

Brand Marketing – Telling the Story of Your School in an Online World

Rick Newberry, Ph.D.

Our Goal

During this session we will discuss how you can tell the story of your school's brand in an online world.

Introduction

My life story in about two minutes or so...

Born in Clarksville, TN, in 1966

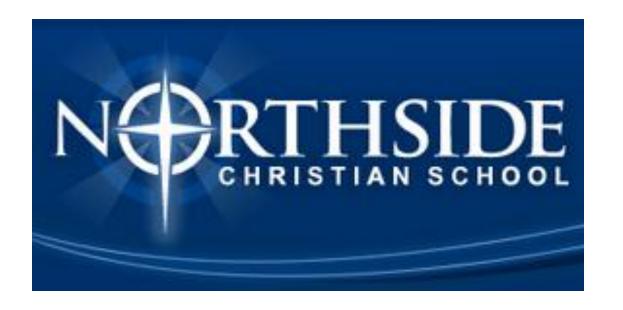


Parents met and married in Cleveland, TN, in 1963















Enrollment Catalyst partners with schools to provide coaching for school leaders in their school's enrollment management and marketing systems, strategies, and solutions needed to reach their goals.

www.EnrollmentCatalyst.com/blog



Current State of School Marketing and Enrollment

Some school observations from travels and consulting across the country

Current State of the School Market

- Economic uncertainty
- Enrollment instability
- Parent entitlement, consumerism and disloyalty
- Increased competition
- Increased dependence on financial aid
- Increased focus on branding and marketing

Some Marketing/Enrollment Observations

- We lack marketing knowledge, training and expertise.
- We lack resources and staffing (and the commitment to make this a budget priority).
- We gripe about not getting our school published in the local newspaper when we can publish anything we want for anyone to read about our school on the web.
- We place priority on marketing externally to our community and often neglect our most important market—our parents!

Some School Marketing Observations

- We often take a shotgun approach to marketing.
- We have a plan for improving our school but don't have a marketing and enrollment plan for growth.
- We are intrigued by social media and webbased strategies but don't know how to use them effectively.
- We don't tell our story very well.

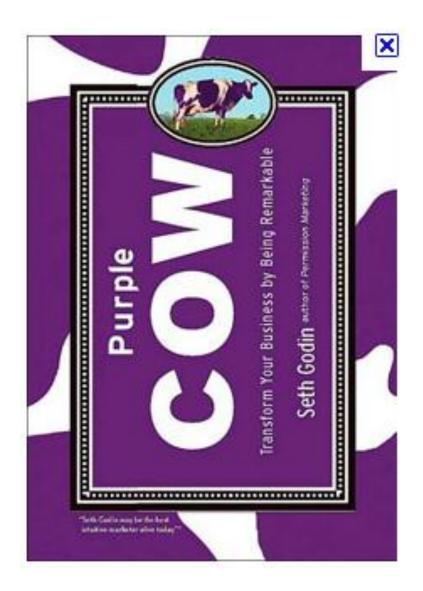
What is Branding?

What is Branding?

"From a business point of view, branding in the marketplace is very similar to branding on the ranch. A branding program should be designed to differentiate your product [school] from all the other cattle [schools] on the range. Even if all the other cattle on the range look pretty much alike."

· Al and Laura Reis, The 22 Immutable Laws of Branding





Don't Be Boring

"Something remarkable is worth talking about. Worth noticing. Exceptional. New. Interesting. It's a Purple Cow. Boring stuff is invisible. It's a brown cow."

Seth Godin, <u>Purple Cow</u>

Make an Emotional Connection

"Brand is the promise, the big idea, the expectations that reside in each customer's mind about a product, service or company.

Branding is about making an emotional connection."

Alina Wheeler, <u>Designing Brand Identity</u>

Perception vs. Reality

- Perception is your constituents' reality.
- How people commonly perceive you is who they believe you "are."
- These perceptions are formed by your marketing efforts.
- These perceptions may not align with your true identity and values.
- Image is everything!

Importance of Branding

- Brand marketing is an <u>intentional and proactive</u> effort to communicate the message of your school—to tell your story in a compelling way.
- The quality of your brand should match the quality of your school and should be a true reflection of your school's mission and values.
- Your brand story has a direct affect on how people relate to your school and as a result, impacts enrollment, revenue, funding <u>and</u> your bottom line.

Your Brand Should:

- Create a memorable impression
- Differentiate your school from your competition
- Maximize your marketing dollars
- Reflect and touch everything you say and do
- Permeate your entire school culture
- Tell your school's story

Assess your Brand

Assess Your Current Brand

- Conduct market research to better understand your current brand message:
 - Parents
 - Students
 - Staff & Faculty
 - Alumni
 - Community

Market Research

- Parent Satisfaction Survey
- Employee Satisfaction Survey
- Student Satisfaction Survey
- Alumni Survey
- Focus Groups with key constituents
- Community Based Awareness Survey
- Non-Returning Parent Survey / Exit Interview

Market Research

- Market research should include a combination of quantitative and qualitative questions.
 - Quantitative gives insight on issues by providing a range of answers to measure specific responses.
 - Surveys (paper, online, telephone, etc.)
 - Qualitative provides an open–ended opportunity to respond to key questions; able to identify themes/patterns.
 - Surveys, focus groups and interviews
 - Combined Methodology best approach

Listening to the research

- The marketing research will show patterns and themes that provide the direction and foundation for your brand message.
 - It will be the launching point for establishing or enhancing your brand message, visual brand, and marketing strategy.

"The brand on the outside is only as strong as the brand on the inside."

- Karl Speak, President, Beyond Marketing Thought

Defining your Brand Message

Brand USP's

- Define your brand USP's—Unique Selling Propositions
 - These are your key differentiators (approximately 4-6)
 - They should be easy to understand and communicate
 - They will drive your brand messaging
 - They should support your tagline
 - They will provide the basis for your elevator speech
 - It's about communicating how remarkable you are

"Remarkable Marketing is the art of building things worth noticing right into your product or service. Not slapping on marketing as a last-minute add-on, but understanding that if your offering itself isn't remarkable, it's invisible."

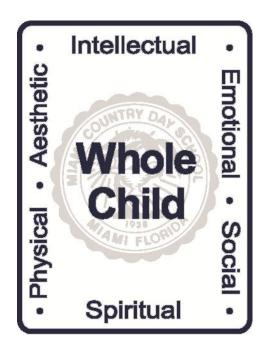
Seth Godin, The Purple Cow

A Case Study

Miami Country Day School Miami, FL

Miami Country Day School

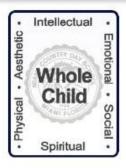






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Miami Country Day School Every Student. Every Day.

An independent college preparatory school (JK-12) founded in 1938, Miami Country Day is dedicated to the development of the whole child through a uniquely diverse and enriching educational experience designed to prepare each student for success in college and to make a difference in life. In a rigorous pursuit of excellence, MCDS provides a caring learning community focused on unleashing the potential of every student, every day.







Miami Country Day School Every Student. Every Day.

- Educating the Whole Child
- A Global Perspective
- Unique Enrichment Programs
- Outstanding College Preparation and R.O.I.
- A Passionate and Committed Faculty
- Community Service and Leadership Development

Topics: Creating Your School's Story

>>> Branding is the intentional opportunity to tell the story of your school in an emotionally compelling and authentic way.

What do you want them to talk about?

Most administrators haven't considered this question as a key part of their marketing strategy. We need to begin asking the question:

What do you want them to talk about?

Linking Stories to Your USPs

The stories you tell should be linked to your USPs to reinforce your most important brand messages.

People Stories

- Students
- Faculty
- Staff
- Parents
- Alumni
- Donors
- Grandparents

Types of Stories

- Testimonials
- Success
- College/University Matriculation
- Programs
- Life-changing Impact
- Academics

Why tell stories?

We live in a story.
We relate to stories.
We listen to stories.
We can see ourselves in a story.

"Stories are real. Slogans are made up.
Stories pull you in. Slogans try to push out a message.
Stories are deep. Slogans are shallow.
Stories are personal. Slogans are impersonal.
Stories are passed on by word of mouth. Slogans are forced on us by ads.

Stories are part of who we are.

After all, you don't tell slogans about your grandfather, or how your parents met, or even how you were treated in a restaurant."

Phillips, Cordell, Church: <u>Brains on Fire</u>

Telling Your School's Story

By effectively telling your school's story in an online world, you will help facilitate word-of-mouth marketing.

Telling Your Story Online















Use Social Media & Your Website

- Social Media
 - Should tell stories of your school
 - Should drive stories back to your school's website
- Your website should be the hub of all your stories.

Two Examples

Baylor Leads





What Students Say

What Parents Say Quick Overview

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Academics & Leadership

Our Campus & Facilities

Athletics, Arts & Special Programs

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What Students Say About Baylor

Mary Stagmaier '10

Hometown: Signal Mountain, Tenn.

What are some of the classes you will be taking this year?

This year I am taking just three AP's: BC calculus, Studio Art, and Environmental Science. I also will be taking Eastern Religion and Ethics. For English, I am taking Bible as Literature.

What has been the most rewarding aspect of your Baylor experience so far? I wish you had not asked me this question! Everything at Baylor has been such a rewarding experience, it is hard to pinpoint just a few. This past summer, I was able to go to Washington D.C. and Colorado for school trips. I learned so many life lessons and gained so many invaluable memories that I am forever grateful to Baylor for granting me these experiences. Another rewarding aspect of Baylor has been the relationships and memories that I have gained through my peers and faculty. I know thirty years fro

What or who inspires you and why?

will still be talking with my coaches, teachers, and friends

Those who work selflessly and diligently are the ones who inspire me the most. all, my parents have always been there for me, pushing me to be my best self. To humble ways and honest love have inspired me to become like them one day. I als greatly inspired by Coach McMahan, my track coach and advisor. He has taught many life lessons and constantly encourages me to do better. Without these people life, it would be so much harder for me to live the way I do.



Baylor School

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STUDENT LIFE

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Why Boarding What Students Say

What Parents Say

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Athletics, Arts & Special

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Home About Baylor What Parents Say

What Parents Say About Baylor

We asked current Baylor parents to respond to the following question: "How does Baylor compare to the school you attended?"

Darren Bird

Type of school attended: Coed, British government-run school Parent of day students James '11, Emma '13

I went to a school in a working class suburb of a large city. What strikes me at Baylor, in addition to the tangible things like small class size, are the resources and opportunities from athletics to art programs, to different classes to extracurricular activities. I had a great education in terms of the quality of teachers. But I never saw my school as a community. We did our classes, got our homework and went home. Baylor is a much bigger part of these kids' lives, educating the whole child.

View Next Profile



"What strikes me at Baylor, in addition to the tangible things like small class size, are the resources and opportunities from athletics to art programs, to different classes to extracurricular activities " Darren Bird. Parent of day students James '11. Emma '13

More Parent Comments







Why Baylor

Why Boarding

What Students Say

What Parents Say

Quick Overview

Baylor's History

Our Mission & Values

Academics & Leadership

Our Campus & Facilities

Athletics, Arts & Special Programs

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In a FOCUS course, students learned from some special guests how to gather forensic evidence.

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- Beyond the Classroom
- Ties that Bind

- > Junette, Class
- > Claire, Class 9
- Vatherine Class
- > Lauren, Class 12

SITE SEARCH

2

LAUREN, CLASS 12



Hi there! My name is Lauren. During the 2010-2011 school year, I documented my day to day life for the website. To read what my senior year was like, click on the links below.

* BACK TO SCHOOL!

I began Chapin in Kindergarten and am now a senior. My favorite academic subjects are chemistry and math. Outside of the classroom, I devote most of my time to sports. I am an avid volleyball player. I have been on the Chapin varsity volleyball team since 9th grade and am a captain this year, and I have played on a travel team called NYC Juniors since 10th grade. I am also a horseback rider and my horse's name is Mr. Snuggles. Together, Snugs and I compete in the level 3/level 4 jumpers. I also participate in Chapin's Dance Club where I not only dance, but also choreograph my own dances. Aside from sports, I am a tour guide for the admissions office at Chapin and I also frequently talk to prospective Kindergarten parents about life at Chapin. I am also a volunteer at Horse Ability in Long Island, where I help disabled children learn to ride and interact with horses. Additionally, I baby-sit and work at American Apparel. Below are what my weeks look like during the school year:

Vinter + Spring Schedule:							
	MONDAY	THESCAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUMDAY
9:08 9:08 10:09 11:09 12:09	8CH0-0L 0:00-2:00	SCHOOL 8:00-3:00	6CHOOL 9:00-3:00	8CH00L 9:00:3:00	SCHOOL 0:00-2:45	CLUB UCLLEYBALL 9:00-11:38	

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ALUMNAE PROFILES

Chapin alumnae excel in a variety of ways. Explore the links below to read about some extraordinary Chapin women who have become leaders in their fields.

ARIS

ADMISSIONS

Marika Bauer Wachtmeister '68 Senior director, Wanas Foundation

UCATION



Wanda Holland Greene '85 Head of the Hamlin School

ENTERTAINMENT

Wealth Management

Joslyn Barnes '81 Co-founder and CFO, Louverture Films

ENTREPRENEURSHIP



Caroline Clark '07 Co-founder, Cocherapy



JOURNALISM

Andrea Dorfman '77

Deputy Chief of Reporters, Time Magazine

Vice President, U.S. Trust/Bank of America Private

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DAY IN THE LIFE

A TYPICAL DAY, CLASSES 6 AND 7





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SCHOOL TOUR

Come experience the vibrant and engaging environment of the Chapin School. Take our photo tour and visit the



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- > Chapin Facts
- > Program Introduction
- > Why an All-Girls' School?
- > School History
- > Chapin Community
- > School Calendar

WHAT DISTINGUISHES CHAPIN

ACADEMIC RIGOR AND INTELLECTUAL CURIOSITY

Chapin students develop advanced scholarship habits and intellectual curiosity. They learn to think deeply and flexibly, whether they are researching and writing a term paper or creating a multimedia project. Students become self-directed learners with a strong desire to explore new ideas. They gain the means to investigate any facet of the world they encounter.

COLLABORATIVE TEACHING AND LEARNING

Chapin's faculty regularly collaborate to design and implement

NEWS AT CHAPIN

1 2 3 4 5

LOWER SCHOOL ROBOT OLYMPICS

Listen to Lower School technology teacher, James Wallace, talk about the first ever Robot Olympics.

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Telling Your Story Online

Website

- Your school's website should be the hub of news, activity, information and stories about your school.
- It is the most important marketing and communication's tool for today's school.

