

MY STORY BOX

# CREATING NEW PATHWAYS FOR LEARNING ABOUT OUR SCHOOL

A case study by David Willows and Suzette Parlevliet  
Finalsite UK 2018





Advancement by Design



# The Periodic Table of Advancement™



Story	People	Process
<sup>1.1</sup> Mn Mission	<sup>1.2</sup> Gv Governance	<sup>1.3</sup> Ps Policies
<sup>2.1</sup> Br Brand	<sup>2.2</sup> Co Community	<sup>2.3</sup> Sy Systems
<sup>3.1</sup> Ch Coherence	<sup>3.2</sup> Tm Team	<sup>3.3</sup> Pc Procedures
<sup>4.1</sup> Am Amplification	<sup>4.2</sup> St Support	<sup>4.3</sup> Ev Events
<sup>5.1</sup> Eg Engagement	<sup>5.2</sup> Cn Connection	<sup>5.3</sup> In Indicators
<sup>6.1</sup> Rn Reinvention	<sup>6.2</sup> Fd Feedback	<sup>6.3</sup> Gs Goal Setting
<sup>7.1</sup> Lc Legacy	<sup>7.2</sup> Un Understanding	<sup>7.3</sup> Ar Archiving

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# The Periodic Table of Advancement™

Story	People	Process
<sup>13</sup> Mn Mission	<sup>14</sup> Gv Governance	<sup>15</sup> Ps Policies
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## STORY

Telling the story of our school

## PEOPLE

Helping people find their place in that story

## PROCESS

Managing a set of processes that make this happen





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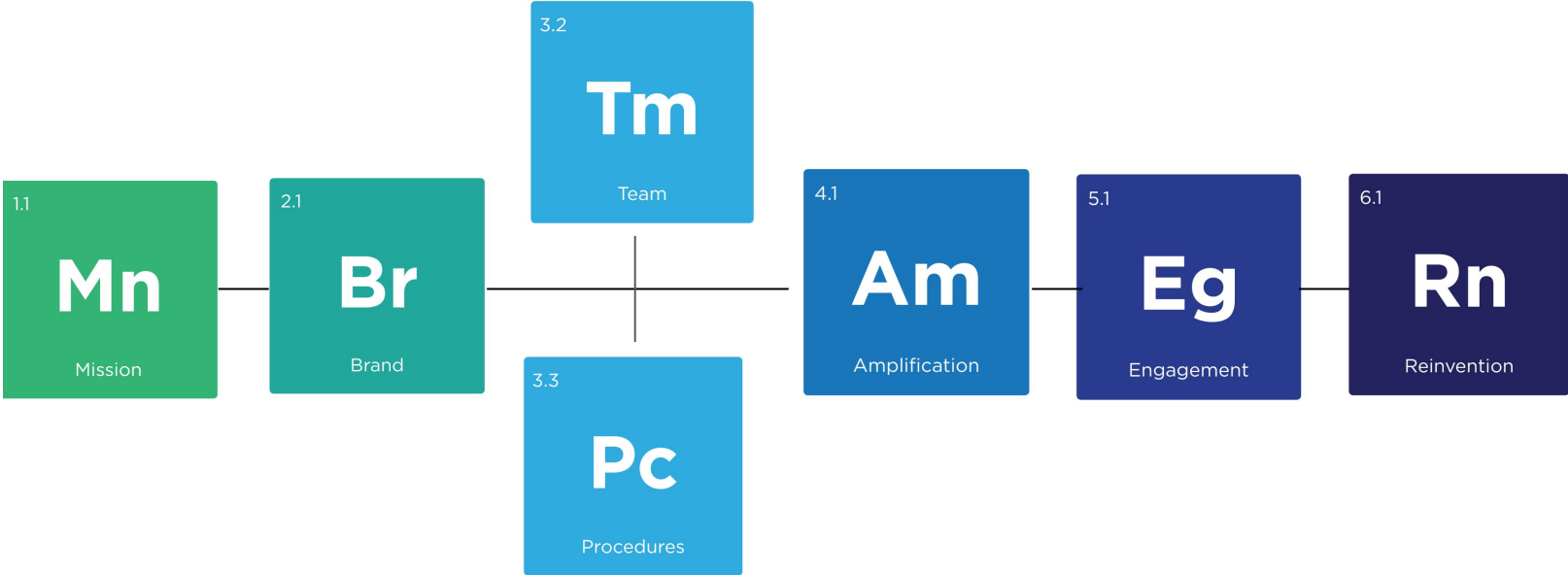


# DEFINE, DESIGN, SHARE

"We all have something to learn.  
We all have something to teach."

