



**Cambridge Assessment**  
International Education

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

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March 2019





Cambridge Assessment  
International Education

# What would you like to get out of this session?





# Cambridge Assessment International Education

[www.cambridgeinternational.org](http://www.cambridgeinternational.org)

# Cambridge Pathway

## 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

# What's available for Cambridge schools?



# Communications toolkit

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

The screenshot shows the 'Communications toolkit' website. On the left is a navigation menu with the following items: Communications toolkit, Event banners, Factsheets and guides, Logos, Photographs, Posters, Presentations, Press release templates, and Videos. The main content area is titled 'Communications toolkit' and includes a welcome message: 'Welcome to our Communications toolkit, full of materials to help your school explain the Cambridge Pathway to parents, students and other audiences.' Below this is an information icon and a notice: 'We are updating our materials to reflect our new name and will add more materials over the coming months, including translated versions of our videos and factsheets. A letter is available to help you explain our new name to parents and other stakeholders. [Our new name](#)'.

The toolkit is organized into several categories, each with a descriptive icon and text:

- Factsheets and guides:** Use our factsheets to give parents an overview of Cambridge Pathway for students aged 5 to 19.
- Presentations:** This series of presentations will help schools explain the features of Cambridge Pathway to parents. They can be used at parent evenings and open days.
- Posters:** Download copies of our posters for display in classrooms, reception areas and at parent evenings and open days.
- Videos:** Our videos cover a wide range of topics and are designed to help students, parents and teachers.
- Logos:** Access Cambridge International logos for use in digital and printed media via our password protected site.
- Photographs:** Our image bank contains high quality photos of famous landmarks from Cambridge, UK. They are perfect for use in presentations and other documents.
- Event banners:** (Icon only)
- Press release templates:** (Icon only)

[www.cambridgeinternational.org/toolkit](http://www.cambridgeinternational.org/toolkit)

# 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.



**Cambridge Assessment**  
International Education

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Cambridge International School

# Factsheets for parents

## Covering all stages of Cambridge Pathway

**Cambridge Assessment International Education**

### Cambridge Primary

A guide for parents

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.

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 work.

Your child's needs as a learner are at the heart of our approach to education. Our Cambridge Primary aims to give your child a love of learning that will stay with them through school, university and beyond.

Our approach supports schools to develop learners who are:

- confident in working with information and ideas – their own and those of others
- responsible for themselves, responsive to and respectful of others
- reflective and developing their ability to learn
- innovative and equipped for new and future challenges
- engaged intellectually and socially, ready to make a difference.

**What is Cambridge Primary?**

Cambridge Primary is an education programme for learners aged 5 to 11 years. Our Cambridge Primary aims to give your child a love of learning that will stay with them through school, university and beyond. Our approach supports schools to develop learners who are:

- confident in working with information and ideas – their own and those of others
- responsible for themselves, responsive to and respectful of others
- reflective and developing their ability to learn
- innovative and equipped for new and future challenges
- engaged intellectually and socially, ready to make a difference.

**Cambridge Pathway** > A clear path for educational success from age 5 to 19

Cambridge Primary	Cambridge Lower Secondary	Cambridge IGCSE	Cambridge International AS & A Level
5-11 years	11-14 years	14-19 years	16-19 years



**Cambridge Assessment International Education**

### Cambridge Lower Secondary

A guide for parents

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.

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 work.

Your child's needs as a learner are at the heart of our approach to education. Our Cambridge Lower Secondary aims to give your child a love of learning that will stay with them through school, university and beyond. Our approach supports schools to develop learners who are:

- confident in working with information and ideas – their own and those of others
- responsible for themselves, responsive to and respectful of others
- reflective and developing their ability to learn
- innovative and equipped for new and future challenges
- engaged intellectually and socially, ready to make a difference.

**What is Cambridge Lower Secondary?**

Cambridge Lower Secondary is an education programme for learners aged 11 to 14 years that builds skills, knowledge and understanding in English as a first and second language, mathematics, science, Cambridge ICT Studies and Cambridge Global Perspectives.

**Cambridge Pathway** > A clear path for educational success from age 5 to 19

Cambridge Primary	Cambridge Lower Secondary	Cambridge IGCSE	Cambridge International AS & A Level
5-11 years	11-14 years	14-19 years	16-19 years



**Cambridge Assessment International Education**

### Cambridge IGCSE

A guide for parents

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.

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 work.

Your child's needs as a learner are at the heart of our approach to education. Our Cambridge IGCSE aims to give your child a love of learning that will stay with them through school, university and beyond. Our approach supports schools to develop learners who are:

- confident in working with information and ideas – their own and those of others
- responsible for themselves, responsive to and respectful of others
- reflective and developing their ability to learn
- innovative and equipped for new and future challenges
- engaged intellectually and socially, ready to make a difference.

**What is Cambridge IGCSE?**

Cambridge IGCSE is the world's most popular international qualification for 14 to 19 year olds, offering over 1000 subject entries every year from 140 countries.

**Cambridge Pathway** > A clear path for educational success from age 5 to 19

Cambridge Primary	Cambridge Lower Secondary	Cambridge IGCSE	Cambridge International AS & A Level
5-11 years	11-14 years	14-19 years	16-19 years



**Cambridge Assessment International Education**

### Cambridge International AS & A Level

A guide for parents

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.

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 work.

Your child's needs as a learner are at the heart of our approach to education. Our Cambridge International AS & A Level aims to give your child a love of learning that will stay with them through school, university and beyond. Our approach supports schools to develop learners who are:

- confident in working with information and ideas – their own and those of others
- responsible for themselves, responsive to and respectful of others
- reflective and developing their ability to learn
- innovative and equipped for new and future challenges
- engaged intellectually and socially, ready to make a difference.

**What is Cambridge International AS & A Level?**

Cambridge International AS & A Level qualifications are taken by over 170 000 learners in nearly 100 countries every year. They are suitable for learners aged 16 to 19 years who need advanced study to prepare for higher education.

**Cambridge Pathway** > A clear path for educational success from age 5 to 19

Cambridge Primary	Cambridge Lower Secondary	Cambridge IGCSE	Cambridge International AS & A Level
5-11 years	11-14 years	14-19 years	16-19 years



# Why Cambridge brochure

 Cambridge Assessment International Education

# WHY CAMBRIDGE?

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

 Cambridge Pathway  
Learn • Discover • Achieve

Image: detail of the Great Gate, St John's College, University of Cambridge

## Recognising skills, knowledge and understanding

How does the Cambridge Pathway work?

When we design our programmes, we start by identifying what a student needs to learn. Students have to demonstrate understanding and the core knowledge of a subject, as well as think critically. Exams are there to recognise, reward and encourage learning.

