

The logo consists of five vertical blue bars of varying heights, creating a stylized 'E' shape.

# **ERDINGTON** ACADEMY

The logo is printed in white on a black fabric, likely a school uniform. It features the same five vertical blue bars as the main logo, followed by the text 'ERDINGTON' and 'ACADEMY' in a bold, sans-serif font.

**ERDINGTON**  
**ACADEMY**

PARENT INFORMATION  
BOOKLET  
**2025**

PART OF THE FAIRFAX MULTI-ACADEMY TRUST





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# WELCOME FROM THE CEO



Mr Simon Jones | CEO

We are delighted that you are considering sending your child to Erdington Academy. Erdington is one of a family of four academies that form the Fairfax Multi-Academy Trust (FMAT).

Established in 2014, FMAT is an educational charity, which encourages its academies to celebrate their own uniqueness, whilst sharing one mission, vision and set of values.

Our mission is **“Enriching Lives; Transforming Futures”**. We achieve this by ensuring all of our students access a broad and wide-ranging curriculum, while being supported in a structured, kind and caring environment.

Our vision is that every child within the Trust, regardless of their background, will attend an Academy that offers a high-quality education.

What do we mean by ‘high-quality of education’?

Every child is recognised as an individual and has access to first-class pastoral care because we want your child to be happy;

Every child benefits from a wide range of enriching opportunities because we place great emphasis on your child’s personal development;

Every child benefits from dedicated leaders, teachers and staff who are relentless in their ambition to improve the quality of teaching in our academies because we know excellent teaching is key to transforming the futures of our students.

## OUR VISION

**ENRICHING LIVES; TRANSFORMING FUTURES**

## OUR VALUES

**Our family is a values led organisation. The following values underpin all of the work we do:**



### EXCELLENCE

We strive for the highest quality to ensure excellent outcomes and personal achievements.



### DEDICATION

We believe there is dignity in hard work and effort.



### INTEGRITY

We believe in openness, honesty and have a real sense of moral purpose.



### TRADITION

We believe in good manners, kindness and respect.



### AMBITION

We aim to be the best that we can be, in all that we do.



# WELCOME FROM THE PRINCIPAL



Dear Parent/Carer,

I would like to welcome you to Erdington Academy. The next few months for you, as parents/carers, is a milestone.

Personally, as a parent, I have gone through the transition from primary to secondary school. It is a huge marker in your child's development and growth. Over the next 5 years your child will begin the journey to adulthood. They will make decisions about what they want to study when leaving year 11; they will have opportunities to visit different sixth forms, universities, colleges and work places; they will prepare for GCSE examinations.

There will be opportunities for you, and your child, to come into Erdington Academy. I ask that you respect the environment as a workspace and follow the

deadlines and adhere to the procedures we have put in place to ensure that we keep you, your child, our students and our staff as safe as possible.

I hope that this information provides you with as much information as you need to start preparing for your child's move to Erdington Academy.

I look forward to meeting both you and your child in September, and hopefully before.

Should you have any queries, please do not hesitate to contact the school.

Yours sincerely,

**Mr Simon Mallett | Principal**



Leaders have developed an exciting and ambitious curriculum for all pupils. *Ofsted 2023*





The simplest ways to be involved with your child's education is to:

- Talk to your child about their day at school (what went well, what did they learn, what homework have they been set etc.)
- Check the MCAS app each day for any updates
- Install 'Satchel One' onto your smart phone. Enable the notifications to ensure you receive notification when your child has homework set, due or has missed a deadline.
- Attend Parents' Evenings each year
- Engage with any workshops that are organised during the year
- Attend and engage with 'Parents' Forum'
- Perhaps even join in the PTFA

## How can I contact school?

Your main methods of contacting school are by telephone or email. In order to meet with a member of staff you would need to book a meeting to ensure that both staff and a meeting room are both free at a specific time.

Please note, we cannot guarantee that a member of staff will be free for you to meet without a meeting being pre-booked, due to prior commitments.

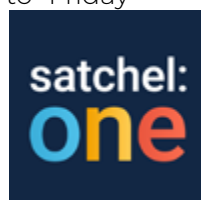
☎ 0121 373 1080

✉ [enquiry@erdington.fmat.co.uk](mailto:enquiry@erdington.fmat.co.uk)

🌐 [www.erdingtonacademy.bham.sch.uk](http://www.erdingtonacademy.bham.sch.uk)

Main reception is open Monday to Friday 8.00am to 4.00pm.