Key Elements of Website Design

- Brand—It is important to convey a strong brand for your school—including your logo, colors, and tagline.
- Photos—Large, professional photos on your school's website will draw the visitor to your school.
- Content—Dynamic content and a compelling message is important to keep users returning to your school's website.
- Stories—Your website should tell stories of your students, faculty, parents and alumni.

Alumni Stories



Berkeley puts people in the world who make a positive difference.

















Straz Family Foundation Gives Generously to Benefit Berkeley Preparatory School Berkeley Preparatory

School has announced the receipt of a major leadership gift from the David A. Straz, Jr. Foundation. In recognition, Berkeley will name the scon-to-be-completed Straz Family Field House ("The Straz"). This gift brings the school closer to the goal of successfully completing Phase I of Above & Beyond: The Campaign for Berkeley Preparatory School. read more...

- > Congratulations to Berkeley's Two Winter Sports Academic Team Champions! Monday, April 02, 2012
- Berkeley Holds First Annual House Cup! Thursday, February 16, 2012
- > Berkeley Celebrates 31st Annual Grandparents' Day! Friday, February 03, 2012

2011-12 Community Service

28535

hours performed to date...

Click here to view Community Service



BERKELEY TWEETS

Recent Posts - FOLLOW US ON TWITTER

Here is just one of the many "explosive" moments we captured during Science Discovery Day! http://t.co/QdsDGKbb phoursaga-rephy-view-tweet

RT @BPS Athletics: Congrats to our four studentathletes who signed NLIs today! http://t.co/lzo8dY01

4 days ago · reply · view tweet

Bravo Cantabella! The choir sang the national anthem at tonight's Clearwater Threshers game! http://t.co/tPpzi7oJ

6:32 PM April 14th - reply - view tweet



Berkeley puts people in the world who make a positive difference.





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Your Opportunity to See Where Opportunity Thrives

Open House for ages up to 5 years Click below for details

MAY

Lower School Wednesday Tour (Parents Only)...

MAY

Lower School Wednesday Tour (Parents Only)...



Two students were nominated for soloist positions with the Michigan Youth Arts Festival Honors Orchestra.



CRANBROOK



World of Robots Educates, Entertains Thousands



World-renowned Shanghai Quartet on campus



World of Robots Returns February 11-12

MORE EVENTS

Cranbrook Schools has an international community of alumni, famous and anonymous, who are actively shaping the world—globally or locally, publicly or quietly. We invite you to meet some of our remarkable alumni by exploring the stories below. Check back often to see what new stories we be sharing in the weeks to come.



Cathy (Sybert) Olkin, Class of 1984 In 2006, Cranbrook Kingswood graduate Cathy Olkin stood near the shoreline in Cape Canaveral, Florida, and watched a spacecraft she helped design begin its ascent to Pluto. It was an experience Olkin doesn't believe she would have been a part of if not for her early start at Cranbrook.

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"They went to Cranbrook..."

Explore a brief sampling of some of the notable alumni who our large, international alumni community.

one story at a time

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Cathy (Sybert) Olkin, Class of 1984 In 2006, Cranbrook Kingswood graduate Cathy Olkin stood near the shoreline in Cape Canaveral, Florida, and watched a spacecraft she helped design begin its ascent to Pluto. It was an experience Olkin doesn't believe she would have been a part of if not for her early start at Cranbrook.

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Clifford Colwell, MD, Class of 1955
In a graduating class made up of two
Rhodes scholars and a Heisman Trophy
winner, Clifford Colwell thinks he's hardly a
Cranbrook class of 1955 standout. Those in
the field of orthopedics would likely
disagree. In 2004, he made history by
developing and implanting the first electronic
knee prosthesis.

Read More



Darryl Taylor, Class of 1970
Darryl Taylor can easily sum up his experience at Cranbrook with four words: Skill, Knowledge, Character, and Citizenship. The same words that are etched in stone in front of the school's Academic Building. "Those four words guided my life and career," he says.

"They went to Cranbrook..."

Explore a brief sampling of some of the notable alumni who make up our large, international alumni community.

Read More

Alumni! Help us share more of your stories with the world!

Nominate your fellow alumni to be recognized here or elsewhere by emailing us at nominatealumni@cranbrook.edu.

What Next?

- · Read the latest Tradition magazine here.
- . Log in to update your contact information today.
- . Email the Alumni Relations office.

modem.

Make a gift to support Cranbrook Schools.

More Stories...



Jay Adelson, Class of '88
Growing in step alongside the digital boom helped Jay
Adelson, '88, take the reins of the internet when the
rest of us were still wondering how to plug in a



Brad Keywell, Class of '87
Brad Keywell is no stranger to innovation and its unique, unbreakable connection to entrepreneurship. He started his first business at the age of 7 and continued to refine his business skills throughout his



Life After Chandler showcases the schools that their 8th grade graduates attend

THE REAL PROPERTY.

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DANA HALL Unbound

A series of short books about subjects that mean a lot to us, featuring stories, facts, lists and more.

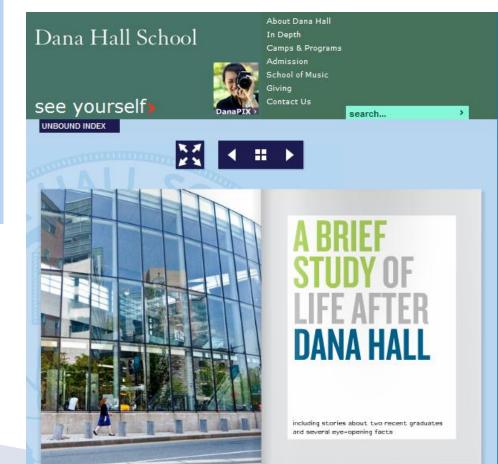


Outcomes

Teaching

search...

Four "unbound" short books that tell the Dana Hall story in four different ways





Throwback Thursday Posts

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In Their Own Words

Students at the Prep College Matriculations Choosing a School Eagle's Wings Tuition and Assistance

In Their Own Words

Listen to members of the Class of 2011 share their thoughts about St. John's before heading off to college in the fall.



Brendan Leonard '11 University of North Carolina

"The Prep has always been a huge part of my life and even more important over the past four years."



Bryan Dumond '11 Tufts University

"My Prep experience has taught me to be confident and humble."



Colin Blackwell '11 Harvard University

"Everyone has become a family and I'm sure I'll definitely keep in touch with them for years to come".













CRSTIFF ADMISSIONS ACADEMICS SUMMER/EXTRA ALIIMNI GIVING

Welcome

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CRS Person of the Week

CRS PERSON OF THE WEEK

In honor of our Centennial year, we are spotlighting a different member of the CRS community each week. Be sure to visit this page often to read about the talented alumni, faculty, parents and students who make our school so special.

Sarah Hutchinson '66

SARAH HUTCHINSON '66 recently wrote to CRS. She is currently living in Mesa, Colorado with her husband. Sarah attended CRS from Kindergarten to sixth grade. She went on to Milton Academy and the University of Vermont for two years before heading off to travel, sail and work for NOLS and Outward Bound. Eventually she returned to Massachusetts and nursing school where she earned her R.N.



She wrote that "CRS deeply engaged me as a learner: heart, mind and body; the community, the playground, plays, field trips, skillful teachers presenting

UPCOMING EVENTS!

Gala Celebration!

Saturday, April 29 and Sunday, April 29, 2012 are simply packed with fantastic CRS-related activities. Come celebrate our Centennial with us!

Drop-In Wednesdays

The Admissions Office invites you to come by for a drop-in tour every Wednesday from 9am-11am. For more info, contact Susan Mantilla-Goin, Director of Admissions & Outreach at sgoin@charlesriverschool.org or call 5 - 508.785.8213 . Read more >

COMMUNITY EVENTS CALENDAR

Website features a story of the person of the week Admissions "Drop-In Wednesday's"

Santa Catalina

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The Arts

Athletics

Publications

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OUR STUDENTS AND GRADUATES



Sarah Bellingham '09

The best life lesson that I learned at Catalina was that the ability to think for yourself is the best form of knowledge you will ever have. The most important thing that you can learn is to analyze things for yourself; education is not about rote memorization.

Make sure that you're doing what you love. It makes life fantastic, and you'll end up where you're happy. Also, remember that there is (gasp!) life outside of and after school.



Kaitlin Boensel '07

At Catalina, I learned that not only does everyone have a voice, but if one is knowledgeable, people will listen to that voice.

The most useful lesson a teacher at Catalina taught me: Ms. Guido taught me that the best way to deal with those who doubted you is to prove them wrong.

Most memorable achievement at Catalina: Making lifelong friends.

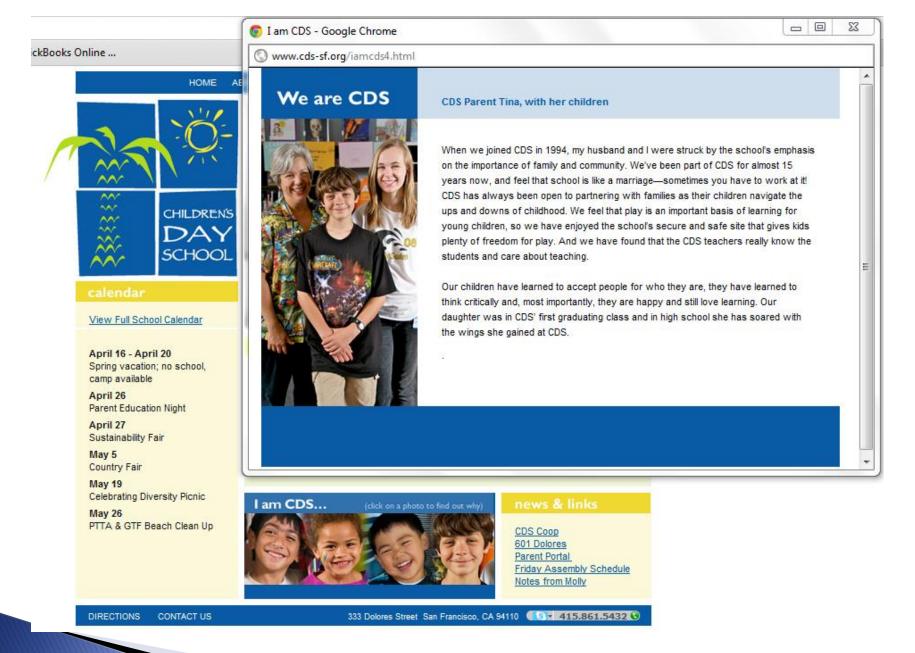


Lexi Dauernheim '07

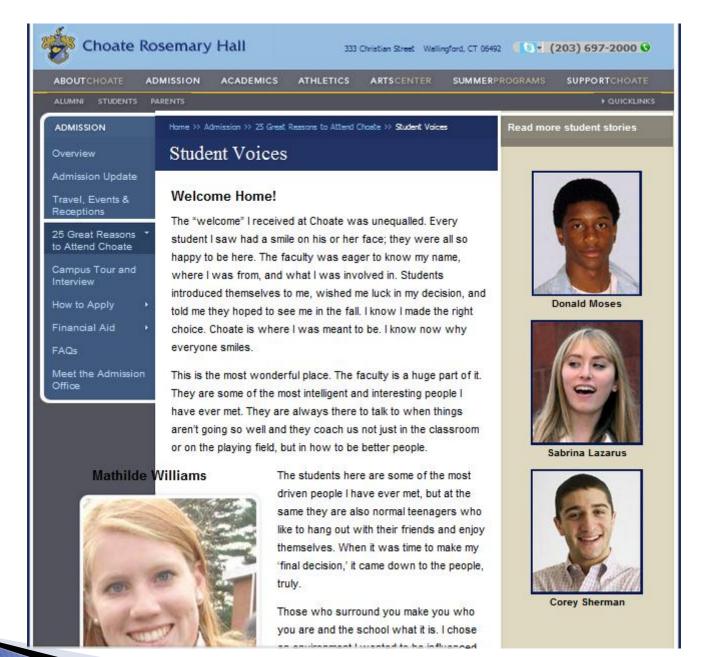
The best lesson I was taught at Catalina is that as women we must be confident in ourselves, in our beliefs and in our opinions. I was fearless about making tough decisions even when it was hard.

Keep your standards high. Continue to work hard like you did at Catalina and seek to make friends who you can trust and who can encourage you. Be humble about the background you come from and appreciate how blessed you are. Catalina is such a special place, enjoy your time there.

Student Stories



"I am CDS" allows you to click on a child's face to read their story



"Student Voices" share their perspectives on the school

ADMISSIONS

PARENTS

ALUMNI/AE

GIVE

Meet Ben

Meet Curt

Meet Josle
 Meet Rul

Meet Ruth

Meet Tres

Meet Some Teachers

Tuition and Financial Aid
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Intellectual Passion
Independent Projects

The Benefits of Boston



WHO WE ARE

COMMONWEALTH SCHOOL



Homepage features several quotes from students, faculty and alumni. The user can click on the image to read and view more of the story.

Meet Céline

Class of 2014 From Marshfield Before Commonwealth: Cape Cod Academy

Spending a day at Commonwealth—attending classes and eating in the lunchroom—is the best way to understand what it's like to be a student here. Each day visitor has a guide who is a current student. Commonwealth's application form doesn't ask for an essay; instead, we set time aside for writing during the visit. Celine sat in on a trignometry class when she visited and discovered an unexpected bonus in what she saw and heart.



Let's face it: the deeper, more satisfying learning at schools like Commonwealth does mean more homework—but it's more enjoyable and less time-consuming than you might expect:







Homepage features a rotating student story that can be clicked on to find out what CA means to the student.

Students

News

Remembering Rwanda



Anne-Marie Dorning

At the beginning of the CA Assembly, executive film producer Ismael Ntihabose asked the audience of Concord Assembly students a simple question, "What do you know about genocide?"

And with that he launched into a riveting eyewitness account of his experiences during the worst of the Rwandan genocide. Read More



Students Faculty & St

Students Faculty & Staff Parents Alumnae/i Trustees

Home/ About CA/ What CA Means to Me/ Kyra

What CA Means to Me

Welcome What CA Means to Me Andrew Ashley Chris Coleman Gordie Jack Jen Jonathan Kyra Louisa Matt Miriam Rachel

Kyra

Day Student Cambridge, MA

What excites you about being a student at CA?

When I came to CA, there were some things I expected to love, such as the classes and, in particular, class discussions, and also the cross country team and the fabulous visual arts. There were also special CA opportunities that I did not expect to like the way I do, such as the dance program and chapel talks. I also appreciate the opportunity to make friends in all different grades, and to be able to talk to teachers outside of class.

Which courses so far have most challenged or inspired you?

