

24. Biggest Risk, Out of the Box Concept, Zehno

The Ellis School

Ellis girls shake the world

The Ellis School — an all-girls independent school located in Pittsburgh, Pa., —pushes girls to find their voices.

You can pile on the adjectives to describe an Ellis student — brilliant, nonconformist, well-spoken and driven for starters — yet still not have a clear picture. But when you hear from the girls directly, you'll understand how they're changemakers.

The Ellis School's new admissions-centric campaign with Zehno, "Ellis girls shake the world." puts these confident, articulate students front and center. Through video profiles, a microsite explaining the school's "changemaker" curriculum, and other tools, Ellis is cementing its status as Pittsburgh's #1 school for girls.

This new digital campaign increased enrollment 25% in the first admissions cycle.

More early results

- Website traffic soared: +53% visits, +91% quality visits (with better engagement), +54% new users.
- Social content drove up traffic to the website and created more lead conversions, including a 238% increase in social media clicks and 133% increase in website sessions.
- The number of applications increased — with more quality of students that fit the mission/vision.

Campaign challenges

We needed to:

- Hear from students themselves — as proof of how our school teaches them to step up and use their voices.
- Bring attention-getting stories and style into a new campaign that amplifies the existing brand.
- Use video to show — in her own voice — how each girl pursues her passions at Ellis.
- Present Ellis' signature academic experience not as a senior capstone, but a constant build-up from the earliest grades.

Campaign elements

- Content packages for Ellis' 30+ students bring personal experiences to life through storytelling, photography and video.
- The website defines the changemaker curriculum and shows how it works at each school level.
- Digital ads and social media posts drove up traffic to the website and created more lead conversions.