The Cambridge Pathway takes students on a journey through Cambridge Primary, Cambridge Lower Secondary, Cambridge IGCSE and Cambridge International AS & A Level. Students can join at any stage.

The curriculum in each stage has aims and objectives that support students to become **confident, responsible, reflective, innovative and engaged.** These are the attributes of Cambridge learners.



## Education that becomes a tool for life

How are our students prepared for the future?

Cambridge learners build more than just a deep understanding of their subject. Being a student of Cambridge Pathway means developing the higher order thinking skills to apply what they've learned. Solving problems creatively. Thinking for themselves. Doing their own research and communicating it.

Working with other people on a project they've designed together. So we make sure our programmes encourage students to develop the attributes of the Cambridge Learner – **confident, responsible, reflective, innovative and engaged.** And help them to succeed in tomorrow's world.

## A world famous qualification

How does the Cambridge Pathway help students applying for university?

Success in Cambridge qualifications often give students admission to the world's best universities – in the US, Australia, Canada, Germany and beyond. Cambridge qualifications are accepted and valued by universities around the world, including MIT, Harvard and Cambridge.

They are recognised as qualifications that prepare and equip students with the skills they need to succeed both at university and beyond. Universities tell us that they value the independent research and critical thinking skills, as well as the deep subject knowledge that our qualifications bring. We work with these universities when we revise our qualifications – getting expert advice to make sure we continue to develop the skills universities require.



*"Cambridge students are very well prepared for our curriculum and we find that they have a lot of confidence, but also that they have good deep subject knowledge... and the ability to think critically"*  
David Schmidt, Dean of Admissions, Massachusetts Institute of Technology (MIT)

[Learn more! Find out how Cambridge Pathway can benefit your child at \[cambridgeinternational.org/pathway\]\(https://www.cambridgeinternational.org/pathway\)](https://www.cambridgeinternational.org/pathway)

Cambridge Pathway	Typical duration	Typical age range
 <b>Cambridge Primary</b> Students develop skills and understanding in English, maths, science, English as a second language, ICT and Cambridge Global Perspectives. Progression tests help teachers check their progress.	Six years	5-11 years
 <b>Cambridge Lower Secondary</b> Students develop skills and understanding in English, maths, science, English as a second language, ICT and Cambridge Global Perspectives. Progression tests help teachers check their progress.	Three years	11-14 years
 <b>Cambridge IGCSE</b> Students build a broad learning programme from a range of over 70 subjects. In each subject, they work towards Cambridge IGCSE, the world's most popular international qualification, for 14 to 16 year olds.	Two years	14-16 years
 <b>Cambridge International AS &amp; A Level</b> Students develop the deep understanding and thinking skills they need for university. They work towards Cambridge International AS & A Level qualifications – going from the choice to specialise, or study from a range of 50 diverse subjects.	Two years	16-19 years

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# Translated materials for parents

家长与学生

# WHY CAMBRIDGE?

为何选择剑桥课程

了解我们如何帮助世界各地的学生拥有乐观自信、认真负责、勤学善问、勇于创新、积极主动的个性。

图片：剑桥大学圣约翰学院大门的细节

 **CAMBRIDGE**  
International Examinations  
Learn • Discover • Achieve

 Cambridge Assessment  
International Education

# WHY CAMBRIDGE?

Saiba como ajudamos estudantes em todo o mundo a serem confiantes, questionadores, responsáveis, inovadores e engajados.

Imagem: detalhe da Great Gate, St John's College, Universidade de Cambridge

 Cambridge  
Pathway  
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International Education

# WHY CAMBRIDGE?

اكتشف كيف تُساعد الطلاب حول العالم كي يكونوا واثقين ومسؤولين ومفكرين ومبتكرين ومشاركين.

 Cambridge  
Pathway  
Learn • Discover • Achieve

صورة: التفاصيل البنية المعمارية، التي كانت جزءاً من جامعة كامبريدج

# Presentations

- ▶ A series of presentations to help schools explain the features of the Cambridge Pathway to parents.
- ▶ Presentations cover all stages



**Why Cambridge?**  
A presentation for parents & students

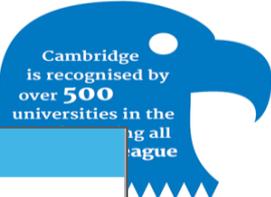
Presenter Name \_\_\_\_\_  
Job title \_\_\_\_\_

Date \_\_\_\_\_



### How do Cambridge programmes help students applying for university?

- ▶ Cambridge qualifications are accepted and valued by employers and universities around the world, including MIT, Harvard, Oxford and Cambridge.
- ▶ They are recognised as qualifications that prepare and equip students with the skills they need to succeed at university.



Cambridge is recognised by over **500** universities in the top 100 league

### Cambridge Pathway

A clear path for educational success from age 5 to 19

Cambridge Primary 5 to 11 years old*	Cambridge Lower Secondary 11 to 14 years old*	Cambridge Upper Secondary 14 to 18 years old*	Cambridge Advanced 18 to 19 years old*
<ul style="list-style-type: none"><li>• English (1st and 2nd language)</li><li>• Mathematics</li><li>• Science</li><li>• ICT</li><li>• Cambridge Global Perspectives</li></ul>	<ul style="list-style-type: none"><li>• English (1st and 2nd language)</li><li>• Mathematics</li><li>• Science</li><li>• ICT</li><li>• Cambridge Global Perspectives</li></ul>	<ul style="list-style-type: none"><li>• A wide choice of subjects at:<ul style="list-style-type: none"><li>• Cambridge IGCSE® (10+ subjects)</li><li>• Cambridge O Level (10+ subjects)</li></ul></li><li>• Cambridge ICE Certificate</li></ul>	<ul style="list-style-type: none"><li>• A wide choice of subjects at:<ul style="list-style-type: none"><li>• Cambridge International AS &amp; A Level (25+ subjects)</li><li>• Cambridge Pre-U (20+ subjects)</li><li>• Cambridge ICE Diploma</li></ul></li></ul>

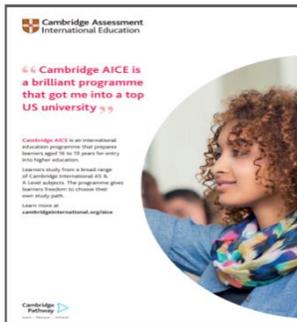
Cambridge Professional Development for teachers and school leaders

