

The Essentials (For a Basic, Credible Listing)

These items are the absolute minimum required to create a trustworthy profile.

1. Official School Name & Type: Full official name and type (e.g., Pre-primary, Primary, Secondary, International, Private, Public).
2. Physical Address: Precise location for mapping and directions.
3. Contact Information: Official phone number and email address.
4. Official Website URL: A link to their main site.
5. Curriculum: The core curriculum offered (e.g., Botswana General Certificate of Secondary Education (BGCSE), Cambridge IGCSE, International Baccalaureate (IB), Montessori).
6. Grades/Years Offered: The range of grades or years covered (e.g., "Standard 1 to Form 5" or "Pre-School to Year 12").

The Marketing & Differentiation Package

This is the crucial set of items that allows your school to sell itself and justify a premium listing or featured spot.

A. Visual & Branding Assets

7. High-Quality Logo: A high-resolution version of the school crest or logo.
8. School Motto & Mission/Vision Statement
9. Photo Gallery:
 - School entrance and signboard.
 - Campus aerial shot (if available).
 - Classrooms, science labs, computer labs, and libraries.
 - Sports facilities (fields, pools, courts).

Art, music, and drama rooms.

Common areas (cafeteria, auditorium, hall).

Student life shots (students in class, during sports, at cultural events).

10. Virtual Tour Video or Link: A link to a YouTube video or a dedicated virtual tour platform.

11. School Prospectus/Brochure: A digital PDF that parents can download directly from their listing.

B. Academic & Programmatic Information

(This helps parents assess the academic fit.)

12. Unique Academic Programs: Details of any special programs (e.g., Gifted and Talented, Learning Support, STEM/STEAM focus, Advanced Placement (AP) courses).

13. Extracurricular Activities: A list of clubs, societies, and sports teams (e.g., Debate Club, Chess, Robotics, Football, Netball, Athletics).

14. Faculty Qualifications: General information about teacher qualifications and experience (e.g., "90% of our teaching staff hold postgraduate degrees").

15. University/Career Guidance: Information about dedicated counseling and where graduates have been accepted.

C. Admissions & Financial Information

16. Tuition and Fees Structure: A clear breakdown or a link to the fees page on your website. You could provide a "range" (e.g., P15,000 - P25,000 per term) if exact figures are sensitive.

17. Admissions Process & Key Dates: A summary of the steps to apply and deadlines for applications.

18. Open Day/Tour Schedule: Dates for upcoming open houses or information sessions, which you can feature prominently.

D. "Social Proof" & Trust Signals

19. Testimonials: Short, approved quotes from current parents, students, or alumni.

20. Accreditations & Affiliations: Logos or text indicating accreditation by bodies like the Botswana Qualifications Authority (BQA), Council of International Schools (CIS), or other relevant organizations.

21. Awards & Recognitions: Any recent awards the school has won.

Basic Listing (Free): Includes only the "Essential" information.

Premium Listing (Paid): Includes all "Essential" info plus access to add multiple photos, videos, detailed program descriptions, downloadable prospectus, and featured placement on the website.

Featured School (Paid): All the benefits of Premium, plus a banner on the homepage, inclusion in a dedicated "Featured Schools" newsletter, etc.

We are enhancing the Botswana Schools Directory to help parents make informed decisions. A **Premium Profile** allows you to go beyond a simple contact entry and truly market your school's unique strengths through photos, videos, and detailed program information. This directly connects you with engaged families who are actively searching for the best educational fit for their children."