The French literature class I took this year was challenging in that students were asked not only to read and understand complex French texts, but also to



Favorite...

Dining hall food: Ravioli



see yourself>





Log in: Students/Faculty + Parents + Alumnae + Trustees

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- · Performing Arts Holds Spring Concert
- · She Sails Forum Addresses Women in Leadership

More...



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Dana Hall School



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Senior Show >

Sixth Step Sing >

Enchanted Evening >

Valentine's Day Tea

6th Grade Plimoth Plantation

Gold Key Winners >

Fourth Step Sing >

Cabaret >

International Week

Paula Lerner: Afghan Stories

Revels >

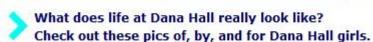
Winter Sports Teams >

Third Step Sing >

9th Grade Holiday Celebration

The Madwoman of Chaillot

Homecoming >



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>









Hebron Academy

Where Humanity and Achievement Ring True

alu<u>mni</u> parents myHebron



Sign In

Message from the Head

Victory Bell

Hebron Bell Ringers

At a Glance

History and Tradition

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Meet Our...

Hebron Bell Ringers

The best way to get to know Hebron Academy is through the eyes and minds of our talented and diverse student body. Our monthly installment called **Hebron Bell Ringers** profiles graduating seniors and postgraduate students in their final months as Lumberjacks. The name Bell Ringers pays homage to the Academy's Victory Bell, a symbol of humanity and achievement at Hebron. After each Commencement ceremony, the graduating class joins together to ring the Victory Bell as part of a deeply felt Hebron tradition and source of pride, celebrating the completion of a unique chapter in their lives: the Hebron experience.

Senior Eric Beaudette is from a small rural town in New Hampshire and came to Hebron as a junior boarder. Since joining the community just two years ago, he has tackled everything from self-taught fashion design and varsity lacrosse to AP calculus and being a student proctor. Now, Eric has his sights set on Cornell University's Fiber Science & Apparel Design program where he will pursue his combined love of fashion design and applied learning. He chats with Hebron about his journey from small town kid to student visionary.

In a nutshell

Hometown: Hollis, New Hampshire

Grade: Senior, boarder

Years at Hebron Academy: 2, entered as a junior

Hidden talents & interests: Cooking, hiking, camping, playing cards

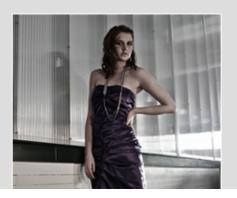
If you were the Head of School for a day, what changes would you make? Change start

time of school to 2 hours later

When you were little what did you want to be when you grew up? A doctor like my dad If you could meet any famous person, dead or alive, who would it be? Christian Siriano, young fashion designer

This Month's Bell Ringer: Eric Beaudette





Current Students Alumni Parents Faculty & Staff

NMH

Northfield Mount Hermon

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-

ABOUT NMH ACADEMICS ADMISSION STUDENT LIFE ARTS ATHLETICS SUMMER SESSION NEWS & EVENTS SUPPORT NMH INTELLIGENCE. COMPASSION. PURPOSE.

NMH News

ALL NEWS RSS

NMH Events

ALL EVENTS RSS





The Art of Collaboration An alumna guides students in the making of a dance piece.

Exercising Heart and Hand

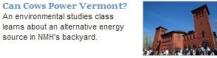
NMH students devote a day to

community service.



118th Concert of Sacred Music

Sat. 04/28/2012



Sun, 05/06/2012 - 2:30pm



Envisioning the Future Accepted students (and their parents) try out campus for a day.

source in NMH's backyard.





THINK/LIVE

Write. Th













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NMH blogs

Think/Live Alumni Profiles **Faculty Profiles** Student Profiles NMH By the Numbers





Natalie Norton I got my hopes up.

Leo Chiquillo You can see the world from



Seonmin Will Heo I am a more determined person since I came to NMH.

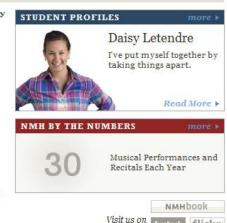
Home / Nate Rehm-Daly

Nate Rehm-Daly

I come from a poor neighborhood in lower Harlem. I went to a public school there. Coming to NMH, I thought everyone was going to be preppy, rich, and snobbish—but I soon realized that income didn't matter all. Students were chosen to come here because they're nice, cool, and motivated.

All the courses I've taken have had their own personal flair, but my favorite course is Humanities 2, which is composed of two classes: World Religion and World History. I especially enjoyed World Religion because I learned about Buddhism and Hinduism, which I'd never been exposed to. For our final project, we could research anything that included religion and history. I did my project on the samurai of Japan, a topic that has fascinated me since I was young. It was amazing to learn about something I'm really interested in-for school.

I remember feeling very intimidated by my sophomore English teacher, Jim Block, because I'd heard he was a hard grader. I got a B- on my first paper and felt disappointed for the rest of the day. But when I actually talked to my teacher about the paper, I realized his criticisms were not only valid, they were ones that other teachers probably wouldn't have made. I learned more about writing in his class than I have in any other English class.





About Portledge

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Community > Students > Student Bloggers >

Our Student Bloggers love to talk about life at Portledge. We hope you enjoy hearing what they have to say. They pick the topics to write about. Check back on a regular basis to see what new things they have to say. To read the blogs, click here.

AARON

Class of 2016

Hometown: Lido Beach, NY First year at Portledge: 6th grade

Favorite school activities: soccer, hockey,

lacrosse

read more

BEN

Class of 2012

Hometown: Melville, NY

First year at Portledge: 9th grade

Favorite school activities: jazz band, tech

crew, lacrosse, soccer



Santa Catalina

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Q

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- Events



Wonderful Town Friday, April 20 - Friday, April 27, 2012

Upper School News



Being Thrifty: Earth Week By Giselle Morgan '13

- Calendar

April 27

Father-Daughter Weekend Student Body President Election

"Kids With Cameras" Silent Photo Auction

Wonderful Town

UPPER SCHOOL

We know that inside each student there is a purpose waiting to be fulfilled. At Santa Catalina, you can become the person you are meant to be.

t is a fact that graduates of all-girls schools have a significant edge in the world over their coed peers. The advantages of Santa Catalina reach far beyond statistics, though. At Santa Catalina, you will have a safe place to focus and explore your passions. You will have a beautiful campus on which to forge lasting friendships and feel comfortable with your place in the world.

During your days at Santa Catalina, you will discover da Vinci and debate everything from Aristotle to celebrity culture.

Student Stories



Santa Catalina

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The Putney School **T**

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Putney People

Student Profiles

Angela

Anu

Blythe

Nirev

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Shin

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Faculty and Staff Profiles

Shin

"Teachers at Putney initially thought of me as a 'math and science' kid. It's really important in Korea to be outstanding in those areas, and so when I arrived at Putney it was easy for them to assume that I loved those areas of study. And it's not that I don't. But my parents both majored in philosophy as undergraduates. Inside of them-and inside of me—is a deep love of literature and history. So this trimester I'm taking a philosophy course, and enjoying thinking about the nature of the human animal. Are we inherently good? Violent? What does 'being human' even mean? I've also really enjoyed studying European and American history. And at Putney, economics is taught as a senior elective. We may not want money to rule, but it's nice to understand that sometimes it does, and that movements in the stock market, for example, provoke profound emotional and financial reactions.

compose my shot so that it would be something I'd want to look at for a long time.



"I've also gotten to study language at Putney. English is my second language, and here I've also studied Spanish. Now I'm taking Spanish 3. Perhaps the biggest personal change—and it was surprising even to me—is that I've developed a love for photography. I was assigned to a photography class when I arrived, and I had no interest whatsoever. In fact, when we were asked to take a black and white picture of anything we especially liked, I took a photo of another photo. It was of a race car. My classmates were genuinely horrified, and their disapproval made a huge impression. Here I was about to waste the opportunity to study classic black and white photography and photographic development with a professional. I came around immediately, and soon I began to really appreciate how working in film made me more careful about my shots. Film is expensive; you only have so much! I learned how to 'see' for the first time, and to appreciate details of landscape or personality or technology. I learned to



"At Putney, rather than do high-pressure exams that can make or break your entire grade, twice a year we have Project Week, in which we extend our studies in one or two classes into original projects. I've matured into a very serious student of photography, and I've done four major photographic projects. I don't intend to major in photography in college. I'm not sure where my interests will take me. But just this morning I was thinking of the Putney logo—the elm tree. My life in Korea is like the trunk of that tree, a very solid base. I reached Putney and branches began growing. They're still growing, and my life is expanding."

Telling Stories about your Programs



Esse Quam Videri

"To be, rather than to seem"



About Admissions Academics Arts & Activities Athletics News & Calendar Support BL

BOIS LATIN SCHOOL

We are one school, one community ... grades K-12.

In The Spotlight



Post-AP, College Math Studies

Several years ago in response to a student's need to reach higher in math, upper school math department chair, Ms. Molly Mullally, began offering two post-AP, college-level math classes: linear algebra and multivariate

>> more



New Smith Hall

Boys' Latin officially reopened Smith Hall as the School's Center for Arts and Technology. At the opening event, faculty and staff enthusiastically shared plans for new programmatic capabilities in forensic and environmental ...

>> more



All 7th Graders Learn Guitar

In middle school, music class stresses the interrelationship of basic music components: pitch, duration, timbre, form and style, with a very hands-on approach to learning. All seventh graders learn to play guitar ...

>> more



Fulbright scholarship awarded to conduct heart disease and stroke research

After graduating from Fairfield
University in May, David
Brotman, Boys' Latin Class of 2007
alumnus, received news that will
count among the highlights of his
life: He was named a Fulbright
Scholar. ...

>> more

In the Spotlight highlights key stories on the homepage Home

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Ideas in Motion

Who are SCDS Students?

Passion. Wonder. Intensity. Fun. Learn More>>

Ideas in Motion

Click the links below for some brief samples of the kind of teaching and learning that happens at SCDS every day. There's always something interesting going on!



Third Grade Construction Engineers and Architects



Rocket Launch!



Sasquatch CSI



Hungry for Manga



The Trial of Hansel and Gretel



The Engineering Event: Can You Lend Me a Hand?



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Ideas in Motion

Third Grade Construction Engineers and Architects

The challenge for third graders: construct a three-dimensional structure sturdy enough to stand up on its own without leaning against anything or using anything for support. It must be large enough so that you can fit completely inside!

Materials available: rods made from straws, newspaper, tape

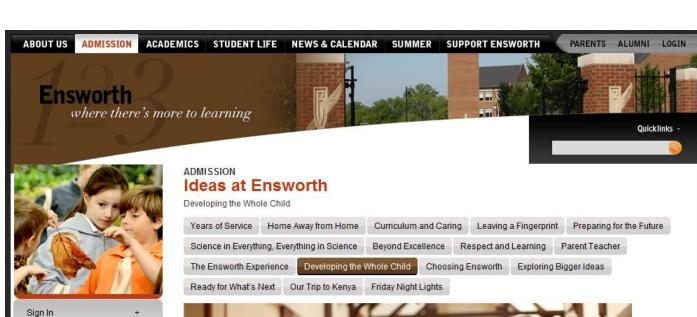
Grady's Project

My 3-D shape is a pentagonal prism with a pentagonal pyramid on top. I had previously planned to make a cube, but after I had built it I realized it couldn't stand up on its own. I finally decided on a pyramid since they lean inward and they're very sturdy because of that.



On this try, I cut off the ends of the rods that I was using. Since they are made of newspaper, a drinking straw, and some tape, they're very vulnerable to bending—especially the ends. I had finished my pentagonal pyramid, but realized that it was too small for me to fit in! I decided to put a pentagonal prism underneath the pyramid, but when me, my grandfather, and my little brother Thomas stuck the pyramid on top of the prism, the 5 rods that pointed upward on the prism buckled and folded, making the prism spin and descend, so now all I had was a collapsed prism-pyramid.

My mother had the idea of putting smaller rods on the 5 upward rods as well as the horizontal pieces by putting them at an angle (about 45 degrees). This made triangle shapes in the corners to support the weight of the pyramid, and so I did that with some help from her and Thomas, and there was my 3-D shape! It has 11 faces—5 triangular, 5 rectangular, and 1 pentagonal. It was 20 edges and 11 vertices. It has 20 rods total in it.





₱ Print ☑ E-mail ⊞ Share

Welcome Fast Facts

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How to Apply

Driving Directions

Meet the Admission Office

Ideas at Ensworth

Tuition and Financial Assistance>

Developing the Whole Child

"In middle school, we started looking for a new school for our son Donovan, and we fell in love with Ensworth. Donovan got As in public school, and we knew he would have to work much harder at Ensworth."





About OS

From The Head of School

Mission & Philosophy

Oldfields at a Glance

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Traditions at Oldfields

Big Sisters/Little Sisters, Opening Day, Green and White Night, Senior/New Girl Picnic, The Sheep on the Hill, Dubious Dozen, Gross Notes, Images, Senior Presentations, Chicken Hill, Free Days, Family Weekend, The Sugar Plum Fairy, Rarebit, Tidbit, 100 Nights Dinner, May Program, Garden Party, Senior Will Night, Graduation.



These are only some of the traditions that make the Oldfields experience so unique. They are what tie generations of Oldfields girls together. The traditions are unveiled for each new girl to experience and enjoy when she arrives. Each serves as a healthy and appropriate rite of passage, through which memories are made, leaders are born, and lessons are told.





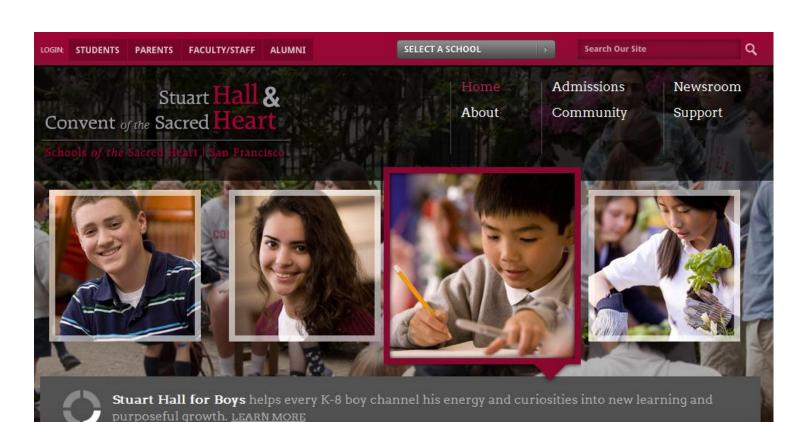
Where was the Thing-A-Ma-Bob found?