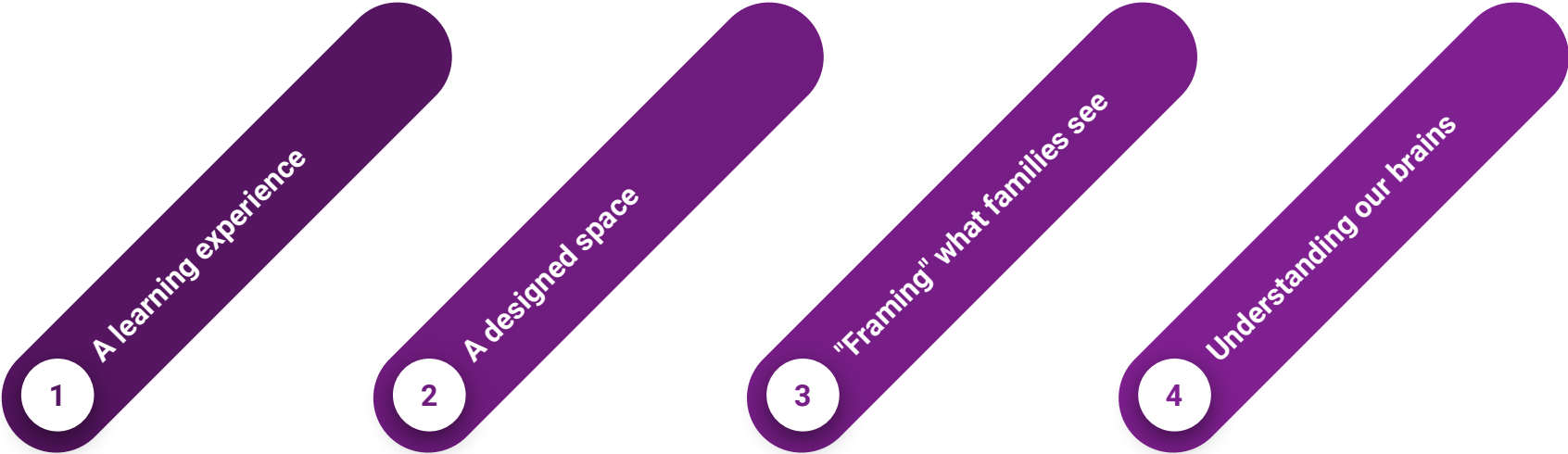


# RE-IMAGINING ADMISSIONS





# RE-IMAGINING ADMISSIONS



# So where did these 4 ideas take us?





Sports	Mission & Values	Academic Programme	Security	Arts	Teachers	Language Learning
Location	After School Activities	Service Learning	Fees	School Leadership	Educational Technology	Food
Friends	Learning Spaces	University Acceptance	International Community	Playground	School Bus Service	Learning Support







SOURCE

Guiding for website to reduce glare

Improve a scenario

Fluency?

Conductment the team

Write feedback to feedback

Send meeting for meeting

By date to clear project

Message virtual with you

Reflected on what we currently in this case matter?

Conclusion for us parents

UPDATE

Update demographics

update a email after school activities

Check spelling as feedback on follow up emails

align resources with the branding

Update for SL sheets

update facts sheets

Update date on each sheet if necessary

"breaked words" seen when doing

words used in writing to enhance content

Take notes

PROG FILES

Get all of Math/Science family items

Change folders name in on drive

NEW

Info about teachers

Info about alumni

Look a feel & determine if we are the same

Interview in France

Interview in Taiwan

Research gaps in research done

Video of sports facilities/ activities done

Video of city

in the museum when in kids can bring back

Check up with staff in International office

ECC video

Research on handwriting

TECHNICAL

Push loop on videos

Question sheets menu

Push loop on video

Make sure videos are short

Guiding for props to put on boards

File organized in website screen

Website content - making content

Folders for fact sheets & cards

Learning materials

FAQSP

Check that all content is being brought down to the site

Think about how to present learning materials

Check to see what content opportunities we have in our system

add something about the history

from 1998 year - just a little more

PROJECT MANAGEMENT

Clear is looking after projects

Check of IR for site content projects for next 3 months

Practice impact data on ER

System for video documents

LONG TERM

How to use the room for alumni

Research of options for other buildings



How do we apply these design principles to our school website?





