

Meet your boarding school family

Submissions guide: Staff

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Education UK would like to invite staff from boarding schools in the UK to submit personal testimonials to form part of a suite of articles called 'Meet your boarding school family'.

This is designed to give potential international students a more personal insight into life at a UK boarding school, and show them and their parents that UK boarding schools offer a friendly, inclusive and homely environment where students are supported in all areas of life, from the classroom to the dorm.

We are also looking for student testimonials – please see separate document for details.

How will this benefit my institution?

[Education UK](#) is the British Council's website for international students interested in studying in the UK or taking a UK qualification overseas.

With over 2 million visitors each year, our aims are to inspire international students to choose a UK education, enable students to find suitable UK courses and scholarships and help students to plan and prepare for UK student life. The site caters for students interested in UK higher education, further education, boarding schools and English language centres.

Articles will be promoted via [Education UK Facebook](#) (114k fans) and [Education UK Twitter](#) (10.7k followers), and shared on British Council media channels with a cumulative reach of millions worldwide. Articles may be translated into a number of languages by our British Council teams who have specifically requested content about boarding schools for their markets (including [China](#) and [Thailand](#)) and shared at their events and in on- and offline promotions, including print publications and in-country social media.

Submission guidelines

We are looking for written staff testimonials of **400-800 words** from the following staff members:

- Head teacher
- Head of house (Housemaster/mistress)
- Matron/school/house nurse or doctor
- Caretaker
- Teacher
- Form tutor
- Sports teacher/coach
- Librarian
- Counsellor
- Chaplain
- Bursar
- Internal admissions staff
- Head of sixth form
- Head of EFL or similar
- Head of boarding
- Career adviser
- Driver
- Any other member of staff involved in pastoral care, and who is in touch with international students during school life.

Please include:

- Your full name and title
- A **profile picture** of yourself
- Any other pictures that illustrate your role at school (see 'Copyright and child protection' below).



Some schools may have some or all of these staff members – submit as many or as few as you see fit.

We would like profiles to be written in a personal, relaxed and approachable way. Some things to consider might be:

- A short 'day in the life' that explains what exactly you do and your contact with students, particularly international students (e.g. what students call you...).
- Your background and qualifications – e.g. did you used to be a subject teacher and become head? Were you an NHS nurse who became a school nurse?
- What you enjoy most about your job.
- How you support students
- Advice for students or potential students (e.g. what to bring with them, things to consider if they're nervous, etc.)
- Anything that highlights why boarding school education is particularly good in the UK.

Please note that as this is a free opportunity, **we cannot accept profiles that appear to promote one institution over any other.** See 'Editorial' below for more details.

The deadline for articles is 22 May 2015.

Please email to: Ellie.Buchdahl@britishcouncil.org

Guidance notes

Editorial and publishing

Education UK is aiming to have a range of testimonials from a broad selection of boarding schools (location, type of school...). Depending on the number of submissions we receive, we may not be able to include some testimonials, but will do our best to represent as many institutions as possible. We will bear in mind any we reject when it comes to future opportunities.

We may need to edit for length, style or brand reasons. We will check final copy with you before publishing.

Copyright and child protection

With all photos, please let us know who we should cite as copyright owner and confirm that:

* Education UK can use the images throughout the world for Education UK digital media and publications at no cost and that you have the right to grant this copyright permission.

* Any students or individuals featured are happy for us to use their images.

* Any pictures of under-18s come with written consent from a guardian (e.g. teacher).

(Please note that copyright is usually owned by the photographer of the image and only he/she can grant permission for others to use their work.)

Style guidance

Please write in fluid prose (not bullet points) and use plain English. Write as if you are having a conversation and avoid corporate-speak. It's best to keep the language simple for students who are learning English.

Please note – the aim of this section is to show students and parents that UK boarding schools offer a supportive environment and a great education. We will credit you as author and link to your institution, but we cannot include any other details here which promote your institution. We hope you understand.