If you have a homework query, you can contact Teachers directly via the Show My Homework app (also known as Satchel One).







## MCAS (MY CHILD AT SCHOOL APP)

The primary contact for the child will be able to create a MCAS account from September. This will allow you access to your child's daily attendance, Achievement Points and school reports. There are key links available to other key websites that you may need access to.

<https://www.mychildatschool.com/MCAS/MCSParentLogin>

## How will school contact me?

Erdington Academy is conscious of the impact on the environment when letters are sent out. Therefore:

- All letters will be sent out via email (please ensure you have provided your email address to school)
- Updates will be sent out through the MCAS app, (this includes your child's reports, daily attendance and Achievement Points)
- The website will provide you with regular updates about the school
- The school's social media (Twitter and Facebook) will provide you with updates

## What apps and websites do I need to access?

### Satchel:One

All students homework is organised on this platform. In September you and your child will both be provided with account information to give you access to this. Once you have logged in you will be able to set up notifications for when your child has been set, completed or missed deadlines for homework.



[www.parentpay.com/](http://www.parentpay.com/)

### Parent Pay

Erdington Academy is a 'cashless' school. The means students do not need to bring any money onto school site. All school trips, dinner money etc can be paid over the Parent Pay system. You may have used this at your child's primary school, if not, you're able to link Parent Pay to your bank account to make direct payments into the account.

### Parents' Evening Booking System

Our online booking system enables parents to book parents evening appointments online, you will be able to select times that are appropriate for you. You will receive an email when the booking is open and appointments are available.





What can I do as a parent to prepare my child for moving to secondary school?

## Go through your Transition Handbook

As well as this information booklet for parents, there is a student handbook for transition. This booklet explains key information that your child will need.

Take the time to sit with your child and go through the handbook. Talk to them about the differences between primary/secondary school and ensure they are ready for the changes.

## Be positive and talk openly

This is an anxious time for students, particularly as moving to secondary school is the 'unknown'. Talk positively about the move to secondary school, reflect on the good things that they will achieve and gives your child opportunities to discuss their worries.

## Transition Events

You are encouraged to attend any transition events that are organised prior to your child moving to Erdington Academy and also once they have started. There are events throughout the year such as: Parents' Evenings, Parents' Forums and workshops that will provide you with information about your child's progress but also allow you to engage more fully with the school community and give your opinions.

## Get prepared

One of our academy values is 'Excellence'. One of the ways students show excellence is through their uniform. With this in mind, you need to ensure that you have prepared for September by purchasing the school uniform and appropriate footwear in advance. You will also need to ensure that your child has the school PE kit, a school bag and a coat.

**Your child will also need to have some pens, pencils, ruler, calculator and reusable water bottle.**

## The Journey

Ensure your child is ready to make the journey to and from school safely.

**Walking** – If your child is going to be walking to school, practice the route with them and ensure they are aware of how long it will take them both on the way to and from school. Ensure they are aware of a different route home in case their route is blocked and that you have discussed road safety with them.

**Buses/Train** – Teach your child how to read the timetable, how to pay/use their bus pass and how to make the journey. Do the journey with your child in the morning and the afternoon, so they are aware of how long it will take. We experience a lot of traffic around our school in the mornings, so plan for your child to take a slightly earlier bus to ensure they are on time. It is important to discuss safety when travelling with your child.

There are 2 gates into school open in the morning before the start of the day and at the end of the day to exit. It is important that you and your child know which gate they will be using in the morning/afternoon. Ensure your child is confident in travelling to and from school using the front and back gates.

The front gate is on Kingsbury Road; this is where all parents enter school. The back gate is located at the top of Croydon Road and gives students entry into school via the playground.



## ERDINGTON ACADEMY UNIFORM STANDARDS



## FOOTWEAR

Black shoes. Shoes should be of a polishable material and have low heels. Lace up shoes should have black laces only.

Training shoes, boots, canvas shoes, Nike Air Max, Vans, Converse or similar footwear are NOT allowed as school shoes.

