

Germantown Academy

- Situation** Germantown Academy (GA) is an independent school located 20 miles outside Philadelphia. Founded in 1759, it is the oldest non-sectarian independent Pre-K to 12th grade school in the country and serves students from 96 surrounding townships.
- The school recognized that its branding materials failed to effectively convey the advantages of its remarkable faculty, resources, community, and campus to prospective families. While enrollment numbers and interest in the school were not significant issues, GA wanted a brand platform that it could take greater pride in and serve as a stronger foundation for outreach campaigns going forward. Accordingly, it enlisted TDC to conduct a comprehensive discovery process to identify key characteristics, values, and aspirations of the school that would serve to underpin development of a more relevant and engaging brand.
- Solution** TDC embarked on a multi-pronged discovery campaign to 1) assess GA's marketing communications efforts when compared to competitors; 2) see how GA's materials performed when evaluated against several criteria (consistency, attractiveness, clarity of messaging, technical quality, etc.); and 3) gain a better understanding of perceptions around the school from audiences within the GA community. This initial phase of our engagement with GA also included a brand benchmarking study of 30 independent and public school institutions surrounding GA; a brand audit of all recent marketing materials published by GA; and interviews and meetings with GA faculty, administrators, parents of current students and graduates, donors, and recent alumni.
- Our findings were distilled into a number of critical takeaways that established a foundation for a new positioning, signature 'tag' line, and message platform. Furthermore, we developed a new brand look and feel, a refined logo, and a graphic standards guide, all reflecting insights and perspectives gathered in our discovery efforts.
- Result** Following GA's approval of these initial components, we completed a second phase that involved applying the new brand look and feel and key messaging points to communications materials. These include a wide-ranging series of brochures and collateral pieces that highlighted each of the school divisions and the many unique programs, facilities, and innovations of the institution. In addition, we developed a "look book" for GA and provided extensive design guidance for GA's new website.

Research Modes Used:

- Stakeholder Interviews
- Faculty Focus Groups
- Parent Focus Groups
- Parents of Alumni Interviews
- Student Interviews
- Competitive Brand Benchmarking
- Communications Audit

Germantown Academy
COMPETITOR BRAND BENCHMARKING

The Design Channel
 October 2016

name	tag and positioning	overview	key messaging	look and feel
Allegan Friends School	Tagline: Allegan Friends School	Overview: A school for high achievers, with a focus on offering a rigorous academic program to high-achieving students. The program is centered on education and the school is committed to providing a high-quality education for all students.	Key Messaging: Allegan Friends School is a school for high achievers, with a focus on offering a rigorous academic program to high-achieving students. The program is centered on education and the school is committed to providing a high-quality education for all students.	Look and Feel: The school's branding is centered around a blue and white color palette, with a focus on clean, professional typography.
The Lawrenceville School	Tagline: The Lawrenceville School	Overview: A school for high achievers, with a focus on offering a rigorous academic program to high-achieving students. The program is centered on education and the school is committed to providing a high-quality education for all students.	Key Messaging: The Lawrenceville School is a school for high achievers, with a focus on offering a rigorous academic program to high-achieving students. The program is centered on education and the school is committed to providing a high-quality education for all students.	Look and Feel: The school's branding is centered around a blue and white color palette, with a focus on clean, professional typography.
The Hotchkiss School	Tagline: The Hotchkiss School	Overview: A school for high achievers, with a focus on offering a rigorous academic program to high-achieving students. The program is centered on education and the school is committed to providing a high-quality education for all students.	Key Messaging: The Hotchkiss School is a school for high achievers, with a focus on offering a rigorous academic program to high-achieving students. The program is centered on education and the school is committed to providing a high-quality education for all students.	Look and Feel: The school's branding is centered around a blue and white color palette, with a focus on clean, professional typography.
Hotchkiss School	Tagline: Hotchkiss School	Overview: A school for high achievers, with a focus on offering a rigorous academic program to high-achieving students. The program is centered on education and the school is committed to providing a high-quality education for all students.	Key Messaging: Hotchkiss School is a school for high achievers, with a focus on offering a rigorous academic program to high-achieving students. The program is centered on education and the school is committed to providing a high-quality education for all students.	Look and Feel: The school's branding is centered around a blue and white color palette, with a focus on clean, professional typography.
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Competitors

Allegan Friends School

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Key Messaging: **Allegan Friends School** is a school for high achievers, with a focus on offering a rigorous academic program to high-achieving students. The program is centered on education and the school is committed to providing a high-quality education for all students.

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Visual expressions

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Visual expressions

Competitors

Buckingham Friends School

Tagline: **Buckingham Friends School**

Overview: A school for high achievers, with a focus on offering a rigorous academic program to high-achieving students. The program is centered on education and the school is committed to providing a high-quality education for all students.