# What do families want?

real conversations  
to be listened to  
simplicity



What are you looking for today?



What's important to you when choosing a school?



Prospective Parents

Prospective Employees

Current Parents

ISB Alumni

Inquire

Visit

Apply

# 1.The Power of Search

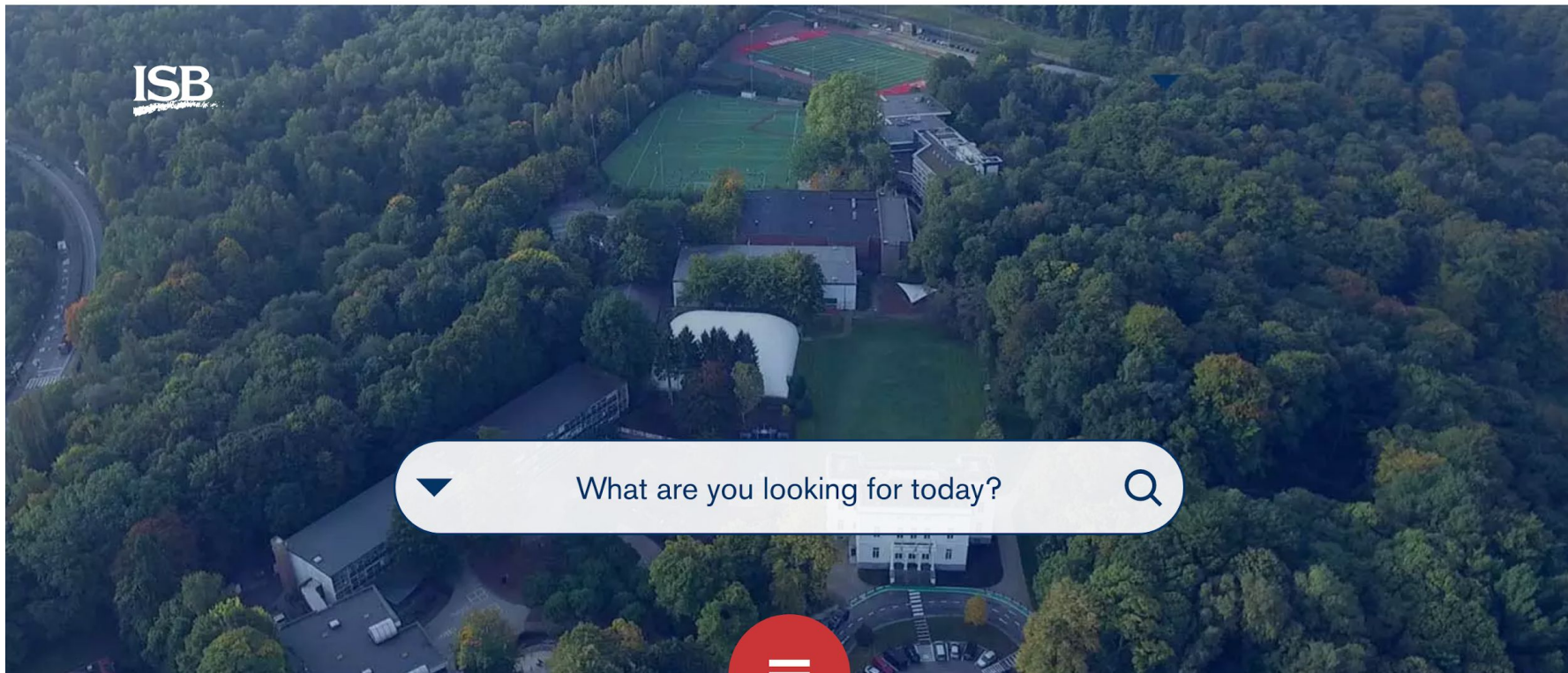
## Beginning with questions not answers





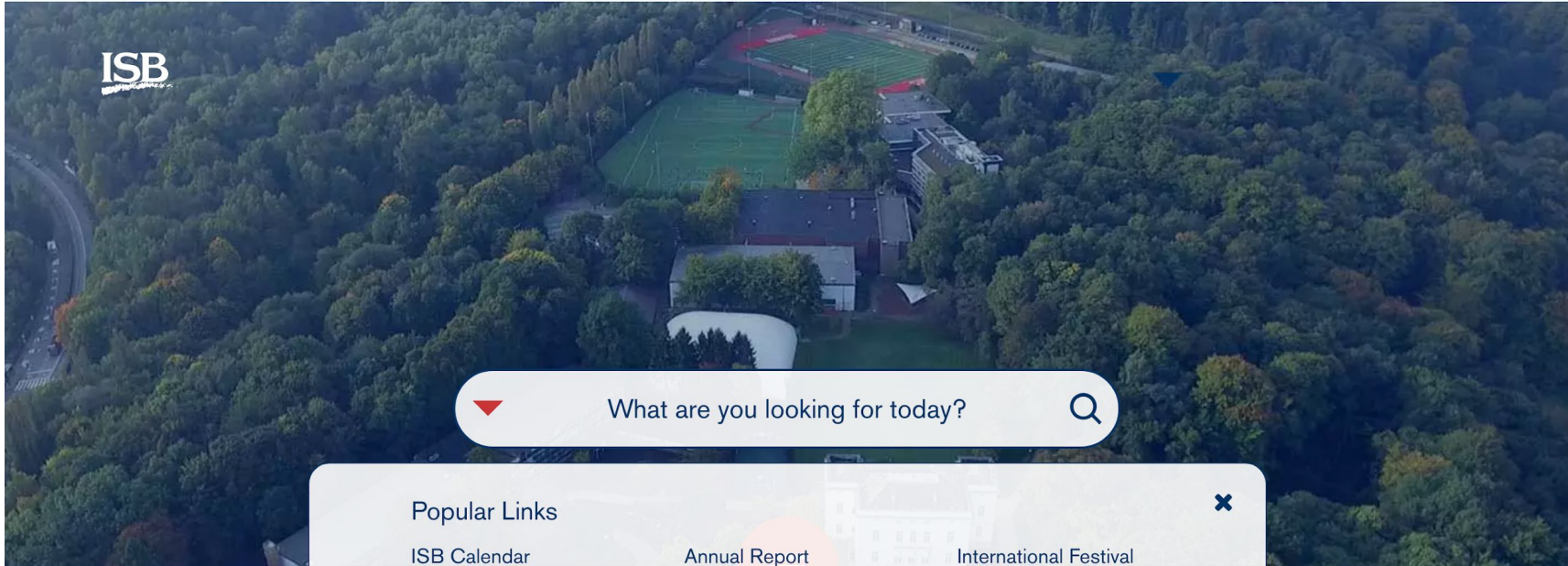
**6000 search terms**

The International School of Brussels • Everyone included • Everyone challenged • Everyone successful



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▼ What are you looking for today? 🔍

Popular Links ✕

<a href="#">ISB Calendar</a>	<a href="#">Annual Report</a>	<a href="#">International Festival</a>