Garden Party: An Oldfields Tradition

Click on the link below to view the video of Garden Party 2011.







Meet the New President of Schools

Summer Program

Framework for the Future Campaign Convent & St

Convent & Stuart Hall News

Event Calendar ®

Convent Sophomores Give Research Symposium

Posted April 26, 2012

On April 26, Convent sophomores presented research projects to an audience of peers, parents and faculty. Each student chose a topic to research from an interdisciplinary perspective—the results were impressive and wideranging.

READ MORE

San Francisco Board of Supervisors to Recognize Outgoing Sacred Heart Leadership

Posted April 26, 2012

Join the City of San Francisco in honoring Gordon Sharafinski, Andrea Shurley and Anne Wachter, RSCJ, on Tuesday May 1 at City Hall.

READ MORE

Students Create Award-Winning Video on Water and Our Environment



Posted April 24, 2012

Kyle Chew (Stuart Hall senior)

Telling Stories about Your Faculty





Athletic Fields
CAMPAIGN





Meet Our TEACHERS

NEWS

Sewickley Academy Sophomore Accepted to College!
This fall, Chazlee Myers will attend Bard College at Simon's Rock.

Academy Continues to Lead MSA Sports Cup Standings

The MSA Sports Network has released the standings for the MSA Sports Cup through the end of winter sports. Sewickley Academy continues to hold first place with 230 points.

2nd Annual SA Zumbathon!

The Zumbathon is open to the public, for ages 12 and up. Come out for a great workout and a good cause!

Romania Exchange and Blog

Check out the first-ever Global Studies blog from the Romania trip!

Belize: An Expedition to Reefs & Rainforests

Academy SS and MS students spent 10 days exploring Belize!

A New Exchange Program in Global Studies!

An exchange between Sewickley Academy and the First School of Changsha in China takes place as part of the Confucius Classrooms Network!

160 DAYS





APPLY NOW

BLOG

Can I Be Successful Learning a Second Language?

04/24/2012 1:00 PM

My connection with languages began early in my life. As a child who immigrated to the U.S. from Cuba, I learned English by total immersion and was fluent and successful in school within nine months. I came during a time when bilingual education had not taken root and I consider it a blessing today that [...]

Sewickley Academy is a premier Pittsburgh private school enrolling students in pre-k



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At a Glance

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Get More Information

Dedicated and energetic teachers are key to a quality education. Get to know a few of our teachers by visiting their profiles below.



Grade 5 Teacher Chris Carney



MS History Teacher Michael-Ann Cerniglia



SS Biology Teacher Ron Kinser



Physical Education Teacher Damien Williams



Ceramics Teacher David LaLomia



MS Mandarin Teacher Shan Callaghan

ST. PAUL ACADEMY AND SUMMIT SCHOOL

V Portal STUDENTS PARENTS ALUMNI/AE FACULTY/STAFF

St. Paul, Minnesota



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MIDDLE SCHOOL

UPPER SCHOOL

SEARCH SPA

STUDENT PROFILES ALUMNI/AE PROFILES

RECENT NEWS

UPCOMING EVENTS

academic needs and interests are addressed by SPA's well-rounded and impressive curriculum."

Janet Bijwadia, mother of Shefali Bijwadia, Grade 6

John Doar '40 receives Presidential Medal of Freedom





Faculty Exhibit

John Doar is one of 13 individuals Obama to receive the 2012 award. Doar was assistant attorney general during the civil rights era and later special counsel to the House Judiciary Committee's Watergate investigation.

VIEW FULL PROFILE

A DAY IN THE LIFE

→ VIEW ARCHIVE

April 9, 2012

A Lower School favorite: Grandparents Day! Read More

A winning start for boys' golf

The Hon. Edward C. Stringer '53 is named recipient of 2012 Distinguished Alumni/ae Award

Now showing in the Drake Gallery: Fine Arts

Three-sport athlete Jenna O'Brien '12 receives 2012 Athena Award

SPA student journalist takes top honors in Guthrie review writing contest

Academics Arts Athletics Activities Admission Boarding Parents Alumni Support Bolles



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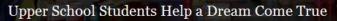
The Bolles Experience



Anna'14

Bolles Through the Lens





The upper school Dreams Come True club hosted a party for a special child on April 26. Full Story

School Calendar







April 28, 2012

State Track & field Championships @ All Day State meet held at University of North Florida

April 28, 2012

Senior Grad Bash @ 3:30 PM

This is an optional Senior only activity at Universal Studios

Calendar of Events «-

April 30, 2012

Whitehurst Campus Swimming begins in Grades 1 - 5 @ All Day Grades 1 - 5 swimming - Whitehurst Campus

April 30, 2012

Clinic for cheerleading @ 4:00 PM Clinic for cheerleading tryouts

April 30, 2012

Upper School Academic Banquet @ 7:00 PM Upper School Academic Banquet - 7:00 p

May 1, 2012

Whitehurst Campus Swimming in Kindergarten begins @ 10:45

Swimming begins in Kindergarten - Whitehurst Campus May 1, May 8, May 15 and May 22

May 1, 2012



Get Social







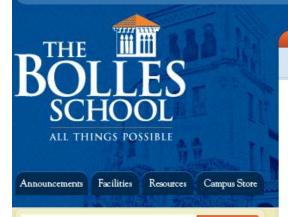




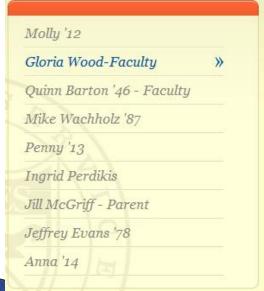




Academics Arts Athletics Activities Admission Boarding Parents Alumni Support Bolles



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Name: Gloria Wood

College/degree(s): BA, Philosophy MAT, Masters in Integrated Learning with Educational Technology

I teach/title:

Computers/Technology Integrator on the middle school campus

My typical day at Bolles:

Faculty Technology support throughout the day.

Facilitating Robotics, Web Design, Video Editing and Video Game Programming classes to students. Enjoying interacting with students and faculty!

Bolles offers students:

Opportunities in excellence in academics, athletics, and personal development in a highly challenging and supportive environment.

The Putney School T

Admission Progressive Education Inside Putney Putney People News Resources Alumni Support Putney Summer Programs



Putney News



Putney Student Wins Gates Millennium Scholarship

Submitted by news on Wed, 04/25/2012 - 11:49

Innocent '12 is going to Georgetown U School of Foreign Service next year...

Read more

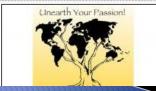


Earth Day Celebration in the News

Submitted by news on Mon, 04/23/2012 - 12:24

Hundreds turned out Sunday to celebrate and learn...

Read more

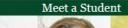


Unearth Your Passion! Earth Day 2012 This Sunday!

Submitted by news on Fri, 04/20/2012 - 10:47

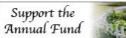
Everyone is invited to attend a day full of fun, music, and workshops...

Read more















All School Calendar

The Putney School T

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David Moon

Dawn and Nathan

Elisabeth Pasterkamp

Emily Jones

Glenn Littledale

James Wallace

Janine Hamilton

Jennifer DesMaisons

Juan Rodriguez

Karla Baldwin

Lorne Johnson

Marie Clark-Derouault

Marty Brennan-Sawyer

Michael Sardinas

Pete & Margie

Susan Brearey

Faculty and Staff Profiles

One of the greatest strengths of The Putney School over the years has been its ability to attract powerful intellects and passionate teachers to the faculty. In the early days, the opportunity to be on the cutting edge of the progressive movement drew a wide range of educators, several of whom went on to found other progressive schools. In today's educational world, public school teachers are contending with state-mandated tests and the independent school world is largely consumed with teaching to the APs. Teachers are drawn to Putney because they can teach students how to ask good questions rather than just answer them, because they can design their curriculum in collaboration with their colleagues and because we believe that education is the result of everything we do with students, in and out of the classroom. These faculty and staff profiles give a glimpse of the amazing breadth and wealth of talent at Putney.



Ann Marie White

"Putney values independence of thought. It's more than school, it's a progressive education incubator."



David Moon

David is on the science faculty.



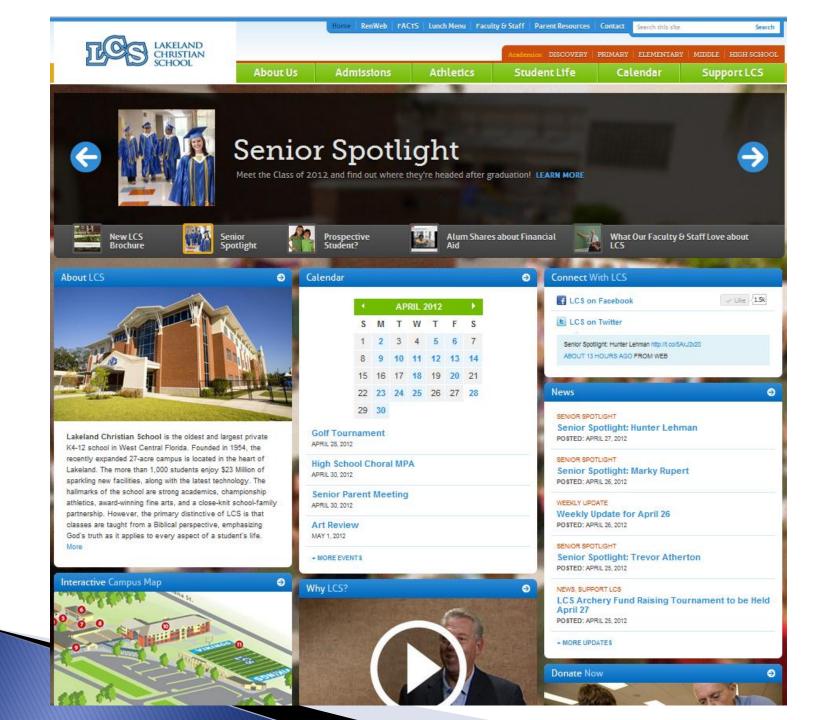
Marty Brennan-Sawyer

Marty is Putney's Executive Chef, responsible for three meals a day plus a mid-morning and late-night snack for about 300 people.



Susan Brearey

Susan Brearey is an internationally acclaimed artist whose nature-inspired work has appeared in galleries abroad and throughout the United States.





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MIDDLE SCHOOL

UPPER SCHOOL



Welcome from Head

Experience Out-of-Door

Our Campus

Testimonials

⇒ Parent Testimonials

Student Testimonials

Administration

Board of Trustees

Parent Association

Career Center

Directions

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Communications

Testimonials

"Sending my kids to Out-of-Door is the best gift I have ever given to my kids and my family." -Upper School parent

"Out-of-Door is not a fit for one certain type of child. The school can be nimble and adapt to different learners." -Lower School parent

"Everyone at the school knows my kids. Teachers are available for extra help everyday and reply to parents right away!" -Middle School parent

VIEW STUDENT TESTIMONIALS

VIEW PARENT TESTIMONIALS



How do you feel about your teachers from Out-of-Door?

My previous teachers are my great friends. We still get together, have lunch, and talk about old times. Out-of-Door teachers become like family.

What are your favorite memories from Out-of-Door?

Having lunch outside with all my classmates under the Banyan trees at the Siesta Key Campus. Going to school on an island is so unique and memorable. I also loved Spirit Day; that was a great day.

How did Out-of-Door prepare you for college and life?

I feel college was an easier transition for me than for some of my fellow college classmates. I had a better time in college at first than many and I know it was because ODA prepared us so well for that next step.

Megan Wallin, professional volleyball player and Out-of-Door Siesta Key alum (class of 1997).

Telling Stories on Facebook

Facebook

- Facebook can be used to connect to alumni, parents and friends of your school.
 - Provide regular updates on your fan page
 - Tell stories of your alumni and faculty
 - Encourage interaction among your fans
 - Enter into conversations with your fans









Search



















Newark Academy Official Facebook Page

242 likes · 15 talking about this · 3 were here



Education

Newark Academy is an independent, college preparatory school (grades 6-12) located on a beautiful 68-acre campus in Livingston, New Jersey.



242







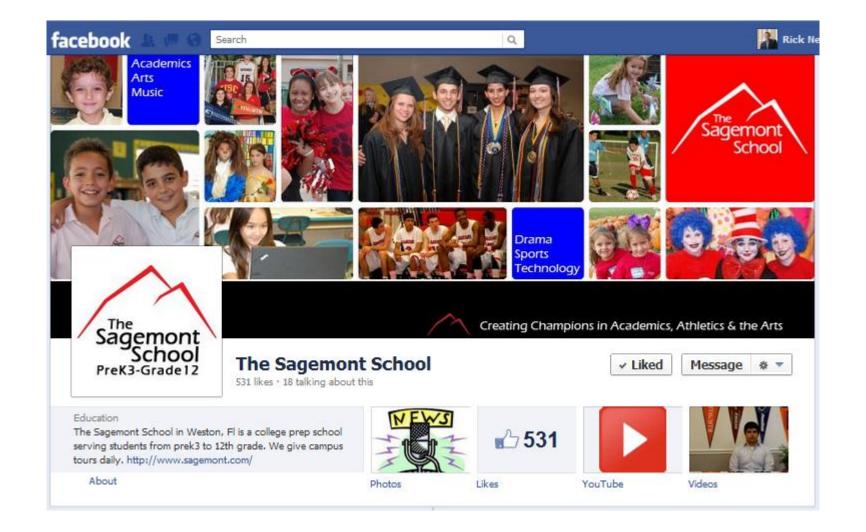
About

Photos

Likes

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Videos





Independent Day School: Corbett Campus

369 likes · 20 talking about this · 723 were here





Education

IDS-CC provides a dynamic, learning environment for grades PreK3-8th, offering the International Baccalaureate Programme and gifted education to all learners.











About

Photos

Why Choose IDS?

Apply to IDS

Likes







This post features 27 photos from around campus in March



Shout out to HH alum Margaret Burrus and a great review of her UNC acting performance: http://tinyurl.com/mburrus





More shout outs! Congrats to alumna Lola Blackwell Chambless for being chosen as one of the Nashville Business Journal's "Top Forty Under 40"!





Shout out to Stephanie Rothenberg '08 who will be the female lead in "How to Succeed in Business" on broadway for the next two months!! What was your favorite musical from your HH days?



Like · Comment · Share

n[△] 82 🔘 10





The Upper School Science Olympiad team competed in the state competition this past Saturday. Months of planning, studying and building resulted in the highest finish ever for the team -- THIRD in the state!