Learn • Discover • Achieve

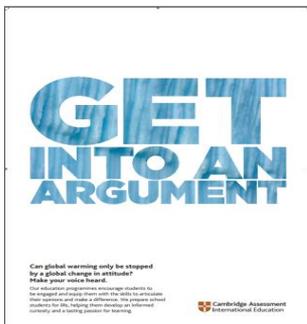


# Posters

## ▶ Cambridge stage posters



## ▶ Cambridge learner attribute posters



# New learner attribute posters

Cambridge Assessment International Education

Cambridge learners are

## CONFIDENT RESPONSIBLE REFLECTIVE INNOVATIVE ENGAGED



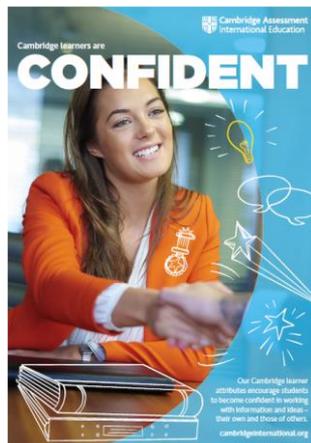
Our Cambridge learner attributes encourage students to become confident, responsible, reflective, innovative and engaged – equipped for success in our fast-changing modern world.

[cambridgeinternational.org](http://cambridgeinternational.org)

Cambridge Assessment International Education

Cambridge learners are

## CONFIDENT



Our Cambridge learner attributes encourage students to become confident in working with information and ideas – their own and those of others.

[cambridgeinternational.org](http://cambridgeinternational.org)

Cambridge Assessment International Education

Cambridge learners are

## RESPONSIBLE



Our Cambridge learner attributes encourage students to become responsible for themselves, responsible to and respectful of others.

[cambridgeinternational.org](http://cambridgeinternational.org)

Cambridge Assessment International Education

Cambridge learners are

## INNOVATIVE



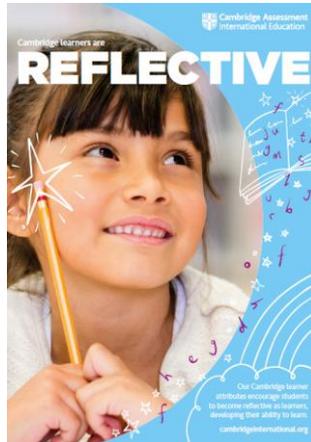
Our Cambridge learner attributes encourage students to become innovative and equipped for new and future challenges.

[cambridgeinternational.org](http://cambridgeinternational.org)

Cambridge Assessment International Education

Cambridge learners are

## REFLECTIVE



Our Cambridge learner attributes encourage students to become reflective as learners, developing their ability to learn.

[cambridgeinternational.org](http://cambridgeinternational.org)

Cambridge Assessment International Education

Cambridge learners are

## ENGAGED



Our Cambridge learner attributes encourage students to become engaged intellectually and socially, ready to make a difference.

[cambridgeinternational.org](http://cambridgeinternational.org)

# 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.



Cambridge  
Pathway  
Learn • Discover • Achieve

 Cambridge Assessment  
International Education

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](http://cambridgeinternational.org)

# Event banners



Cambridge Assessment  
International Education

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



cambridgeinternational.org



Cambridge Assessment  
International Education

A clear path for educational  
success from age 5 to 19

Cambridge  
Pathway



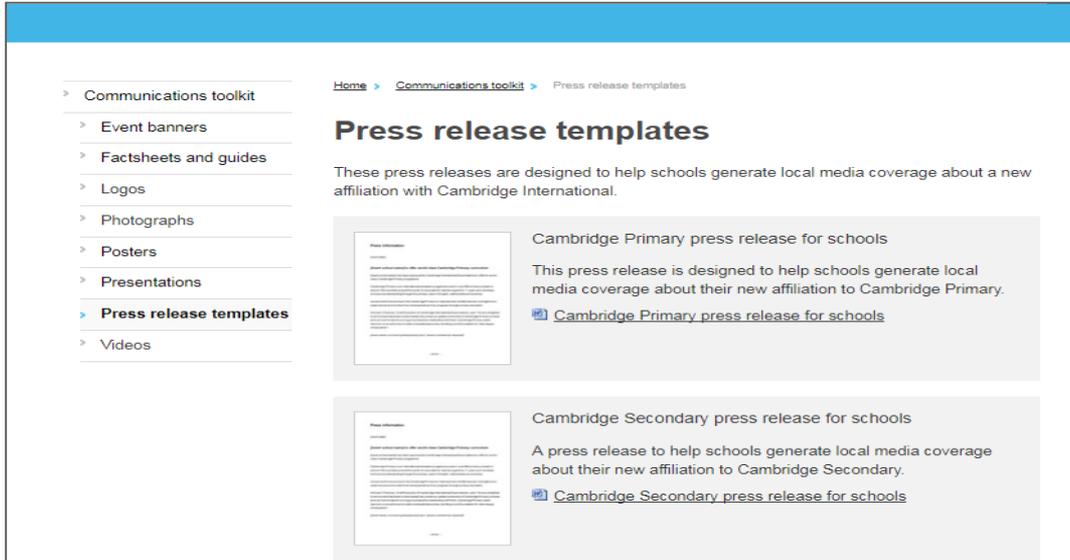
- Cambridge International  
AS & A Level  
16 to 19 years old
- Cambridge IGCSE<sup>®</sup>  
Cambridge O Level  
14 to 16 years old
- Cambridge Lower Secondary  
11 to 14 years old
- Cambridge Primary  
5 to 11 years old
- Cambridge Professional  
Development

Learn • Discover • Achieve

Cambridge Assessment International Education  
is part of the University of Cambridge  
cambridgeinternational.org

# 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



The screenshot displays a webpage titled "Press release templates" under the "Communications toolkit" section. The page features a navigation menu on the left with categories like "Event banners", "Factsheets and guides", "Logos", "Photographs", "Posters", "Presentations", "Press release templates" (highlighted), and "Videos". The main content area includes a breadcrumb trail: "Home > Communications toolkit > Press release templates". Below the title, there is an introductory paragraph: "These press releases are designed to help schools generate local media coverage about a new affiliation with Cambridge International." Two template cards are shown: "Cambridge Primary press release for schools" and "Cambridge Secondary press release for schools". Each card includes a thumbnail of the template, a brief description, and a link to download the template.

Home > Communications toolkit > Press release templates

## Press release templates

These press releases are designed to help schools generate local media coverage about a new affiliation with Cambridge International.

