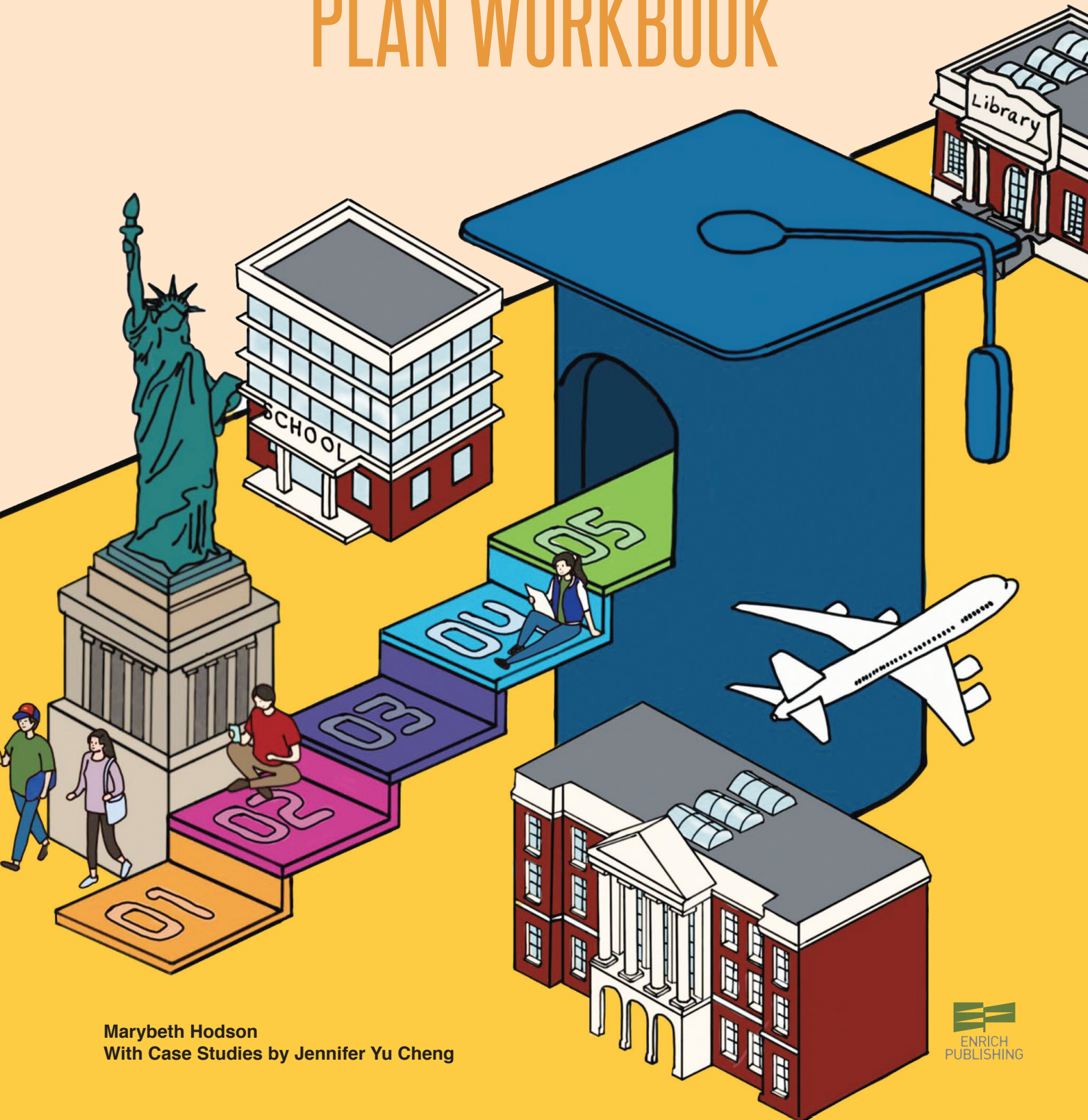


# BRAND YOURSELF FOR ADMISSION TO TOP US BOARDING SCHOOLS

5 Key Steps for International Students

## MY BOARDING SCHOOL PLAN WORKBOOK



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## START EARLY STEP 1.1: Readiness Indicators

### DESCRIPTION

Many areas of boarding school life should be considered when thinking about whether a student will just simply manage to get through the experience, or if they will thrive at a US boarding school. Before going through the demanding and expensive task of applying to a US boarding school, a student must first ask themselves if this learning environment is a good fit for them.

### INSTRUCTION

Students: Use the **Academic Readiness Initial Self-Reflection Worksheet** to provide a brief description of where you see your current development in the following skills. Identify your strengths and come up with a plan to mitigate your weaknesses.

### Academic Readiness Initial Self-Reflection Worksheet

Skills	Self Assessment
English Proficiency	
Academic Performance	
Creativity and Problem Solving	
Critical Reading and Thinking Skills	
Communication and Collaboration	

## START EARLY STEP 1.1: Readiness Indicators

### DESCRIPTION

A student’s previous academic performance is the most important indicator of future academic success. Two years of transcripts are required by most boarding schools. Standardized test scores should be consistent with academic performance.