Congrats to our outstanding teachers awarded special recognition today! Pam Carver - Owen Chair for Excellence in Teaching; Bekah Hassell - Heath Jones Prize; and Jackie Powers - Hofstead Chair in the Humanities



90th Annual George Washington Celebration (14







Like · Comment · Share

Early Childhood Spring Show 2012 (25 photos)





Allen Britten, Raleigh Sims, Peter Karas, and TJ Simon won the 4 x 400 relay last Thursday night and set a school record of 3:25!



Like · Comment · Share



Character Carnival 2012 (18 photos)



Holy Trinity Episcopal Academy April 20 @

2012 LS Family Reading Day (29 photos)



Holy Trinity Episcopal Academy added 26 photos to the album HTEA Student Artwork.









Like · Comment · Share

10 people like this.

 10 people like this.

 10 people like this.



Susan Morrissette Bearden I love seeing HTEA student artwork. One of the best things about having an office in the US library is seeing all the student art that is put out on display. It always makes my day!

January 16 at 10:27am · Like · 🖒 2

tis These are beautiful!!! More advanced than expected but we also have some very ants at the Lower School.

n - Like

Minimester 2012 (24 photos)
Learning beyond the classroom!





Middle School buoyancy cup. More pictures to come!

Miami Country Day School

March 7 @



Miami Country Day School

We did it! We needed to make 1,000 cookies to set the World Record and we made 1,225! Congrats to Matthew Cohen, MCDS students, friends and family who all made this possible!



Photos tell the story at Miami Country Day

Miami Country Day School March 2 (8)

789

Tonight will be the second of three in our woodstock Concert Series. If you can't be there in person, we will be streaming the concert online tonight! You can watch in person in the Amphitheater or electronically at www.miamicountryday.org/streamingnow. The show begins at 7:30 p.m. tonight and there will be a third and final show tomorrow night at 7:30 p.m. as well:



Like · Comment · Share

72

Miami Country Day School is an independent, college-

development of The Whole Child.

preparatory, day school founded in 1938, dedicated to the



Claire is April's recipient of the PBDA and The Flagler / Palm Beach Rotary Club's Service Above Self Award.



The 3rd - 9th Grade Family Picnic and Carnival capped an exciting day at PBDA.

Like · Comment · Share nt I Jim Gramentine and 2 othe Write a comment...



The Flamingos won the Knowledge Bowl this afternoon with a score of 820 - 550!



Pelicans and Flamingos practiced their march this morning. The Captains of both teams have set their rosters and now it is merely a matter of time before we know which team will take the victory lap on Saturday.



Like · Comment · Share

n' 18 people like this.



entine and 10 others like this.



Palm Beach Day Academy Yesterday 🖗

The 7th Graders visited Gumbo Limbo Nature Center on

Tuesday as part of Mr. Sarko's science program.



Palm Beach Day Academy

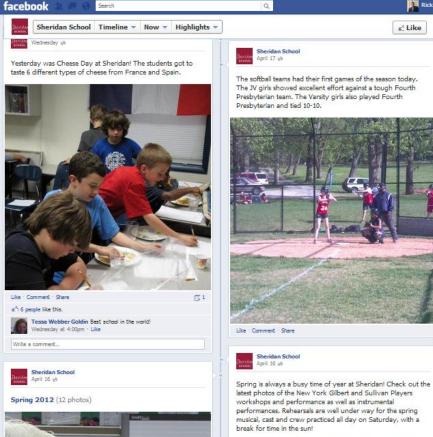
PBDA science students tried their luck at designing a container that could protect an egg during a fall from the school's roof. Many eggs were broken - but not all.





Like · Comment · Share

Write a comment...







activities throughout the day relating to the number 100. In this photo they estimated how many times they could hop on one foot in 100 seconds and then tested their estimate.





It's officially summer break, but the offices of LCS are still open every weekday from 8 AM to 4 PM.

We are so fortunate to have a wonderful and fun receptionist in the Main Office! Click "Like" if you appreciate Mrs. Pennye McCormick!



Unlike · Comment · Share

- Lakeland Christian School and 201 others like this.
- View all 15 comments



Calvin Christian School - South Holland, IL

June 12 🔞

Our hallways are empty and the lockers are clean. We are still open Monday-Thursday from 9am-3pm. Exciting things will be happening soon as paint and renovations begin.

Click "like" if you have walked this hallway and/or would "like" to see its makeover this summer!



Unlike · Comment · Share



Calvin Christian School - South Holland, IL and 75 others like this.



Jeffrey C Henderson Wow! It's like a time capsule!! Looks just as it did in the 70's. I like it!

June 12 at 5:16pm · Like

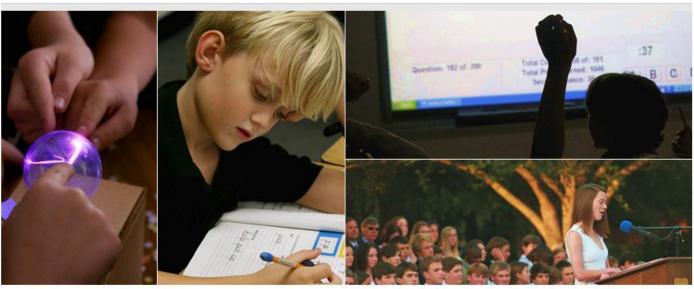


Dawn Spencer Miss waking through this hallway......:'(:'(

RSS



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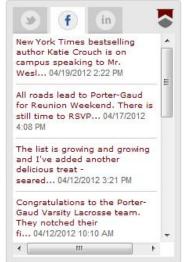


· Co-Presidents: Traci Ellis and Margaret Allen

Vice-President: Trudy Billings
 Secretary: Kirsten Barr

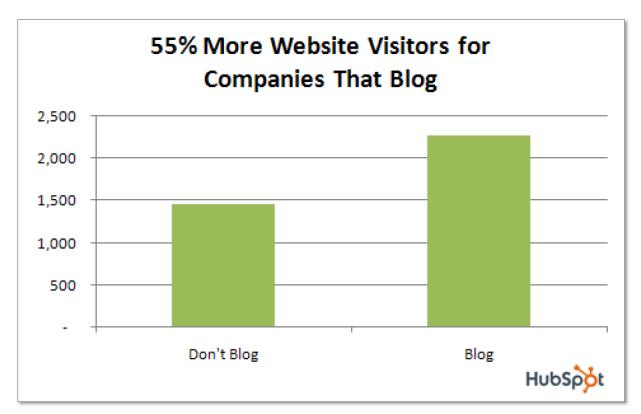
• Treasurer: Kea Whatley

The proposed officers are:



Blogs

Blogging Drives Web Visits



Source: Data from over 1,500 small businesses - http://hub.tm/BlogROI

Blog

- How can you use a blog in your strategy?
 - Share student, faculty and alumni stories.
 - Share how your school is achieving its mission,
 - Provide educational expertise on important and timely issues.
- Benefits of blog:
 - Provides an additional website full of content on your school.
 - Regularly feeds into blog subscriber in-boxes
 - Increases SEO for your school.
 - Can feed back into your website and provide dynamic content.

Sewickley Academy is on Google+ Add us to your Circles!



in Share 1

Can I Be Successful Learning a Second Language?

Pinit 1

COMMENT

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Like 7

Welcome to Sewickley Academy's blog. If you haven't done so already please subscribe to our RSS feed to receive our latest post. Additionally, we would love to hear your feedback by using the comments section after the post. Thanks for visiting.

> Tweet 5

My connection with languages began early in my life. As a child who immigrated to the U.S. from Cuba, I learned English by total immersion and was fluent and successful in school within nine months. I came during a time when bilingual education had not taken root and I consider it a blessing today that my circumstances forced me to face the difficulty of attending school with no language help whatsoever. It made me determined and helped me develop strategies that later on would help others learn English and Spanish as second languages. In my varied experience, there are two ideas that I fervently promote and believe: anyone who has learned a first language is also capable of successfully learning a second language, and secondly, as a high

school Spanish teacher, I do not believe it is ever too late to develop pronunciation of a

language at a high level or to do professional work abroad in that language.



Get More Information

ABOUT THE AUTHOR

Eva Kidwai

Eva Kidwai is a Senior School Spanish teacher at Sewickley Academy.

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Before I came to Sewickley Academy, I spent several years teaching at the university level and encountered many students who either had been unsuccessful earlier in their lives with a second language or were attempting to learn Spanish for the first time. Each semester these students would approach me the first day of class and tell me that I should have little expectation from them because they already knew they would be mediocre students. In my classes, this was not to be. I would immediately ask them why they considered themselves mediocre and I received the common list of problems: "I can't pronounce well, I can't do grammar, I can't memorize vocabulary." I would confidently let them know that this would be their best class in the semester. To their surprise, I was right more often than not. This success required that my students effectively put time into their learning by following certain guidelines and strategies.

Learning a new language can be done quite similarly to learning other subjects and information. It contains new words and meanings we must practice with similar effort as in learning science terminology. It incorporates rhythm and intonation, as when we learn how to place each word into the timing of a new song. It is shaped by grammatical structures we can learn as if learning the structure of different molecules. Finally, it contains new sounds we can produce by understanding how changing the simple position of your tongue controls what we hear. It is a beautiful combination of all types of skills to communicate our thoughts, desires, and histories with no additional tools than ourselves. What's even more beautiful is that we can all master languages by applying the correct strategies, by actively practicing and being open to success.

One of the skills required in language learning is memorization and recall. No matter which method one uses to learn a language – immersion, listening to tapes, or self-teaching with a book – one must actively memorize and repeat in order to retain. In many of my classes at Sewickley Academy, I have had students gasp when I give them









Recent Comments

Best Private School Abu Dhabi Really Awesome post, but your second paragraph second line "The students had to test and calculate where to place their catapult to hit the target" is great line. still manage to keep it smart....

How to Build a Catapult - 3 weeks ago

Private Schools Al Ain Hi, I am really glad I have found this educational info after research a number of the blog posts, I'd like to say I'm now in research and analysis over primary school children's behavior. Newest...





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Faculty Blogs

There is always something interesting happening in our classrooms, and our faculty and staff write about most of it. Follow the experiences and achievements at Calvert through our faculty blogs.

Head Master's Page

Dr. Martire's Blog

Lower School

- Pilot A Blog
- Pilot B Blog
- Pilot 1 Blog
- ▶ Seventh Age Science Blog
- Eighth Age Blog
- Mrs. Armstrong's Blog- 6-D
- Mrs. Bishop's Blog- LS Art
- Mrs. Catlin's Blog 6th Age
- Ms. Clark's Blog- 6-B
- Madame Cooke's Blog-LS & MS French, French Club



Calvert has nearly 50 blogs from faculty and staff on their website.





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HOME > BLOGS

Blogs



Head of School Jan Pullen



Upper School Blog Randy Watts



Middle School Blog Ann Wolcott

Jennifer Vigne

Marketing and Development



Intermediate School Blog Sallie Ivin



Lower School Blog Sue Thomas



College Counseling Blog Rick Ellis & Kim Lord



Athletic Department Blog Carlos Boothby



Iome About CA

Wilcox Fellowships Draw Young, Powerful Talent to CA

APRIL 20, 2012



Written by Dean of Faculty Lucille Stott

When Tom Wilcox stepped down in 2000 after serving nineteen years as Head of School, the Board of Trustees chose an apt way to honor his strong commitment to diversity: the establishment of endowed fellowships that allowed CA to welcome to our faculty young people from populations underrepresented in independent schools. The purpose of the fellowships was to give

these recent college graduates an opportunity to try out the profession—with mentoring, encouragement, and modeling—in the hope they would be inspired to make teaching a career while working with colleagues devoted to their craft and students avid to learn.

When the program began, we invited two Wilcox Fellows per year. More recently, we've been

BLOGROLL

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- Concord Academy

TWEETS FROM CA

Remembering #Rwanda - coverage of a recent CA assembly featuring Ismael Ntihabose, producer of @kinyarwandamov http://t.co/QiyCthfn 1 day ago



page tools : 🖂 🚇 -A 🗛+

Blog - Head's Notes

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Head's Notes





Remembering Pat Dooling

Each of us has had great teachers in our lives: people we think about long after we've left their classrooms; people who taught lessons—academic or life—that have remained with us; people we know cared about us as individuals; people who inspired us to excel; people whose passion ignited our love of learning. Pat Dooling, who taught at Holton for almost 32 years, stands out as one of those great teachers. After she died, we heard from her colleagues, parents, and students—in Lower, Middle and Upper Schools—as well alumnae as far back as the class of 1993, testifying to the impact she had on their lives.

Whether this year or decades ago, girls learned important foundational skills from Pat: cursive, multiplication, and division. One fifth grader observed that she "taught me how to understand and enjoy math." A fourth grader said, "she taught me many things that I had trouble understanding." One of the more touching memories came from a student who learned a non-academic, but nonetheless essential skill from





Susanna A. Jones, Head of School

Head's Notes

A blog about leadership, 21st century skills and technology in education, as well as upcoming activities and events at school.

Head of School Blog



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Our Vision

Head of School Mark Davis | Mission & Governance | Strategic Vision |

Welcome to *Our Vision*. This area offers a look at the people, philosophy and strategic thinking that help shape St. Luke's aspirations and direction for the coming years. Below you'll find a blog from our **Head of School Mark Davis**. In the links above are **Mission and Governance** (St. Luke's Mission Statement, Board of Trustee Profiles, Core Values and the St. Luke's Honor Code) and **Strategic Vision** (strategic planning documents and presentation).

Mark Davis on Leadership & Learning

Frank Henson: A Shower of Wisdom from Botswana

1/21/2019

It is my pleasure to turn this week's space over to English teacher Frank Henson. Frank was the first to participate in St. Luke's teacher exchange - a Center for Leadership initiative. The exchange provides faculty with opportunities to immerse in a different country and culture. Frank blogged throughout his journey and was kind enough to write the following reflection upon his return:

Before I left Maru-a-Pula (MAP), the 40-year-old host private school in Botswana for my recent teacher exchange, I asked my students what they had learned during our three weeks together. I was gratified (and relieved) to hear many of the answers I was looking for. This was the perfect ending to my African trip, which is now a memorable blend of fascinating people and culture, hospitality and kindness, adventure, and the many eager and smiling faces of my MAP students.

Now it is time for me to say what I learned during my three weeks at MAP. In consideration of space, I will reserve the full download for faculty posting, but a small list for sampling includes a powerful program that encourages outside reading, the "streaming" of students, and the benefits of spending eight months parsing Shakespeare's The Tragedy of Julius Caesar line by line.

But my most transformative learnings were macro in scope. They transcend literacy, Cambridge exams versus SAT's, and grammar. They are about vision in building student leaders, and they form an inspiring connection to St. Luke's mission and offer potential lessons for us. I will detail these below, but first, some context about Botswana is in order.