Key Messaging: **Buckingham Friends School** is a school for high achievers, with a focus on offering a rigorous academic program to high-achieving students. The program is centered on education and the school is committed to providing a high-quality education for all students.

Look and Feel: The school's branding is centered around a blue and white color palette, with a focus on clean, professional typography.

Visual expressions

Germantown Academy
COMMUNICATIONS BRAND AUDIT

The Design Channel
 October 2016

Brand Audit

Definition and Purpose

The brand audit is a process of discovery. It involves examining all existing brand communications materials produced by GA. The analysis is based on comparing the existing communications materials with a set of fundamental goals and values associated with the school and its communication objectives.

Revised Value and Benefits

By studying the existing communications, awareness is built around GA's tag line and the image it is projecting. The brand audit will help define a strategy for improving the whole communications effort. It includes strengths and weaknesses of individual pieces through an objective framework and relates them back to the brand. This greater perspective allows the marketing team to plan a course of action to enhance and maximize the branding communication effort.

The audit gives managers of branding and marketing communications more tools to work with. It provides the opportunity to assess more content in engaging the brand image and presentation of the school. More content means enhanced quality, a higher level of consistency, greater brand integrity, and ultimately, a more effective and effective way to connect with a responsive preference for the Germantown Academy brand.

Existing Communications

Current Logos and Other Brand Identity Marks

GA has used a wide variety of logos. GA has used a wide variety of logos.

Existing Communications

Administrative Family Package

This packet presents an array of visually consistent branding materials that are used to communicate information about GA.

Strategic Vision Brochure

This brochure is a key document in the strategic visioning process. It outlines the school's vision, mission, and values, and provides a clear path forward for the future.

Existing Communications

Strategic Vision Brochure

This brochure is a key document in the strategic visioning process. It outlines the school's vision, mission, and values, and provides a clear path forward for the future.

- positioning and signature line
- brand standards guide

Germantown Academy is a leading independent PreK to 12 school for families who seek a strong college preparatory curriculum and diverse opportunities for children to discover their talents and passions. GA offers a balance of strong academics, arts, athletics, and experiential learning—developing well-rounded students in a welcoming and inclusive community. This is the result of:

- 1) A clear and meaningful mission which guides students to become confident, resilient, and compassionate citizens of the world;
- 2) A faculty that instills a love of learning through innovative teaching methodologies which inspire students to be active participants in their education;
- 3) A 126-acre campus setting offering unparalleled benefits for experiential learning and extra-curricular activities; and
- 4) A 250-year legacy distinguished by a commitment to innovative approaches that continually enhance the educational experience.

Students are challenged, supported, and engaged in a multitude of ways that lead to a transformational learning experience. They graduate as individuals who are capable of achieving far more than they had ever imagined.