<a href="#">Tuition &amp; Fees</a>	<a href="#">Apply Now</a>	<a href="#">Online Shop</a>
<a href="#">Work at ISB</a>	<a href="#">Learning by Design</a>	<a href="#">FAQ's</a>





What are you looking for today?



## Search Results

cost



**30 RESULTS FOUND**

Tuition & Fees

[cost-of-education-at-isb-2022-2023](#)

**Tuition & Fees**

Bus Service

[bus-service-at-isb-2022-2023](#)

**Tuition & Fees**

Admissions



[READ OUR LATEST ANNUAL REPORT](#)

## Popular Pages

[Mission & Learning Network](#)

[School Calendar](#)

[Tuition & Fees](#)

[Work at ISB](#)

[Admissions Policy](#)

[Make a Gift](#)



## 2. The Pathways to Understanding

Assuming that everyone is different

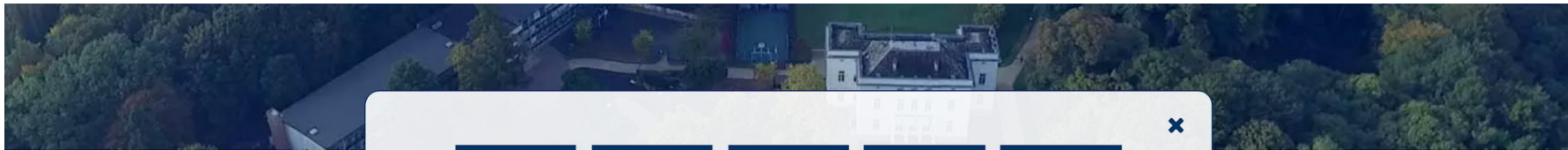






What's important to you when choosing a school?





