep subject knowledge, conceptual understanding and higher order thinking skills.
- We offer a wide range of subjects
  - Over 70 Cambridge IGCSEs
  - Over 50 Cambridge International AS & A Levels
- Students can choose the subjects they love and are best at.
- Cambridge designs programmes to challenge students, and get them excited about what they’re learning.
- Cambridge qualifications are accepted at over 1400 institutions across 195 countries, including top ranking universities around the world.
- Flexible programmes enable teachers to use examples from local contexts and cultures.
Which of these messages are most important for your school?

- Cambridge Pathway prepares students for life – helping them to develop an informed curiosity and lasting passion for learning.
- The Cambridge Pathway gives students a clear path for educational success from age 5 to 19. Over 10 000 schools in more than 160 countries offer it.
- Cambridge programmes help students to develop deep subject knowledge, conceptual understanding and higher order thinking skills.
- Cambridge Pathway offers a wide range of subjects
  - Over 70 Cambridge IGCSEs
  - Over 50 Cambridge International AS & A Levels
- Students can choose the subjects they love and are best at.
- Cambridge International design programmes to challenge students, and get them excited about what they’re learning.
- Cambridge qualifications are accepted at over 1400 institutions across 195 countries, including top ranking universities around the world.
- Flexible programmes enable our teachers to use examples from local contexts and cultures.

One more?
Examples of marketing support in SSA
Getting your child ready for the world with a Cambridge education

Cambridge international 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.

Our Cambridge Pathway gives students a clear path for educational success from age 5 to 19. Schools can shape the curriculum around how they want students to learn — with a wide range of subjects and flexible ways to offer them. It helps students discover new abilities and a wider world, and gives them the skills they need for life, so they can achieve at school, university and beyond.

Cambridge Pathway

The four stages of Cambridge Pathway lead seamlessly from primary to secondary and post-university years. Each stage builds on the learners’ development from the previous one, but can also be offered separately. We give schools flexibility so they can build a curriculum to match the needs of each student.

Your child’s needs as a learner are at the heart of our approach to education. Our Cambridge Pathway helps your child follow a path of learning that will stay with them throughout school, university and beyond.

Our approach supports schools to develop learners who are:

- *excellent* in working with information and ideas — their own and those of others
- responsible for themselves, responsive to and respectful of others
- reflective as learners, developing their ability to learn
- innovative and equipped for life and future challenges

A global learning community

With the Cambridge Pathway, your child is joining a global community of learners from more than 100,000 schools in 160 countries. In Kenya, we have a community of over 50 schools located across the country. Developing a global outlook in Cambridge learners, we aim to equip them for success in the fast-changing modern world.

Over 1400 institutions recognise our qualifications, including more than 500 universities in the US (including all the Ivy League), all UK universities and leading universities in Kenya.

Open up opportunities worldwide

Cambridge students can be confident that their qualifications are understood and valued throughout their education and career, in their home country and internationally.

Every year thousands of students use Cambridge qualifications to gain places at leading universities worldwide.

Students can easily test which universities worldwide accept Cambridge qualifications by searching our online database at www.cambridgeinternational.org/recognition

Benefits for your child

We believe education is most effective when curriculum, teaching, learning and assessment are closely aligned.

Cambridge Pathway helps students develop the deep subject knowledge, conceptual understanding and higher-order thinking skills that they need for success at school, at university and in employment.

Learn more To find a Cambridge International school near you, visit www.cambridgeinternational.org/findschool
How to... 

Choose your subjects wisely

- Choosing matric subjects is a decision that has far-reaching effects as it can be the difference between being admitted to the course of your choice or having to settle for your second or third option.
- Juan Visser, regional director for sub-Saharan Africa at Cambridge Assessment International Education, says subject selection does require careful consideration but does not have to be stressful. He has this advice:
  
  - You tend to be good at what you enjoy doing, so take notice of the subjects you look forward to each day.
  - For example, understanding that students enjoy maths because they enjoy problem-solving could guide them to take a business studies subject in addition to maths," he says;
  - Look at your report and see which subjects you do best in;
  - Once you have a sense of which subjects you are likely to choose, consider how they match what you hope to pursue after school. "Students should check the entry requirements for their chosen course well in advance of submitting their application," he says; and
  - Tertiary studies are designed to make you more employable, so think about the kind of work that is available. — Margaret Harris

Want to study like SA's top students?
Here's their advice

Four winners from the prestigious Outstanding Cambridge Learner Awards reveal their formula to achieving some of the top scores in the world.

