



COBIS Supporting Member of the Year Award

Shortlisted Entries

A Tale Unfolds - Luxembourg LitFilmFest

Nominated by St George's International School, Luxembourg

Brief Description of Project

Over the past 12 months, A Tale Unfolds (ATU) have been visiting regularly in order to help us combine traditional literacy and digital skills. Through staff training and class workshops, we have been transforming our English work into digital projects like Change.org campaign videos, political speeches, cooking programmes and film trailers. These visits gave our teaching staff the confidence to produce a body of work which ATU helped us curate into the first ever St George's International Primary School Film Festival held on 24th January 2018 in our auditorium. Over 4 screenings, we showcased 20 short films which our pupils wrote and performed themselves with only some help on the filming side. Parents attended the screenings and were shocked by the results. The enthusiasm from the kids was incredible as was the progress in their writing. The British Ambassador for Luxembourg opened the festival with a keynote speech, we had the film director Emmanuelle Itier congratulate us from the Sundance Film Festival and countless parents commenting that it was the best thing that the school had ever done.

What impact has this project had on your school community?

In terms of bringing our staff closer together, this film festival project was superb. Working in year group teams, it was a brilliant way to let those strong in traditional teaching methods give and get support from those teachers strong in digital aspects of teaching. For the students, being involved in their Change.org campaigns and political speeches really helped them to understand that, as a student body, it is important to stand up for what they believe in. Through those two genres of films in particular, intra-school issues were raised and dealt with democratically in ways that has made the school a better place. For example, we are now looking at ways to improve our school canteen environmentally after insistence from the students. Creatively, the film trailer projects also allowed many students to express themselves in ways we had never seen before. Parents genuinely appreciated the opportunity that the film festival gave them to get an insider's view of what exactly happens in our classrooms. In the weeks leading up to the festival, they felt the buzz of what was going on in the classrooms and then got to see the professional end product in our auditorium. It can be difficult to demonstrate they value we create for our parents. The film festival did that for us beautifully.

Why do you think this project should win the Supporting Member of the Year Award?

The team at ATU have been so patient in helping our teachers to cross the digital divide. They made everything so much easier despite the fact that many of us were operating well outside of our comfort zone. They helped our students truly love their traditional work and

appreciate its importance in their digital world. On the day of the festival, they handled everything from filming to presenting to interviewing our guests of honour allowing our teaching staff, senior leaders and governors to sit back and enjoy the hard work that had taken place in the weeks and months before.

EyeFilm - BST Outdoors Film

Nominated by The British School in Tokyo

Brief Description of Project

Having welcomed the EyeFilm team to The British School in Tokyo (BST) for the COBIS Marketing Conference in March and seen what they could do, we wanted to showcase our amazing outdoor activity programme with a short film to give a flavour of what BST students get up to away from the classroom. After careful planning, Charlie and Max returned in September 2017 to film with the students on their adventures, which included trips to Mount Fuji, para-gliding, kayaking, mountain-biking and much, much more. To complete the process, a short drama was improvised that produced an exciting, action-packed and attention-grabbing short film which captures the unique characteristics of BST as well as highlighting the importance of learning through exciting 'outdoor' opportunities. Charlie and Max threw themselves into the project and worked closely with our students throughout – filming in some very 'interesting' situations as they dangled from ropes or balanced precariously with their precious camera equipment in canoes and kayaks! Once the filming was complete, they conducted a professional film-editing workshop using some of the many hours of footage shot on location, empowering students to make high-quality films of their own. Plans are already in place to bring them back to Tokyo in the near future.

What impact has this project had on your school community?