✕

Fees	Friends	Service Learning	Mission & Values	Learning Support
Sports	After School Activities	Security	Arts	Location
Learning Spaces	School Leadership	School Bus Service	Food	University Acceptance
Teachers	Academic Programme	Language Learning	Educational Technology	International Community

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## You might also like

SECURITY

HEALTH & NUTRITION

TUITION & FEES

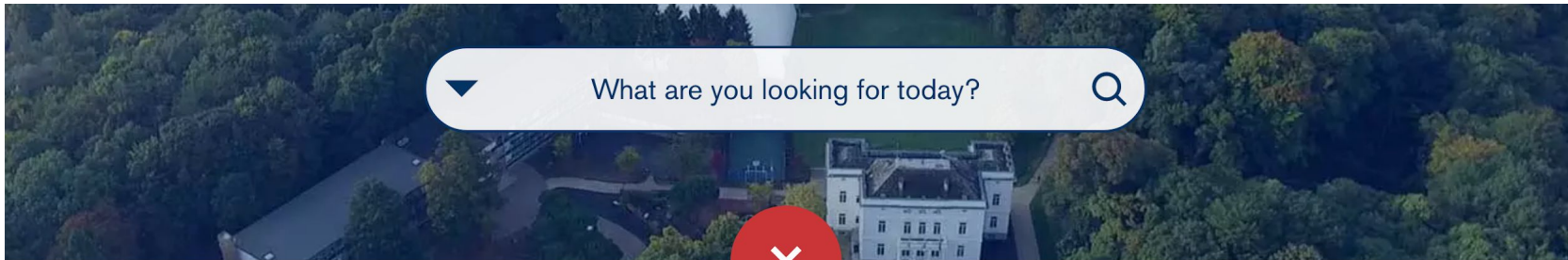
LOCATION



# 3. The Promise of Simplicity

## Going back to basics






▼ What are you looking for today? 🔍



[About](#) [Admissions](#) [Learning](#) [Campus Life](#) **[Community](#)** [Work at ISB](#) [Support ISB](#) ✕

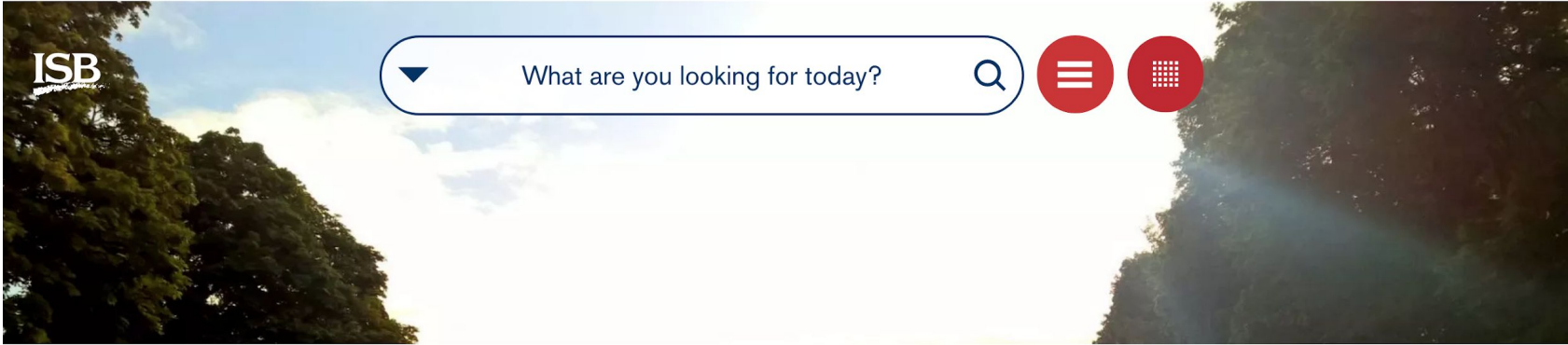


**CELEBRATE DIVERSITY WITH US DURING THE INTERNATIONAL FESTIVAL!**

Hundreds of ISB families from around the globe will be serving traditional food and drinks from their home countries and cultures, and will be organising games, activities and performances.

