

INTERNATIONAL PROGRAM WEBSITE GUIDE

DOs and DON'Ts for Cambridge Network Member Schools

We strongly encourage you, as a Cambridge Network member school, to create a separate section on your website for your international program. This section will easily raise awareness of the international program to your school community, informs potential international applicants of important program features, and ensures timely processing of international applications.



INTERNATIONAL STUDENT ADMISSIONS



Do

- Include information about international admissions in a new section of your website so that international students visiting your site can easily get more information about your program.
- Describe the relationship between your school and Cambridge Network as it applies to international admissions.
- Provide Cambridge's contact information so that students know who to contact regarding international student admissions and support. (A sample paragraph and language is provided on the back of this page.)
- Include videos and/or photos of your international students, if possible.



Do Not

- List international student tuition, since your tuition may vary according to services provided and the student's country of origin.
- Provide detailed admissions requirements that deviate from Cambridge's process.



Extras

- Post your school's marketing flyer designed and translated by Cambridge.
- Provide information about your school that is marketable to international students. We highly suggest including college matriculations, international student population breakdown, success stories of any international students and general information about the town or city surrounding the school.
- Provide testimonials from natural parents that describe how well the school supported their child's academic growth.



EXAMPLE OF AN INTERNATIONAL STUDENT ADMISSIONS WEB PAGE

ADMISSIONS

- >Apply Today
- >Request for information
- >Admission Process
- >Tuition & Fees
- >International Students



1

Home > Admissions > International Students

Why The Cambridge School?

The Cambridge School is a liberal arts high school devoted to teaching young men and women to think critically and wisely, instilling heartfelt joy and interest in learning.

(Utilize this section to include information about your school that is most marketable to international students. This may include the school's location, SAT scores, and matriculation information.)

How to Apply

2

The Cambridge School has partnered with Cambridge Network to ensure the best possible international program. Cambridge Network's international student program prepares students for life abroad prior to arriving at the school and continues to provide international students with on-going support throughout the school year. International students coming from China, Korea, and Vietnam must work with Cambridge Network to apply to The Cambridge School.

3

To apply, please complete [this form](#) to start the process.

4

Want to know more about our school? Download a copy of our [school flyer](#).

OUR INTERNATIONAL PARTNERS

2

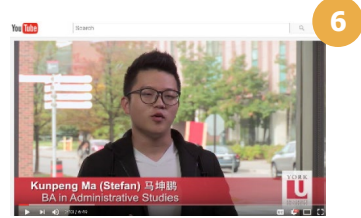


CAMBRIDGE NETWORK
JOIN OUR LOVE-GUIDE-NURTURE COMMUNITY

The Cambridge School has partnered with Cambridge Network to ensure the best possible program for our international students.

Contact Cambridge Network at:
admissions@thecambridgenetwork.com

5



6

1

A SEPARATE TAB FOR INTERNATIONAL STUDENT ADMISSIONS

This makes it easy for students to locate and access the information immediately when visiting the web page.

2

CLEAR, UNAMBIGUOUS RELATIONSHIP WITH CAMBRIDGE NETWORK

This section illustrates the clear, unambiguous relationship with Cambridge Network. This is important in building the connection between your school and Cambridge.

3

LINK TO INQUIRY FORM

Be sure to include a link to the Cambridge Network student inquiry form; this link gathers student information that allows us to contact the student and start the application process. Here is the link: <https://www.cambridgenetwork.com/school-landing-page-inquiry-form/>

4

LINK TO MARKETING FLYERS

Making flyers available on your website is important because it ensures that nothing is "lost in translation" when international students are looking to apply to your school. It is also a very handy resource for students to utilize.

5

CONTACTS FOR INTERNATIONAL STUDENTS

Making this information available to students allows us to answer any inquiries students have about your school.

6

VIDEO LINK TO STUDENT TESTIMONIALS

It is always helpful for future students to hear about past experiences and successes from previous international students.



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DOs and DON'Ts for Cambridge Network Member Schools



Our children have learned what it means to love others, to be good hosts, and they have grown to love and respect another culture. We wouldn't trade our time with these beautiful girls for anything."



HOMESTAY PROGRAM



- Provide the opportunity to host an international student in multiple places throughout your website, such as under a parent community and student life page.
- Describe the relationship between your school and Cambridge Network as it applies to your homestay program.
- Provide detailed next steps for potential host parents visiting your site, such as contact information for Cambridge Network's homestay program.
- Provide information about the kind of support Cambridge offers. (For reference, use the language provided on the back of this page.)
- Provide an example host family and/or student experience description showing how they both benefited from the homestay experience.
- Make a statement about host families being vetted to meet certain criteria to be qualified to host.
- Emphasize school pride in diversity for the student body and surrounding community.



- List your homestay partner as Green Planet LLC., gphomestay or The Cambridge Institute of International Education. We had rebranded and are now known as Cambridge Network.
- List the homestay program under the international student admissions page, as families interested in hosting may not find the information easily.
- List any specific numbers for compensation or bonuses; describe in general terms instead.



- Provide pictures or videos of current or recent host families and their student. Provide any testimonial from international parents saying that their child had a good homestay experience.

EXAMPLE OF A HOST FAMILY RECRUITMENT WEB PAGE

ABOUT

ADMISSIONS

ATHLETICS

THE ARTS

STUDENT LIFE

STUDENT LIFE

1

> Host an International Student

> School Calendar

> Clubs and Activities

> Resources



Home > Student Life > Host an International Student

Why Become a Host Family?

Hosting is so much more than providing a bedroom to a student. Hosting is a life changing experience for you and your family. Experience the benefits of learning a new culture, opening your heart and home to an international student, and gaining cultural insight and a lifelong friend.

2

The Cambridge School is proud to partner with Cambridge Network on our homestay program. Cambridge Network specializes in matching international students with committed, caring American host families in our school community by providing ongoing, local support to both students and hosts.

Why Choose Cambridge Network?

Cambridge Network is proud to be approved as an educational services provider by The Council on Standards for International Travel (CSIET). CSIET, an organization that establishes standards for international programs at the high school level, acknowledging Cambridge's commitment to providing a safe and accommodating homestay.

3

How to Become a Host Family

If you are interested in becoming a host family for an international student, or just looking for more information, please complete this [inquiry form](#).

OUR HOMESTAY PARTNERS

2



CAMBRIDGE NETWORK
JOIN OUR LOVE-GUIDE-NURTURE COMMUNITY

The Cambridge School has partnered with Cambridge Network to ensure the best possible homestay program for our host families and international students.

To learn more:
homestay.cambridgenetwork.com

4



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1

A SEPARATE PAGE FOR HOST FAMILY RECRUITMENT

This makes it easy for host families to locate and access the information immediately when visiting the web page.

2

CLEAR, UNAMBIGUOUS RELATIONSHIP WITH CAMBRIDGE NETWORK

The "Our Homestay Partners" section above illustrates the clear, unambiguous relationship with Cambridge Network. Establishing the relationship with Cambridge is equally important in recruitment efforts for host families.

3

LINK TO INQUIRY FORM

Be sure to include a link to the inquiry form; this link gathers host family information that allows us to contact the host family and start the application process. Here is the link to use: <https://homestay.cambridgenetwork.com/become-a-host-parent/#family-block-form>

4

CONTACTS FOR HOST FAMILIES

Making this information available to potential host families allows us to answer all inquiries they may have about your school.

5

HOST FAMILY TESTIMONIAL

Add in a video of a host family with their international student, or a quote from a family talking about their positive experience hosting.



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