In its 2012 edition of The Economist Book of Vital World Statistics: A Portrait of Everything Significant in



No links to display



MarkDavisSLS Excited for Rube Goldberg Challenge in the AC today at 1:55...Who found the most complicated, innovative method to ring the bell? Join us!

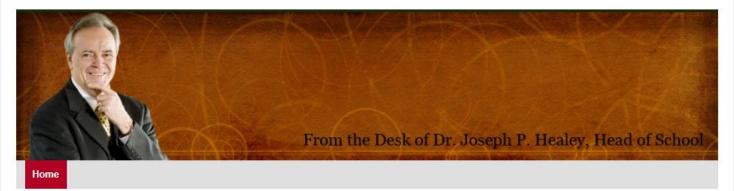
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MarkDavisSLS Another good read (NYT) about open education resources tinyurl.com/c53wvpe 3 hours ago · reply · retweet · favorite

MarkDavisSLS Interesting piece on the open educational resource movement tinyurl.com/875h4k9

18 hours ago · reply · retweet · favorite





Breakfast for Champions

Posted on April 2, 2012 by ronaldbernas

We are on our spring break as I write this. The last two weeks of school just before break were incredibly thrilling, energizing and filled with the joys and heartaches that come with extraordinary efforts in our sports program, theater and robotics.

You may already know that our boys hockey team won the state championship for our division in a series of thrilling games that culminated in their 3-0 victory over Houghton. What a moment. There were hundreds of students, faculty, alumni/ae and friends of the school at the final games. It was the first championship for the boys hockey since 1990, and it was a moment both of pride and thanks. Pride in the achievements of our student athletes and coaches, and thanks to so many who supported the program and the school over the years.

Within a week of that triumph, our girls basketball team played the championship game again. Despite a tremendous effort and the obvious talent of the team, they came up four points short. That was a moment where the thrill and the talent and all the wonderful accomplishments of that team got lost in the pain of a loss. But throughout the season and in the last two or three years, this is a team that has shown us the way. Their pluck and discipline and sheer talent were a joy to watch and though that last buzzer made for a painful time, it did not take away the pride and joy we have had in supporting this talented group of girls.



Recent Posts

- Breakfast for Champions
- On Getting Out of the Way
- For Good Measure
- Seeing the Elephant
- Life: The test that counts

Recent Comments

- Carmen on Seeing the Elephant
- roy edmonds on Technology and how it's used
- Andrea on Doing Great Work
- Roy edmonds on Doing Great Work
- ronaldbernas on Doing Great
 Work

Archives

- April 2012
- March 2012
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- January 2012
- December 2011
- November 2011
- October 2011
- September 2011

Categories



March 14, 2012

Measuring Success

Posted by michaelm under Uncategorized
Comments Off

When conducting interviews and focus groups earlier this year as part of Seattle Country Day School's strategic planning process, the facilitator asked some teachers, "How do you measure success in your classroom?"

Two teachers had similar responses: "When my students surpass me."

Such a reply offers an enlightening portal into SCDS in several ways.

SCDS is not about convergent thinking. Teaching and learning usually goes quickly beyond a simple "right" answer found in a fill-in-the-blank workbook page of rote excercises. After fundamental skills are mastered, schoolwork is often open-ended, sometimes involving projects, and often with problem-solving challenges attached. There are usually several paths to a solution and many opportunities for creative application of skills and ideas. Moreover, sharing ideas and alternative solutions collaboratively enhances everyone's learning.

Our constructivist pedagogy, which uses inquiry as a cornerstone, resonates well with our students. Instead of telling students an answer, teachers try to tap students' natural inquisitiveness. What if...? How about...? I wonder what...? How might...? Learning is elevated when students are guided into constructing their own meanings, their own conclusions or path to an answer.

When encouraging students to explore and create their own meaning based on the evidence at hand, sometimes a solution or insight results that even a veteran teacher has not experienced or encountered. This is the moment "when my students surpass me." The moment can be simultaneously profound and fulfilling for a teacher. I recall vividly when a first-grader pointed out a better, easier, and simple solution to a math problem in a way I had never contemplated. In reading a book to second-graders, a book I must have read to my own boys a hundred times when they were growing up, a student shared an insightful theme new to me. And I thought I knew that children's book inside and out!

The teacher's role is also clarified — we are no longer exclusive purveyors of knowledge but facilitators.

Recent Posts

- Measuring Success
- Cultivating a Culture of Kindness
- A Transformative Moment in Hiroshima
- Suest Blog: What Makes SCDS Special
- An Insight Into Winterim
- > Mission and Admissions
- > Letter to a Mentor
- » A Quizzical Quiz
- Clarifying the School Mission
- Purposeful Non-Intervention Encourages Independence and Growth
- Two Different Books, Same Message
- The Spirit of Inquiry Necessitates "Mistakes"
- Some of the second of the s

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About 'Head's Tales' Blog



Welcome to the blog from our Head of School

NEWS & EVENTS

Tim Bazemore is in the enviable position of being able to visit classrooms, studios, and labs across campus to see our children and teachers at their daily work. Here are some snapshots of his observations along the way.

Let it Flow

4/20/2012

What's the connection between viscosity and geology? That's what the third graders were trying to figure out today in science class. Surrounded by a menagerie of science room critters, including newly-emerged chirping baby chicks, Ms. Detlefs and Mr. Hallett steered the children's attention to volcanoes. The goal of the lesson was to learn about the viscosity of liquids and how the flow of lava affects the size and shape of a volcano. Of course molten hot magma is not in the lab kit, so the children experimented with other liquids, in this case ketchup, vegetable oil, and water. The prospect of making a mess created a buzz of energy and anticipation in the room.

At the heart of learning science is learning how to be a scientist, so before the experiment began, the teachers and children defined key terms. One boy volunteered that viscosity means "the speed of a liquid," which was not far from the official definition: "a liquid's resistance to flow." They then discussed how high and low viscosity mean the opposite of what you might expect. After reviewing the materials and process, they turned to the fun part. Using cutting boards propped at an angle, a stopwatch, and a measuring spoon, the pairs took turns pouring each liquid down the board, timing the flow from top to bottom. The speed of the water surprised them (low viscosity); the ketchup's pace was hardly noticeable (high viscosity). Recording their data and writing conclusions in their science journals, the children then pondered how the viscosity of lava might create either a shield or strato volcano.

We know learning is best when it is multi-modal, engaging mind, senses, and emotions. In Lower School (and in the other divisions as well), this is how we teach science. The complex questions and compelling details of the world around us provide endless opportunities for young scientists. The passion of the teachers drives the students' interest



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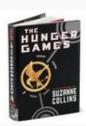


LEADERSHIP BLOGS

Welcome to our blogs page. Below you will find posts from our three Heads -- Headmaster Steve Hinds, Head of Lower School Gary McPhail, and Head of Middle School Brendan Largay -- as well as guest posts from other thought leaders at Meadowbrook. All three Heads are long-time educators, devoted to our students and dedicated to ensuring that Meadowbrook provides the very best in K-8 education. Please click on the links to read the full posts, and join in the conversation -- we hope you will find it interesting, informative and provocative.

Please read Meadowbrook's blog comments guidelines.

Headmaster's Blog



"The Hunger Games": Has Your Child Read It? (Or Seen It?)

4/17/2012

Meadowbrook librarian Audrey Borus poses a few questions to parents.

Add Comments

Lower School Head's Blog



Into the Woods

4/5/2012

Gary McPhail's blog announces the Lower School's newest outdoor endeavor -- Woodvville!

Add/View Comments (4)

Middle School Head's Blog

It's ERB Time

4/4/2012

Brendan Largay blogs about the ERB test.

Add Comments

Meadowbrook Parent, Meadowbrook Teacher

3/29/2012

Kirsten Johnson guest blogs about experiencing middle school from both sides of the fence.

Add Comments

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NOBLE AND GREENOUGH SCHOOL

A nonsectarian, coed day and 5-day boarding school for grades 7-12

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It Goes Both Ways

Achieve supports uninterrupted learning success for low-income Boston-area students by incorporating two components—a summer session and academic year session—into its program. During the year, Nobles students volunteer as tutors in the program.

> More

ACADEMIC CALENDAR

ARTS CALENDAR

ATHLETIC CALENDAR SCORES

Apr 23, 4:30 PM

MIDDLE SCHOOL PLACEMENT ASSESSMENTS

for new students

Apr 23, 5:00 PM

NEW UPPER SCHOOL STUDENT COURSE REGISTRATION

May 1, 6:00 PM

CLASS VI 'ROUND THE WORLD NIGHT

Apr 24, 7:00 PM

VOICE RECITAL Students of Stacie Pirozzi

Apr 26, 7:00 PM

JAZZ/BLUES/PERCUSSION CONCERT

May 3, 7:00 PM WIND/STRING CONCERT

view more

Aug 29, 8:00 AM PRE-SEASON VARSITY

PRACTICES

Aug 30, 8:00 AM PRE-SEASON VARSITY

Aug 31

VARSITY CAPTAIN'S PRACTICES

view more

PRACTICES

and Parents

News

Activist Lisa Shannon Speaks

ASSEMBLY Apr 5, 2012

Activist Lisa Shannon visited Lawrence Auditorium on April 4 to share her story with the Nobles

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click for more news

Nobles Blogs

Photo of the Day

DAY OF SILENCE/DAY OF EMPATHY Apr 20, 2012

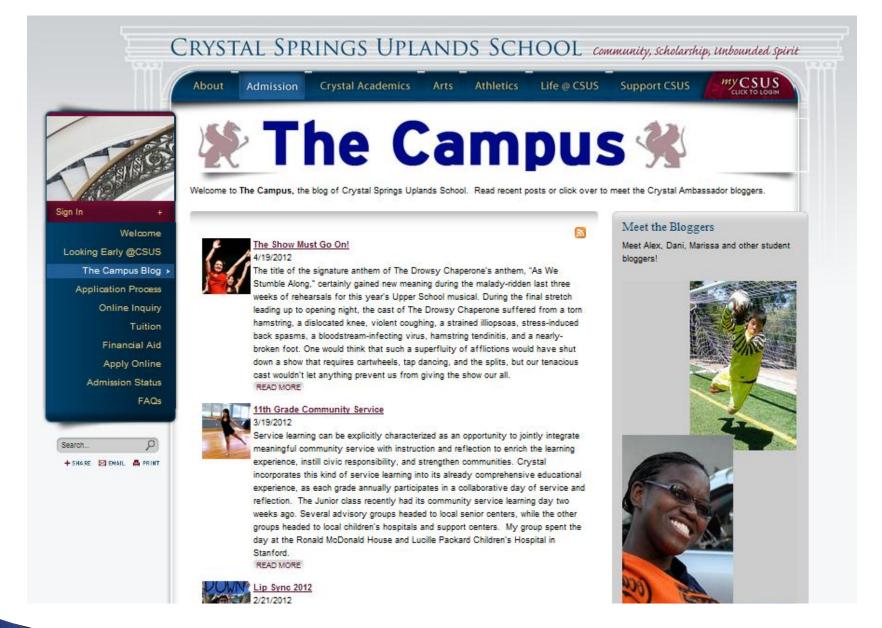
Students, faculty and staff participate in the national Day of Silence, an annual effort to support the rights of the lesbian, gay, bisexual and transgender community. Community members could opt to wear white bands, signaling their commitment to remain silent ... read more

Head of School

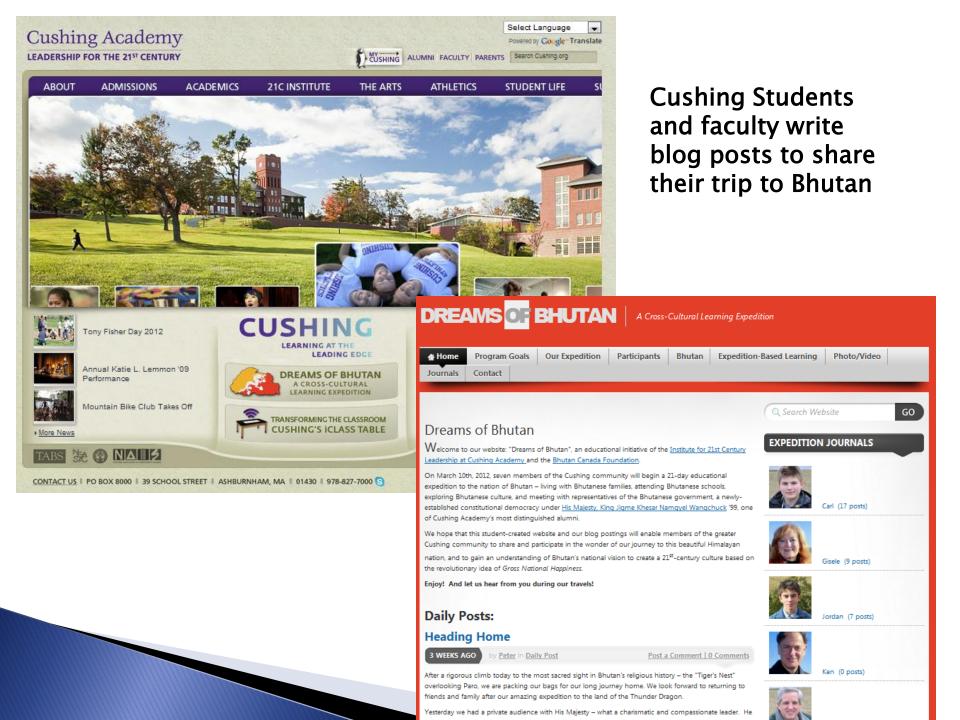
RESPECTING H.H. RICHARDSON'S VISION Apr 19, 2012

Much has been written over the last couple of years, by me and others, about the powerful significance of the Castle to Nobles, both as an icon and practical facility. This communication has been integral to the massive commitment by ... read more

Adolescence



Student bloggers tell the Crystal Springs story





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what's up?

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CAMPUS AND COMMUNITY

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Home > What's Up > Lucinda's Blog

Lucinda's Blog

Sign up to recieve Head of School Lucinda Lee Katz's blog! Click on the orange "Alerts" button below to subscribe.