- Students
- Parents
- Faculty & Staff
- Alumni
- Upcoming Events





Work at ISB ▾

> Working in Belgium ▾

# Working in Belgium

- Careers at ISB
- Professional Growth
- Child Protection
- Working in Belgium

There is a reason why our teachers stay at ISB: an average of 10 years.

Here are our top six reasons why it's great to work in Belgium:

**1**

It's the heart of Europe

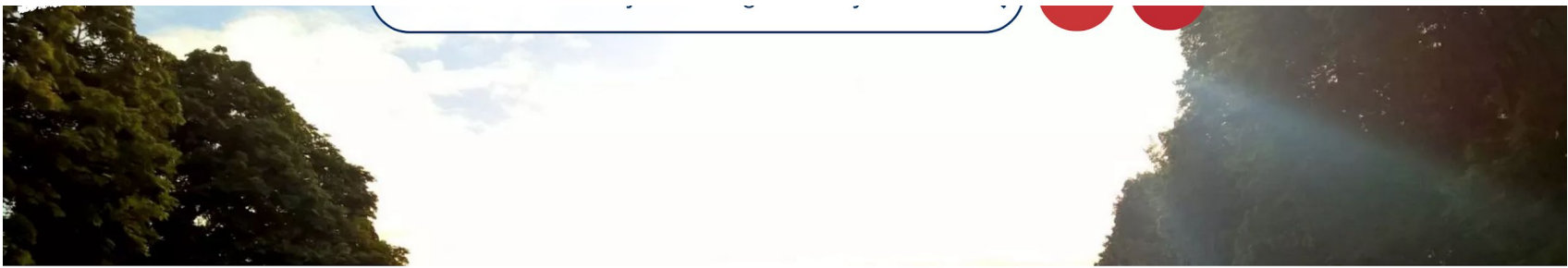
**2**

It's all about gastronomy

**3**

Abundance of culture





Work at ISB > Working in Belgium

- About
- Admissions
- Learning
- Campus Life
- Community
- Work at ISB
- Support ISB

## Working in Belgium

There is a reason our teachers stay at ISB for an average of 10 years.  
Here are six reasons why it's great to work in Belgium:

1

It's the heart of Europe



2

It's all about gastronomy



3

Abundance of culture



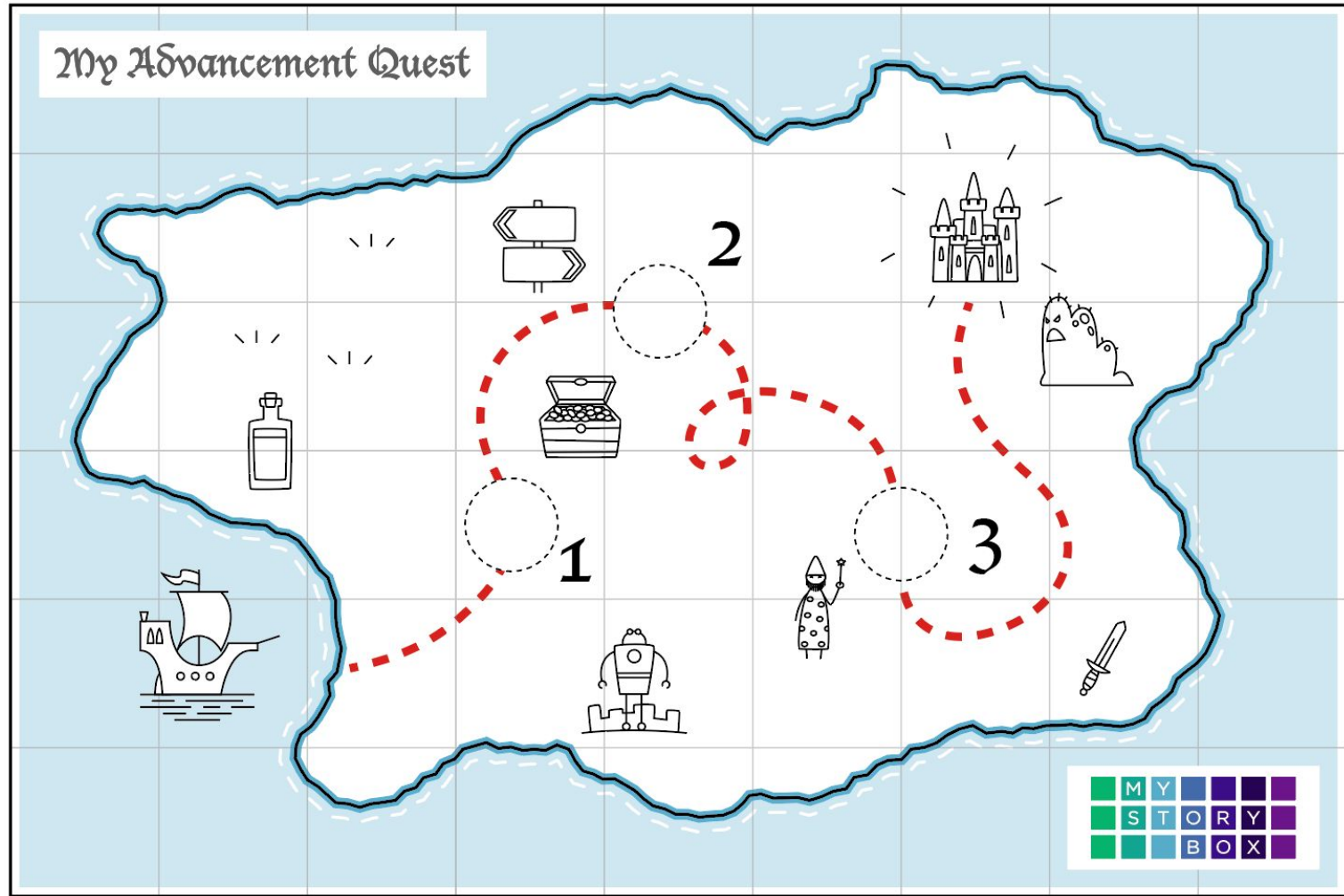
://fsb-3478.preview.finalsite.com/learning