Anything is Possible Starting Here



- one-voice message platform
- message platform for early childhood education

Message Platform

Brand Promise (Positioning Statement)	<p>Germantown Academy is a leading independent PreK to 12 school for families who seek a strong college preparatory curriculum and diverse opportunities for children to discover their talents and passions. GA offers a balance of strong academics, arts, athletics, and experiential learning—developing well-rounded students in a welcoming and inclusive community. This is the result of:</p> <ol style="list-style-type: none"> 1) A clear and meaningful mission which guides students to become confident, resilient, and compassionate citizens of the world; 2) A faculty that instills a love of learning through innovative teaching methodologies which inspire students to be active participants in their education; 3) A 126-acre campus setting offering unparalleled benefits for experiential learning and extra-curricular activities; and 4) A 250-year legacy distinguished by a commitment to innovative approaches that continually enhance the educational experience. <p>Students are challenged, supported and, engaged in a multitude of ways that lead to a transformational learning experience. They graduate as individuals who are capable of achieving far more than they had ever imagined.</p>					
Signature/Tagline	Anything is Possible Starting Here					
What GA Stands for (Themes and concepts that are integral to GA's legacy)	<p>A Community that Embraces Every Individual and Family</p> <p>GA's culture of inclusiveness and its welcoming environment support the wellbeing and success of all members of the community. The close relationships formed among students, teachers, administration, and parents engage all aspects of the school, and create lifelong connections.</p>	<p>Purposeful Engagement for Powerful Learning Experiences</p> <p>GA teachers transform students into active, participatory learners, and increase interest and excitement in academics. They lay the groundwork for higher levels of critical thinking and retention, and open minds to new ideas and perspectives.</p>	<p>A Faculty Closely Attuned to the Way Children Learn</p> <p>GA faculty understand deeply how students of all ages think and learn, and how they relate to the world around them. The faculty and administration have created an environment that is intentional, stimulating, supportive, collaborative, and challenging in ways that equip students with the skills and knowledge to grow into thoughtful, motivated individuals.</p>	<p>A Culture Where Challenging Yourself is the Norm</p> <p>Students are challenged to push beyond their comfort zones in all facets of their learning. Whether it's taking accelerated classes, making presentations to a large audience, or assuming a leadership role, students are encouraged and mentored to make the most of their abilities at GA.</p>	<p>Unparalleled Resources and Opportunities for Personal Growth</p> <p>GA offers myriad opportunities for each student to discover new talents and passions through exploration and participation in school life. Students are encouraged to take risks in a supportive environment that will turn their efforts into valuable learning experiences.</p>	<p>An Inspirational, Achievable Mission</p> <p>The clear, meaningful, and powerful GA mission supports the academic, social, and emotional growth of students, enabling them to become confident, resourceful, and compassionate citizens of the world. The teachers and administration know every student, and they engage kids at just the right level to help them thrive.</p>
GA's Character (Values and brand attributes expressed in human characteristics and personality traits)	<p>Creative Energy Inside and Outside the Classroom</p> <p>There is an atmosphere of genuine fun and excitement that reflects the enthusiasm of students and their engagement in learning experiences. Students even linger beyond the school day because they enjoy each other's company and participating in extra-curricular activities.</p>	<p>A Thoughtful and Strategic Educational Approach</p> <p>Many aspects of GA are designed with specific objectives in mind—from developing confidence and voice (Harkness tables) to providing channels for exploring new interests (electives). All teachers approach their classes with the goal of maximizing student interest and involvement.</p>	<p>Welcoming and Genuine</p> <p>The warm, friendly, and unpretentious GA environment helps students and families of all backgrounds feel comfortable immediately. Students make friends easily and form close relationships with faculty. Parent ambassadors help new families become part of the GA community, and families are always invited to communicate directly with faculty and administration.</p>	<p>One-School Approach to PreK through 12</p> <p>GA operates seamlessly as a PreK to 12 school. All hallways between Lower, Middle, and Upper Schools are connected, and there are abundant projects and programs that are coordinated between divisions. Our curriculum leaders think deeply about how to be sure success as students transition from Lower to Middle and from Middle to Upper Schools.</p>	<p>Collaborative by Nature</p> <p>Teachers work in cooperation with students to engage their interests, as well as with other teachers to develop integrated learning experiences and content. Students regularly work with and learn from each other, further enriching their own learning and development.</p>	<p>Responsive to Individual and Collective Needs</p> <p>GA is sensitive to the diverse needs of students, staff, and community, and our school can be counted on to look for and implement solutions that address specific issues or deliver added benefits whenever possible.</p>
GA's Differentiators (Qualities that are unique, ownable, and telegraphic)	<p>An Extraordinary History</p> <p>GA is the oldest, continuous, nonsectarian day school in the United States, and founded several of the oldest activities in the country, including the first yearbook, the first official high school athletic league, the first high school drama club, the first prep school football rivalry (130 years strong!), etc. Families become part of the fabric of an institution that pre-dates even the founding of our nation.</p>	<p>A Community of Collaboration</p> <p>Both faculty and students are exceptionally dedicated to bringing out the best in each other—between teachers and students, teachers and teachers, as well as students and students. Mentors are easy to find in teachers, alumni, parents, and parents of alumni—all of whom are willing to provide support and guidance.</p>	<p>A Tradition of Innovation and Proven Success</p> <p>The distinguished 250-plus year history of GA gives families confidence in the institution's capabilities as well as pride in being a part of the narrative. GA provides opportunities for faculty to pursue their passions to further engage students in a push for individual success.</p>	<p>Personal Voice and Choice</p> <p>Students are encouraged to take responsibility for their learning and to engage with subject matter in ways that best capture their interests. In addition, students are provided support to develop their own perspectives and voice, and to pursue individualized opportunities for personal expression.</p>	<p>A Commitment to Educational Excellence</p> <p>There is an entrepreneurial spirit to try new ideas, programs, teaching methodologies, and course offerings. Faculty are encouraged to learn from peers, both on and off campus, to stay at the forefront of current trends in education. Students benefit every day from GA faculty's intellectual passions.</p>	<p>126 Acres of Opportunity</p> <p>The size and features of the campus offer abundant benefits for experiential learning, understanding and advancing environmental stewardship (as seen in the Nature Program), curricular and extra-curricular activities, and other outdoor programming that few other schools can match.</p>
GA's Benefits to Students & Families (Aspirations)	<p>Engaged and Motivated Individuals</p> <p>The GA experience fosters significant academic, social, and personal development. This 360-degree growth results in young adults who are equipped with the knowledge, skills, and desire to impact the world in positive and meaningful ways.</p>	<p>Confident and Resilient Problem Solvers</p> <p>Students are more secure in their capabilities and convictions, more proactive in taking on challenges, and stronger advocates for themselves and others. They gain grit and perseverance and build greater resolve in overcoming obstacles and exploring alternative paths to solutions.</p>	<p>Preparation and Maturity for College and Beyond</p> <p>Students are challenged and supported in a multitude of ways to help them bring out hidden talents, strengthen self-discipline, and gain deeper understanding of the world around them. They graduate as independent thinkers and confident young adults.</p>	<p>Rewarding Parent Partnerships</p> <p>Parents are welcome partners at all stages of their child's GA experience and are provided many opportunities to be involved in and help advance their child's development. In addition, they work continuously to improve the school for the greater good of the entire GA community.</p>	<p>A Transformative Experience that Broadens Perspectives</p> <p>Teachers enable students to expand their interests as well as gain empathy for different points of view. Students come to appreciate global perspectives, reinforced by the diversity of the student body, course material, and GA-sponsored experiences outside the classroom.</p>	<p>Lifelong Connections and Community</p> <p>Students and families establish relationships with one another and the school that continue beyond graduation. These connections help strengthen and expand the resources and capabilities of the school for future generations.</p>
Our Vision	Germantown Academy will distinguish itself as a leader in student engagement.					
Our Mission	Germantown Academy inspires students to be Independent in Thought, Confident in Expression, Compassionate in Spirit, Collaborative in Action, and Honorable in Deed.					