#24 Biggest Risk, Out of the Box Concept

Ellis Girls Shake The World / The Changemaker School

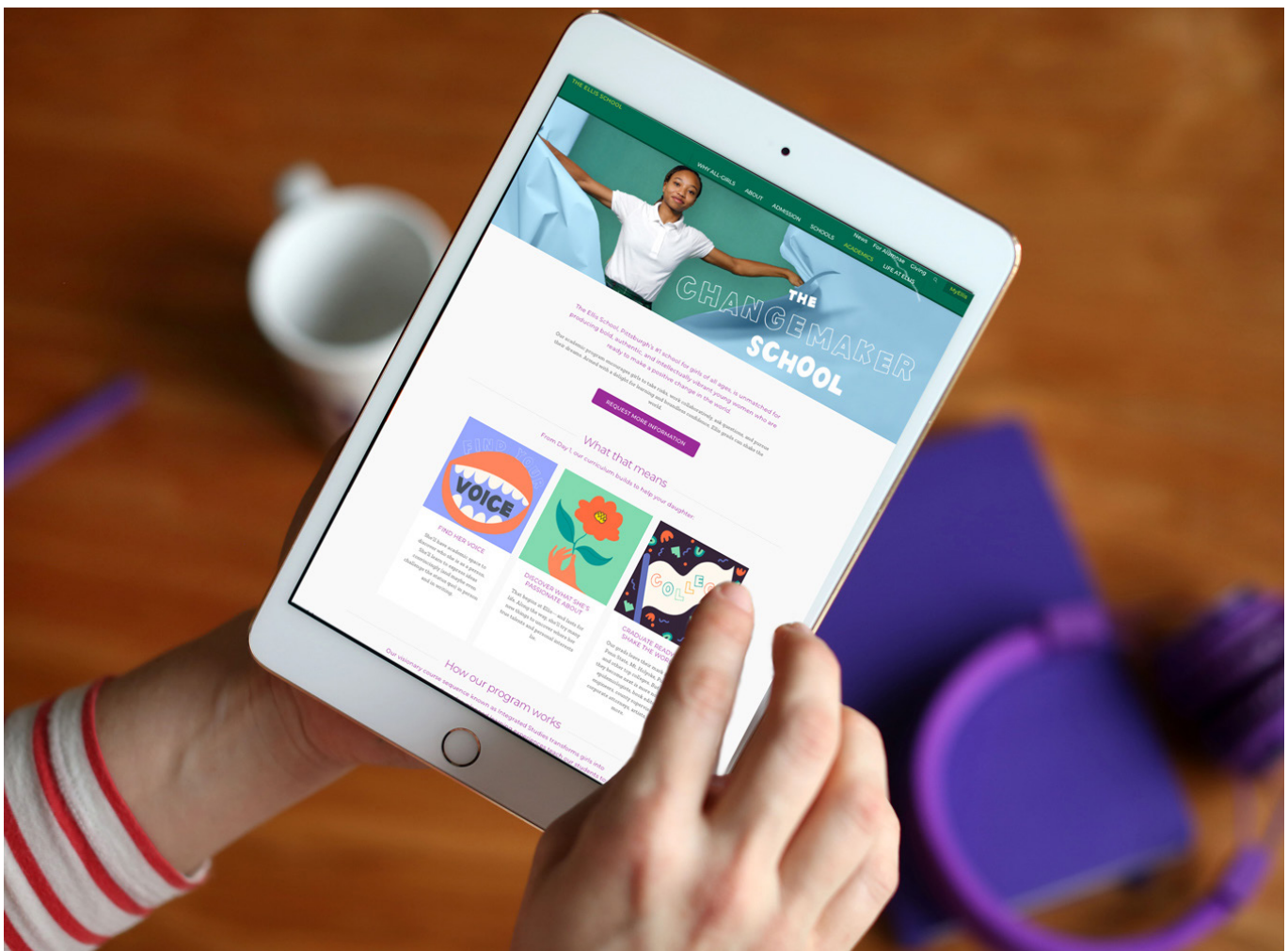
The Ellis School Curriculum Website

<https://info.theellisschool.org/academics>

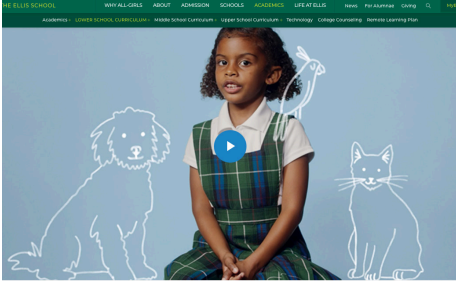
<https://info.theellisschool.org/lower-school-curriculum>

<https://info.theellisschool.org/middle-school-curriculum>

<https://info.theellisschool.org/upper-school-curriculum>



#24 Biggest Risk, Out of the Box Concept Ellis Girls Shake The World / The Changemaker School The Ellis School Curriculum Website / Emails



Focus

Igniting the spark of learning.



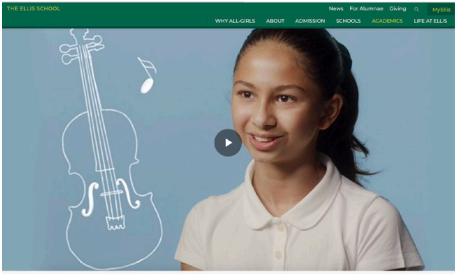
We encourage your daughter to follow wherever her curiosity leads.



Ellis is about the journey of learning, not worrying about report cards and grades. Achievement isn't graded until 8th grade so that girls keep taking risks.



She'll begin finding her voice by working to listen and understanding herself to the whole school. At the end of her time in the Lower School, she will be on the path to discovering the girl she is meant to be.

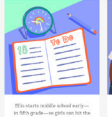


Focus

Building independence as a learner and confidence as a person.



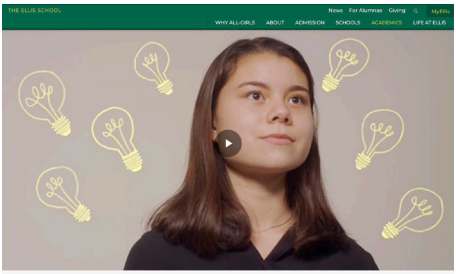
Research reveals how girls often still underachieve in middle school, but Ellis students look back on their



Ellis experience when they return to 8th grade — our girls can hit the ground running when they reach middle school years. Students identify responsibilities early — take on assignments, goal setting, ownership, organization, and more — that prepare them for beyond.