**Cambridge Primary press release for schools**  
This press release is designed to help schools generate local media coverage about their new affiliation to Cambridge Primary.  
[Cambridge Primary press release for schools](#)

**Cambridge Secondary press release for schools**  
A press release to help schools generate local media coverage about their new affiliation to Cambridge Secondary.  
[Cambridge Secondary press release for schools](#)

# Parent and student area of our website

- > Why choose us
  - > Benefits of a Cambridge education
  - > Where do Cambridge qualifications take you?
  - > Support for schools
  - > **Parents and students**
    - > In class
    - > What students say
  - > Find a Cambridge school
  - > Join Cambridge
  - > Cambridge Associates
  - > The Duke of Edinburgh's International Award

Home > Why choose us > Parents and students

## Information for parents and students



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

Cambridge helps students become confident, responsible, reflective, tackle the demands of tomorrow's world, capable of shaping a better

- > Parents and students
  - > What we offer
  - > In class
  - > Exams and results
  - > Where do Cambridge qualifications take you?
  - > Social media
- > **What students say**
- > Find a Cambridge school

### What students say



Aaliya 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."



Anuruddha Higgoda took Cambridge International A Levels in Physics, Mathematics, Chemistry and Further Mathematics at Wycherley International School in Sri Lanka. He is studying Aerospace Engineering at the University of Southampton.

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



Celine Wu studied Cambridge International A Levels in Biology, Chemistry, Physics and Mathematics at Bina Bangsa School in Indonesia. She is now majoring in Neuroscience at the University of Michigan.

- > Parents and students
  - > **In class**
  - > The Cambridge learner attributes
  - > Study resources
  - > What students say

Home > Why choose us > Parents and students > In class

## In class



### What's it like in a Cambridge classroom?

With the Cambridge Pathway, students build more than just a deep understanding of their subject. They also develop higher order thinking skills so that they can apply what they've learned.

- > Parents and students
  - > What we offer
  - > In class
  - > Exams and results
  - > **Where do Cambridge qualifications take you?**
  - > What students say
  - > Social media

Home > Cambridge for... > Parents and students > Where do Cambridge qualifications take you?

## Where do Cambridge qualifications take you?

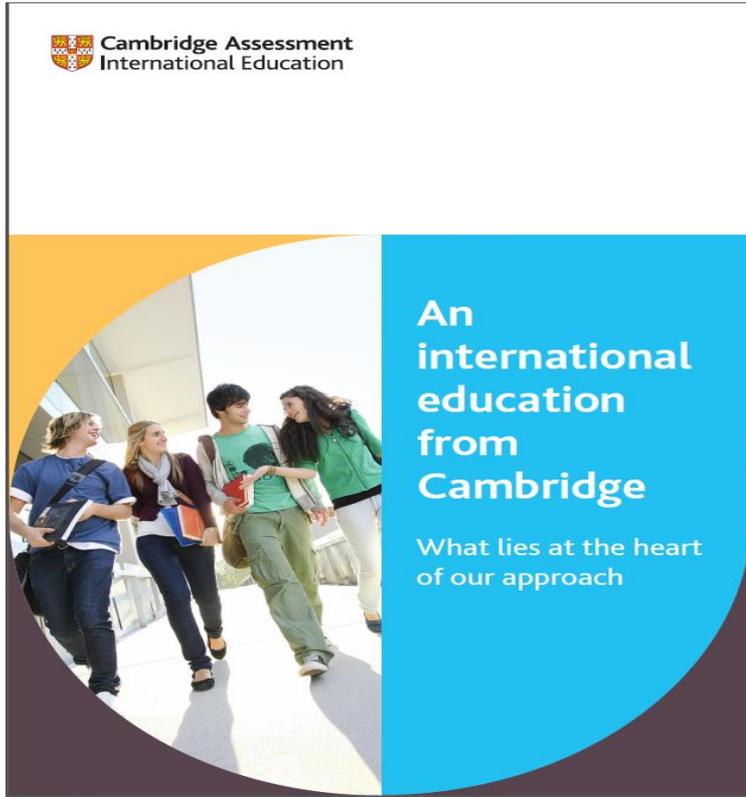


VIDEO: Find out how your Cambridge qualifications can help you get in and get on at universities around the world.

Success in Cambridge qualifications often gives students admission to the world's best universities – in the US, the UK, Australia, Canada, Germany and beyond.

Cambridge qualifications are accepted and valued by universities around the world, including

# 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

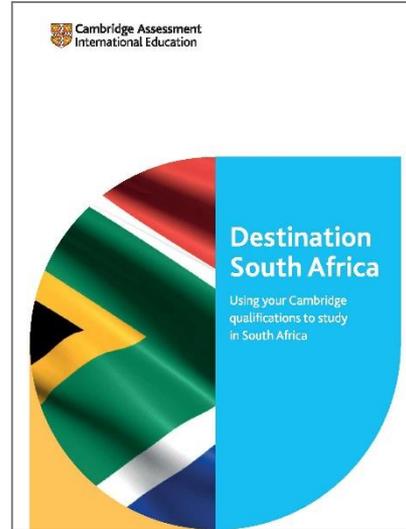
# Videos

- ▶ 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



# 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.



# 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)

# Social media

- ▶ Our New Instagram channel launched in September 2018
- ▶ Follow [cambridgeint](#)



# Magazine and website

- ▶ 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](http://www.cambridgeinternational.org/new)
- ▶ Join the mailing lists at [www.cambridgeinternational.org/newsletters](http://www.cambridgeinternational.org/newsletters)



# How do we talk about the Cambridge Pathway?



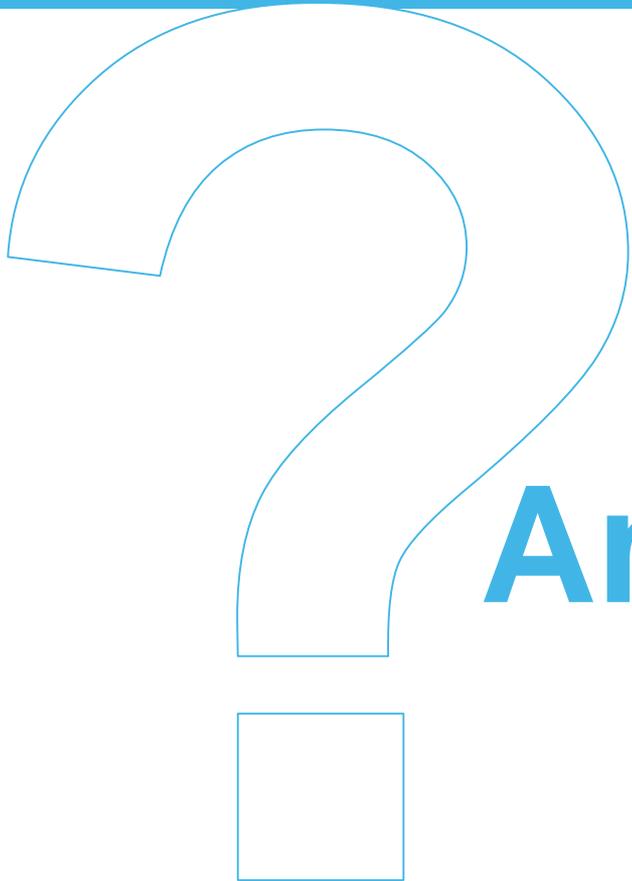
# Our lead messages

**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



# Advertorials

8

THURSDAY, MAY 31, 2018 *The Standard*



ADVERTORIAL

## 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 work.

### Cambridge Pathway

The four stages of Cambridge Pathway lead seamlessly from primary to secondary and pre-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 give your child a love of learning that will stay with them through school, university and beyond.

