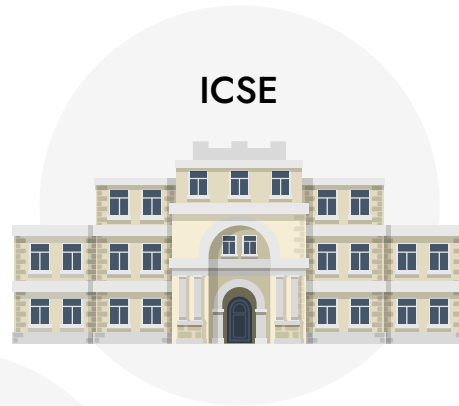




CHANGING PARENTS' PERCEPTIONS OF SCHOOLS

The Place for International Curriculum in Indian Education System

FOR INDIAN PARENTS, FOR THE LONGEST TIME, SCHOOL ADMISSION MEANT 3 OPTIONS



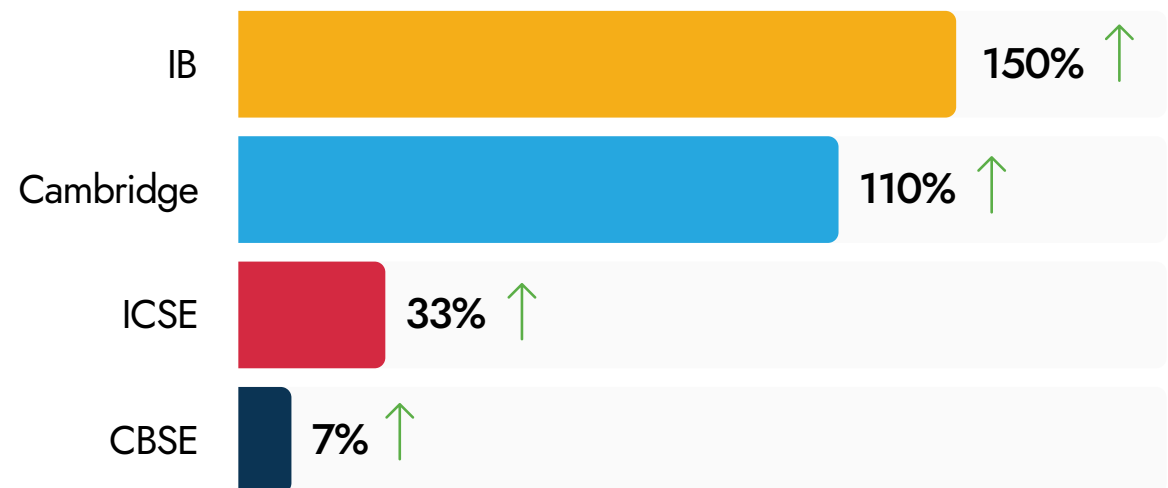
International Baccalaureate, International General Certificate of Secondary Education (IGCSE) a.k.a. Cambridge curriculum, Edexcel - a decade ago, these names were as unfamiliar and new to Indian parents as the kind of education they offered.

However, in the past 10 years -

Clearly, the popularity of schools with international curricula is undeniable!




Rise in Schools




PERCEPTION OF SCHOOLS OFFERING INTERNATIONAL CURRICULUM AMONG PARENTS


It is one of those weird contradictions that schools offering international curriculum face. Despite the rise in international schools, most parents have different perceptions of international curricula.



"IB, Cambridge... these are all fancy and expensive. We can get the same education in CBSE as well."



"International curriculum is for those who want to study abroad. My child is preparing for competitive exams in India."



"IB and Cambridge education is fine, but it prepares students for more interdisciplinary and liberal arts studies. My child wants to study STEM."



CHANGING PARENTS' PERCEPTION

- | There is only one solution to change parents' biased perception of parents about school - showing them proof of success!
- | If parents get to know and see the achievements and successes of your alumni from IB or Cambridge - all their hesitations and doubts will be laid to rest.

MYTH 1

International Curriculum is NOT Very Rigorous about Academics

There is more to education than relying only on classroom education and achieving 90% or above. While our brains are trained to see them as markers of success, after school, both colleges and the job market look for more than just marks. International Curriculum focuses on educating and getting students ready for the outside world.

