



**Cambridge Assessment
International Education**

Cambridge Schools Conference, Orlando
23-24 June 2023
#camschoolsconf

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

The holistic nature of university advising

- Counsellors
- Teachers/Educators
- Administrators
- Coaches



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:

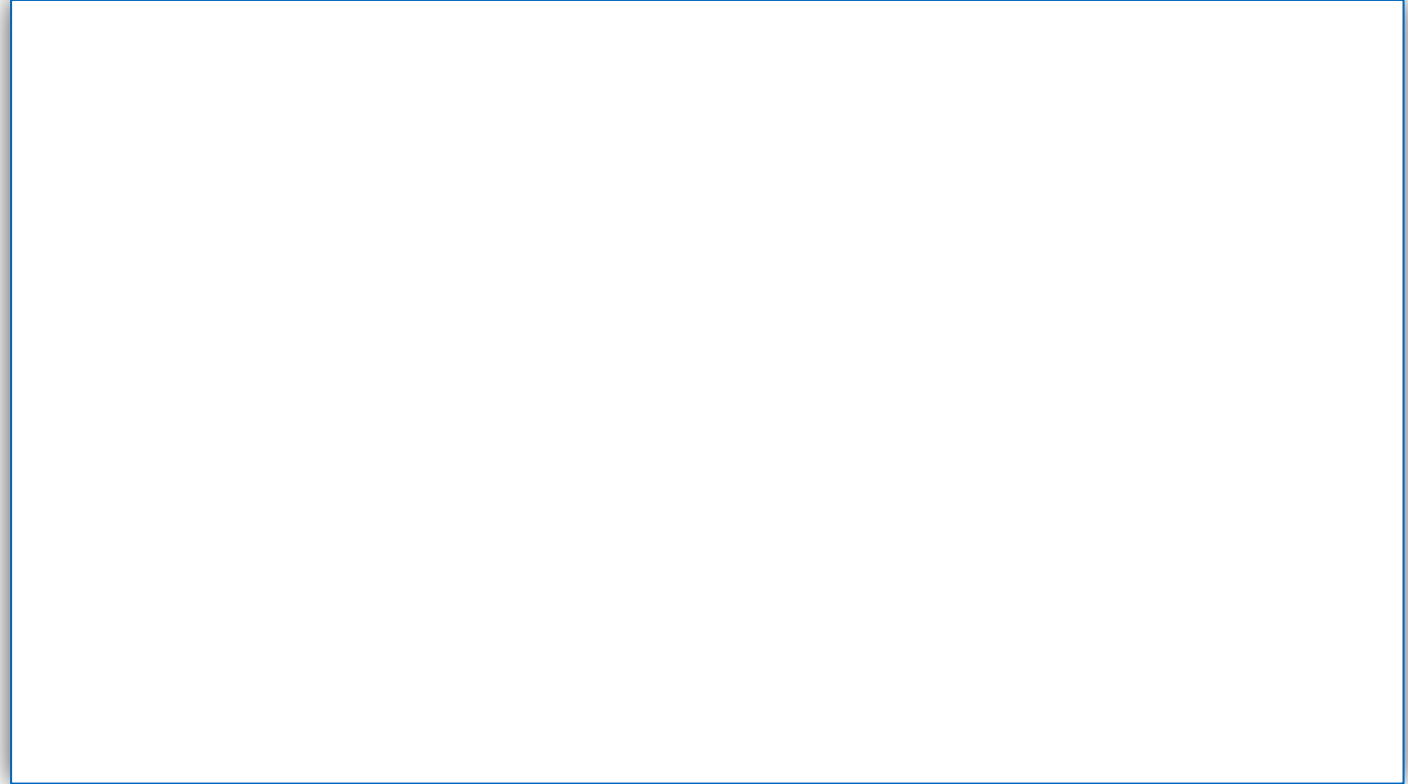
- Contact information readily available and updated
- Academic context, opportunities, and limitations are clearly explained
- Socio-economic and college-readiness data available and updated

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- Source of contact information will vary and may be out of date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

