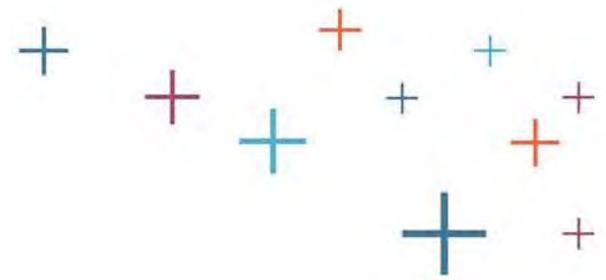


# Translating Your Mission Externally

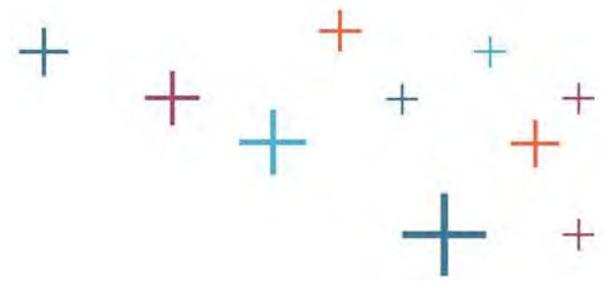
**Victoria Adamo**, Director of Admissions, Fontbonne Hall Academy (NY)

**Alyson Waldman**, Director of Admissions & Financial Aid, Montclair  
Kimberley Academy (NJ)

# Learning Objectives

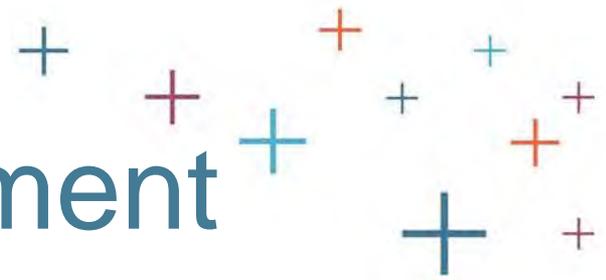


1. To think critically about your school's "brand" and how to attract mission-appropriate students
2. To identify unique aspects of your school that can be used to expertly market it to all audiences
3. To define terms and vocabulary to use when presenting your school to prospective families



Using the notecards on your table, please write down **three words/phrases** that you use to describe your school.

# MKA's Mission Statement



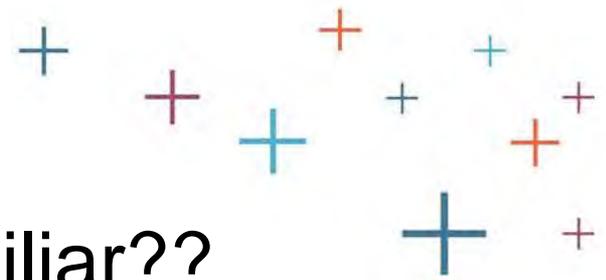
MKA's challenging, engaging and innovative academic program provides a vibrant and transformative education. Our faculty's deep and genuine understanding of our students as individuals and as learners fosters their ethical development, intellectual growth and personal success. MKA's diverse, collaborative and inclusive community inspires students to lead lives of noble character, purpose and distinction.





# Dwight-Englewood's Mission Statement

“As a community of learners, Dwight-Englewood School strives to foster in each student a passion for life-long learning. We seek excellence, honor integrity, and embrace diversity in order to meet the challenges of a changing world and make it better.”



# Do any of these words look familiar??

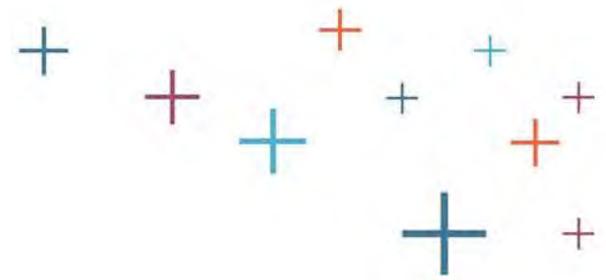
## MKA

MKA's challenging, engaging and innovative academic program provides a vibrant and transformative education. Our faculty's deep and genuine understanding of our students as **individuals** and as learners fosters their **ethical** development, intellectual growth and personal success. MKA's **diverse, collaborative** and inclusive **community** inspires students to lead lives of noble character, purpose and distinction.

## D-E

As a **community** of learners, Dwight-Englewood School strives to foster in each student a **passion** for life-long learning. We seek **excellence**, honor integrity, and embrace **diversity** in order to meet the **challenges** of a changing world and make it better.





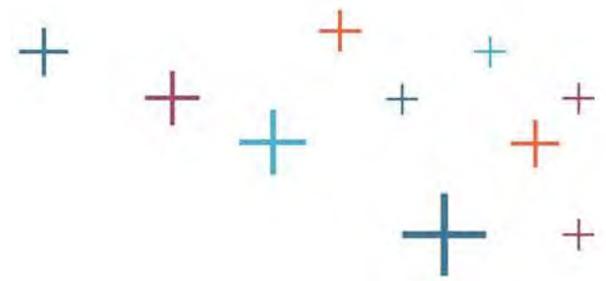
## Francis W. Parker (San Diego)

The mission of Francis Parker School is to create and inspire a **diverse community** of independent thinkers whose academic **excellence**, global perspective and strength of **character** prepare them to make a meaningful difference in the world.

## Packer Collegiate (NY)

Grounded in rich traditions while embracing the future, Packer is a **diverse community** that balances the value of scholarship and the intellect with the importance of meaningful and sustained relationships. Guided by dedicated adults, Packer students are **challenged** to develop talents, pursue aspirations, and become empathetic, responsible, globally-minded individuals.





# What did we learn?

- Let's be more mission-focused
- Let's think critically about our School's brand
- Let's be clear about who we are and who are are not