In their general classes, Ellis students can be seen taking one thing, adding their own thought and perspective to all part of everything they do.



Focus

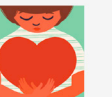
Creating well-rounded, independent scholars.



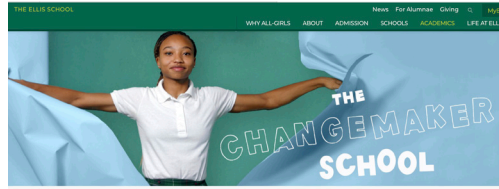
Ellis girls are known for an intellectual spirit that drives them to explore every field of knowledge. It's not hard to find their own big ideas.



Ellis' demanding writing program is central to every student's learning experience. Instead of writing for grades and assignments, it's a conversation on important things in the world. Our girls are proud to share their ideas and papers throughout the school.



Integrated Studies builds skills in our girls from day one, and culminates in a "passion project" that combines all her interests. Her time at Ellis is spent learning to be a well-rounded scholar through the writing, reading, and thinking she does in her school.



The Ellis School, Pittsburgh's 8th school for girls of all ages, is unmatched for producing bold, authentic, and intellectually vibrant young women who are ready to make a positive change in the world. Our academic program encourages girls to take risks, work collaboratively and question, and pursue their dreams. Accompanied with a delight for learning and boundless confidence, Ellis girls can shake the world.

REQUEST MORE INFORMATION

What that means

From Day 1, our curriculum builds to help your daughter:



FIND HER VOICE

She'll have confidence open to discover who she is as a person. She'll learn to express ideas, communicate, and challenge the status quo in person and in writing.



DISCOVER WHAT SHE'S PASSIONATE ABOUT

That begins at Ellis — and lasts for life. Along the way, she'll try many new things to discover where her true talents and personal interests lie.



GRADUATE READY TO SHAKE THE WORLD

Our girls have their work at Yale, Penn State, MIT, Harvard, Purdue, and other top colleges. But when they become part of more visible global organizations, health advocates, engineers, society transformers, corporate attorneys, artists, and more.

How our program works

Our visionary course sequence known as Integrated Studies transforms girls into changemakers. Across all grades, planned learning experiences teach our students to:



How it progresses



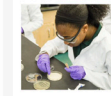
LOWER SCHOOL

Strong your learning begins in lower grades where students build regular learning. It's common for Ellis girls to learn about science, history, art and more — all in one multi sensory learning project.



MIDDLE SCHOOL

Learning across subject matter in middle school with a focused capstone project for each grade.

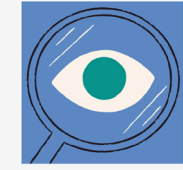
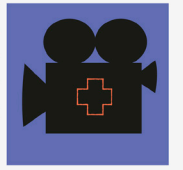
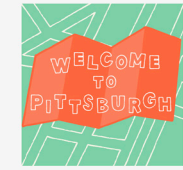


UPPER SCHOOL

Strong your studies build with a different thematic focus (and, necessarily, outside world, required) each year.

What passion projects look like

Senior projects are a chance for students to create their own paths to look outside themselves and spark conversations that drive changes in the world.