Our approach supports schools to develop learners who are:

- confident 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 new and future challenges
- engaged intellectually and socially, ready to make a difference.

At the end of the Cambridge Upper Secondary and Cambridge Advanced stages, your child can achieve globally recognised qualifications like Cambridge IGCSE® or Cambridge International AS & A-Level.

### 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.



### Opening 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 find out which universities worldwide accept Cambridge qualifications by searching our online database at [www.cambridgeinternational.org/recognition](http://www.cambridgeinternational.org/recognition)

### A global learning community

With the Cambridge Pathway, your child is joining a global community of learners from more than 10 000 schools in over 160 countries. In Kenya we have a community of over 50 schools located across the country.

By 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.**

MONDAY, FEBRUARY 26, 2018

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Cambridge Assessment International Education

Get your child ready for university with an education from Cambridge International

Opening up opportunities worldwide  
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Deep subject understanding  
Students develop a deep understanding of subjects, as well as independent learning and constructive thinking skills – abilities which universities value highly.

Flexibility  
Cambridge International AS & A-Levels are available across 55 different subjects and can be chosen in any combination, which means students can either specialise or study a range of subjects.

When we asked some of the world's top universities, including Yale and Harvard, to tell us what they think about Cambridge qualifications, 98% said they give students excellent preparation for university.

Learners required: there are more than 3600 Cambridge schools in Nigeria. To find one near you, go to [www.cambridgeinternational.org/finder/school](http://www.cambridgeinternational.org/finder/school)

Cambridge Assessment International Education

Get your child ready for university with an education from Cambridge International

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Annual Guarantors' Dinner

Hosted by: The Petroleum Club

Venue: La Scala Restaurant, The Moon Center, 8/9 Marina, Okunjo

Date: Thursday March 29, 2018

Time: 6:30pm (cocktails from 5pm)

Guest Speaker: Eng. (Mrs) Oluseyi A. Afolabi, Principal/CEO, Reservoir and Facilities Solutions of Nigeria and former Executive Director, Mobil Producing Nigeria Unit

Survival Strategies in a Low-Price Regime - A Case for Cost Reduction, Optimization, and Operational Efficiency in the Nigerian Oil and Gas Industry

RSVP: Chief Mrs Sena Anthony

Mr. Adeyemi Akintayo

For further enquiries, contact: Miss Abiola F. Amobi. Tel: +234805 5719593, +234833785132

Reservations: [www.petroleumclub.com](http://www.petroleumclub.com)



Learn more! To find a Cambridge International school near you, visit [www.cambridgeinternational.org/finder/school](http://www.cambridgeinternational.org/finder/school)

# Cambridge in the news

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 2018 0 Comment



(iStock)

SOURCE



No fewer than 119 South African learners from independent schools have done the country proud, receiving prestigious awards from Cambridge International at The Outstanding Cambridge Learner Awards.

SHARE



(To see more advice from 2017's top matrics in state and private schools, see: [Top Achievers: How they did it.](#))

Selections were made from 40 schools around the world who follow the Cambridge Assessment International Education curriculum, recognising exceptional achievers from the 2017 June and November exams.

Award categories included Top in the World, Top in Country, High Achievement and Best Across.

So, what does it take to reach such an outstanding level of academic success?

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 it? Share tips for exam success by emailing to [chatback@parent24.com](mailto:chatback@parent24.com) and we could publish them.



Cambridge Assessment International Education

# Cambridge in the news

## Vanguard Learning

### Cambridge IGCSE: 3 Nigerians top the world in Maths ... get British Council honours

By Dayo Adesulu

THE trio of Master Honour Olatunji, Master Daniel-Agbebor Emmanuel Jesutobiloba and Master Olatunde Oluwasemilore Oloposi 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 side 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 Olatunji, student of Greensprings School, Lagos emerged top in the world at the 2016 Cambridge IGCSE Mathematics. In his response to the award, Olatunji said: "I love mathematics."

"Finding out about my award did not just 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 and preparing me to do well in international schools and universities in future. Also, I enjoyed the privileged of highly competent and committed teachers." Olatunji who urged learners to start exams preparations 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, practise a lot of past questions and learn from your mistakes. Finding a study partner would be very helpful too," he said.

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

Similarly, in 2015 categories, Master Daniel-Agbebor Emmanuel Jesutobiloba, a

student from The Ambassador College, Ota also emerged in the World at the Cambridge IGCSE Mathematics.

In his remark, he said: "I gave the exams a 100% focus and made sure I covered my textbooks and schemes. Also, my teachers taught me in easy-to-understand and interesting ways.

"I find Cambridge interesting because I got to see learning in a more practical and exciting way, which taught me to think more critically, to solve real life problems more effectively, and to be passionate about learning. It was also challenging, because it was different from the normal curriculum I had been exposed to for years."

He urged students to acquire knowledge through in-depth learning, and not just reading to pass tests. "I have been accepted to study Electrical Engineering at university," he disclosed. Besides, Master Olatunde Oluwasemilore Oloposi, student of The Ambassador College, Ota also came top in the World Cambridge IGCSE in Mathematics in the Nov 2015

## Eight Nigerians among world's best performing students in Cambridge exams

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May 20 23:06 2017

by Chinedu Asadu  
1 Comment

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## 4 A' Level Students Emerge Top In Cambridge Int'l Exam

BY TAMO OGUNMOLA-OMLAN, Lagos

Four students from Bridge House College, Lagos, have emerged best at the Cambridge International Examination (CIE).

The four students, Chemsyria Yusuf, Damilola Ogunsola, Numbi Danbo and Olamide Abegunde, emerged best in Economics, Business Studies and Physics, respectively.

In an interview with one of the students, Chemsyria Yusuf, he disclosed that he had put in lots of efforts to be able to achieve this feat. "I had this push that I have to get the

best and that was actually encouraged in Bridgehouse college. We have this push that anything lower than the best won't work. So, everyday, I read, I kept on reading, practicing past questions, meeting teachers for explanations, getting extra work. I did it for over six months. I think that was what helped me," he said.