The importance of this project extends well beyond the creation of a marketing video. Charlie & Max worked hard to become part of the team at BST and, having taken the opportunity to get to know our students and teachers, they were able to identify benefits we hadn't considered for ourselves. The editing workshop, for example, gave students the skills to produce high-quality work in-house on an ongoing basis. At BST we consider creativity to be a key skill and the opportunity to work with EyeFilm certainly helps to shine a spotlight on this vital area of education. All young people are film-makers and photographers these days - Charlie and Max have helped them to understand how they can become more adept as eye-witnesses of events and recorders of their experiences. Such was their impact that we have decided to develop the partnership further: they will return to Japan to work with BST and, as a direct result of their influence, we are in the process of putting together plans to host a Creativity conference at the school in 2019 as part of our 30th anniversary celebrations.

Why do you think this project should win the Supporting Member of the Year Award?

Our EyeFilm project has been so much more than a business transaction. From the outset, it was evident that Charlie & his team shared a vision & an educational philosophy with BST – and that they were prepared to work hard to build an ongoing relationship. The fact that, for this latest film, they came to us from Cambodia where they had been working with the Halo Trust and where we have built & supported a rural village school for the past four years, only served to emphasise our mutual priorities. This is a small organisation with a very big heart!

Interactive Schools - www.britishschoolmuscat.com

Nominated by British School Muscat

Brief Description of Project

Design of new school website and related social media functions.

What impact has this project had on your school community?

Impressive, dynamic and informative representation of the school to the community, prospective families and staff. The integration of the school social media accounts e.g. British School Muscat (BSM) Facebook and Twitter means that the staff, students, parents and wider community receive daily stories of the wonderful events, activities and learning that are happening in and around the school. This has meant that every day positive messages from our school reach our community in Oman, the GCC and globally.

Why do you think this project should win the Supporting Member of the Year Award?

Interactive Schools have provided a wonderful, responsive and creative service to BSM from the start of our working relationship with them. They have listened carefully to understand the needs of our school and community. Subsequently they have worked with us to design a compelling, dynamic and best in class website and social media presence for our school and wider community.

Interactive Schools - www.jess.sch.ae

Nominated by JESS, Dubai

Brief Description of Project

Interactive Schools have played an important part in developing and promoting the JESS, Dubai brand around the world. We have an exceptional school website that is aligned to the school's mission and strategic aims and they have provided support to ensure that we have a content management strategy in place that will ensure that our message is continually up to date.

What impact has this project had on your school community?

Interactive Schools have engaged everyone in the JESS community so that they all feel that they have a part to play in our school social media and PR strategy.

Why do you think this project should win the Supporting Member of the Year Award?

Interactive Schools are in a league of their own when it comes to website design. However, what makes them different to other website providers is that they see the delivery of the website as only start of the partnership. They have an on-going relationship which helps develop a School's marketing, social media and public relations strategies. They provide extensive training to staff to enable schools to implement its strategy. Furthermore, Simon Noakes is a key thought-leader, sharing his extensive knowledge of Social Media and teen culture to challenge school leaders to make schooling more relevant in the Twenty-first century.

Interactive Schools - www.britishschool.sch.ae

Nominated by The British School Al Khubairat

Brief Description of Project

Interactive Schools worked with The British School Al Khubairat on creating a new website and social media strategy. Their approach to include staff and students was extremely

refreshing and very personalised. They were passionate about the project and their understanding of our school shone through in all they did. The results can be seen on our website and also by following some of our social media channels. The project became a learning opportunity for both staff and students, rather than an external company just delivering a website and documentation.

What impact has this project had on your school community?

The impact has been enormous. The brief was to improve communication from the school and this is exactly what was delivered. Our followers on a variety of social media channels has increased enormously, events are publicised much better and awareness of school activities is far wider. All in all, our community feel more involved in the life of the school.

Why do you think this project should win the Supporting Member of the Year Award?

Interactive Schools should win because it was educationally focussed, involved learning opportunities for staff and students as well as bringing our community closer to the life of the school.

Learning Ladders - Learning Ladders

Nominated by GEMS Royal Dubai School

Brief Description of Project

Learning Ladders is a formative assessment tool which puts children in charge of their own learning. It enables parents to engage with their child's learning and continue it outside of the classroom. It's easy to use functionality ensures all teachers are able to assess fluently, easily and adapt it to their own style. Learning Ladders have helped us with our curriculum development over the last few years, making sure that it fits our own unique needs.