RSS 2.0

(1) ALERTS

Civility, Kindness, Manners and Respect = Mindfulness

Mindfulness means paying attention in a particular way: on purpose, in the present moment and non-judgmentally ... Jon Kabat-Zinn

I hope that one of the greatest gifts that MCDS students receive by the time they reach Step Up is practicing how to pay attention, be purposeful and intentional, and be fully present in all that they choose to do. Matt Levinson recently shared a small example of this with me:

Amidst all of the wet weather we have had recently, I wanted to share a bright, shining moment of compassion from one of our MCDS students. As I was standing at my carpool post, I had a beaten up umbrella that I was struggling to use effectively to keep myself dry. The wind whipped the umbrella upside down and I kept trying to straighten it out, quite unsuccessfully. Two eighth grade students were watching me from Sherla's window. One of them ran out in the pouring rain to give me a better umbrella. She commented to me: "We saw you getting so wet and thought you could use this." I gratefully accepted the new, more durable umbrella and had a bit more success staying dry. These two students were paying close attention to their surroundings and thinking beyond themselves, and I was truly grateful.

MCDS is known not only for acknowledging things that go well, but also for seizing "teachable moments." A different example from Sherla demonstrates a time when a student wasn't practicing being mindful of her surroundings and wasn't paying attention to the impact of her words and behavior on the people around her:

A student came into the front office to use the phone to call home and began to talk loudly and angrily about not getting something done. In that same space were two younger students getting a band-aid for a cut, and four visitors: two potential applicant parents waiting to be interviewed by Jeff Escabar, one waiting for me, and another waiting for a colleague.

NMH Northfield Mount Hermon

NORTHFIELD MOUNT HERMON BLOGS

Go to NMHSCHOOL. ORG















. Mon Apr 16th, 2012 by bwatson

@Ancient Epic | Keeba's post on the Odyssey

SOLID END TO THE ODYSSEY, a little bit abrupt and very unimpresive, but homer must have been tired by the end. My opinion of the the book stayed the same... **MORE

• Thu Apr 19th, 2012 by ebenning12

@Islamic Middle East Blog | Wave of bombings in Iraq

A SERIES OF BOMBINGS IN Iraqi cities has left 33 people dead and many more injured. Iraqi officials said that the bombings in the capital were targeted at Iraq's top... **MORE

• Thu Apr 19th, 2012 by John Halas

@NMH Athletics | Girl's Ultimate looks promising so far

THIS GIRL'S ULTIMATE BLOG IS brought to you by Corey Atkins As soon as the first warm weather came out, so did all the discs. Almost every Sunday, passionate... »»MORE

• Thu Apr 19th, 2012 by dmarshall

@Track and Field | Complete Boys Results NMH Track & Field vs Worcester Academy 4/18/12

COMPLETE RESULTS AT: HTTPS://DOCS.GOOGLE.COM/OPEN?

ID=oBZIPAJOGEPUHQ1YZUGYZQ3JPMGM FOLLOW US on twitter: https://twitter.com/#!/nmhtrack Find us on facebook: https://www.facebook.com/#!/NMHTrack... ****MORE**

• Thu Apr 19th, 2012 by Ted Thornton

@Asia Rising | India Launches Intercontinental Ballistic Missile

INDIA TODAY JOINED THE SMALL group of nations capable of launching long-range nuclear tipped missiles (the other nations are China, Russia, France, the United States, and the United Kingdom).

The test... » MORE

• Tue Apr 17th, 2012 by hwareham

@Moment of Silence | Moment of Silence by Bou Lee '12

TAKE PHOTOS. I REMEMBER IN EIGHTH grade, my classmates and I had to write letters to ourselves, making a bucket list of the 100 things we wanted to do before... »»MORE

Mon Apr 16th, 2012 by Peter H. Weis '78

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NMH BLOGS

- » Around the Valley
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- » Upward Bound





PROGRAMS ATHLETICS

STUDENTS

田命

PARENTS



PEOPLE

At a Glance

ADMISSION

GIVING

The School

Oakwood School is a coeducational K-12 independent day school, founded in 1951 by a group of parents who wanted to provide their children with an educational experience that was rich in the arts. sciences, and humanities, challenging to their creative and intellectual capacities and above all, humane. The school is located on two campuses approximately one mile apart in North Hollywood, CA. The elementary school (11230 Moorpark St.) is for grades K-6, and the secondary school (11600 Magnolia Blvd.) is for grades 7-12.

THE FUTURE

NEWS

CALENDAR

Admission

For the 2011-12 academic year, Oakwood School enrolled 44 new Kindergarten students, 40 new 7th grade students, and 9 new 9th grade students.

Student Body

Grades K-6: approximately 40 students per grade are enrolled in the elementary school. Grades 7-12: approximately 75-80 students per grade are enrolled in the secondary school. Total enrollment is 770 for fall 2011.

Families come from throughout the Los Angeles metropolitan area, and periodically from other countries. Oakwood students have attended over 100 different pre-school, elementary or middle schools. Students of color represent 27% of the student body.

Faculty

There are 89 total faculty, 26 at the elementary school and 63 at the secondary school. In addition, the secondary school has 25 part-time Artists-in-Residence from Cal Arts.

Graduation Requirements (Secondary School)

Grades 7-8

Humanities (2 years) Mathematics (2 years) Science (2 years) Foreign Language (2 years) Latin, Spanish, French or Chinese Art (2 years) - semester courses in Visual Arts, Theatre Arts, Music, Dance Computer Science (2 semesters)

Physical Education (2 years)

Grades 9-12

Arts, Music, Dance

English (4 years) Social Studies (3 years) Mathematics (3 years, including one year beyond Algebra II) Science (3 years) Foreign Language (Spanish, French or Chinese through level III) Arts (3 years) - year-long courses in Visual Arts, Theatre



Did you Know changes on every page



to provide many opportunities for students to succeed and

The Putney Special

Student perspectives on life and learning at The Putney School









Work Day Tomorrow!

April 19, 2012 by varneyglassman

Twice a year we have something called 'work day' at Putney. This is a time for students and teachers to take a day off from classes and help clean up campus. Groups are formed of about 10 students and 2 faculty members and jobs range from painting the barn to cleaning the weaving studio. This is a great opportunity to bond with a new group of people, as well as to get the campus looking great for spring. Here is a photo from work day this fall:







Our Bloggers



Natalie Knowles

First Snow at Putney! Featured in this Fall's Putney Post.....



Olivia Sanders

Thanksgiving on the West Coast Welcome International Students!



varneyglassman

Work Day Tomorrow! Spring has sprung and labyrinth making has begun!



Andy Francis

Laxin' Well. Back again.

Video

Video Vignettes

- Produce short video vignettes to provide reallife testimonials and stories about your school.
- Post videos to YouTube, Vimeo or another service.
- Feed them back into your website or send them out through an email.

Ask Key Questions

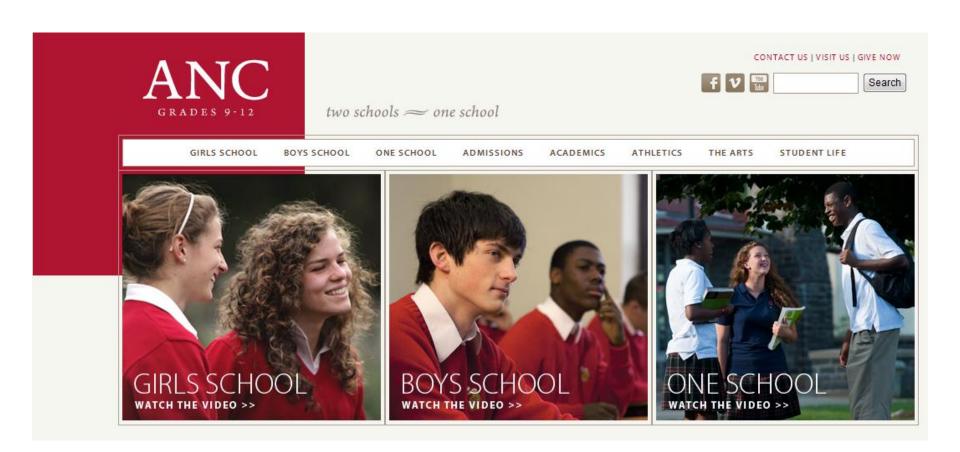
- Ask Current Parents "What do you like best about your school?"
- Ask New Parents "Why did you select this school for your child?"
- Ask Alumni "How did your school prepare you for success in college and in life?"
- Ask Faculty "What do you like best about teaching at your school?"
- Ask Seniors "What college do you plan to attend next year?"

Other Ideas

- Traditions
- A Day in the Life
- Lower School Students Say it Best
- College Reps
- Key Brand Messages
- One Topic, Four Perspectives (Student, Parent, Faculty, Alumnus)
- Affordability

Other Ways to Use Video

- Use video to share messages from the head of school.
- State of the School message.
- Video newsletter.
- Student produced news.
- Student contest—produce a one-minute video to "sell" your school; winners are posted on website and reward given.



Homepage provides access to three videos to highlight the uniqueness of the school.



About Us Admissions

On Campus

Development

Bentley Students on:



K-8 Campus

1 Hitler Dr. Oakland, CA 94618

1 · 510-843-2512 (4

9-12 Campus

1000 Upper Happy Valley Rd Lafayette, CA 94549

925-283-2101 G

News

Oakland Campus Garden Project - Saturday, April 21st! Come join us!

Earth Day at Bentley School - April 20th

interested in applying to Bentley School? We are still accepting applications.

View ALL



THE HOTCHKISS SCHOOL

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Meet Our Tour Guides

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Campus Map/Tour



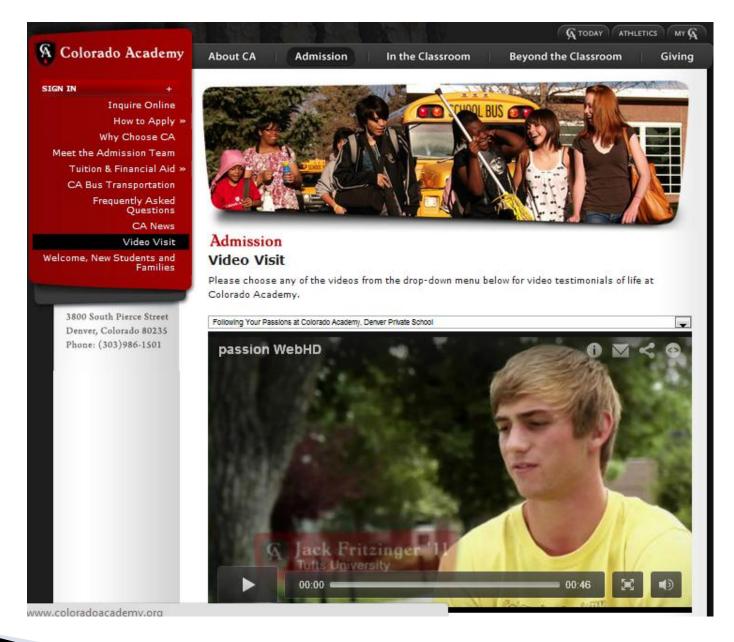
HOW TO



ADMISSION VIDEOS

We are proud of our campus and facilities, but it is the people that make Hotchkiss a truly special place. Our school videos give you a chance to hear students and faculty speak about the Hotchkiss experience, get a taste for the life of the school, and understand why you should "put yourself in the way of opportunity" at Hotchkiss.





Video testimonials in the admissions section





Deerfield Students and Employees, login to Deerfield.edu



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Our Heritage

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Deerfield People

Campus Guide

For Applicants

For Alumni

FOR APPLICANTS

Ten Things I Love About Deerfield

Admissions on the Road

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Frequently Asked Questions

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International Applicants

Special Interests

Imagine Deerfield

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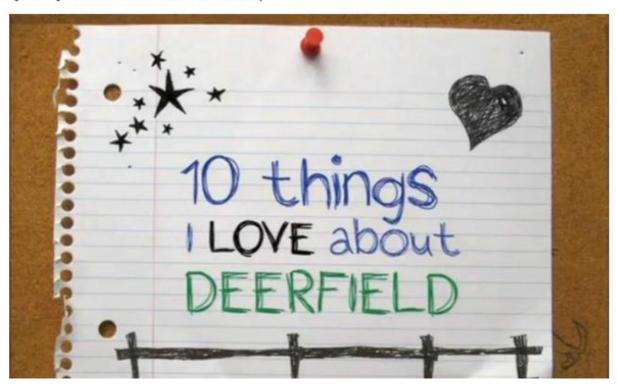






Ten Things I Love About Deerfield

Deerfield is difficult to capture on a computer screen but we hope our video will help you understand the special spirit that characterizes the Academy.



Video tells the story from a student's perspective of the 10 things they love about Deerfield



For over 25 years, a national leader in educating students with learning differences





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Summer Program

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Frequently Asked Duestions

Why We Chose DVFS

/iewbook

Why We Chose DVFS

Listen to what parents and students say about why they chose Delaware Valley Friends...



Home > Admissions & Financial Aid > Why We Chose DVFS





Show All

Kevin, Parent

Molly, Student

Kim, Parent

Mary-Katherine, Student

Kelsey, Class of 2011

Heather, Middle School Parent

Lisa, Parent

Catie, Class of 2010

Transcript of videos

For Professionals

Calendars





Video vignettes showcase why students and parents chose DVFS

Students

Faculty

Alumnae/i

cityterm

The Masters School



2012 GALA BENEFIT

Upper School

Middle School

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Look & Listen Media Center

Welcome to the Look & Listen Media Center. As a day and boarding school, Masters is a place of high standards, great achievement, and hard work. But our school is also a place for creativity, diversity, and fun! Check out our photo, video, and audio galleries to see and listen to our vibrant, multicultural school community in action-in and out of the classroom.







Photo Gallery

Video Gallery

Audio Gallery

The Masters School 49 Clinton Ave, Dobbs Ferry, NY 10522 914.479.6400

Calendar News & Events Contact Us Directions Employment Webmail

A coed day and boarding college preparatory school, grades 5-12, located 35 minutes from New York City.



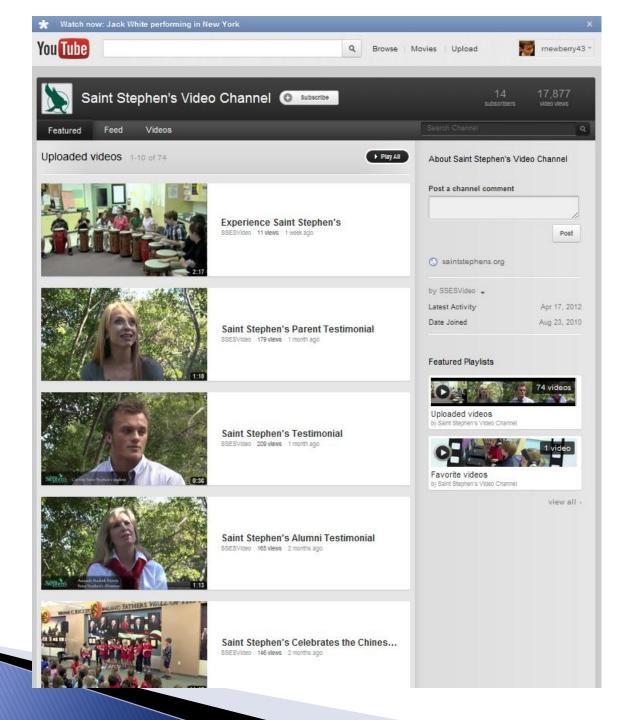
Album Detail





means to them.





