



# World Class Schools Quality Mark (WCSQM)

## The benefits of WCSQM Accreditation

By undergoing the challenging WCSQM accreditation process, your students have proven your school is World Class. As a member of a network of World Class schools there are many ways you can now capitalise on your World Class accredited status to get the most value and maximum benefit for your SLT, staff and students.

### Benefits for your School / Staff

#### Promote your World Class status

##### Display the WCSQM logo on your website

As an accredited school, you are welcome to use our [style guide](#) which includes the WCSQM logo on your website and any promotional materials and signage, to promote your World Class status as widely as possible. You can also purchase a range of [WCSQM branded materials](#) including badges, flags and stickers to promote your status and to incentivise your students.

#### Social Media

If you tag @WCSQM on your school's posts sharing your achievements, we will happily share this to further promote your achievements to our followers as World Class.

#### Press Release to local press / parents

As a truly World Class school you will have strong links with your local community and parents, all of whom will be delighted to know you have been awarded. A press release to local press, published on your website and distributed to parents is a great way to share your news and boost your brand. If you are successful in achieving press coverage do email us a link and we'd be happy to feature this on our website. Feel free to contact WCSQM to request a press release template you can adapt for your local press.

#### Feature on the WCSQM website

All [accredited schools](#) are promoted on our website, and you will see a page has been created for you, including any images / copy you have provided. For search engine optimisation - to help your page get high levels of traffic - you should provide:

- A high res. version of your school logo
- A 200-500 word overview of your school



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- At least one image (See example here: <https://www.worldclass-schools.org/our-schools/featherstone-high-school.html>)
- A video (please provide videos as YouTube or other public video links). If you would like us to do so, we would be happy to publish the video you submitted as part of your accreditation on your school profile page. Simply drop us an email with your consent.

We also have a page dedicated to promoting our schools' World Class initiatives - email us with yours and we'd be happy to feature it here: <https://www.worldclass-schools.org/world-class-schools-initiatives.html>

## Promote your school as World Class on LinkedIn

You can use LinkedIn to promote your school / 6th Form as World Class, and to develop your school alumni on LinkedIn as World Class. We have partnered with LinkedIn to create a simple 'How To' guide and online videos on using LinkedIn effectively to benefit your school and your students. You can access this on our [website here](#).

## Greater negotiating power with World Class suppliers

As a network of over 120 World Class schools UK wide, our school's partnership commands greater bargaining power than schools dealing directly with suppliers individually. As such we invite you to recommend a supplier you have worked with and would consider to be World Class, to join our network of [World Class suppliers](#). We contact the supplier on your behalf to negotiate competitive pricing for your school, and for WCSQM partner schools. You, as a World Class school are also entitled to all the discounts and special rates available from the World Class suppliers' network. The more suppliers you recommend, the more money we save for you.

## World Class partnerships

As well as our World Class suppliers, we also regularly partner with educational institutions, philanthropic organisations and charities to support your staff and students access World Class teaching and learning opportunities. This includes [free CPD sessions](#) for your staff delivered by Trinity College, Cambridge, and free sessions for your staff and students delivered by the networking platform [LinkedIn](#). Visit our [Partners web page](#) to find out more about our current and ongoing partnerships and how they could support your school's World Class education provision.

## Recruitment support



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We know from our World Class schools that recruitment in the current climate is one of the biggest hurdles to maintaining the quality of your provision. If you tag @WCSQM into your Twitter posts sharing details of your vacant positions, we'll share this on your behalf, promoting a World Class recruitment opportunity. Also, don't forget to include the World Class logo on all your recruitment adverts. More and more schools and Trusts are advertising their teaching posts successfully on LinkedIn. Again mention us and our Director Miranda Perry, and we can significantly improve the reach of your advert.

## World Class Associates

We know you are always looking for CPD opportunities that support your staff in a meaningful way, without adding workload. To this end we have set up the World Class [Associates](#) scheme, for school practitioners who want to drive the World Class agenda forward in their schools with the support of their peers from other schools in our network.

## Opportunities for your students

### Rollout the WCSQM application to your student cohort

Included in the cost of accreditation is a two-year subscription to the [WCSQM App](#), which is available to your entire student cohort. The app provides online access to our framework of World Class characteristics, which students can use independently to understand, develop and demonstrate their World Class skills and competencies. You should have received an email with further information on how to access and roll out the app in your school. If you haven't received this please contact [info@worldclass-schools.org](mailto:info@worldclass-schools.org) and we'll get you set up.

### Nominate your students for WCSQM Student of the Month

You can nominate your students for WCSQM Student of the Month as part of our [Student Character Campaign](#), with the winning students featuring in our [Hall of Fame](#), and nominated for our biannual Student Character Awards in July (WCSQM Symposium) and December (WCSQM Awards Ceremony). This is an ongoing initiative, and you can enter as many students as you like at any time.