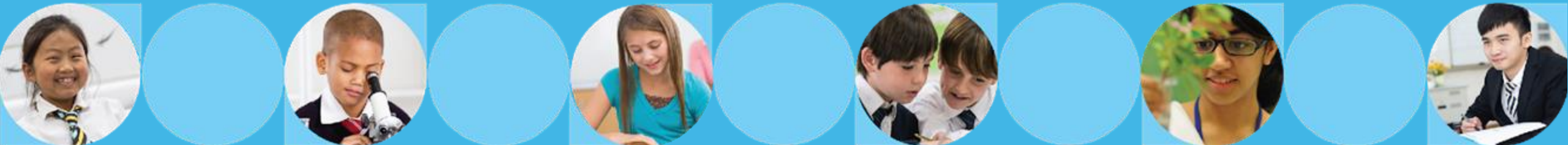
Effective ways to engage universities

- **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



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Making the connections



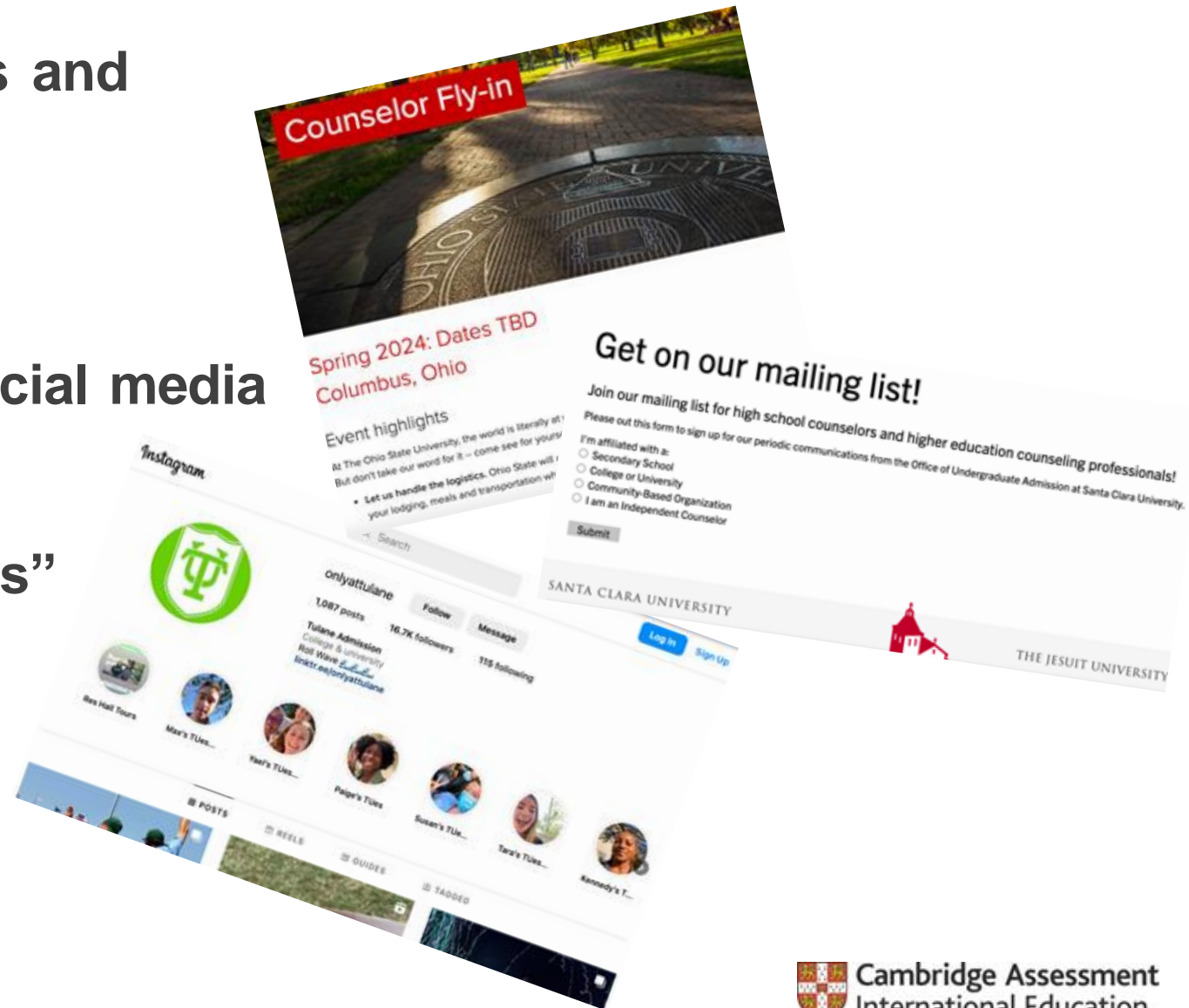
Build an effective school profile

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.

Information to Share	Data Available	Permission to Share
Contact information	✘	✘
Demographic Data	✘	
Curriculum Requirements	✘	✘
Courses Offered	✘	✘
Grade Scale/Distribution	✘	✘
Test Score Range (previous cohort)		
Post-Graduation Data (previous cohort)		

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



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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/>

Recognition and credit policy search

Search Results

To narrow your search results, use the "Refine by" section below. To sort your results by organisation name, click the list header.

Please note that policies are subject to change. Also, some universities or colleges may not yet be listed here, but still may recognise Cambridge qualifications or grant credit. Check with organisations directly for the most up-to-date information.

Recognition statements that refer to Cambridge International Examinations are valid for Cambridge Assessment International Education.