About Ellis

100+ years of progressive education tailored to the empowerment of girls

100% of graduates report that Ellis exceeded their academic expectations

100% of graduates exceed first-year college GPAs

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#24 Biggest Risk, Out of the Box Concept

Ellis Girls Shake The World / The Changemaker School

The Ellis School Curriculum / Digital Ads



#24 Biggest Risk, Out of the Box Concept

Ellis Girls Shake The World

Meet our Changemakers

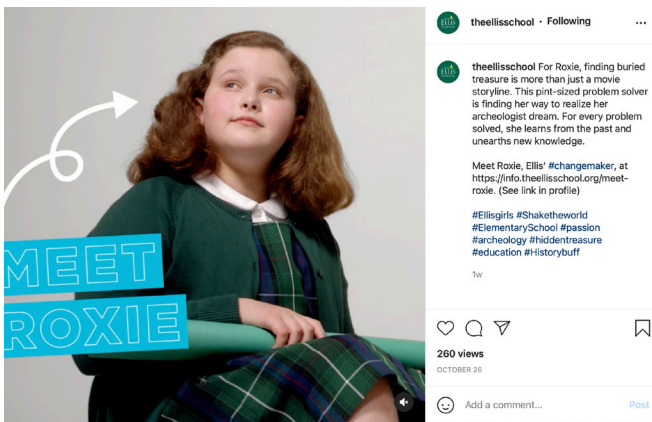
The Ellis School Curriculum, Enrollment



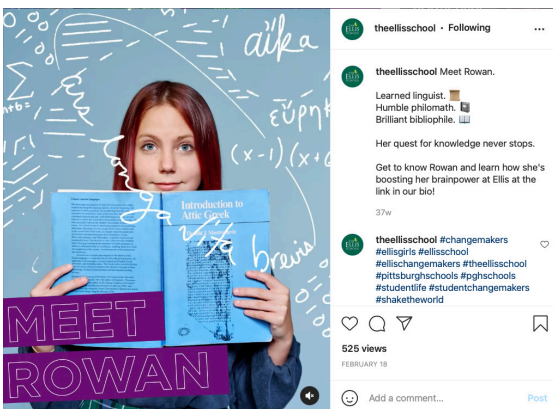
www.instagram.com/p/COdPsATLfe/



www.instagram.com/p/CUuSuXcsU2c/



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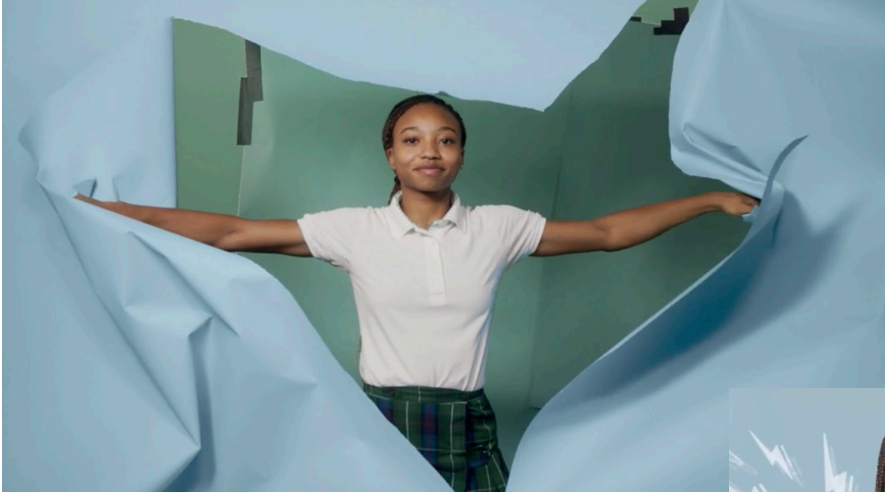


www.instagram.com/p/CLcPicqHYYq/

#24 Biggest Risk, Out of the Box Concept

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The Ellis School Curriculum / Videos / Social Media



<https://www.youtube.com/watch?v=nF-n4PkknOU>

The Ellis School posted a video to playlist **Shake the World: Meet Ellis Changemakers.**
April 8

Senior Natalie has racked up 1,000+ points in basketball, but that's not her greatest score. After finding her voice at Ellis, she is helping build a world that stands up for everyone.

As co-president of the Student Diversity League, she's a lead planner of the Culture Jam diversity summit that draws students across Pittsburgh. She's working to change representation in her own school and to address fairness on a bigger scale.

