

CONSERVATORY PLACEMENT ACTIVITY GUIDELINES

ARTS & ENTERPRISE CONSERVATORY (Grades 7-12) In-Person Placement Activity

Placement Activity:

In the Arts & Enterprise program, we are seeking students who are passionate about the arts, innovation and entrepreneurship. The most successful A&E students show interest, curiosity and drive. Applicants will be invited to participate in an in-person placement activity that allows insight into A&E curriculum. Applicants will participate in the following **two** activities:

1. *Curious Correspondence*, a personal reflection letter writing exercise (7th-12th grades)

(estimated time: 20 minutes)

- Applicants will be given time to read a letter addressed to them by our faculty and a reply example.
- Applicants will gather their ideas and write a unique letter back to our staff responding to the prompt. Response will be timed.
- How to prepare for this exercise:
 - While there is no “formal” preparation for this exercise, please keep in mind, we are looking to *hear and feel your authentic and unique voice*.
 - A suggested way to prepare is to practice typing a formal letter. The requirements for your placement activity include:
 - Response to prompt
 - Professional tone and formatting
 - Total word count: 100-200
 - No generative AI is permitted in any way for this exercise
- Core qualities we are evaluating for this exercise include:
 - *Effective communication | Creativity | Growth mindset*

2. *Innovation Collaboration*, a creative thinking, teamwork, and rapid problem-solving exercise

- **Middle School (7th-8th grades)** “Mystery Product - Brand Identity” (estimated time: 20 min)
 - In teams, middle school students will be given a “mystery product” and asked to create their product’s brand identity and marketing strategy.
 - Brand name
 - Tagline or slogan
 - Unique selling proposition (USP) – what makes their product different?
 - Packaging concept or label design

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- Teams will have the opportunity to “pitch” their ideas to our faculty
- How to prepare for this exercise:
 - Do your research on brand identity and marketing strategies! Practice developing a product and pitching the brand to your family and friends!
- Core qualities we are evaluating for this exercise include:
 - *Collaboration | Creativity & Innovation | Engagement | Effective Communication*
- **High School (9th-12th grades)** “What’s in the Box - Innovation, Brand Identity & Marketing” (estimated time: 20 min)
 - High School students will work in teams to develop an innovative product using mystery items, then brand and market it.
 - Product Development
 - Brand name
 - Logo
 - Tagline or slogan
 - Marketing plan (5 P’s of Marketing)
 - Teams will have the opportunity to “pitch” their ideas to our faculty
- How to prepare for this exercise:
 - Grab some random items in your house and come up with a new product! Do your research on brand identity and marketing strategies. Practice pitching ideas to your family and friends!
- Core qualities we are evaluating for this exercise include:
 - *Collaboration | Creativity & Innovation | Engagement | Effective Communication | Problem solving*

What to bring: Other than your enthusiasm and creativity, you will not need to bring anything. Chromebooks will be provided for your *Curious Correspondence* activity, and all supplies will be provided for your *Innovation Collaboration* activity.

What to wear: Anything that is uniquely you and permits you to feel comfortable to allow your creativity to flourish! (Also, we’ll never be sad about nice business casual dress since we are “all things business”.)

Applicants who are English language learners, have a disability, or need technology assistance are encouraged to reach out for support with the admissions process. Please contact admissions@ocsarts.net or 714.560.0900 ext. 5510 for more information.

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Hay asistencia disponible para los solicitantes aprendiendo inglés, que tienen una discapacidad, o los que necesitan asistencia tecnológica. Favor de ponerse contacto con nosotros por correo electrónico admissions@ocsarts.net o por llamar 714.560.0900 ext. 5510 para más información.

Applicants requesting accommodations must have established eligibility under IDEA, Section 504 or an established Academic Support Plan (private schools only). The documentation must be provided at the time of application submission. Confidential documents must be sent directly to Lauren Reynolds, Director of Special Services, at lauren.reynolds@ocsarts.net.

Accommodations must be requested 15 days in advance of placement activities for planning purposes.