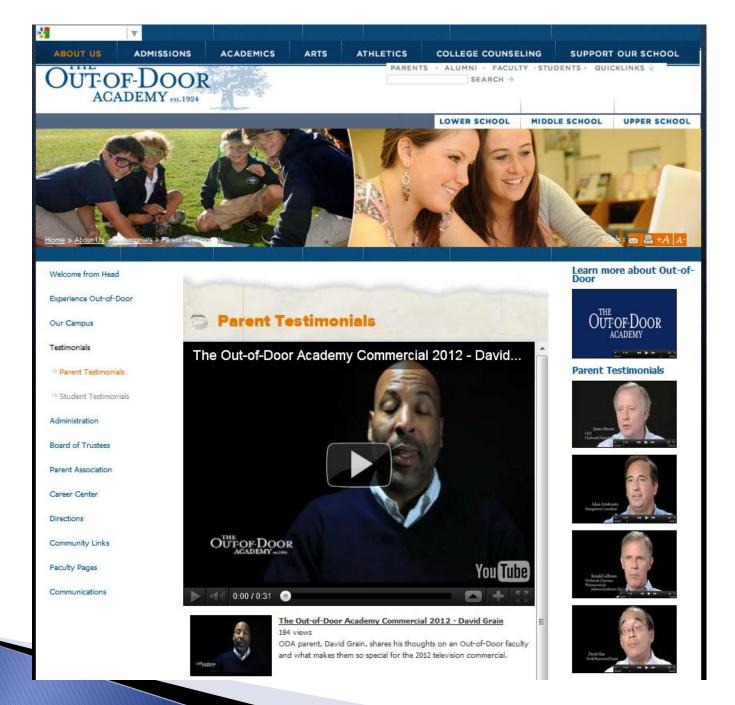


Photo of the Day



At Brookwood, we believe in balance: rigor with compassion, excellence with exuberance, and selfdiscovery along with sensitivity to others.

For more than 50 years, Brookwood School has been instilling in students a lifelong love of learning – and graduating young adults of conscience, character, and compassion.



Brookwood's BTube page contains a variety of videos showcasing the life of the school.



Brookwood's BPod page contains a picture and caption of the day.

Introducing BPod: Brookwood Photo of the Day



From classroom candids and campus snapshots to athletic competitions and artistic creations, BPod captures a daily moment in time at Brookwood. We hope you enjoy this digital photo archive of the 2011-2012 school year!

[Return to home page]



Current Students Alumni Parents Faculty & Staff

NMH

Northfield Mount Hermon

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The Art of Collaboration An alumna guides students in the making of a dance piece.

Exercising Heart and Hand

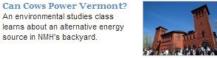
NMH students devote a day to

community service.



118th Concert of Sacred Music

Sat. 04/28/2012



Sun, 05/06/2012 - 2:30pm



Envisioning the Future Accepted students (and their parents) try out campus for a day.

source in NMH's backyard.





THINK/LIVE

Write. Th



















Photo of the Day





a lifetime of discovery

HOME ABOUT CHAPIN ADMISSIONS ATHLETICS GIVING ALUMNAE CHAPIN LOGIN

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OUR DIVISIONS

LOWER SCHOOL

MIDDLE SCHOOL

UPPER SCHOOL



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SCHOOL TOUR

Come experience the vibrant and engaging environment of the Chapin School. Take our photo tour and visit the places where our young women grow, learn and thrive. To begin the tour click on the first image below.



About | Academics | Admission | Athletics | Arts | Students | Alumni | Parents | News | K-8

DARE TO BE TRUE



NEWS & EVENTS

Dr. Sylvia Earle, Intrepid Explorer, Shares Her Passion for "The Deep"



World-renowned marine biologist and ocean explorer Dr. Sylvia Earle shared her passion and wonder of discovery with students during the science department's assembly. An advocate for the research and protection of the ocean, Dr. Earle articulated a positive outlook on the future of "our most precious and largely unexplored frontiers-our seas."

"If I could choose a time to arrive on the planet I would choose now," says Dr. Earle, "Despite the bad news about our climate, the good news is we have the power and knowledge to shape the future in a way our predecessors did not. This is the best time because we have the ability to know who we are, where we've been and where we are going, depending on what we do or don't do."

The 77-year-old Dr. Earle understated her astonishing and extensive travel and diving itinerary-one week she might be in Hawaii, the next a deep-water Russian lake. She was effusive of her love of submersible diving machines, how she enjoys driving them and hopes that some day, using them to get to know oceans becomes a more commonplace experience for people.

[Read More]

Milton Teams Celebrate Town's 350th Anniversary

PHOTO OF THE DAY



Bob Sinicrope test drive the music department's new SmartMusic interactive software in the Kellner Performing Arts Center. The program allows Milton's musicians to practice assignments from any internet connection, receive instant feedback, and submit their progress.

NEWS LINKS

Campus Map

Video: Course Planning

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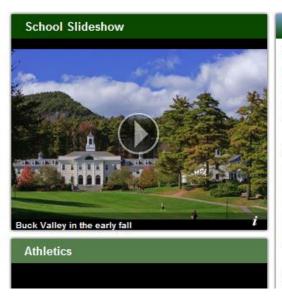
TODAY'S EVENTS

NO USE OF WIGG 7:00 AM - 12:00 AM

View all events

Social Media Mash-Up





Facebook Page

Berkshire School Calling all music lovers! Next Saturday at 8 pm in Allen Theater the Berkshire Bach Society will present the below concert over Parents Weekend. Tix \$25 at door, via BrownPaperTickets.com or

Solution 800-838-3006 ■ Free to all Berkshire students and grandparents. All are welcome!



The Berkshire Bach Society | "How Does Bach Do It?"

www.berkshirebach.org Saturday, April 28, 2012 at 8pm*How Does Bach Do It?* ~ The "Wedding" Cantata and Orchestral

Suite #3Jeremy Yudkin, Professor of Music,

News

Out and About with the GSA

Posted 04/20/2012 04:42PM

Berkshire's Gay-Straight Alliance celebrates an important week with a presentation by the leaders of the website Everyone is Gay and a Day of Silence.

get link

Cabaret Night

Posted 04/20/2012 09:52AM

The Music Department presents Vocal Cabaret, an evening of vocal performance. The event is a perennial favorite! Join the fun in Berkshire Hall atrium on Friday, April 20th at 7:30 PM. get link

Chemistry Mountain Day

Posted 04/17/2012 03:06PM

Social Media Mash-Up Page

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CAndid

It's a challenge to keep up with CA students' creations and innovations—what they're doing, thinking, writing, discovering, and exploring. Now, through CAndid, our home for CA's social media outlets, you can learn what's happening on and off campus—the latest news about students, as well as faculty, staff, and alumnae/i.

Follow our Twitter feed, become our fan on Facebook, check out our YouTube videos and Flickr photos, or comment on the latest post from CA Blogs. People are talking about Concord Academy—let us know what you think.













What's Happening at CA?



Concord Academy
Concord_Academy



Concord_Academy Remembering #Rwanda - coverage of a recent CA assembly featuring Ismael Ntihabose, producer of @kinyarwandamov bit.ly/JdGOHl yesterday 'reply 'retweet 'favorite



Concord_Academy #Collaboration
In The #Classroom - CA's
#academic dean #blogs on our
interdisciplinary course called The
#Boston Class.
cachameleons.wordpress.com
4 days ago ' reply ' retweet ' favorite



Concord_Academy Congrats to CA's Tariq Mohammed for being named the 2011 Developmental Coach of the Year by the U.S. Olympic Committee! bit.ly/HwZ9Bc 10 days ago · reply · retweet · favorite



Concord_Academy Thoughts on #accepted students getting in Current Students Alumni Parents Faculty & Staff

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Northfield Mount Hermon School

April 20, 2012 3:12pm

2012 NMH Service Day http://www.flickr.com/photos NMH Service Day! Students and faculty work around campus and in the nearby community, April 19, 2012 Copyright © 2012. All rights reserved Northfield Mount Hermon

Northfield Mount Hermon School

April 20, 2012 12:30pm

Exercising the Heart and Hand: NMH students devote a day to community service. http://ow.ly/apFr9

Northfield Mount Hermon School

April 20, 2012 3:25pm

Good morning from an NMH Farm resident!

Northfield Mount Hermon School

April 20, 2012 8:37am

2012 NMH JV baseball http://www.flickr.com/photos NMH JV baseball vs. Exeter at Northfield Mount Hermon, April 7, 2012 Additional

NMH ON flickr

















NMH ON vimeo



Student Theater Production: Putting Together "The

NMH BLOGS

Wave of bombings in Iraq

Thursday, April 19, 2012 - 22:02

A series of bombings in Iraqi cities has left 33 people dead and many more injured. ...

Lax blog #1

Thursday, April 19, 2012 - 21:40

The NMH men's varsity lacrosse team came to play yesterday, beating Cushing by a ...

Girl's Ultimate looks promising so far

Thursday, April 19, 2012 - 21:35

As soon as the first warm weather came out, so did all the discs. Almost every Sunday,...

more >

NMH ON Lwitter

Reply | View Tweet

RT @michaelfosberg: @NMHSchool in solidarity with today's #dayofsilence recognize, accept, and unite. - about 2 days 3 hours ago from HootSuite

The #NMH Islamic Middle East blog reported vesterday



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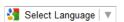
On The Road

Purnell's Media Mashup



School Videos





Home > Admissions > Purnell's Media Mashup



Purnell's Facebook Page

Purnell School This past weekend, students participated in Artists-In-Residence hands-on workshops. The girls had a fantastic time working with nine professional studio and performing artists! http://www.purnell.org/cf news/view.cfm?newsid=43

News Post

www.purnell.org

Students recently participated in E.B. Osborn Artists-In-Residence Weekend, one of the most anticipated weekends of the year. With nine professional studio and performing artists giving hands-on workshops, students were able this year to try their hands at hip-hop dancing with the film Footloose's T...

Purnell School Purnell is honoring our planet by celebrating Earth Week! Today's events include a free green and brown dress down day, paper flower making in the health center, turning trash into art during activity period, and a reading of The Lorax during Morning Meeting!

Purnell School Purnell just made it easier for you to apply online! You now can submit an application directly online by simply creating a username and password. http://www.purnell.org/page.cfm?p=372

2 likes

View facebook page

Earth Week 2012



Purnell Stories



@PurnellSchool

Today marks the start of Earth Week at Purnell. Greens, our environmental club, planted trees on campus. Go Green! http://t.co/vr5qlODU

1 day ago

We hope all of the students and faculty have a great spring break! We will see you back on March 26! 43 days ago

Opening Night of Purnell's Throughly Modern Millie Jr. is tonight! Ticket are available at the door! Don't miss out! http://t.co/jrmqT3jy

47 days ago

follow @PurnellSchool on twitter

Project Exploration

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PC MashUp

Flickr Photos



Find the PC photo set that interests you!

To download a photo from the set right click on the image, in the "Actions" tab at the top of the Flickr page, select "View all sizes," then, from the size options, select the size (resolution) and download.

YouTube



Facebook Page

William Penn Charter

School http://chestnuthilllocal.com/blog/2012/04/23/-charter-students-celebrate-earth-day/



Penn Charter students
celebrate Earth Day | |
Chestnut Hill Local
Philadelphia PAChestnut
Hill.

chestnuthilllocal.com

Second grade teacher and beekeeper Joel Eckel taught Penn Charter students that bees need pollen, nectar, tree sap and water to survive.

1 likes

William Penn Charter

School http://www.penncharter.com/cf news/view.com/cf news/view.co



News Post

www.penncharter.com
In celebration of Earth Week and
in stewardship of our
environment, Penn Charter will
host a free electronics recycling

event for the Penn Charter community and our neighbors.

3 likes

View facebook page

OPEN HOUSE May 1



Our next Admissions Open House, for pre-K to grade 8, is Tuesday, May 1, at 8:30am. Register to visit!

News

The Story Behind Friendly Eights

Opportunity for PC parents

Earth Day in Lower School

Workshops teach stewardship.

Electronics Recycling This Week

Free, easy electronics recycling

MS Day of Service

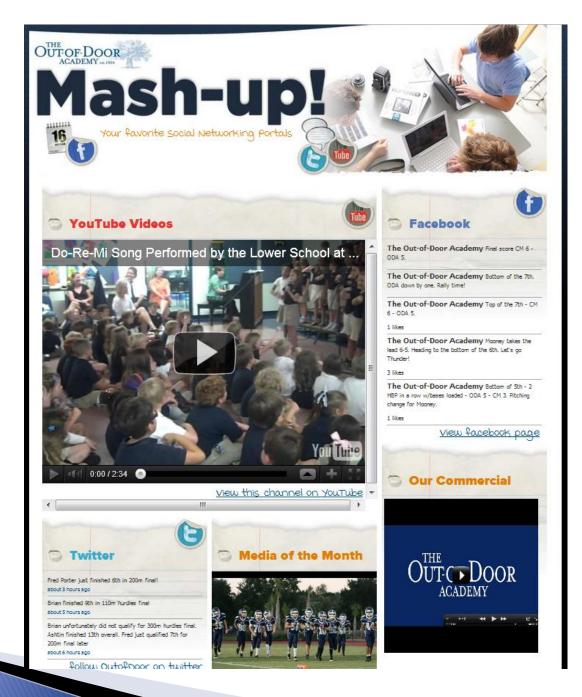
Photos from a day of good works.

Steve Bonnie, Bill Gallagher Honored

Two PC sports icons inducted into Hall of Fame.

more PC news

PC on Twitter



Q&A

Consultation

- If you are interested in discussing your current enrollment challenges or marketing needs, please contact Rick Newberry to set up a time for an initial consultation:
 - Rick.Newberry@EnrollmentCatalyst.com
 - @RickNewberry
 - 727.647.0378
 - www.EnrollmentCatalyst.com



For More Information:

Enrollment Catalyst

Rick Newberry, Ph.D. 9770 Indian Key Trail Seminole, FL 33776

727.647.0378

Rick.Newberry@enrollmentcatalyst.com

Blog: www.EnrollmentCatalyst.com/blog