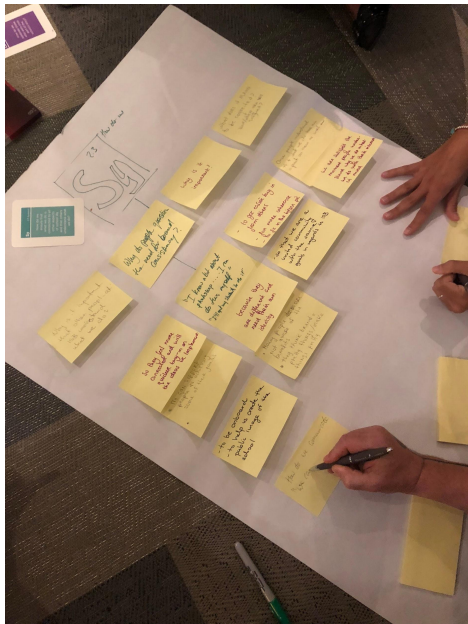






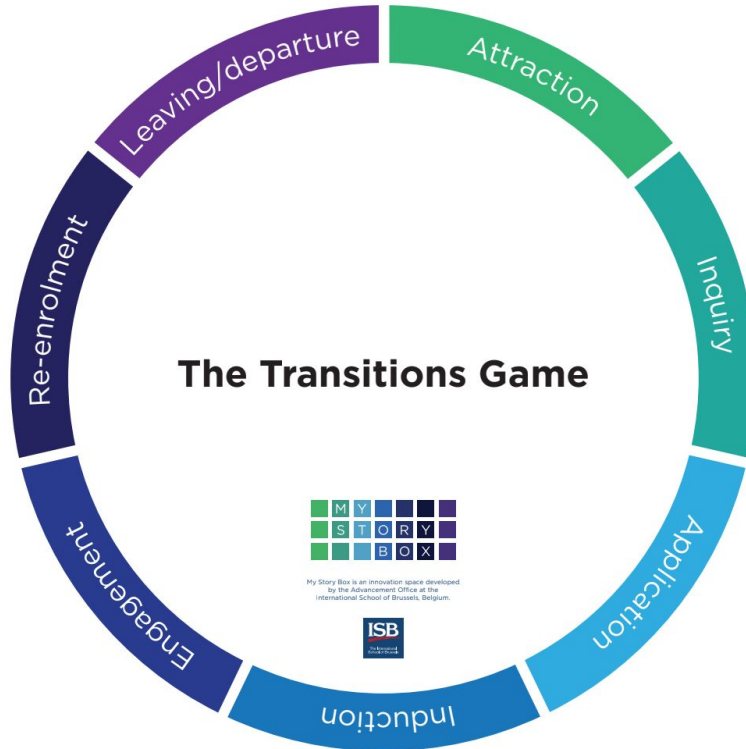
# My Advancement Quest





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[www.isb.be/play](http://www.isb.be/play)