### INSTRUCTION

Students: Use the following **Academic and Standardized Test Summary** to keep track of your academic and standardized testing during the boarding school admission process.

### Academic Test Summary

Transcript												
	Grade				Grade				Grade			
Subject	Class Name	Term 1 Grade	Term 2 Grade	Term 3 Grade	Class Name	Term 1 Grade	Term 2 Grade	Term 3 Grade	Class Name	Term 1 Grade	Term 2 Grade	Term 3 Grade
Math												
Humanities & SS												
Humanities & SS												
Natural Sciences												
Language												
Elective												
Elective												
AVERAGE												

### Standardized Test Summary

SSAT Date	Verbal	Verbal %	Math	Math %	Reading	Reading %	TOTAL	Percentile
Super Score								

TOEFL Date	Reading	Listening	Speaking	Writing	Total

## START EARLY STEP 1.2: *Build Your Brand*

### DESCRIPTION

The first part of building a brand is creating an authentic message. To do this, students must identify their mission. For most students, their mission is to demonstrate to a boarding school that he/she is a qualified applicant who can be successful in the classroom and make an impact in their community. For branding to be authentic, it needs to be truthful. Students need to project their attributes, talents and passions, as well as an attitude of resiliency and optimism to experience new opportunities.

### INSTRUCTION

Students: Use the **Authentic Message Worksheet** to complete the following questions to help you create an authentic message.

### Authentic Message Worksheet

*What is special about me?*

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*How am I going to be remembered?*

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*What impact can I have at a school?*

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## START EARLY STEP 1.2: *Build Your Brand*

### DESCRIPTION

In formulating their mission, a businessperson may ask themselves why they want to start a certain business and what goals do they want to achieve. They may ask themselves: how does my business idea differ from similar ideas or products in the marketplace? Likewise, these are questions that students should be asking themselves when thinking about **You** as your brand.

### INSTRUCTION

Students: Use the **Pinpoint Your Mission Worksheet** to help pinpoint your mission.

### Pinpoint Your Mission Worksheet

*Why do I want to go to a US boarding school?*

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*What goals do I hope to achieve at a US boarding school?*

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*What makes **You** different from the other applicants who also want to go to US boarding school?*

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*What are my brand's X-Factors?*

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## START EARLY STEP 1.2: *Build Your Brand*

### DESCRIPTION

This is the part of the process that takes the most time and where the recommendation of **START EARLY** can be most beneficial to optimize results. Students should think of this as “product development” and consider doing research and development on their “product,” **You!** Product development is where following the key principle of starting early brings the greatest return. It takes a while for you to identify and develop your brand or, more specifically, identify and develop your X-Factor(s).

### INSTRUCTION

Students: Use the **X-Factors Research and Development Worksheet** to honestly evaluate your impact in those areas at boarding schools. Identify a strategy to continue to develop the X-Factors that you are passionate about and identify a plan to improve in areas that are not yet strengths.

**X-Factors Research and Development Worksheet**

X-Factor	My Evaluation	Product Development
Academic Passion and Curiosity		
Athletics		
Arts		
Clubs and School Involvement		
Community Service		
Leadership		
Awards and Recognitions		
Others		

## **START EARLY STEP 1.2: *Build Your Brand***

### **DESCRIPTION**

A successful brand will find out what a customer wants and try to make the brand fit that need. Understanding how you make decisions about what you are looking for may help you understand what your customers decision points are.

### **INSTRUCTION**

Students: Use the **Think Like a Customer Worksheet** to understand what it means to think like a customer.

### **Think Like a Customer Worksheet**

Why do I buy a certain product?

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What makes me choose a certain brand?

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## START EARLY STEP 1.2: *Build Your Brand*

### DESCRIPTION

Building brand loyalty is crucial to the success of any business. Once students have established their brand, students need to build the network around them to support the promotion of their brand. In the boarding school process, brand loyalty is achieved by finding people who believe in your brand and are willing to promote your brand to the boarding school. These would be your loyal customers or supporters.

### INSTRUCTION

Students: Use the **Create Brand Loyalty Worksheet** to make a list of the people who you feel you need to have as loyal brand supporters. Develop a plan on how you will develop and maintain their support.

### Create Brand Loyalty Worksheet

Loyal Brand Supporters I Need	Plan to Gain and Maintain Support



## START EARLY STEP 1.2: *Build Your Brand*

### DESCRIPTION

Students need to evaluate their X-Factors and set a plan on how to market themselves. Do you have a few key attributes or X-Factors that are likely of high impact? Do you have several X-Factors that allow you to spread your impact across many different areas of a boarding school's interests?

### INSTRUCTION

Students: Use the **Develop a Marketing Strategy Worksheet** to identify how you will market your X-Factors to the schools.