## UNIFORM

- Black blazer with academy logo
- Tailored black skirt OR black tailored trousers (no leggings, jersey skirts, denim, cord or skin tight trousers. Skirts should be no more than 3cm above or below the knee).
- White collared shirt
- Tie in House colours appropriate for your Key stage
- Black shoes with low heels. Lace up shoes should have black laces only. Shoes should be of a polishable material (No training shoes, boots or canvas shoes allowed)
- Plain white socks or plain black or natural tights
- Narrow black belt with small plain buckle
- Jewellery: one stud in each ear and one watch. Single stud in nose (clear and natural)
- Make up to be kept natural and subtle
- No extreme haircuts or colour
- No acrylic or false nails

## GAMES AND PE KIT

- Reversible long sleeve sports top OR short sleeve sports polo shirt with school badge (compulsory)
- Black appropriate track suit bottoms optional
- Plain shorts – black
- Plain skirt - black
- School branded or plain black football socks
- Football boots
- Outdoor trainers (mandatory)

Please Note: Hooded tops, tracksuit tops, leather jackets or denim coats are not permitted.

## SCHOOL BAGS

- Must be able to carry an A4 book
- Made of a robust and weather resistant fabric



## What uniform does my child need?

One of the academy values is 'Excellence'; students demonstrate this through their uniform standards. At all entrance gates into school there is a painted blue line on the floor, this line indicates the start of school. When students step over the blue line their uniform must be impeccable and mobile phones must be away.

You will need to purchase the following uniform:

- Erdington Academy blazer
- Erdington Academy tie (colour dependent on your child's House)
- Black school tailored trousers and/or
- Black tailored knee length skirt
- White school shirts
- Black polishable school shoes (no trainers)

## BAG

- Must be able to carry an A4 workbook
- Made of a robust and weather resistant fabric

## What does my child need to wear for PE?

There is an Erdington Academy kit that students need to wear. Students will need their PE kit on days they have PE.

## Where do I buy the school uniform from?

Both of the stores below will be able to provide you with the Erdington Academy branded blazer and tie. They also stock non-branded items for you to purchase if you would like or you can purchase black trousers, school shirts etc. from other shops.

## Clive Mark

11-13 Boldmere Road  
Sutton Coldfield,  
B73 5UY.

## Crested

71 High Street  
Erdington  
B23 6SA



### What equipment does my child need every day?

Students are responsible for their equipment each day. It is essential that they have:

- Blue or Black pens (not a gel pen) plus a green pen
- Pencils
- Ruler
- Calculator
- Reading Book (Students will get these from their Reading lessons each week)
- Ethos Card

### It would be good practice to have:

- Rubber
- A spare pen/pencil
- Highlighters – To annotate work and aid revision

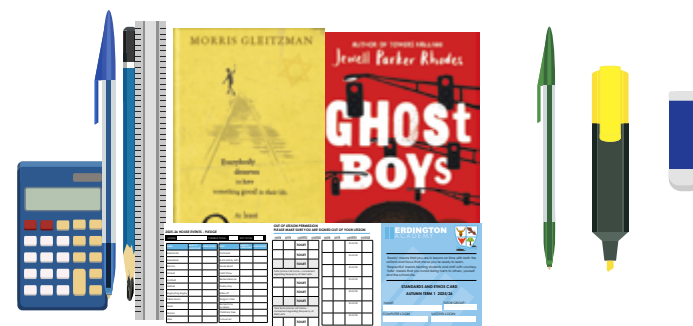
### Is my child allowed their phone at school?

We fully support that students need their phones on the way to and from school as a safety mechanism. Erdington Academy has a 'no phone' policy, if students use their phones or their phone rings during the school day they will be confiscated by staff. We operate a not seen, not heard policy.

On the first occasion these will be locked away and handed to students at the end of the day. After this, students' phones will be locked away and parents/carers will need to collect from school.

Students are responsible for their own phones, if they bring them into school. This means the school takes no responsibility for any damaged or lost phones.

As with the uniform, phones should be away at the gate as students step over the blue line.





## How does the Pastoral System support my child?

Every year group has a Head of Year. The Head of Year leads the day-to-day management of students within their year group. In each Year there are form groups. The form system enables students to form an identity and be part of a team.



MS CALLUM | YEAR 7



MISS OWENS-KENNY | Y8



MS ARCHER | Y9



MISS PERRY | Y10



MR KHAN | YR11

“Pupils **enjoy** their learning and are **respectful** of one another”.

*Ofsted 2023*

## What is the House system?

Each house will be involved in House competitions throughout the year to build skills in responsibility, leadership and camaraderies. Each students' Achievement Points will be collated at the end of the year and added to points from the winners of House competitions. The points will decide the winners of the House Cup.