THIS MEANS 

✔ More experiential learning - outside of classrooms

✔ Equal focus on academic and extracurricular activities

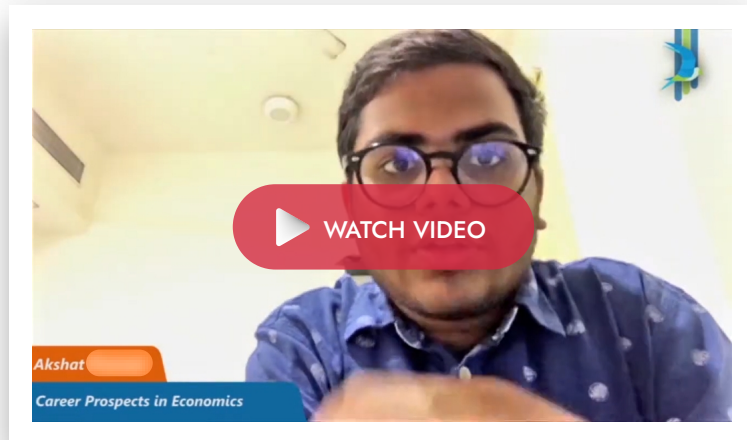
✔ An interdisciplinary approach to subjects selection in senior secondary



Let's witness how students benefit from such International Curriculum.



Alumni talking about the different opportunities in IB and why he chose to return back to school



Alumni talking about the benefits of having flexible subject selection

When parents can hear what your alumni, who have been there and done that, have to say about your school's curriculum - there will be no more doubts about admission.



MYTH 2

International Curriculum is Only Good for Study Abroad

Let's use some inductive reasoning

International Curricula are set according to global standards of Top Universities and Colleges across the world



High school scores from International Curricula have world-side acceptability during college admission.



International Curriculum is only for students who want to study abroad.