07 June 2019 0 Comments

Niclas Baur, Somerset College
Top in South Africa for Cambridge International A Level Biology

"I was quite surprised (and of course very happy) to hear about my Biology achievement. The subject was my main focus last year as I knew I wanted to major in marine biology at university, so this was very important to me.

"It was tough at times, and I was very stressed before the A Level finals. The biggest step-up was... not necessarily due to an increase in difficulty, but because the workload was much larger than what I was accustomed to.

"I prepared for the finals by reading and re-reading sections from the textbook over and over to get a feel for what I most needed to study, then making summary notes of those sections and working through past papers.

"I am currently a first year BSc student at the University of Cape Town, majoring in Marine Biology."

Did your child receive top scoring marks in past exams? How did they do? Share tips for exam success by emailing to chatback@parent24.com and we could publish them.
Cambridge in the news

Eight Nigerians among world’s best performing students in Cambridge exams

By Dayo Adenuga

The trio of Master Honour Olutunj, Master Daniel-Apejobi Emmanuel Jeafohoba and Master Olatunde Olubamsan Olorunzolu have emerged top in the world in Mathematics at the Cambridge International General Certificate of Secondary Education IGCSE, the British Council has said.

They were honoured Friday night at the Intercontinental Hotel, Lagos, along with other 63 awardees in a ceremony well attended by many stakeholders in the sector. Leading universities and employers worldwide accept Cambridge IGCSE as evidence of academic ability.

Master Honour Olutunj, student of Greensprings School, Lagos emerged top in the world at the 2018 Cambridge IGCSE Mathematics. In his response to the award, Olutunj said: “I love mathematics.

Finding out about my award did not make me joyful, but also increased my love and passion for mathematics.

I found the Cambridge IGCSE curriculum very interesting because it is skills-based and makes you think critically. It was really helpful in exposing me to doing well in international schools and universities in future. Also, I enjoyed the privilege of highly competent and committed teachers. Olutunj who urged learners to start exams preparation early, noted that early preparation makes your exams stress-free. “My first advice to other learners is to start preparing early; I started preparing for my Cambridge IGCSE Mathematics four months early. “This makes your preparation stress-free. Also, practice a lot of questions and lessons from your mistakes.”

Finding a study partner would be very helpful,” he said.

In his future plans, he said: “I plan on applying to the Massachusetts Institute of Technology or Stanford University to study Electrical Engineering, Electronic Engineering.

Similarly, in 2015 category, Master Daniel-Apejobi Emmanuel Jeafshoba, a student from The Ambassadors College, Obia also emerged top in the world at the Cambridge IGCSE Mathematics.

In his remarks, he said: “I found Cambridge interesting because I got to go learning in a more practice and exciting way, which taught me to think more critically, to solve real problems more effectively, so to be passionate about learning. It was also challenging, because it was different from the normal curriculum I had been exposed to for 10 years.”

He urged students to acquire knowledge through depth learning, and not just reading but visiting the Cambridge Assessment International Education website.

4 A’ Level Students emerge top in Cambridge Int’l Exam

Cambridge Assessment International Education has released the results of 4 A’ Level Students who emerged top in Cambridge Int’l Exam.

The students are: 1) Chukwuka Emmanuel Okoye, 2) Samuel Iwuoha, 3) Michael Ejaz and 4) Chidozie Ugorji.

Both Michael Ejaz and Chidozie Ugorji are students of the British International School of Lagos, while Samuel Iwuoha is a student of Laoluise School, Lagos, and Chukwuka Emmanuel Okoye is a student of the British International School of Lagos, Ibadan.

CAMBRIDGE INTERNATIONAL EDUCATION

www.cambridge.org
Cambridge Assessment International Education

85% of South African students aspire to go on to university and follow traditional careers, according to new research from Cambridge International.