## What support will the Pastoral system give to my child?

Students are supported on a day-to-day basis by their Form Tutor and their Head of Year. Each Form Tutor is a teaching member of staff, who may also teach your child for one of their subjects. The role of the Form Tutor is to build the relationships with the students in their forms and develop their skills: independence, resilience, and responsibility. As parents/carers you will have the opportunity to meet with your child's Form Tutor at Parents' Evenings. If you have any concerns or queries please contact Main Reception, and ask for the Form Tutor or Head of Year to get in touch so we can support you appropriately.





## SHERWOOD HOUSE

Sherwood Forest has, for centuries, conjured up visions of its most famous resident – Robin Hood.

At the heart of Sherwood's legend, Robin and his merry men defend the rights of the poor and hide out in amongst the forest's famous oaks – a legend that has constantly adapted since the late medieval age, but has always endured.

The legendary Major Oak, estimated to be around 1,000 years old is at the centre of the forest. Its strength and longevity is something that we can aspire to in Sherwood House.



## DEAN HOUSE

This ancient forest has changed many times over the centuries. In medieval times it was a royal hunting forest, before becoming a source of timber for the navy's Tudor warships.

The Forest is also a stronghold for nature with large areas of woodland and open space providing a mosaic of habitats for a wide variety of wildlife.



## MERCIA HOUSE

The Forest of Mercia lies within the northernmost boundary of the more ancient and well-known Forest of Arden which covered the area when it formed part of the Kingdom of Mercia, and is one of twelve community forests established close to major towns and cities across England.

There are a variety of events and competitions throughout the year which all students can participate in.

Students are expected to participate in at least one event per term, to contribute towards their house in the House Cup



## ARDEN HOUSE

Forests are traditionally considered to be places of magic and mischief, of outlaws and intrigue, and nowhere can this be more clearly seen than in Shakespeare's work. From the topsy-turvy Athenian woods of A Midsummer Night's Dream to the fateful Birnam Wood in Macbeth and the 'mighty oaks' of The Merry Wives of Windsor, forests and woodlands fill Shakespeare's plays with a sense of wildness and rebellion, inverting social norms and providing a touch of fantasy.

Shakespeare's connection to the Forest of Arden lies deeper than purely the proximity of his birth. His mother's maiden name was Arden, an ancient Warwickshire surname which is presumed to be derived from the forest itself.

	ARRIVAL	TUTOR TIME	PERIOD 1	PERIOD 2 10:20-11:20 - 10:40-11:40		PERIOD 3	PERIOD 4 12:40-13:40 - 13:10-14:10		PERIOD 5	EXTRA CURRICULAR
TIME	8:40	8:45 - 9:20	9:20 - 10:20	Break 1 Y 7, 9, 11 10:20-10:40	Break 2 Y 8 & 10 10:40-11:40	11:40-12:40	Lunch 1 Y 7, 9, 11 12:40-13:10	Lunch 2 Y 8 & 10 13:10-14:10	14:10-15:10	15:10-
YEAR 7		TUTOR TIME	PERIOD 1	Break (20 mins)	PERIOD 2B	PERIOD 3	Lunch (30 mins)	PERIOD 4B	PERIOD 5	
YEAR 8		TUTOR TIME	PERIOD 1	10:20-11:20 PERIOD 2A	11:20-11:40 Break (20 mins)	PERIOD 3	12:40-13:40 PERIOD 4A	13:40-14:10 Lunch (30 mins)	PERIOD 5	
YEAR 9		TUTOR TIME	PERIOD 1	10:20-10:40 Break (20 mins)	10:40-11:40 PERIOD 2B	PERIOD 3	12:40-13:10 Lunch (30 mins)	13:10-14:10 PERIOD 4B	PERIOD 5	
YEAR 10		TUTOR TIME	PERIOD 1	10:20-11:20 PERIOD 2A	11:20-11:40 Break (20 mins)	PERIOD 3	12:40-13:40 PERIOD 4A	13:40-14:10 Lunch (30 mins)	PERIOD 5	
YEAR 11		TUTOR TIME	PERIOD 1	10:20-10:40 Break (20 mins)	10:40-11:40 PERIOD 2B	PERIOD 3	12:40-13:10 Lunch (30 mins)	13:10-14:10 PERIOD 4B	PERIOD 5	



### What time does school start/end?

School starts at 8.40am, at this time students need to be at their Form room. Realistically, students need to be in school at 8.35am at the latest to get to their form and/or assembly on time.

Students who arrive at school after 8.40am are classed as late.

The school day ends at 3.10pm. Extra-curricular clubs end at 4.15pm.