Learn more about Natalie and how her passions st... [See More](#)



THEELLISSCHOOL.ORG
Shake the World: Meet Natalie [Watch More](#)

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theellisschool
The Ellis School

theellisschool Meet Natalie, grade 12.
Basketball record-breaker. 🏀
Social justice advocate. 🗣️
Student Diversity League co-president. 🌟

She levels the playing field on and off the court.

Get to know Natalie and learn how her passions started at Ellis at the link in our bio!

7w

theellisschool #changemakers #ellisgirls #ellisschool #ellischangemakers #theellisschool #theellisschool #theellisschool



Instagram



<https://www.youtube.com/watch?v=ccEeHxkZDf0>

The Ellis School posted a video to playlist **Shake the World: Meet Ellis Changemakers.**
April 20

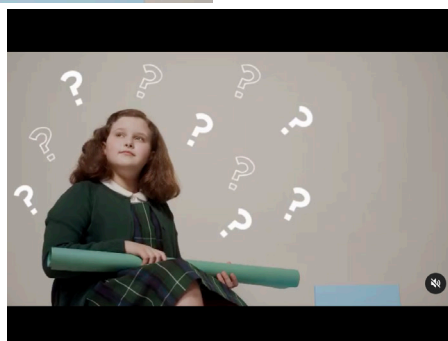
For fourth grader Roxie, searching for buried treasure isn't something that only happens in movies. This pint-sized problem solver finds adventure in the everyday. Roxie's first thrill of the find came in third grade during their annual archaeological dig. Among the dirt and dust, Roxie uncovered her dream of becoming an archeologist herself.

Now, Roxie approaches every problem as an opportunity to learn from the past and work with others to unearth something new. Watch out... [See More](#)



THEELLISSCHOOL.ORG
Shake the World: Meet Roxie [Learn More](#)

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theellisschool Meet Roxie, grade 4.

History buff. 📖
Future archaeologist. 🏺
Most valuable team player. 🏆

Her adventure waits for no one.

Get an inside look at Roxie's escapades at Ellis at the link in our bio!

377 views

APRIL 20

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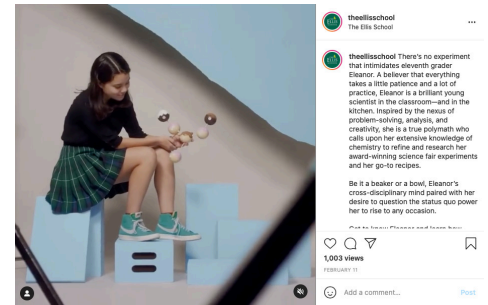
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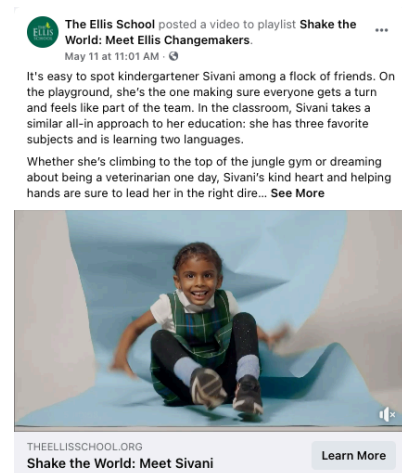
<https://www.youtube.com/watch?v=zaKMzqKJirl>



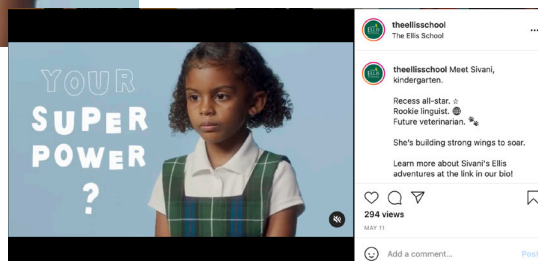
Instagram



<https://www.youtube.com/watch?v=jmOSTxYVUac>



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Instagram

#24 Biggest Risk, Out of the Box Concept

Ellis Girls Shake The World / The Changemaker School

The Ellis School Curriculum / Photography

