

## Case Study – Manhattan International School

*This is a fictitious case study for the exclusive use of participants in the Digital Marketing for School Leaders course. It is based from real life materials from a school in a very different part of the world and is intended for the sole purpose of its use in the course.*

### Summary

Situated at the heart of Manhattan, amidst a very competitive environment with many local and international schools providing to a diverse potential client base, Manhattan International School is a new school (5 years since its foundation) seeking to grow and establish ourselves as a major player for Primary Schools in the city of New York.

Our class sizes are limited to 12-18 participants to allow students to benefit from individual attention and to allow the teacher to adjust curriculum according to student's unique needs and learning style.

Our unique education programme features the enquiry-based International Primary Curriculum (IPC) and the globally recognised Singapore Maths and English. At Manhattan, we believe that using these building blocks will give our students the best primary school foundation.

### About Our School

We believe that children are innately creative, unique and enthusiastically curious.

Manhattan International School is committed to maintaining a bonded, nurturing community that provides students with every opportunity to belong, grow and be respected. We are committed to prioritizing student welfare in their crucial formative years.

Communication between school and home is focused on developing positive relationships, aimed at celebrating every student as a valued and loved member of our learning community.

We pride ourselves on our four-hour school day which sets us apart from other learning institutions. The shorter hours make learning more effective and efficient allowing students to be more focused on their core subjects such as Mathematics and English. At the same time, we encourage our students to develop a love for Art, Music, Dance and Drama which are instrumental in their cognitive development.

### Our Philosophy

Manhattan International School is committed to maintaining a connected, nurturing community that provides students with every opportunity to belong, grow and be respected. We are committed to prioritising student welfare in their crucial formative years.

Communication between school and home is focused on developing positive relationships; aimed at celebrating every student as a valued and respected member of our learning community.

We pride ourselves on our four-hour school day which sets us apart from other learning institutions. The shorter hours allow students to be more focused on their core subjects of Mathematics, Literacy and

English. At the same time, we encourage our students to develop a love for Art, Music, Dance and Drama which are instrumental in their cognitive development.

### **Our Courses**

Manhattan International School is proud to offer Curriculum based on world renowned Singapore Mathematics and English for primary age students (5-12 years old). Our curriculum is designed to be enquiry based, engaging and relevant to international students.

Our curriculum is expertly crafted by our team so that it can be delivered within a 4- hour day, over the course of 10 months; from August to June. The maximum student-to-teacher ratio is 18 to 1.

### **Full-time courses for students age 5-12**

| Course Level | Age of students* |
|--------------|------------------|
| Year 1       | 5 years old      |
| Year 2       | 6 years old      |
| Year 3       | 7 years old      |
| Year 4       | 8 years old      |
| Year 5       | 9 years old      |
| Year 6       | 10 years old     |

\*at the beginning of the Academic year

At Manhattan, we value student centered hands on enquiry based learning. Our engaging curriculum creates an opportunity for students to master their skills and knowledge while becoming lifelong learners with an open mindset.

### **How We Conduct Assessments For Each Course**

All learning is assessed both formatively and summatively. This process is circular and informs planning, teaching and student learning. We have scheduled 3 formal reporting meetings within the school year.

Parent teacher conferences in Term One

Student Led Learning journey in Term Three

Parents will also be provided with two School Reports on learning and progress as well as regular updates and communications from teachers through a variety of platforms. We practice transparent, positive and healthy communication with parents and believe this leads to strong learning partnerships between the home and school.

### **Vision**

To allow children to be children.

To provide learning that is enjoyable, creative, student centered and affordable.

To cultivate lifelong learners, creative thinkers and independent global citizens through intercultural understanding and respect of our world.

## Mission

Provide quality, affordable education to international students.

We identify that every student is an individual, and can be provided with an environment that will grow them to be life-long learners.

We view education as a powerful tool to engage the strengths and personalities of every student to collaborate and construct learning in a nurturing and empowering curriculum and community culture.

## Our Values

### **Awareness**

We provide a learning environment that embraces the individuality of every student and fosters a respect for those around us. This is embedded within The IPC Personal Goals and allows us to develop a school culture that nurtures students who are truly internationally minded.

### **Creativity**

All people are born creative. It is our job to nurture that creativity so that it grows and engages in every facet of a child's life, imagination, learning and thinking. This means that we need to know each child well and give them opportunities to learn the way that they personally learn best.

### **Care**

We step into this learning environment, intentionally valuing the people and world around us. We aim to nurture our students to positively impact the world we live in, with meaningful and sustainable action.

### **Fun**

Our students love learning. The environment is warm and embracing and the curriculum is dynamic and engaging. Our classrooms reflect the passions and personalities of our students and teachers and the outdoor spaces foster a love for play, adventure and exploration.

### **Wellness**

In our school, students are given the opportunity to hear and be heard. We promote wellbeing and see it as equally vital as physical agility and academic advancement of students.

## Our Founder

Manhattan International School was founded by a mother of two kids, Ms Janet Liu, who is passionate about learning and education. She is an entrepreneur with over 10 years of experience in business and 15 in finance. Janet has a Master's degree in Finance, a Bachelor's degree in Economics, and a Bachelor of Arts in International Business.

"As parents, we all want to nurture and empower our children, and to grow them to be life-long learners. We want to cultivate a sense of community in our children, with a healthy environment for learning.

A shorter school day enables children to explore thinking and learning through intentional programmes. Flexibility and affordability are important to us.

Keeping our school small, we are open to listen to every parent and to meet every child's needs in terms of learning as well as scheduling.

We are immensely proud of our teachers, our students, programmes and the driving philosophy behind Manhattan."

Janet Liu,  
Founder

## Facilities

Manhattan is a boutique school that has a campus right in the city center. We are proud of our spacious classrooms with natural light. We value outdoor time and have two playgrounds accessible for our students. The campus is designed for up to 180 students. We love our small community school where every child is noticed.

### **New Campus in the City**

Our classrooms are bright, spacious and comfortable. Designed with the purpose to create conducive learning environment. We put extra love into each space in our school, so kids feel safe and comfortable during their learning.

### **Daily Exercise**

Daily exercise teaches our students healthy habits from youth.

Let's get moving!

### **Field Trips**

We value real-life experiences and we know that education does not only happen in the classroom. We take our students on field trips to enhance their learning experience.

### **Manhattan Camps are for 5 to 12 years old**

Manhattan Camps run 9am to 1:30pm

Free drop off from 8:30am where children can have free play

Snack break will be at 10am and Lunch break will be at 12pm

- Morning snack is provided
- Students must bring their own lunch

During Camps children will have a day full of an enquiry-based activities and games. Activities will include:

- Interactive inquiry-based English, Maths, Science and Social Sciences
- Arts and Crafts
- Physical Activity
  
- Outdoor playtime