You searched on:

Location: United States
State/province: Florida

[Search again](#) [Export](#)

Refine by +

49 organisations found that match your search criteria

Type	Org. name ↓		Location ↓	Qualifications accepted
	Jacksonville University 4-year private non-profit	<input checked="" type="checkbox"/> Scholarships	United States Florida	• Cambridge International AS & A Level and Cambridge AICE Diploma View full policy
	Keiser University 4-year private non-profit	<input checked="" type="checkbox"/> Scholarships	United States Florida	• Cambridge International AS & A Level and Cambridge AICE Diploma View full policy
	Lynn University 4-year private non-profit	<input checked="" type="checkbox"/> Credit <input checked="" type="checkbox"/> Scholarships	United States Florida	• Cambridge International AS & A Level and Cambridge AICE Diploma View full policy

Data input made easier - CommonApp/Coalition

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

9th-11th Coursework

High School
Pasco High School

You can add additional schools in the High School section

Time of Class

Select Type

Regular

Advanced / Honors

AP (Advanced Placement)

Cambridge Advanced (A Level)

Cambridge Advanced (AS Level)

Cambridge Pre-Advanced (IGCSE)

IB HL (Higher Level)

IB SL (Standard Level)

Regents

Running Start

Other

Class Scheduling Type

Cancel Save



COALITION
FOR COLLEGE

Testing

Tests Taken

In addition to sending official score reports as required by colleges, do you wish to self-report scores or future test dates for any of the following standardized tests: ACT, SAT/SAT Subject, AP, IB, Cambridge, TOEFL, PTE Academic, IELTS, and Duolingo English Test?*

Yes

No

Clear answer

Indicate all tests you wish to report. Be sure to include tests you expect to take in addition to tests you have already taken.*

- Choose one or more options -

SAT Tests

SAT Subject Tests

AP Subject Tests

IB Subject Tests

Cambridge

Continue



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Creating a positive environment for academic success

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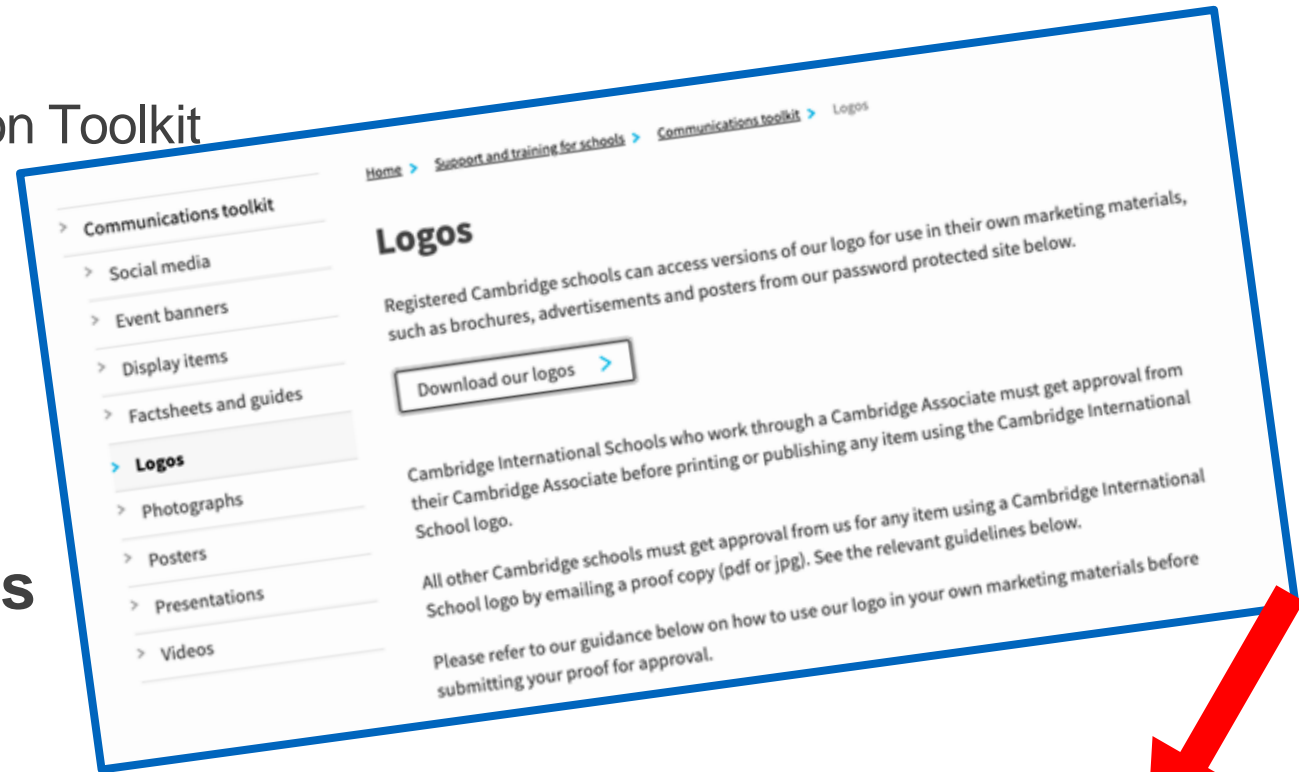
School Profile support

<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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