According to the 2018 Census, 85% of South African students aspire to continue their studies at university once they have left school. In addition, many still aspire to go into more traditional, highly respected careers like medicine and dentistry (13%), engineering (13%) and psychology and psychiatry (11%).

We asked students what their ideal job would be...

In contrast, South African students’ favourite subject is actually Biology (40%), followed by Maths (27%) and English Language (26%). This is similar to the favourite subjects of students around the world who said their favourite subjects are Maths (38%), Biology (29%), Chemistry (27%) and Physics (23%).
Digital brand awareness campaign

Advertising in some top online newspapers in Nigeria

- Punch
- Vanguard
- This Day
Follow us on social for updates, tips to use in your classroom and more...
We welcome testimonials from schools (teachers & students).

“The Cambridge International AS & A Level Business Studies syllabus has helped students to develop logical arguments, apply knowledge to business scenarios, make informed judgements and relate to the business environment around them in a more meaningful way.”

Moses Nyoro
Head of Business Studies
Brookhouse School, Kenya
Social media

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**Cambridge Assessment International Education**

*Gareth Tucker, August 19, 2018*

We’re excited to announce that 119 students from 46 schools in South Africa received prestigious awards acknowledging their outstanding performance in last year’s IGCSE and AS/A Level exams. Stay tuned for what some of our learners had to say about their achievements.

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**Cambridge Assessment International Education**

*Kumar Kokku, August 23, 2018*

Francis Maran from Glenwood High School received Top in South Africa for Cambridge IGCSE Geography and Cambridge IGCSE Global Perspectives for the November 2017 exam series. Here is what he had to say about his studying technique...

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**Cambridge Assessment International Education**

*Francis Maran*

My revision was mainly based on doing practice questions, past papers, watching relevant YouTube videos, and making sure that I was in good health by eating well and exercising.

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**Cambridge Assessment International Education**

*Vijay Kukku, August 26, 2018*

Students learn self-discipline, time management and the critical analysis of problems.

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**Cambridge Assessment International Education**

*Doug Sleat at StACS High School, South Africa, gives his thoughts on the benefits of mechanics as a subject.*

What do you love most about Mechanics?

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**Cambridge Assessment International Education**

*Kumar Kokku, May 15, 2018*

Educator, Doug Sleat at StACS High School, South Africa, gives his thoughts on the benefits of Mechanics as a subject.

What do you love most about Mechanics?

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**Cambridge Assessment International Education**

*Jean-Luc Bodart*

“Students learn self-discipline, time management and the critical analysis of problems.”

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**Cambridge Assessment International Education**

*Jean-Luc Bodart of Andrews Academy, South Africa gives us his account of A Level Biology...*

What are your experiences of the biology curriculum? What do you love most about Mechanics?

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**Cambridge Assessment International Education**

*Jean-Luc Bodart*

“My understanding of Biology has improved greatly, allowing me to be confident not only in my theoretical work, but also in the practical application of my studies.”

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*Cambridge Assessment International Education*
Testimonials

"The quality of the content will prepare me for university. My understanding of biology has improved greatly, allowing me to be confident in my theoretical work and also the practical application of my studies."
Jean-Luc Dodert, student, Andreas Academy, Johannesburg

"Our students find the transition from Cambridge International AS Level sciences to first year university very smooth. Science practicals give the students a head start at university."
Bronwyn Crichton, HOD Sciences, Lasthill Academy, Johannesburg

Education ready.
University ready.
Work ready.
Ready for the world.

Cambridge International AS & A Levels give students aged 16 to 19 a lasting passion for learning, preparing them to achieve in education, university, work and life.
Social media

Please share your successes and tag us so we can spread the word!
South African school wins national challenge

Congratulations to students and staff at Generation Schools’ Hermanus campus, one of our Cambridge schools in South Africa, for taking top honours in the 2018 Allan Gray Entrepreneurship Challenge (AGEC). Aimed at all Grade 8 to 12 learners in South Africa, the Challenge turns learning about entrepreneurship into an absorbing ‘game’. Each week, participants logged onto the AGEC website or mobile app and completed a series of micro-challenges, earning points for each one. Completing easier tasks unlocked the more difficult, high-value challenges. More than 600 schools participated in the Challenge last year, with prizes also awarded to the top-performing students and teachers. Well done to everyone who took part.