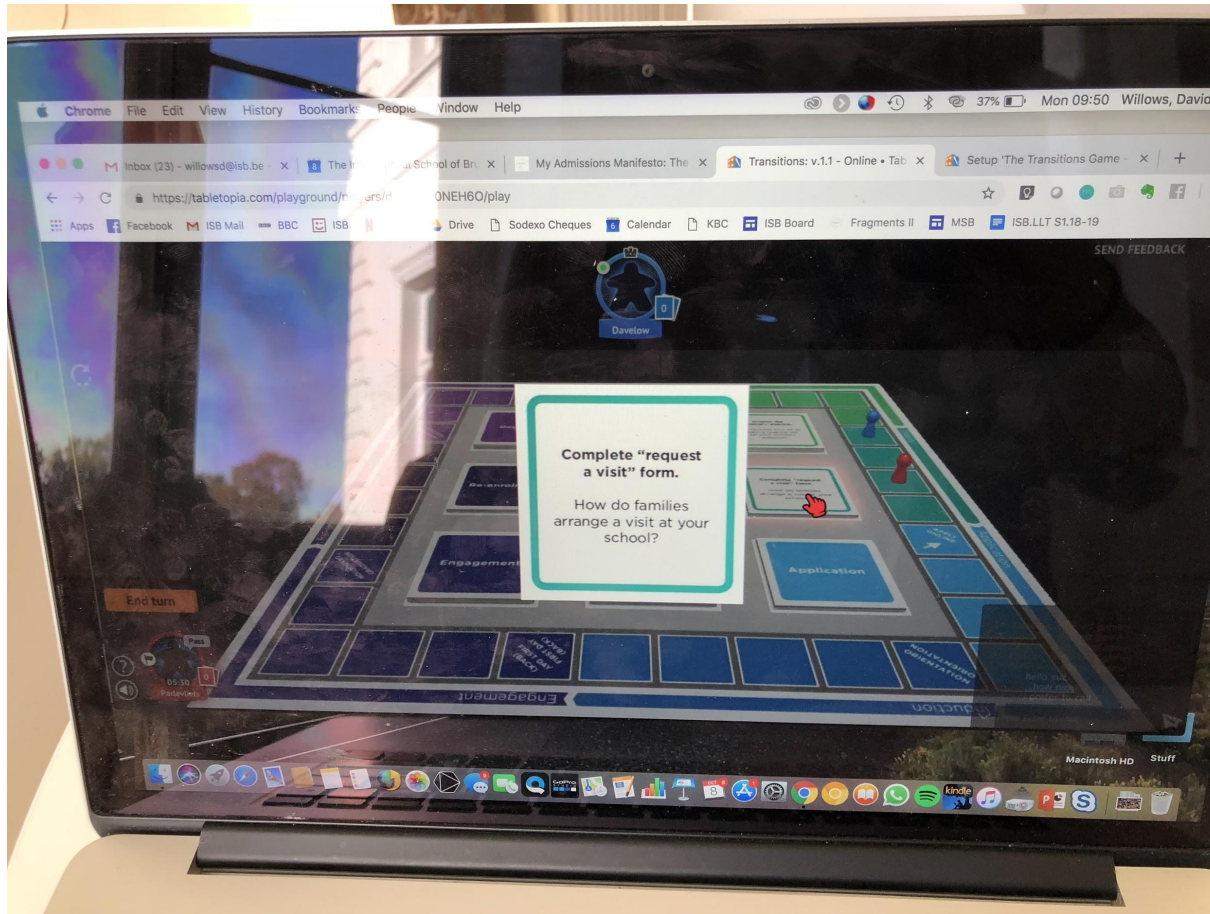
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# Learning by Design

Engage. Connect. Innovate. Empower.

[www.isb.be/LbD](http://www.isb.be/LbD)

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# What are you learning today?



# THANK YOU

Please stay in touch

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**willowsd@isb.be**

[www.isb.be/AdvancementByDesign](http://www.isb.be/AdvancementByDesign) (coming soon)