Early Childhood Message Platform

GA's Early Childhood Education Strengths	<p>Hands-On / Multi-Sensory Learning</p> <p>Early childhood education at GA centers around experiences that enable children to physically engage with their environment and apply all of their senses.</p>	<p>Play-Based Learning</p> <p>GA recognizes that play is how children "work" and make sense of the world. By incorporating play into our EC curriculum, GA makes learning a natural and fun process.</p>	<p>Meeting Kids Where They Are</p> <p>GA takes close interest in every child's abilities and potential, ensuring their experiences are appropriate for their development.</p>	<p>Individualized Attention</p> <p>In addition to small class sizes (typically 8:1), the EC program has two qualified teachers in each classroom to ensure children receive personal attention and care.</p>	<p>Flexible/Responsive Program</p> <p>GA offers skills-based groupings in core academic programs that enable students to be appropriately supported and challenged in accordance with their skillset or talent.</p>
Aspirations/ Outcomes for Children	<p>Hard Workers</p> <p>Children gain determination and tenacity through the "learn by doing" model. They tackle challenges with a positive attitude and see the rewards of putting forth their best effort.</p>	<p>Kind to Others</p> <p>Children are continually guided to be conscious and considerate of others; the "Compassionate in Spirit" component of GA's mission supports these efforts and is modeled by teachers.</p>	<p>Thoughtful Communicators</p> <p>Children gain confidence in expressing themselves and articulating ideas. They understand the value of listening, following instructions, and understanding concepts are ways to further their passion for knowledge.</p>	<p>Curious and Creative Learners</p> <p>Children's questions are honored. Students are willing to take academic risks and show imagination and originality in their thinking.</p>	<p>Masters of Reading, Writing, and Math</p> <p>GA's EC curriculum enables children to gain a strong foundation in major subject areas by using 21st century tools.</p>
GA's Value to Families	<p>Momentum for Future Learning</p> <p>By engaging children in rich and meaningful experiences and promoting skills and habits that support enjoyment of learning, GA equips students to handle a challenging academic trajectory.</p>	<p>Social and Emotional Growth</p> <p>GA's EC programs foster connection to others and help students mature in socially and emotionally healthy ways.</p>	<p>Character Development</p> <p>As a nonsectarian school, the GA mission provides children with an ethical and moral compass that supports individual growth and empathy.</p>	<p>Self-Advocacy</p> <p>Children come to understand that their personal voice is valued. GA provides a safe space for students to ask questions and challenge themselves.</p>	<p>Shared Partnership</p> <p>In expression of our mission, parents are welcome partners in their child's GA experience and are provided varied and rich opportunities to be collaborative participants with faculty and other parents.</p>

- beard center for innovation brochure/poster
- campus and outdoor learning brochure/poster
- early childhood education brochure

Where Inspiration Meets Creativity

Innovation

Thinking Happens by Making
The Beard Center for Innovation (BCI) combines technology spaces and opportunities for collaboration into a learning experience that pushes, grows, engages and inspires understanding for students. The Center is comprised of an Innovation Lab for idea development and a state-of-the-art makerspace fully stocked with prototyping materials and manufacturing technologies. The students' Family Library leads to the BCI, enabling students to move from an area of thoughtful reflection and traditional modes of academic work and research to areas for idea generation and collaboration—all in one contiguous space.

Intentional
Our innovative environments and tools inspire more collaborative thinking and working.

Early Childhood Bee Bot
Our Bee Bot Challenge Center features a variety of the state-of-the-art Bee Bots to teach sequencing, retention, and problem-solving.

Collaboration
A student's understanding of a concept is perfect for collaboration, problem-solving, and design.