### Develop a Marketing Strategy Worksheet

X-Factor	Impact *High *Some *Low	Awards and Recognitions	Social Media Plan	Website Plan	Community Involvement	Other Marketing Strategies
Example: Cello	High Impact	ABSRM 8 Attended Prestigious Summer Program	Make a video recording	None	Advanced Orchestra  Play at senior home	Meet with Orchestra Directors during visits-provide video  Special Interest Recommendation

## PLAN WELL STEP 2.1: *Set Your Target*

### DESCRIPTION

Understanding their weakness and identifying their strengths is important for students to target a list of schools that may be interested in their brand.

### INSTRUCTION

Students: Use the **Understanding My Strengths and Weaknesses Worksheet** to look at each category and realistically evaluate yourself in these areas to align yourself with a list of fit boarding schools.

### Understanding My Strengths and Weaknesses Worksheet

#### My Strengths

Categories	What is special about me? How am I going to be remembered? What impact can I have at a school?
English Proficiency	
Academic Curiosity	
Academic Record	
SSAT	
TOEFL	
Teacher Recommendations	
Athletics	
Arts	
Clubs and School Involvement	
Community Service	
Leadership	
Awards and Recognitions	
Anything else?	

**My Weaknesses**

Categories	What are my weaknesses in the categories? What plan do I have to improve or develop in these areas?
English Proficiency	
Academic Curiosity	
Academic Record	
SSAT	
TOEFL	
Teacher Recommendations	
Athletics	
Arts	
Clubs and School Involvement	
Community Service	
Leadership	
Awards and Recognitions	
Anything else?	

## PLAN WELL STEP 2.1: *Set Your Target*

### DESCRIPTION

It is important to do research on each of the schools you are considering visiting and applying to. The information can also help you to respond to any essay questions you may be asked about why you are interested in a certain school.

### INSTRUCTION

Students: Use the **My Boarding School Research Worksheet** as a template to research your schools. Complete one sheet for each school you are interested in. Suggest that you use this template to create a spreadsheet that has a tab for each school.

### My Boarding School Research Worksheet

School Details	
Name of school:	
School website address:	
School Philosophy	
School motto:	
Academics	
Academic programs that interest you:	
Classes you would want to take:	
Extra-Curriculars	
Extra-curricular programs that interest you:	
Programs you would like to join if you attend:	
Sports	
Sports that interest you:	

<b>Special Programs</b>	
<b>List signature programs:</b>	
<b>Relationships</b>	
<p><b>Do you or your parents know anyone at the school?</b>  <b>If so, what is this person's relationship to the school, i.e., student, alumni, board of trustee</b></p>	
<b>Your Level of Interest</b>	
<b>Indicate level of interest: High, Medium, No Interest</b>	
<b>Questions</b>	
<b>What questions do you want to ask during your interview?</b>	
<b>Admission Officer Who Conducted Interview:</b>	
<b>Name:</b>	
<b>Email:</b>	
<b>Notes from interview:</b>	

### **PLAN WELL STEP 2.1: *Set Your Target***

#### **DESCRIPTION**

The number of schools that international students should consider is not a set number and may vary by the grade students are applying. For most schools, grade 9 is a highly competitive entry point, but also the entry point that has the most available openings. Some general guidelines for the number of schools that international students may want to consider applying to are as follows:

Grade 9: 8–10 schools (2 highly competitive 4 competitive/ 2 slightly less competitive)

Grade 10: 10–12 schools (3 highly competitive/4 competitive/3 slightly less competitive)

#### **INSTRUCTION**

Students: Based on your research using the **Balanced School List Worksheet**, create a balanced school list that you plan to visit. This is also a good place to make note of which application systems the school utilizes for their application.

**Balanced School List Worksheet**

<b>School Name</b>	<b>Highly Selective/ Selective/ Slightly Less Selective</b>	<b>Application System: SAO/GTP /Other</b>

**PLAN WELL STEP 2.2: *Getting Ready to Visit Schools***

**DESCRIPTION**

Keeping track of school visit information is important for follow-up.

**INSTRUCTION**

Students: Use the **School Visit Summary** to make note of your visit schedule and to keep track of the names and contacts of the admission interviewers. After school visits, you can use the “Preferences” category to begin to identify which schools you feel fit you best.

**School Visit Summary**

School Name	Interview Date and Time	Interviewer	Interviewer Contact Email	Preference

## EXECUTE STEP 3.3: *Recommendations*

### DESCRIPTION

Recommendations are a critical component of the boarding school application, providing the admission committee an objective review of how your brand fits with their establishment.

### INSTRUCTION

Students: Use the **Recommendation Summary Worksheet** to organize your recommendations.

**Recommendation Summary Worksheet**

Recommendations			
Reference	Referee Name	Email Address	Required by Which Schools
Counselor / School Report			ALL
English			ALL
Math			ALL
Special Interest			
Personal			
Other			