### What time are break/lunch times?

All students have a break for 20 minutes. During this time there is enough time to visit the toilets and get a snack from one of the canteens.

There are two different lunch breaks, both 30 minutes long. By having a split lunch time across the school, this enables all students in the school to be able to have the time to visit the toilet, eat a sit-down meal (if they want to) or join in with one of the activities available.

### What is the timetable of the school day?

The table above shows the school timetable.

Your child will be given a copy of their timetable on their first day. This will have information about each lesson, the teacher code and the classroom number.

Students are responsible for recording their timetable in their Ethos Card at the beginning of the year; and updating it through the year if there are any changes.

Students will not be given a spare timetable. Therefore, it is essential students look after their timetable and their Ethos Cards.

We suggest that students put a copy of their timetable on the fridge or in a key place in the family home. This enables you as parents to:

- Know when your child needs their PE kit
- Discuss the lessons students have each day

### What happens if students need the toilet during the day?

The toilets are open at specific times of the school day to students.

- Before 8.40am
- Break time
- Lunch time
- After school from 3.10pm

We encourage students to visit the toilets at each of these times throughout the day. Toilets are locked during lesson times.



## What should I do if my child is sick?

If your child is too sick to attend school you need to inform the school. You can do this by either:

- Phoning the school and selecting option 1 to 'report my child's absence' or;
- Message the MCAS Absence Line over the school app.
- If you have not phoned in to report your child's absence, you will receive a call to check on the welfare of your child.

## What is good attendance?

Children cannot learn if they do not attend school - attendance at school is a prerequisite to learning.

School starts every day at 8.40 am. Please ensure that your child leaves home in time to account for possible delays on the road or when using public transport.

## What do I do if I want to take my child on holiday during the school term?

The Principal will not be able to grant any leave of absence during term time, for any purpose unless there are exceptional circumstances.

If parents/carers decide to take a holiday in term time and it has not been authorised, they may be liable to receive a fixed penalty, where each parent/carer may have to pay a fine for each child taken on holiday without permission.

## What happens if my child's attendance drops below 95%?

Erdington Academy expects that all students attend at least 96% of the time. The attendance team work closely with students and their families if attendance is below or dropping towards this figure. If a student's attendance does not improve as a result of intervention and support, the 'Spotlight' process will begin. Spotlight is the legal process to prosecute families for a child's poor attendance.

## ATTENDANCE MATTERS

0 days off school	100%	Perfection
2 days off a year	99%	Excellent
5 days off a year	97%	Good
10 days off a year	95%	Cause for concern
20 days off a year	90%	Serious cause for concern
30 days off a year	85%	Critical



There are many opportunities for pupil leadership, and they are proud of the positive contribution they make to the community”.

Ofsted 2023

### What food is available in the canteen?

Erdington Academy contract the catering provision in the canteen from a company called Academy Catering.

Academy Catering provide both the staff and student catering services for the school to ensure that students have a range of food choices when it comes to their lunches.

There are both halal and non-halal/vegetarian/vegan options to meet the different dietary requirements of students.

### What food is available at break and lunch time?

At break time students have access to both the World Kitchen and the Hot Deli. They will be able to purchase sandwiches, baguettes, pasta pots, fruit pots, pastries and hot brunch-type options.

At lunch times students will have access to the World Kitchen and Hot Deli. Both provide cold deli foods in addition to hot, sit-down meals and faster food options.

All hot food must be eaten sitting down in the canteens.

### What is there for students to do at break/lunch times?

There are options for students to get involved at break/lunch times, including:

- Football on the Astro turf
- Basketball in the 2 cages
- Reading in the Library
- Chess in the Library
- Basketball in the Sports Hall

### What are the rules for the astroturf?

Each year group gets access to the astroturf to play football during the day. Students will only be allowed on the astroturf to play football and will need to have appropriate footwear, no studs are permitted.





## Will my child get detentions? Hopefully not.

Erdington Academy use a restorative approach to managing student behaviour. We do this because as humans we all make mistakes; what we learn from these mistakes shapes us into the adults we are. By adopting the restorative approach we develop students' ability to take responsibility for their actions and move forwards.

Our behaviour system is relatively simple:

If students are not reaching our expectations; they are given a verbal warning. This helps the student to understand that they are not demonstrating positive behaviours and therefore have an opportunity to put this right.

If students continue to not reach the expectations; they receive a written warning. This is a warning that is mapped on the schools' system so we are able to track

where students get things wrong, but correct their mistakes, or where they then continue this disruption.