Real World Problem Solving
The BCI features design thinking, a creative problem-solving process that involves students in identifying a problem, brainstorming solutions, and testing the best one.

Over 3,070 Square Feet of Learning Opportunity
The BCI provides space that is made available to students, along with state-of-the-art tools, and technology.

Paths to Learning
The BCI provides a variety of educational opportunities for students to engage in learning. The BCI provides a variety of educational opportunities for students to engage in learning. The BCI provides a variety of educational opportunities for students to engage in learning.

The Leading Edge of Learning

Innovation

Design Thinking
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Imagine
Let your creativity run free with a variety of prototyping materials.

Collaborate
Brainstorm a concept for your business or new invention.

Design
Envision a building of the future with CAD software.

Experiment
Build, test, and improve a solution to your engineering problem.

Create
Make a model of a brain in a 3D printer.

Open Spaces Lead to Open Minds

Campus and Outdoor Learning

Outside the Ordinary
Our campus and outdoor learning spaces provide unparalleled opportunities for experiential, interdisciplinary, and inquiry-based learning.

Reflect
Observe nature and reflect on the wonder of the world.

Explore
Discover new ideas and concepts in nature.

Grow
Nurture growth and learning in the classroom and outdoors.

Know
Connect with nature and learn about the world.

Dig
Get your hands dirty and learn about the earth.

Learning Comes Naturally

There are a multitude of distinct outdoor learning spaces on the GA campus that offer distinct learning opportunities. From our multiple green courtyards and Green Roof to the nearby Preserve and Woodland Creek, we encourage students to see our natural surroundings as classrooms without walls. Everywhere you look around our campus, you'll find a laboratory for the sciences, a setting to apply and practice sustainability, a world that inspires self-expression, opportunities for art-making, and play and more.

Green Antidotes
Students interact with GA's many outdoor spaces to learn about the world of green living, including the benefits of green living, including the benefits of green living, including the benefits of green living.

Green Roof and Atrium
While the Green Roof's original design was to provide a green roof, it has become a space for learning and discovery. The Green Roof and Atrium are a space for learning and discovery.

13th Floor Campus
The 13th Floor Campus is a space for learning and discovery. The 13th Floor Campus is a space for learning and discovery.

The Students
Our students are engaged in learning and discovery. Our students are engaged in learning and discovery.

Learning Without Walls
Students explore nature and ask questions in GA's open classrooms for learning.

The GA Preserve
At the GA Preserve, students learn about the environment and the importance of nature.

Nature is One of Our Best Teachers

Campus and Outdoor Learning

Students explore nature and ask questions in GA's open classrooms for learning.

Setting the Stage for Lifelong Learning

Early Childhood Education

There's nothing more important to developing a lifelong learner than establishing a robust foundation. It's why our early childhood curriculum, early childhood specialists, intentional learning spaces, and two-teacher classrooms provide young minds with the support and direction they need to become enthusiastic pursuers of knowledge.

We also know that children learn best when they're having fun. Our students are immersed in hands-on, multi-sensory environments that emphasize play-based learning. We also help students grow to be kind to others, work hard, and communicate thoughtfully—invaluable assets for lifelong learning and leadership experiences.

With this foundation, so many exciting and dynamic learning possibilities are in store. It's easy to see how anything is possible starting here.

Students in Strong Beginnings

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I am a READER! I am a WRITER!

Our early childhood curriculum is designed to help learners move from basic conceptual understanding toward mastery of specific skills and their application to real-world scenarios and experiences. We use Pearson's *MyFirst2D* as a framework that provides interactive experiences making learning engaging and fun. Our coding curriculum is designed to develop math skills in students using the language of computer science and become creators in the digital world. We recognize that children learn best at different paces and more effectively through different modalities as they grow. Our students work collaboratively with teachers to create learning paths that meet students where they are developmentally. As children work with teachers in small groups they gain numerical proficiency and confidence.

Expertise
Literary specialists support student learning and guide faculty to build a community of expert readers and writers.

The Key Word is BALANCE
Students learn to balance their academic and extracurricular activities, and to find time for themselves.

Exciting Math Success

Our early childhood curriculum is designed to help learners move from basic conceptual understanding toward mastery of specific skills and their application to real-world scenarios and experiences. We use Pearson's *MyFirst2D* as a framework that provides interactive experiences making learning engaging and fun. Our coding curriculum is designed to develop math skills in students using the language of computer science and become creators in the digital world. We recognize that children learn best at different paces and more effectively through different modalities as they grow. Our students work collaboratively with teachers to create learning paths that meet students where they are developmentally. As children work with teachers in small groups they gain numerical proficiency and confidence.

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Active Learning
Students learn best when they're having fun. Our students are immersed in hands-on, multi-sensory environments that emphasize play-based learning. We also help students grow to be kind to others, work hard, and communicate thoughtfully—invaluable assets for lifelong learning and leadership experiences.