Also, speaking on why he decided to go for A' Levels, Mojuba stated that he finished from secondary school at a young age and so, his parents considered him too young to go to the university.

"My dad also had the experience of A' level so he was interested in me going for it and he believed it will be a good

foundation for me before university", he added.

In addition, Damilola Ogunsola, who also emerged best in Business studies, also disclosed that although she didn't do so well in the first year, she tried harder and put in more efforts the next year.

"It was a collective effort. I had great teachers. Amazing people taught me and I had friends to help me when I didn't understand anything. Also, I read. A level is hard and so, you have to put in lots of efforts", she said.

Meanwhile, the second vice principal, Bridge House College, Mr Richard Balogun during a press briefing,

said the college provides qualitative education both in facilities and staff. He added that in 12 years, the college has provided over 2,500 students who have been dispersed to different parts of the world.

He stressed that out of over 100,000 applicants for the Cambridge International Examination, from different parts of the world, four students from the college emerged best students in Physics, business studies and economics. According to him, they were honoured by British Council.

In her address, the marketing consultant of the college, Mrs Ononwanna Fatodu stressed that the

college doesn't focus only on academics alone but on co-curricular as well. He said applicants go through three levels of admission process which include intellectual and moral tests.

Furthermore, the head, counselling and university placement, Mrs Olabisi Banjo disclosed that the college has over 28 partner universities in the United Kingdom (UK). She further said that the college ensures that the students are properly educated in order to get into good schools.

"We take them through their career path and work with the various universities based on what their parents study," she added.

dailynews THURSDAY, JUNE 7, 2018

OUTSTANDING CAMBRIDGE LEARNER AWARDS

15 www.dailynews.co.zw

# 114 Zimbabwe students receive Outstanding Cambridge Learner Awards

ONE hundred and fourteen students in Zimbabwe have received 135 prestigious awards from Cambridge Assessment International Education to acknowledge their outstanding performance in the June and November 2017 Cambridge examination series.

The awards covered various subjects taken in Cambridge IGCSEs, Cambridge 'O' Levels and Cambridge International AS & A' Levels in the following categories:

**Top in the World:** Learners who have gained the highest standard mark in the world for a single subject.

**Top in Country:** Learners who have gained the highest standard mark in the country for a single subject.

**High Achievement:** Learners who have achieved outstanding results in subjects which are not so widely taken and which, under the current criteria, would not qualify for 'Top in Country' Awards.

Best Across:



High Achievers Coach Educational Centre winners with their principal.

standard marks over a set number of subjects. The awards recognise exceptional learner achievement in Cambridge examinations around the world in over 40 courses.

Their primary purpose is to celebrate and recognise the success of high-performing Cambridge learners.

Our programmes are designed to equip students with the necessary skills needed to succeed in life, and our qualifications are recognised by universities.

ceremony on May 24, 2018 at Merries Hotel in Harare attended by the winners, their parents and teachers. The event was guided by Primary and Secondary Education minister Paul Mavima, as well as guest speaker deputy head of Mission British Embassy Harare Simon

ministry is doing to improve the quality of education in the country and the drive for more inclusive education for vulnerable and disabled children. Regional director Cambridge International, Sub-Saharan Africa Juan Visser said: "Well done to the Cambridge top achievers in Zimbabwe. We are delighted that

They are well placed to take on the next challenge in their young lives, be it university, college or the world of work.

Our programmes are designed to equip students with the necessary skills needed to succeed in life, and our qualifications are recognised by universities around the world.



Cambridge Assessment International Education

# Cambridge in the news

THE SOUTH AFRICAN SCHOOLS COLLECTION PR

## Cambridge Assessment International Education

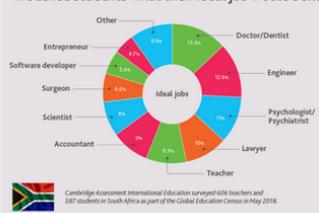
85% of South African students aspire to go onto university and follow traditional careers, according to new global research.



- 85% of South African students aspire to go to university
- Most still aspire to pursue traditional, well respected careers as doctors, dentists, engineers and psychologists/psychiatrists
- The study also explored areas such as technology in the classroom, teacher motivations, exams, students' favourite subjects and celebrating success

According to new research by Cambridge International, 85% of South African students aspire to continue their studies at university once they have left a school. In addition, many still aspire to go into the 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...



The first ever Global Education Census by leading international education organisation Cambridge International aimed to find out what life is like in schools around the world today for students aged 12-19 and their teachers. The 2018 Census looked at other aspects of modern education including students' favourite subjects, extracurricular activities offered by schools, homework and how schools celebrate success.

The census found the most popular subjects chosen by students in South Africa are English Language (95%), Maths (93%) and other languages (80%), followed by Accounting (29%) and Geography (17%). In fact, more South African students take Accounting and Geography than any other country surveyed.

In contrast, South African students' favourite subject is actually Biology (40%), followed by Maths (37%) 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 (23%) and Physics (23%).

## How Cambridge school programmes benefit students in Tanzania

In the early 1960s immediately after independence, the founder of Tanzania and first president, Mr Julius Nyerere, had particular stress on an educational system that aimed at advancing the values of society and which was both relevant and prepared students to be agents of change.

The Guardian's Correspondent Daniel Sembera caught up with Cambridge Assessment International Education Chief Executive Officer MICHAEL OSULLIVAN (pictured) to talk about Nyerere's education vision. Excerpt:.....

**Question:** You are visiting Tanzania to attend a forum. What is it about?

**ANSWER:** The main purpose of our visit is that we are having a forum with principals of 23 primary and secondary schools that work with Cambridge. This is very important because these days all around the world education can't stand still. It can't stand still in your country and also in the Cambridge.

I think there are two reasons why education cannot stand still. One is that the world is changing, therefore the needs in terms of education are also changing. So, the nature of jobs is changing because of the economic and technological changes. Thus, education has to adapt to those changes to remain useful.

The other reason is that we will never be satisfied with education. We would want our children to do better. And in order to enable our children to do better in areas of education we must always look critically and use research to examine the effectiveness of teaching methods, curriculum, assessment and draw conclusions from those inquiries and make careful improvements.

In the case of some countries we actually help government as a partner to carry out some of these analyses and improvements to public education.

**Q: Could you briefly speak about Cambridge education in Tanzania?**

As we are part of the Cambridge education system, we were established about 160 years ago to carry our school examinations all around the world. Our involvement in education in Tanzania, formerly Tanganyika, goes back to the 20th Century. These days we are a provider of education solutions to both primary and secondary schools for Cambridge examinations.



that is, we provide an international English medium school curriculum from the beginning of primary school to the end of high school.