### WCSQM assessor training programme

As a World Class school, your students are eligible to take part in our [WCSQM assessor training programme](#). This is an online, easy to follow modular training programme requiring minimal staff support / supervision. Once students



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have completed their training they can sign up to be an assessor at the next assessment period (one per term). Volunteering as a WCSQM Assessor gives students an invaluable work experience to inform their DofE, personal statements, higher education and employment applications and LinkedIn profiles. It is also fantastic for supporting transition and developing your school's careers' provision at primary level. Following the completion of an assessment experience students receive an endorsement of the WCSQM characteristics developed and demonstrated that they can use as evidence on their WCSQM app, and to demonstrate skills on LinkedIn, for which we can also endorse them if they link with us at WCSQM. At the annual Awards Ceremony, assessors are officially awarded qualified assessor status. Further information on Assessor training and registering your students to take part can be found on our [website here](#).

## WCSQM mentor programme

As you are aware, each year we have new schools working through the accreditation process. We like to offer their students mentor students from schools who have already achieved the Mark. The mentoring involves an online meeting in the first instance, where the accrediting students can ask questions of the students accredited. The two schools can then develop an on-going relationship if they see fit, with the mentor students offering advice at each step. It is an experience that mentoring students get a lot out of as they love partnering with peers from other settings.

## WCSQM volunteering

We know that because your students are World Class, they are always looking for experiences that give them the edge. We also want to be an organisation that genuinely puts its trust in the skills and competencies of our students. We therefore offer a range of [volunteer opportunities](#) that your students can access. Additionally, if there is something bespoke that your students would like to do with us that we do not offer, we will accommodate them if we can.

## WCSQM Alumni Association

Since our first adopter World Class schools came on board in 2014 we have been lucky enough to work with hundreds of World Class students from schools UK wide. The Association is run by a [dedicated committee](#) of World Class alumni students, and the aim of the [Alumni Association](#) is to provide a platform for World Class students to network, share ideas and opportunities, and seek support as they journey through education, on to further and higher education and into the workplace. Every student who attends a World Class school is eligible to join the WCSQM Alumni Association and can sign up to become a member on our [website](#). We are currently looking for





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new Alumni members to join the dedicated committee of World Class students working to grow the network and expand the opportunities available for its members. Students can contact the Alumni Association committee on [alumni@worldclass-schools.org](mailto:alumni@worldclass-schools.org) to get involved.

## Essay Writing Competition

As an accredited World Class school, your students automatically qualify to enter our annual [WCSQM Essay Writing Competition](#). The topic and essay question is set by a leading academic or author who works with us and a World Class school to run the competition, judge the entries and make the final decision. Shortlisted entries are invited to join us for honourable mentions at our annual Awards Ceremony, with the winner announced on the night. Winners and honourable mentions are mentioned on the WCSQM website and in post-event PR, and, where possible, are given a personal tour or a school visit from the competition judge. The competition is launched annually in the summer term, with an October deadline, making it the perfect summer project for your students.

## Student Character Award

Twice a year we shortlist for the Student Character Awards,, which are presented at our Symposium in July, and our Awards Ceremony in December. Any students who have won Student of the Month, or who have been nominated for a Student Character Award by their school, by WCSQM following their volunteering with us, or by a partner school with which they have worked, is automatically shortlisted for the award.

## Sharing best practice

One of the benefits of being part of this network is that schools and students can learn from the best practice of schools with proven success. Our network schools contact us if they would like to find out about best practice in a particular area from a partner school, or if they have best practice to offer out themselves. The more you offer, the more you get.

## International Opportunities

Our international development is in its early stages. Schools abroad can subscribe with us. If they are a school that is working in partnership with one of our current World Class schools, then their subscription can be supported by the current World Class school. For further information, see [International Accreditation - The World Class Schools Quality Mark \(worldclass-schools.org\)](#)



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## World Class Events and Initiatives.

All WCSQM partner schools are invited to attend our two annual flagship events:

### The WCSQM Symposium

Our [annual Symposium](#) brings together students and school leaders from our partner schools UK wide for a day of networking, topical keynote speakers, and student workshops.

### WCSQM Awards Ceremony

Our [annual Awards Ceremony](#) recognises and awards schools and students for their World Class accreditation and outstanding achievements. Venues are chosen for their academic significance, offering unique opportunities for staff and students to not only celebrate their success, but to explore the opportunities afforded by a World Class education setting. If you want your students to project manage our next Awards Ceremony to support the development of their World Class characteristics, do get in touch.

If you are interested in any of these opportunities, if you want further information or if you have anything you would like us to be doing, and you would like to lead on it, please contact us at the email address below.