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- upper elementary brochure
- middle school brochure
- distinctly GA card packet



Students of Their Own Learning

In Middle School, students are oriented. The sixth through eighth grade years present boundless opportunities to each student how to be leaders of their own learning, actively explore and experience new areas of interest, manage new freedoms, take healthy risks in leadership and self-expression, and strengthen their academic and intellectual capabilities.

Our aim is to recognize and seize the transformational moments that occur throughout Middle School, to open students' eyes and minds, and to develop independent, compassionate, and inquisitive individuals. The GA Middle School experience is a journey that helps show each student how anything is possible starting here.

Curiosity and Confidence Unleashed

As students gain academic skills and awareness of themselves and the world around them, our Middle School program ensures that the momentum continues in exciting and challenging new ways.

Students are introduced to important works of literature and analyze historical and current issues. They engage in academic research through the scientific method and master progressively more sophisticated math concepts. Creative and construction programs provide forums for thinking critically, working collaboratively, and exploring beyond comfort zones. New parents, families, and leadership roles are discovered as an connections with teachers as advisors and coaches.

Healthy Choices!
Eight grade students gain awareness of their personal rights, responsibilities and working with the law.

Visual Arts
All students are encouraged to explore their own creativity and develop their own artistic voice.

Feeling Connected
Address concerns with advisors to help students explore their academic programs and find their own path.

Physical Education
All students are encouraged to explore their own creativity and develop their own artistic voice.

Community Service
Address concerns with advisors to help students explore their academic programs and find their own path.

Beyond the Classroom

The true value of the GA Middle School experience extends far beyond the walls of the classroom. Students can explore leadership interests and challenge themselves by being in our clubs and extracurricular activities. Our mission is to develop individuals who are independent in thought, confident in expression, compassionate in spirit, collaborative in action, and honorable in deed. We believe that the wide array of opportunities we provide students are important to their growth—both in and out of the classroom.

We Push PLAY

Play in a music ensemble, take part in a play, and play sports—your chance to do it all here.

Math

Students are encouraged to explore their own creativity and develop their own artistic voice.

Visual Arts
All students are encouraged to explore their own creativity and develop their own artistic voice.

Feeling Connected
Address concerns with advisors to help students explore their academic programs and find their own path.

Physical Education
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Community Service
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Getting Out the Best You

Throughout the Upper School years, our teachers truly partner with students. Faculty not only strive to guide and challenge them but also encourage students to learn from and with one another, to question traditional assumptions, and to take risks. Our Harkness tables and House Systems provide a wealth of opportunities for students to grow as independent thinkers and bold leaders.

By the time students are ready to move on to the next step of their education, they'll have the preparation, maturity, and self-discipline to engage the world in significant ways. They graduate as confident young adults who are ready to realize, in so many ways, that anything is possible starting here.

Resilience and Reward

All academic disciplines in Upper School are designed for purposeful engagement and personal learning experiences. Students become deeply invested in subject matters, building tenacity and resilience as they are challenged by faculty to go beyond comfort zones, apply interdisciplinary concepts, and find new insights.

Opportunities to discuss and develop new interests about Academy. Students pursue a passion in the sciences, social sciences, or humanities by developing independent study projects. Our curriculum offers a wide selection of Honors and Advanced Placement courses. Students have access to experiences that build leadership skills and form Senior Projects. Everywhere they turn, GA students are presented with possibilities to broaden horizons and define themselves.

Arts Enrichment
Our enriched programs have inspired many students to go on to careers in fine and visual arts.

Visual Arts
All students are encouraged to explore their own creativity and develop their own artistic voice.

Physical Education
All students are encouraged to explore their own creativity and develop their own artistic voice.

Community Service
Address concerns with advisors to help students explore their academic programs and find their own path.

International Exchange

GA offers students an opportunity to study abroad in a foreign country, immersing themselves in a new culture and language.

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Storming the Field, Stage, and Page

Classics may not be the first thing that comes to mind when you think of sports, but students continue to flourish on our athletic fields and performance stages, as well as in literary publications, community service projects, art studios, club activities, and more. Participating in a club where challenge yourself in the classroom. Students have an endless number of ways to blend sports and extracurricular programs to best their skills or cultivate new interests.

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55
Hours of Champion
Over 55 of GA's student and faculty members are involved in 55 different sports and activities across a wide range of sports.

Applause
The Balby Club has been listed as the best area high school theater program by Philadelphia Magazine.



Starts Here

GA students are encouraged to explore their own creativity and develop their own artistic voice.

New Community Project
The new Community Project is a student-led initiative that focuses on social issues and community service. Students are encouraged to explore their own creativity and develop their own artistic voice.

Young Engineers
Students engage in engineering projects that include robotics, coding, and design. They are encouraged to explore their own creativity and develop their own artistic voice.