We work with 10,000 schools and 160 countries around the world. The fact that the programmes are many and of different kinds in Africa illustrates the variety of the work we do. For example, in Mauritius all public high school students take Cambridge examinations.

Lesotho, in Botswana, Lesotho and Swaziland students in high school do their national examinations which are accredited by Cambridge. We work together to help to maintain the high consistent standard of examinations.

In many other African countries including Tanzania, we work essentially with private schools to offer an international curriculum. Here in Tanzania 23 both primary and secondary schools use Cambridge curriculum and enter students for Cambridge examinations.

Some of these use Cambridge curriculum from the beginning of primary school while some focus on secondary school level and pre-university studies.

**Q: For quality education, do you think it is better to opt for the Cambridge curriculum than to go for the local one?**

A: I can only talk about the Cambridge curriculum - what we do. Our mission is to help schools give students the best education possible. It's not just about Cambridge. It's about going to the university, although it is important. It is about equipping students to do well at university and also do well in their lives afterwards.

To do that we have to constantly research the effectiveness of our programmes and constantly making changes so schools can unlock the potentials of young children. In Cambridge our dedication is to give students the best education they want.

**Q: What do you see as the major challenges facing the education sector which call for immediate steps to address them?**

A: Challenges in the world, Education needs change and sustainability. And this is very difficult to balance. But when we make changes we have to take great care to keep people on board and the support of parents and to keep the supply of teachers. There because some changes have some consequences. So, there should be a balance between improvement, change and sustainability. These are enormous challenges for practitioners and policy makers in education.

Another huge challenge we are facing in the education sector is the way young people are reacting to the disruption, technological devices. They create huge problems of distraction to children. Pivotal to turn technology to become beneficial to education is very important, and we hope by doing so would minimize the adverse effects of distraction.

**Q: Apart from exams, what else does Cambridge International offer to Tanzania?**

A: We organise a range of commentaries for Cambridge school leaders and teachers, including local, regional and global conferences every year. We also run training events where teachers and school leaders can learn from subject experts and each other. Our programmes are flexible, especially at primary and lower secondary levels and are designed to work in different contexts and local needs. From year 10 onwards we introduce Swahili at upper secondary.

Although our foreign language syllabus aims to develop a student's ability to use the language effectively for purposes of practical communication. For example, our external Improving your school with Cambridge guide can be downloaded by any school. We also publish our research findings, and these are again free to access.

with Cambridge programmes students build more than just a deep understanding of their subjects. They also develop higher order thinking skills so that they can apply what they've learned.

**Q: Is Cambridge exclusively for the wealthy?**

A: No, it is not. We are a not for profit organisation. We price our programmes to be as affordable as possible while covering our costs to ensure our programmes remain world class. Ensuring that all of our learners in more than 160 countries have the same access to fair and secure examinations can be resource heavy, but is essential to maintain the integrity and quality of the qualifications offered.

Our programmes are taken by students in state and private sectors around the world. As well as working in the private education sector, a large part of our work is working with ministries around the world in developing curriculum and assessment programmes for schools in state schools to support them to continue improving their educational systems.

**Q: What happens to students who perform well in their Cambridge exams?**

As students who study hard and perform well in their Cambridge exams gain qualifications that will help them enter the best universities in the USA, UK and elsewhere - including being in their own countries. More importantly, the knowledge and skills they develop through these programmes will help them not only to go into university, but succeed and thrive in their university or career studies.

**Q: How does Cambridge support resources that don't have the resources to go for the Cambridge curriculum?**

A: Through our partnership with the British Council, we enable small schools to offer Cambridge programmes. Many of our schools typically don't pay annual fees for our primary programme. Schools can also access many support materials for our programmes for free via our website. For example, our external Improving your school with Cambridge guide can be downloaded by any school. We also publish our research findings, and these are again free to access.



Cambridge Assessment International Education

# Digital brand awareness campaign

Advertising in some top online newspapers in Nigeria

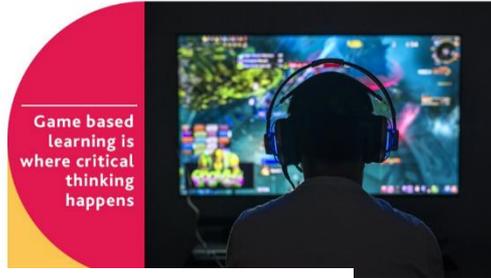
- ▶ Punch
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# Social media

- ▶ Follow us on social for updates, tips to use in your classroom and more...

Cambridge Assessment International Education @CambridgeInt 4d  
Here's how to use a game based learning style of teaching to engage and excite your students: [bit.ly/2kiXqX0](https://bit.ly/2kiXqX0) #history #educators



Cambridge Assessment International Education @CambridgeInt 27 Jan  
These 4 #teachingtips could help your students to enjoy completing a task, rather than feeling overwhelmed: [bit.ly/2yiw5gk](https://bit.ly/2yiw5gk) #education



7 8

Cambridge Assessment International Education June 19 at 5:00 PM

What is 'blended learning' and how are teachers implementing it in their classrooms?

<https://bit.ly/2ESaWZ9>



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Cambridge Assessment International Education

# School testimonials

- ▶ 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.”

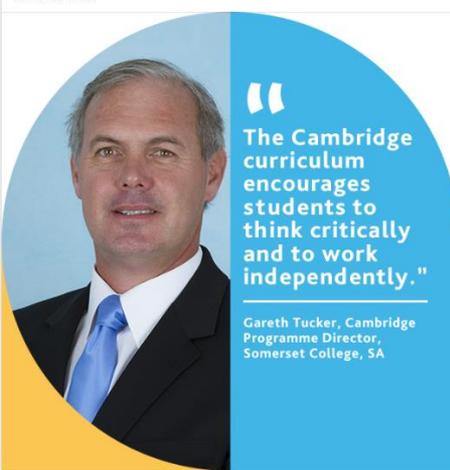
**Moses Nyoro**  
**Head of Business Studies**  
**Brookhouse School, Kenya**



# Social media

 Cambridge Assessment International Education is with Gareth Tucker. August 10, 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.



**“The Cambridge curriculum encourages students to think critically and to work independently.”**

Gareth Tucker, Cambridge Programme Director, Somerset College, SA

👍❤️ 206      8 Comments 46 Shares

 Cambridge Assessment International Education is with Vijay Kumar Kokku. August 23, 2018 · 🌐

Francis Moran 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...



**“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.”**

👍👏👤 5.6K      14 Comments 29 Shares

 Cambridge Assessment International Education May 15 at 3:00pm · 🌐

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

What do you love most about Mechanics?



