

SUKə / The American School of Bombay Messaging Platform

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Positioning overview (cont.)

The positioning statement below highlights unique and compelling aspects of ASB's culture, approach and outcomes.

This line:

- / Provides an entry point for audiences to understand the essence and purpose of ASB
- / Structures information delivery and guides storytelling
- / Provides strategic direction for design

Four paragraphs of description follow the positioning statement to flesh out its meaning. While the text provides context and insight, this text will not necessarily be used verbatim in communication materials.

ASB positioning statement:

SCHOOL FOR THE FUTURE

At the American School of Bombay, we place students at the center of their learning experience. Remarkable educators, resources and opportunities equip students with the skills they need to explore ideas, initiate projects and generate insights. Our students are empowered to take charge of their education and to prepare for a future they themselves create.

To support the success of our students and our School, we infuse an entrepreneurial spirit into every aspect of our educational program. We are, literally, creating a dynamic, new education paradigm through onsite research and development, progressive teaching and learning practices, and relentless collaboration.

We engender risk-taking in a culture that inspires students, parents and educators to experiment, to explore and to learn in action. Our deep commitment to capacity building, ethical behavior and innovation empowers every member of our community to question convention, master relevant skills and address real-world issues.

ASB is a vibrant learning community — forward thinking in every sense — that draws on the lessons of today as we prepare to shape tomorrow.

Key messages

Key messages

Key messages present ideas that are essential to convey to each of the American School of Bombay's audiences.

- / While the text of messages would not necessarily be used verbatim, each point articulates a key aspect of the School's identity that can guide the creation of all materials — online to print, speeches to workshops.
- / Each key message is followed by supporting points that add nuance and context.
- / The seven messages that follow begin with the heart of the student experience and work their way out to the work of the School and our alumni in the wider community and the field of education.

Message 1: Learning with intent

At the American School of Bombay, learning has a purpose: to empower students, parents and educators to realize their potential and enhance the lives of others.

- / We explore cutting-edge ideas and use our resources with intention — to transform the way we learn, create and interact with present-day realities and tomorrow's opportunities.
- / Our curriculum builds real-world skills that empower students and educators to explore new ideas, to initiate projects and to generate new insights.
- / From technology integration to arts programming, service learning to athletics, we foster the intellectual, social, ethical and physical development of our students.

Message 2: As rigorous as we are inventive

We are one of the most rigorous – and unconventional – international K-12 schools in the world.

- / We blend American educational approaches with the International Baccalaureate (IB) program to offer an education as rigorous as it is inventive.
- / Our educational program empowers students to take charge of their learning experience and to develop essential skills for the future — the ability to synthesize information, to generate insights and to address real-world challenges.
- / Ninety percent of our students earn the IB diploma each year and more than 95 percent of graduating seniors enroll in their top college or university choice.

Message 3: Remarkable educators

We have assembled a remarkable team of educators — teachers, researchers and staff — with the skills and spirit to impact the lives of our students and the future of education.

- / With a 5:1 student-educator ratio, we cultivate an empowering learning environment personalized for each student.
- / Our rigorous hiring practices and remarkable benefits allow us to handpick remarkable educators.
- / Ninety percent of our teachers have international teaching experience and two thirds hold advanced university degrees.
- / Educators come to ASB to teach exceptional students, to benefit from our progressive professional development program, and to work across disciplines in a vibrant and empowering learning laboratory.
- / We invest in our teachers and provide them with every resource to advance learning — from infrastructure to technology, facilities to professional development.

Message 4: Integrating technology

We integrate technology to support, enhance and enrich learning and to cultivate real-world skills.

- / We put technology — supported by a deep infrastructure of human and material resources — at the service of learning.
- / Beyond campus-wide Wi-Fi and laptops for every student, we put advanced technology in the hands of our students and educators with one end in mind: to cultivate the skills and connections students require to succeed both today and tomorrow.
- / With a wealth of content a few clicks away, we interact with technology and information in entirely new ways — we learn to synthesize information, to create relationships and to address the pressing needs of a global society.

Message 5: Bombay, India and the World

With our home in India's vibrant cultural and financial capital — and a student population drawn from more than 50 countries — ASB is a multicultural learning hub.

- / Our educational program works across cultures and disciplines to explore the ideas, skills and technologies that are shaping our world.
- / Our vibrant community and inventive curriculum welcome India into our classrooms and activities every day.
- / With easy access to Asia, the Middle East, Africa and the rest of the world, our students benefit from travel to and visitors from rising economies and cultural hot spots.

Message 6: A center of learning

The American School of Bombay is a center of learning for our students as well as for educators and thought leaders from around the world.

- / Each year, our School hosts conferences and professional development events for educators in Mumbai, across India and from overseas.
- / Our approach to onsite research and development translates findings and insights directly into practice, shortening the time it takes for insights to impact learning and generate results.
- / From our innovative online learning academy to collaborations with leading NGOs and universities, we seek to advance the field of teaching and learning for our community as well as for children, schools and communities far beyond our own. This dynamic contribution to the field adds to the rich educational experience we offer.
- / We support learning as a way of life for our community — parents, students and educators.
- / We contribute ideas and papers to conferences and are published in leading academic journals regularly.

Message 7: A diverse and welcoming community

We are a vibrant and diverse community that welcomes and empowers each person to help us create a transformative educational experience.

- / ASB offers families and educators a warm and welcoming community that supports their transition to Mumbai.
- / ASB supports learning and networking with Mumbai's diverse education community through events hosted at the School.
- / ASB opens doors to the kaleidoscope of culture that is India through learning initiatives, cultural exchanges and travel opportunities.
- / ASB maintains strong connections with its alumni, welcoming them back to campus and supporting their college and career development.

Other messaging tools

Brand promise

A brand promise is a summary of what a brand delivers to its audiences. Distinct from a mission statement, a brand promise articulates the essence of what people gain from interacting with a brand.

/ To come following further discussion.

Brand attributes

In many ways, identities/brands are like people, with personalities, strengths, weakness, needs and ambitions. To help build a robust identity as well as to guide all communications and collateral, brand attributes can be invaluable.

ASB brand attributes:

/ Forward-thinking

/ Inventive

/ Optimistic

/ Inclusive

/ Rigorous

/ Curious

/ Bold

/ Grounded

ASB communications are:

/ Inclusive, warm

/ Personal, transparent

/ Outcome oriented

/ Clear, candid, direct

/ Skill-driven, intelligent, insightful

Thank you.

