Communicating the Value of Cambridge to College Admissions Offices

Building the framework for college-going success

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23-24 June 2023
Objectives for this session:

1. Discuss the holistic nature of “college counselling” roles
2. Understand the value of the school/university relationship as it relates to student success
3. Learn steps to build and improve relationships with university admissions offices
4. Explore current Cambridge resources available to assist professionals engaged in university advising
Who is in the room?

With the person next to you, spend 60 seconds explaining the role you play in your school and how it intersects with university admissions.

- What are your responsibilities at school?
- How many students have you advised this past year - formally or informally - about university admissions?
- What are the greatest challenges for you in this role?
- How many university admissions professionals have you met in the past two years?

Prepare to share
Creating a positive environment for academic success

- Counsellors
- Teachers/Educators
- Administrators
- Coaches

The holistic nature of university advising

- Consistency
- Relationship
- Sincerity
- Reliability
- Commitment
- Value System
- Network
- Competence

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Value proposition
Why it matters (and it does)
Universities need context

Each secondary school is different. How does this impact admissions?

- “Feeder schools” vs new schools
- Academic preparation and opportunities
  - What does “rigour” look like?
- Community context (location, demographics, access)
- Contact

Make no assumptions about what a university knows about Cambridge.

- Teaching moment: courses offered, limits/restrictions, data to show success
- International vs US context
Impact on decision making

Imagine the same application...

**WITH school context:**
- Contact information readily available and updated
- Academic context, opportunities, and limitations are clearly explained
- Socio-economic and college-readiness data available and updated

**WITHOUT school context:**
- Source of contact information will vary and may be out of date
- Student may need to explain their own academic context
- Application reader left to make assumptions about socio-economic and college-readiness factors
Effective ways to engage universities

- **School Profile**
  - Updated and Accessible

- **University engagement**
  - Newsletters/Social Media
  - Counsellor Visit Programmes
  - Campus Tours

- **Hosting**
  - Invite universities to visit
  - Plan events to include universities

- **Local Connections**
  - Teachers
  - Parents
  - Local Leaders
Making the connections
Build an effective school profile

**School Profile** - A concise document provided by secondary schools to define the opportunities available to students and provide context of the learning environment. Readily available. Easy to share.

<table>
<thead>
<tr>
<th>Information to Share</th>
<th>Data Available</th>
<th>Permission to Share</th>
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<tbody>
<tr>
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<td>Demographic Data</td>
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<td>Curriculum Requirements</td>
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<td>Test Score Range (previous cohort)</td>
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</tr>
<tr>
<td>Post-Graduation Data (previous cohort)</td>
<td>✗</td>
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</tr>
</tbody>
</table>
Dive into campus life

- Sign up for campus newsletters and information
  - Admissions, Campus News, Alumni
  - Slate.org, Scior

- Follow admissions office on social media
  - Current and real-time

- Inquire about “counsellor fly-ins”

- Drop in for campus tours
  - (self)Guided, Info Session
Make the connection on YOUR campus

**School visits**
- Email local universities
- Find regional representatives at NARAC.net
- Look for your local representative on national universities’ websites
- Add visit information to your site
- Create internal marketing for visits
  - Enlist volunteers to greet/host
  - Create a calendar (Sept-Nov) to organise fall visits

**School Events**
- Plan a small college fair
  - Partner with neighbour school(s)
- Invite 2-3 admissions/aid professionals for a “Junior Information Night” in the spring
  - Invite parents
Local resources

- Encourage university exploration by listing schools attended by teachers, administrators, and staff.
  - Include military, community colleges, etc.
- When marketing speakers or local visiting leaders, highlight the names of the schools they attended.
  - Inquire about connections they have to their alma mater
- Invite recent graduates for lunch or an evening event.
  - Ask them to speak to the benefits of their Cambridge preparation
Cambridge tools
Free and ready to access
Recognition database

- Search universities for recognition & credit opportunities
- Conversation starter with universities
- https://www.cambridgeinternational.org/recognition-search/
Data input made easier - CommonApp/Coalition

- Common US Applications
- Secondary School Courses
- Testing
- Proper utilisation eases process for students and admission officers
School Profile support

https://www.cambridgeinternational.org/support-and-training-for-schools

- Cambridge Logo
  - Free and Accessible in the Communication Toolkit
  - Use it frequently!

- Common Descriptive Language

- Professional Development Initiatives
Toolkit for US admissions offices

- Common Cambridge terms and concepts explained to US admissions professionals

Scan the QR code to see how Cambridge is presented in US University Admissions offices
Thank you
Any questions?

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Your feedback

● Please let us know your views on this session

● Scan the QR code and share your feedback with us

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Learn more!
Getting in touch with Cambridge is easy

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