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

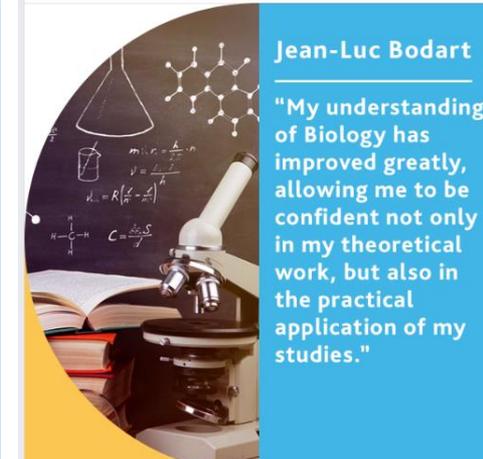
👍 Like      💬 Comment      ➦ Share      👤

👍👏👤 1.5K      Oldest ▾

 Cambridge Assessment International Education February 9 · 🌐

What are your experiences of the biology curriculum? 🌱🔬👓

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



**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.”**

👍 Like      💬 Comment      ➦ Share      👤

👍❤️ 41      Oldest ▾

# 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 Bodart, student, Andrews 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 Science, Lonehill Academy, Johannesburg



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.



**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.



Learn • Discover • Achieve

© UCLES 2018



We also use your testimonials on our marketing material



# Social media

 Cambridge Assessment International Education  
December 8, 2017 · 🌐

#DidYouKnow that cross-country collaborations are a great way for schools to share ideas and develop a more global perspective? Two of our schools in Sub-Saharan Africa recently collaborated in a unique way. To find out how, check out our blog post: <http://bit.ly/2zkaBA9>  
Which country would you love to collaborate with in the future? 🌐 🌍



Like Comment Share

👍❤️ 3.5K Chronological ▾

4 Shares

- ▶ 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 AGECE 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 Sarnel 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?

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REGIONAL VIEWPOINT

## A view from... Botswana



**Kay Didimalang** (left), Headteacher of Legae English Medium School, spoke to **Khanyi Mamba**, Cambridge International's Marketing Communications Manager, Sub-Saharan Africa



**Legae Medium School** Combining country values with an international outlook

### **KM: How long have you been a Cambridge school?**

**KD:** We started teaching Cambridge Primary in 2018. We will complete full roll-out by 2020 when our first Cambridge Primary Checkpoint tests will be held. We offer English First Language, Mathematics, Science and ICT. From 2019 we will also offer Cambridge Global Perspectives.

### **Kay Didimalang**

has been a school principal (twice), teacher, author, lecturer, writer and a director of a non-profit organisation for psychological support services. She took up her current role in January 2016. She loves theatre, music, drama, watching movies and reading. She is driven by wanting to make a difference somewhere to someone's life – through knowledge, skills and application.

### **KM: Why did you decide to offer the Cambridge curriculum?**

**KD:** Legae has a good track record of results in the Botswana National Examinations but there was a need to ensure that our students have a globally recognised certificate. It also reflects the international reality of our students and staff. In most cases, the syllabuses overlap or share similar objectives. The big difference comes with the level at which Cambridge subjects are assessed, the rigorous

assessment methodology and the ease at which educators can continually track student progress. Cambridge also requires more critical thinking and problem-solving, and subjects that the National syllabus does not cover such as ICT.

### **KM: What do you think is unique about Legae?**

**KD:** Legae offers a world-class education in a culturally centred and sensitive context, at an affordable fee for parents. We are situated on the edge of the city so we are lucky to have retained certain values and traditions from our country, which is very important. At the same time our students are educated so that they can operate anywhere in the world with ease.

### **KM: What kinds of challenges do you face?**

There are operational challenges such as electricity failure, power outages, water restrictions and internet interruption. It is also extremely hot, dry and dusty.

We have a lack of adequate teacher training in the country so we need to run constant training inhouse. However, our young graduate Botswana staff are proving that local teachers are absolutely capable of delivering an international curriculum with that right training and guidance.

### **KM: How does Cambridge International support you?**

**KD:** The regional team keeps us informed of changes to the website, updated curriculum information and training opportunities. Many thanks to Juan Visser and Mark Barber for all the support they have given us and for being so patient with all my email enquiries! We feel connected and part of the bigger Cambridge family.

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REGIONAL VIEWPOINT

## A view from... Sudan



**Peter Round**, Principal of Khartoum International Community School, spoke to **Khanyi Mamba**, Cambridge International's Marketing Communications Manager, Sub-Saharan Africa



**Open-air learning** The outdoors is valued by the curriculum at KICS

### **KM: How long has Khartoum International Community School (KICS) been a Cambridge school?**

**PR:** We have run the Cambridge IGCSE programme for more than 10 years. Apart from core subjects, we offer courses including Arabic, French, Spanish, Computing, Art, Drama and PE,

### **Peter Round**

has been at Khartoum International Community School since August 2017, and has loved the atmosphere of the school and Sudan from day one. This is his first position as a head of school. In his spare time, he has been learning to play golf on an 18-hole course just 10 minutes from the school.

He finds Sudan fascinating – highlights include visiting the country's pyramids, which are older than Egypt's. He also enjoys reading.

and we are considering introducing Design Technology. All students take at least two sciences, and up to 10 courses.

### **What skills do the courses help your students develop?**

They offer a rigorous and recognised platform for further study, especially in developing a wide knowledge base, and skills such as research, thinking, reasoning and collaboration.

### **What's unique about your school?**

We are the only school in Sudan that is truly international in its

student body, teachers, curriculum, facilities, resources and outlook. The curriculum values academics, service, the arts and the outdoors. We believe the diversity of programmes we offer is unique in Sudan – they develop the whole child to become a responsible and positive global citizen.

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

Well, it can get quite hot outside! This means that many activities get condensed into the 'winter' months which gives us a very busy feel, and in the hotter time of year we make more use of the gym and pool. Although power cuts are common in the city, our generators at the school mean we are only without electricity for a minute or two. School supplies can take a while to get through customs, but get here eventually.

### **How does the Cambridge regional team support you?**

The support for our exams officer and teachers is excellent – they often take professional development opportunities and there are a number of resources we utilise.

### **What makes you proudest of your school?**

The students who enjoy being at school and want to learn; and the teachers, who maximise learning and keep us safe. I feel lucky to be at such a well designed place, and one with a clear sense of purpose. The school is making a significant difference not only to its students, but also to the country; we already have returning alumni setting up businesses here in Khartoum, and working in Europe and the US after graduating. This makes our mission a growing reality.

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# Thank you

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