What impact has this project had on your school community?

Enabled us to tailor our learning to the children. Made teaching easier, consistency across the school and with their fantastic parent portal has allowed parents to engage with their child's school life. Learning Ladders also helped us to get an Outstanding for our KHDA inspection with the KHDA saying 'They (pupils) showed genuine enthusiasm and interest in their learning. They confidently evaluated their work and used Learning Ladders within lessons to help focus their learning. Students were keen to meet their individual targets.' It's refreshing and lovely to see the KHDA appreciated it as much as we do. They helped developed our bespoke site to fit our needs. In helping us do this we have developed Arabic and Islamic ladders which we have been able to share with other neighbouring schools.

Why do you think this project should win the Supporting Member of the Year Award?

Learning Ladders enables pupils to take ownership and feel part of their learning journey. Their customer service and care enable problems to be sorted quickly, ensuring all customers receive a high level of service. More importantly, they treat us as partners rather than customers and assist us, parents and children to get the best out of their easy to use system. The fact they listen and act on feedback to continuously improve their service ensures Learning Ladders maintains a high level of customer service and constantly evolves with the changing education landscape, it's always fresh and new.

The Teaching Assistant College – Delivery of the Diploma for International Teaching Assistants (DITA)

Nominated by Prague British International School

Brief Description of Project

We have had 15 Teaching Assistants completing the DITA course offered by The Teaching Assistant College in liaison with COBIS.

What impact has this project had on your school community?

Teaching Assistants are much more confident in supporting learning on the classroom and now more involved in one to one and small group work to support children's learning. They are also more involved with planning and data scrutiny.

Why do you think this project should win the Supporting Member of the Year Award?

The DITA course provides excellent opportunity for local Teaching Assistants to hold a recognized international school qualification. It also allows Teaching Assistants to have a positive direct impact on children's learning.

the-learning-crowd - The Chatmore School Development Plan

Nominated by The Chatmore British International School

Brief Description of Project

the-learning-crowd was chosen by the school to assist in the development of a Strategic Plan that would guide the school toward growth from 50 students to 300 students and link it solidly into the International School circuit. The school needed a plan that would outline the necessary steps toward that goal.

What impact has this project had on your school community?

The impact of this process has been extraordinary. The school moved from being spread across 4 separate and remote locations to now residing on one beautiful, lush green campus with gardens and facilities and a capacity for 100 students. The amalgamation has made it possible for the school to hire its first Head of School and most recently a Lead Teacher for Early Years. The school is being more effectively marketed because it was determined through the project that Chatmore needed a 'front entrance' - basically, we needed one location where interested families could view the school in its totality. This project made it possible for the school to reflect and refresh.

Why do you think this project should win the Supporting Member of the Year Award?

Without hesitation, the-learning-crowd are among the most professional, committed and dependable group of consultants I've had the pleasure of engaging. Gareth and his team took the time to learn about what we wanted to accomplish for the school, physically walked through at least 4 potential sites listing pros and cons and made a solid recommendation without any pressure whatsoever. The school's new location is nestled in one of the most beautiful, tranquil spots on island. Chatmore now has 'presence' and beyond that Gareth and his team have continued to assist us with carrying out the objectives of the Strategic Plan. In May 2017 we had a mock school inspection to help us gain a sense of what would be required to bring the new school up to British International School standards. There's never been a time when I can recall a consultant commitment that is so far reaching. the-learning-crowd were there when we interviewed our Head of School - they guided us through that process and we are benefiting tremendously from their insight and expertise. The Chatmore British International School has shape and presence and strategic direction based on the support and continued guidance of Gareth and his team! I cannot imagine there's another group that could match this group on client relationship and commitment. the-learning-crowd is now a part of our school family! We are forging on as a result of their continuous involvement and support! Undeniably - 'the best'!