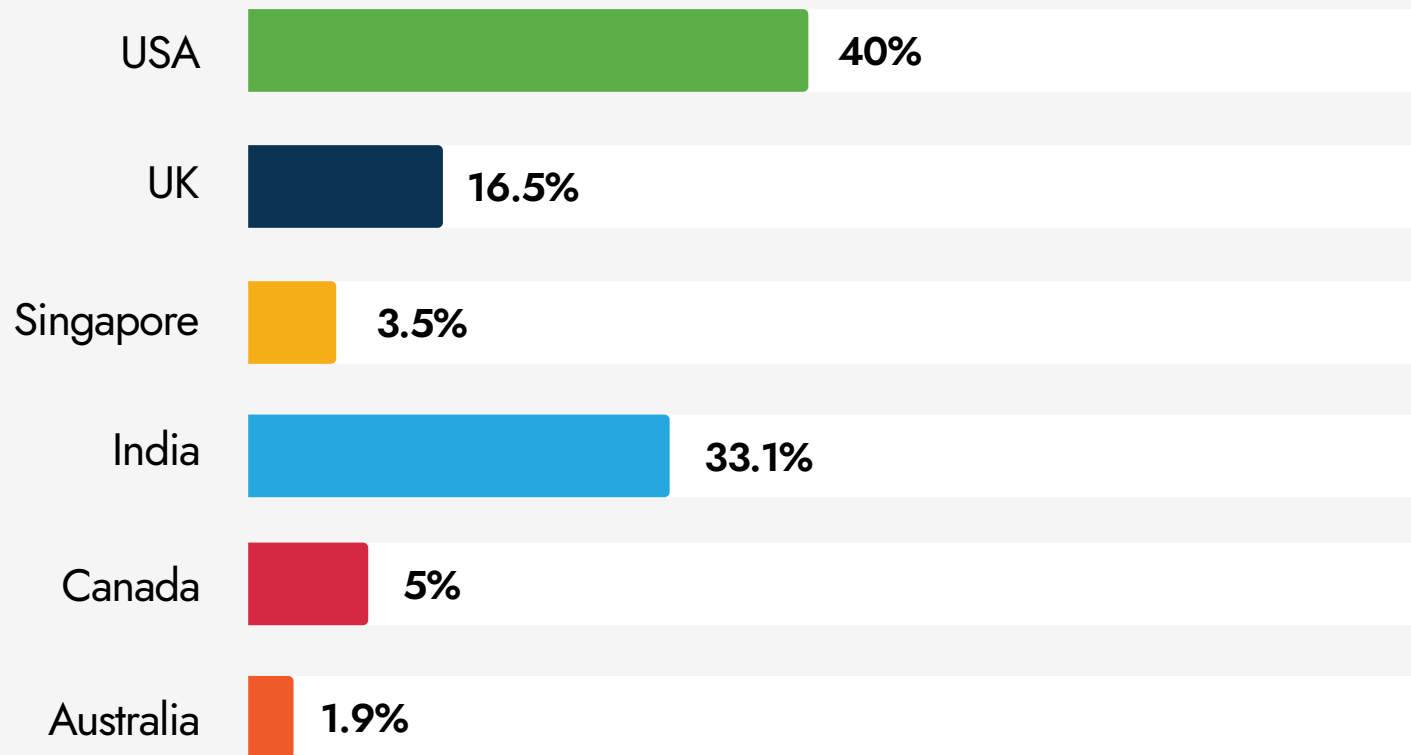


International Curricula have the same acceptability in Indian colleges and universities as they have in colleges abroad!



Let's also check the numbers!

College admission trends of international curriculum



Now all you need to do is convey this knowledge to parents to assure them that their child's future is in good hands.

HOW?

Show your alumni who studied in international curriculum and are now placed in Top Indian Colleges.

XYZ World School

Our Proud Alumni Acing Competitive Exams



AASISH M

UPSC Prelims
AIR - 389



SIMRAN S

JEE Advance
AIR - 238



ROSHNI S

NEET
AIR - 347



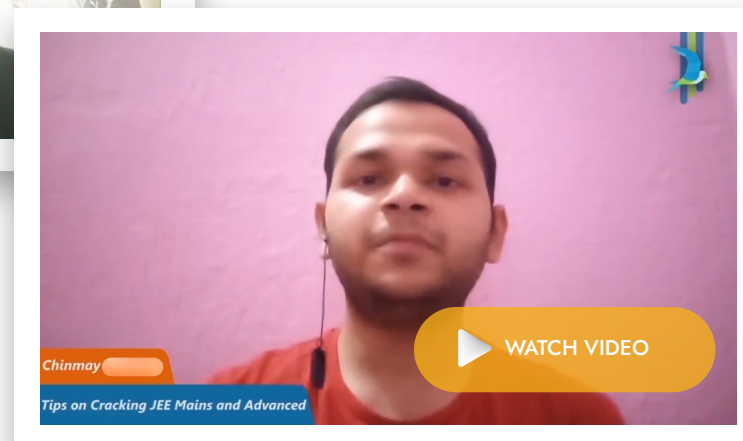
International Curriculum is NOT Suited for STEM Education

In Indian curricula, the streams after the 10th are pretty straightforward - Science, Arts, & Commerce. Until the New Education Policy (NEP) there was no flexibility in choosing the subjects under each stream. This has developed the perception in parents that to have a career in STEM - one needs to only study Maths, Physics and Chemistry.

International curricula have had a hard time breaking this myth that just because students have flexibility in choosing subjects in 11th & 12th grades, STEM isn't an option for them. When in fact, international curriculum prepares students for diverse careers - including STEM!