Lonehill International Primary School in South Africa shares their approach to active learning

18 Feb 2019

Cambridge programmes are best taught using an active learning approach. For Cambridge International, active learning means that learners take increasing responsibility for their learning, and that teachers are enablers and activators of learning, rather than lecturers or deliverers of ideas. Encouraging active learning helps students to achieve higher grades, based on their enhanced skills and understanding.

To learn more about how some of our schools approach active learning, we asked Sarel Holloway, a Stage 3 teacher from Lonehill International Primary School in South Africa, to share her experiences in the classroom.

Tell us a little bit about your school and the level you teach?

‘Lonehill International Academy’s inception was in January 2018. Classes are from stage 1 to stage 7 and there is a maximum of 20 students in a class. I teach stage 3.’

What does active learning mean to you?

‘Active learning is based on the lesson being student centred and the teacher facilitates the learning process. Active learning engages students in learning, using activities such as reading, writing, discussion or problem solving, which promote analysis, synthesis, and evaluation of class content. Active learning also provides students with an opportunity to provide informal feedback in class, demonstrating their understanding.’

How do you implement it in your classroom and what do you think is unique about your approach?

‘I must say that the classroom I teach in is something special. The space is designed specifically for teachers to deliver active learning. The furniture is designed so that students sit in groups of five and the teacher is always in a position to engage with the learners in a meaningful way. It is like a family sitting together around a table. The teacher is the guide and facilitator of learning and the learners are the drivers of their own learning. I think it is special because it is inclusive of all learners and it is a space where all learners participate and share in the learning process. I believe that this approach to teaching and learning is unique because it is inclusive and allows for all learners to participate and share in the learning process.’
A view from... Botswana

Key Difulimang (ret), Headteacher of Lapoe English Medium School, spoke to Khangali Mambela, Cambridge International’s Marketing Communications Manager, Sub-Saharan Africa

KMD: How long have you been a Cambridge school?

KD: We started teaching Cambridge Primary in 2010. World Cup totally took our mind off it until our first Cambridge Primary Checkpoint tests were held. We offer English First Language, Mathematics, Science and ICT. From 2013 we will also offer Cambridge Global Perspectives.

KMD: What kind of challenges do you face?

KD: These are operational challenges such as electricity failure, power outages, internet and communication issues. Of course, it’s extremely hot, dry and dusty.

KMD: Do you think Cambridge International support is useful?

KD: The regional support team is invaluable. They are always on hand to answer questions and provide feedback on our students’ work. They also share best practice with us.

A view from... Sudan

Peter Round, Principal of Khartoum International Community School, spoke to Khangali Mambela, Cambridge International’s Marketing Communications Manager, Sub-Saharan Africa

KR: We have run the Cambridge International programmes for over 10 years. Our focus is on examinations, and we offer courses including Arabic, French, Spanish, Geography, Art, Drama and PE, and we are considering introducing Design Technology.

KMD: How long has Khartoum International School (KICS) been a Cambridge school?

KR: We have run the Cambridge International programmes for over 10 years. Our focus is on examinations, and we offer courses including Arabic, French, Spanish, Geography, Art, Drama and PE, and we are considering introducing Design Technology.

KMD: What do you think is unique about Sudan?

KR: Sudan is a unique country with a rich cultural heritage. We believe that diversity is key to success, and our students are encouraged to explore different cultures and perspectives.

Are there any challenges that are particular to teaching in Sudan?

KR: We face some unique challenges, such as limited access to resources and limited opportunities for professional development.

How does the Cambridge regional team support you?

KR: The support from our Cambridge team is excellent - they offer professional development opportunities and there are a number of resources we utilize.

What makes you proud of your students?

KR: Our students are proud of their achievements and we are proud of their success. Their hard work and dedication has resulted in excellent results. We are also proud of their ability to adapt and overcome challenges.
One wish to help you promote Cambridge Pathway to your stakeholders?
Thank you

Enjoy the rest of the conference!