Visual Arts
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Physical Education
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Community Service
Address concerns with advisors to help students explore their academic programs and find their own path.



Leadership, Big Opportunities

The GA House System offers boundless opportunities for leadership and growth. Students are encouraged to explore their own creativity and develop their own artistic voice.

House Members
Each House has approximately 15 members who are encouraged to explore their own creativity and develop their own artistic voice.

A Friendly Face for Everyone
Each House has a special affinity for its members and is encouraged to explore their own creativity and develop their own artistic voice.

House Events
Each House has its own special events and activities. Students are encouraged to explore their own creativity and develop their own artistic voice.

Anything You Can Do
Students are encouraged to explore their own creativity and develop their own artistic voice.

Community Service
Address concerns with advisors to help students explore their academic programs and find their own path.



Welcome

Step onto the Germantown Academy campus and you'll know it's a place unlike any other—and more right. Every square foot is home to a unique program, natural setting, or asset where else that advances our mission to be—

- Independent in Thought
- Creative in Expression
- Collaborative in Spirit
- Innovative in Action
- Capable in Deed

Throughout our more than 250-year history, we've cared more about taking approaches to learning that yield inquisitive learners and confident, collaborative individuals than following traditional forms of instruction. Here is a look into those unique aspects of the GA experience.

Rick Schaeffer
Head of School
Germantown Academy
rick.schaeffer@germantownacademy.org

The GA Way

Students and teachers learn from, with, and about each other every day.



Upper School
Throughout the Upper School years, our teachers truly partner with students. Faculty not only strive to guide and challenge students but also to encourage them to learn from and with one another to question traditional assumptions, and to take risks. Our Harbness tables and House System provide additional opportunities for students to grow as independent thinkers and bold leaders.

100%
100% of students attend college/university.



Timberus Methods
The Social Method, involving learning by debate and inquiry, is brought to life through our Harbness tables.

"My teachers and mentors at GA were unconditionally supportive of my academic ambitions. They were excited for my success and they made sure I never felt loved and respected and nurtured and supported."
—Scott Stanspore '09



House Benefits
The House System fosters personal relationships and healthy competition and a sense of unity and loyalty.



International Exchange
GA offers student exchange through partnerships with schools in England, France, Germany, China, Spain, and Korea.

46 Teams
GA hosts 46 Upper School interscholastic and club teams.



Confidence

Students gain confidence and perseverance in overcoming challenges and finding new paths to solutions.

Thorough Rigor
A high level of academic standards and rigor is applied to all of our courses.



Nature is a Teacher

Kids see the outdoors as a motivating force for learning, exploration, and inspiration, and we couldn't agree more.

Advanced Courses
Students may take advanced courses in science, math, and other subjects.

Outdoor Education

We see outdoor education as essential to whole-child development. Playing outside and exploring the woodlands, waterways, and wildlife surrounding GA are all key parts of our curriculum. We have 126 acres of natural beauty beckoning us every day and we take advantage of it whenever possible.



Nature Walk
A part of our Green School program, this area allows students to use their creative energy to design their own outdoor structures with builders, logs, stumps, and plants.



Wassatchan Creek
The serene beauty of the Schuylkill River runs directly through our campus and offers a beautiful setting for studying flora and fauna.

126
126-Acre Campus

The size and natural beauty of our campus provide abundant opportunities for learning outside the classroom.

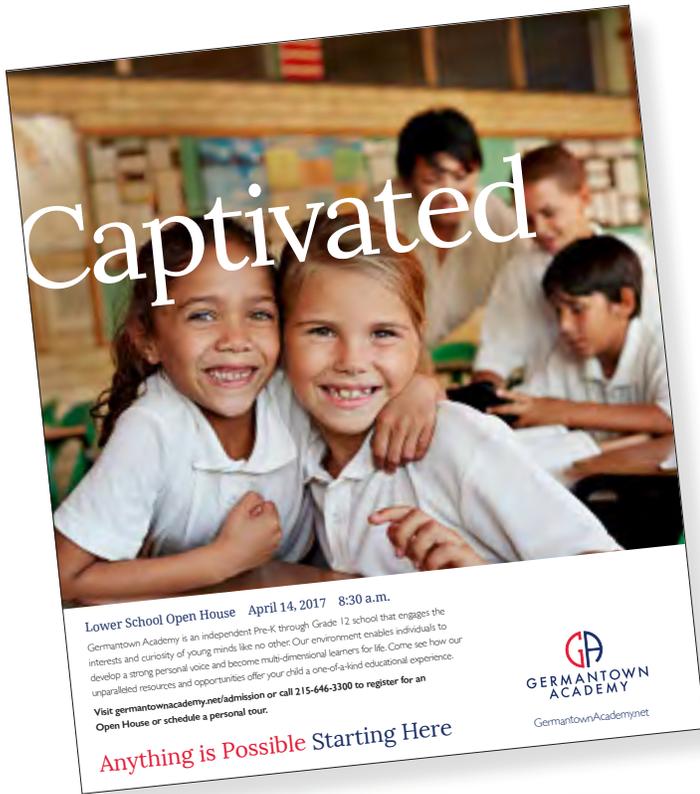


The Nature Program's mission is to connect the GA community with the extraordinary outdoor spaces on our campus. We seek innovative and cross-curricular ways in which our faculty and students can explore and appreciate our abundant natural resources."
—Lisa Peters, Lower School Science Teacher