Alumni talking about selecting Aerospace Engineering

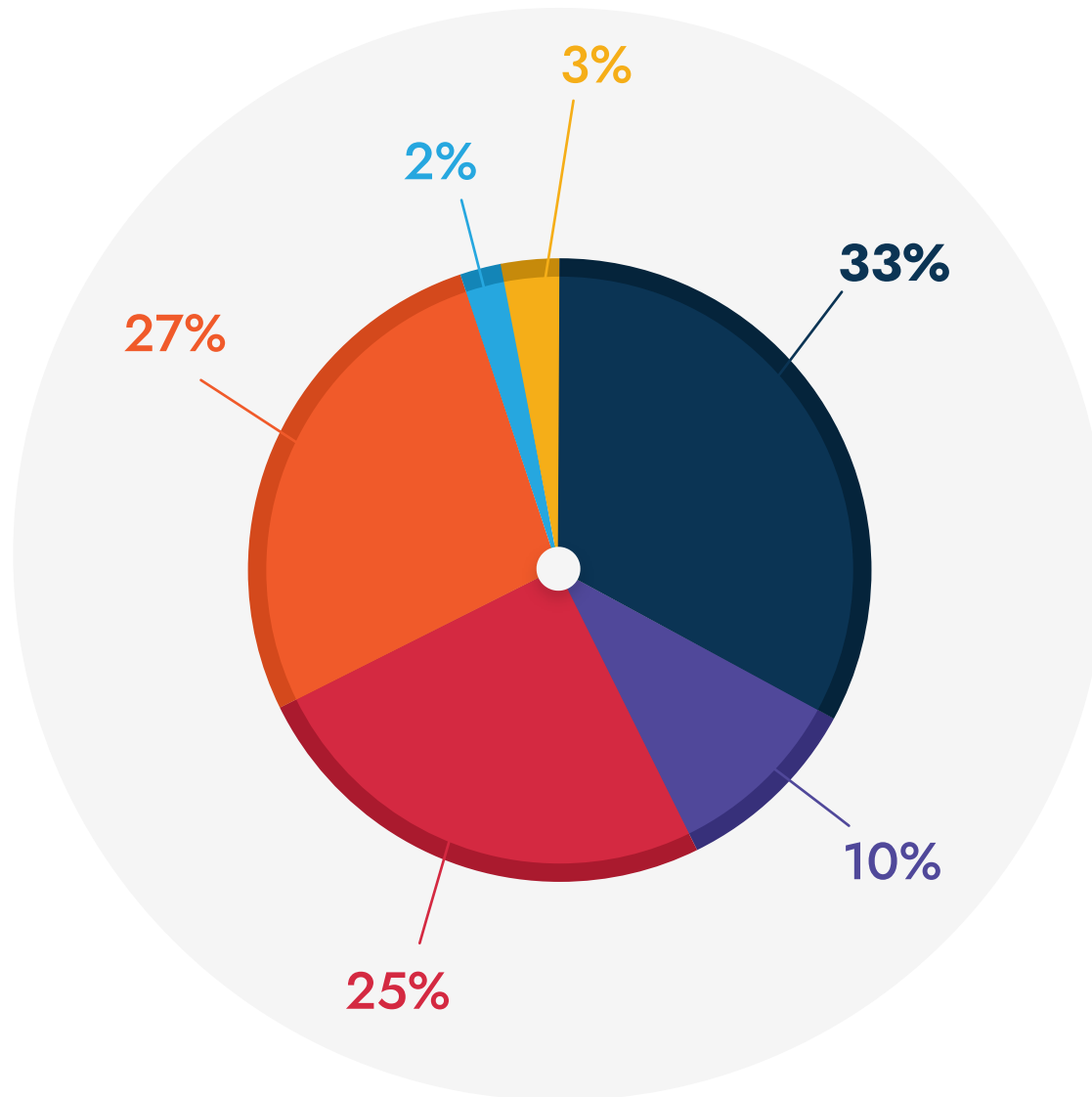


Alumni guiding students on preparing for JEE



Here's how you can show parents the real picture of your students in STEM.

Let's look at some statistics showing career choices of students across 3 Top International Schools
(who shall remain anonymous, of course!)



To showcase such data about students in different colleges, streams and careers, you need an updated alumni database. That's exactly what our Alumni Impact Program offers!

- STEM
- Medicine & Healthcare
- Arts & Humanities
- Business & Finance
- Creative/Fine arts
- Others



Changing parents' perception of your school is a tough challenge.

However, if you have your alumni data, achievements, and success stories at hand, you can easily show parents the proof of your school success!

For a digital and usable alumni database

CONNECT WITH US