If students do not take notice of the verbal or written warning and continue to not reach the expectations; students receive a detention.

Please note: Students demonstrating persistent behaviour concerns or who demonstrate a high-level one-off behaviours that breach the schools behaviour policy could receive a fixed period of time in the schools' internal exclusion room or suspension from school.

## What happens in a 'detention'?

Students are taken to their detention by their Period 5 teacher.

Detentions are supervised by the Head of Year to offer support to both students and teachers where restorative conversations take place or need some further support. This enables students to have a member of staff present and involved, with whom they have a strong positive relationship.

Please read the schools Behaviour Policy, on the website for more information around the expectations, support and sanctions linked to student behaviour.

## Behaviour Policy

## How will my child get rewards?

We like to reward our students as much as possible and have various tangible rewards we issue to pupils.

Our main way of rewarding students is through Achievement points. These are logged by the teachers and given out for anything from an excellent contribution to class discussion, perfect behaviour and excellent homework just to name a few. A student's total points is tracked weekly and shared by the form tutor. The student with the most reward points that week receives a "queue jump" pass to use at break or lunch which are highly sought after!

## What happens to the 'top Achievers'?

There are then various rewards given out for the top achievers. At the end of every term those with the most points may receive a cinema voucher or school supplies.

Students receive certificates at achievement point milestones and are celebrated at our end of term rewards assemblies.

We also liaise with student voice termly to get their ideas about new rewards that they would like to see introduced.

ERDINGTON  
ACADEMY

Helping **you** to meet our  
agreed **school standard.**

First time, every time.

ACHIEVEMENT POINTS

NON-COMPLIANCE		
VERBAL WARNING	WRITTEN WARNING	DETENTION

Further non-compliance  
from this point will result in  
On-Call

Ready, respectful, safe.





## How much homework will my child receive each week?

The homework policy states 20-30 minutes per subject per week in years 7 – 9 and two 30 minute homeworks a week in years 10 and 11. This may sometimes be more on the run up to exams or to meet coursework deadlines etc.

## What happens if my child does not do their homework?

Teachers will monitor and record when students are not doing their homework. If your child is not completing it on time then class teachers will phone home to discuss their concerns. We currently do not give students detentions for not completing homework, as we prefer a more positive approach to the benefits of completing work so students will receive additional Achievement Points and rewards for completing their homework to a good standard and on time. Homework always builds on classroom content and teachers will discuss answers to homework in lessons so inevitably students will fall behind if they are not completing it.

It is your responsibility, as a parent of a child attending Erdington Academy to:

- Download the Satchel:One app
- Know when your child has homework to complete
- Know when your child has met homework deadlines
- Discuss and support your child in completing homework, this is a way of being involved in your child's education.

## Does my child have opportunity to do their homework at school?

Yes – our library is open every break, most lunchtimes and after school for students to do work. There is also an “homework club” study room available every day after school. Both locations are open until 4pm.

## What type of homework will my child be set?

We use the online platform Satchel One to set all of our homework but students will also be required to submit some work on there. A popular feature is our quizzes which are completed online. Some subjects like maths use online interactive websites like Sparx, whereas some subjects will prefer to give paper homework that simply need to be completed and brought back to school.

## Can I see what work my child had been set?

Yes! When your child starts at school they will be given log in details for themselves but also one for parents and guardians. It is really beneficial to register as you will receive notifications when your child has been set work but also when they do not complete it on time so it is easy for you to monitor.

## My child cannot log on/has forgotten their password, what should we do?

Your child just needs to speak to their form tutor who can help them reset their password.





## Where do I drop my child off?

We understand that your child's first day at secondary school is an exciting one. Many of you will want to drop your child to school.

Please remember that Erdington Academy is in a residential area. If you are going to be dropping your child at Erdington Academy on their first day we recommend that you walk to school, where possible.

If you have to drive to school, please park your car away from school without blocking the nearby roads or driveways of local residents and walk to the school gates.

Parents will not be allowed to enter the school, but may visit Main Reception, if necessary. However, with such a large intake of students, we recommend, where possible, that you call or email school later in the day to raise your query.

## Where do I pick my child up from?

Students will be released at 3.10pm when the school bell goes. On the first day of school teachers will escort students out of the building and direct them to either the top gate on Kingsbury Road or the back gate on Croydon Road.





**EXCELLENCE.**  
DEDICATION.  
**AMBITION.**  
INTEGRITY.  
**TRADITION.**