The Preserve and the Middle Wood
A 100-acre natural area on campus, the Preserve and Middle Wood features a diverse range of wildlife and plant species.

- print ads
- website



Captivated

Lower School Open House April 14, 2017 8:30 a.m.

Germantown Academy is an independent Pre-K through Grade 12 school that engages the interests and curiosity of young minds like no other. Our environment enables individuals to develop a strong personal voice and become multi-dimensional learners for life. Come see how our unparalleled resources and opportunities offer your child a one-of-a-kind educational experience.

Visit germantownacademy.net/admission or call 215-646-3300 to register for an Open House or schedule a personal tour.

Anything is Possible Starting Here



GermantownAcademy.net



Poised

Upper School Open House
April 14, 2017 8:30 a.m.

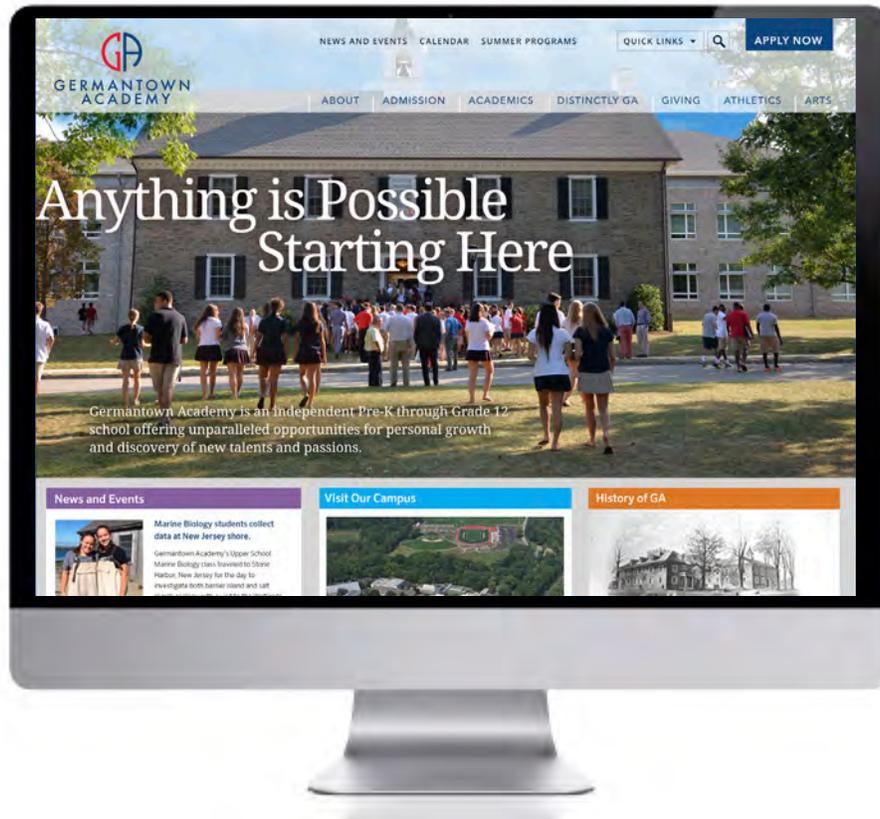
Germantown Academy is an independent Pre-K through Grade 12 school that enables individuals to explore and develop new interests; develop a strong personal voice; and become multidimensional, confident learners.

Visit germantownacademy.net/admission or call 215-646-3300 to register for an Open House or schedule a personal tour.

Anything is Possible Starting Here



GermantownAcademy.net



NEWS AND EVENTS | CALENDAR | SUMMER PROGRAMS | QUICK LINKS | APPLY NOW

GERMANTOWN ACADEMY

ABOUT | ADMISSION | ACADEMICS | DISTINCTLY GA | GIVING | ATHLETICS | ARTS

Anything is Possible Starting Here

Germantown Academy is an independent Pre-K through Grade 12 school offering unparalleled opportunities for personal growth and discovery of new talents and passions.

News and Events

Marine Biology students collect data at New Jersey shore.

Germantown Academy's Upper School Marine Biology class traveled to Stone Harbor, New Jersey for the day to investigate both barrier island and salt

Visit Our Campus

History of GA