



UNIKID PRINCELAND SCHOOL

Addressing Uniqueness

Education is more than just knowledge, says QUCILLA WONG as she explains why her school enjoys market applause and parental approval.

Founder Ms. Qucilla Wong is an Education and Child Psychology specialist with more than 10 years' worth of experience in children/parents' counseling as well as developing and managing academic and non-academic curriculum for renowned local and international schools.

"I view every child as unique, possessing different attributes and personalities, waiting for us to explore their potential and nurture them in dynamic, inspiring, healthy and effective ways," says Wong.

"UNIKID teaching philosophy not only concentrates on your child's academic development, but also emphasizes the importance of self-esteem, confidence, responsibility, manners and conduct training."

UNIKID Difference

"The first school – UNIKID Princesland (named as such to mean that every kid is unique and should study in a happy, lively place) was started at Park Central shopping center in 2008. We expanded to a larger space in 2012 and in 2015, we opened one more 5000 square foot branch in Kowloon City," Wong says.

"Competition has been steadily growing for kindergarten and primary school places in Hong Kong over the last 10 years. In response to this, parents are looking to ways for their children to stand out or impress in their application interviews. We have focused on phonics and English comprehension as a way to help with their pronunciation and understanding, therefore enabling them to articulate and formulate responses and ideas more clearly. Transitioning to the Oxford RWI course has allowed students



UNIKID Princesland School
Principal Qucilla Wong.

to not only learn pure phonic sounds but also to learn how to read and write in tandem with these sounds."

Suited to Abilities

"We focus solely on individual students' abilities and enroll them into the course best suited for their progress. We differ by not promoting a 'conveyor belt' of exact completion dates and automatic promotion to the next level; each student moves forward at their own pace.

"Additionally, we care about the psychological status in each child. For children with special needs, we discuss with parents and seek the best solutions to help their improvement."

At UNIKID, no one enrolls in a course without having been told of what it entails and of any future costs for books or materials required. The school's teachers have enough experience and training to assess students and suggest

the best starting level for their growth. Wong aims to employ more specific psychology programs focusing on children with special needs to help identify each child's strengths and weaknesses.

Understanding Needs

"Parents' time-frame expectation of their children's learning progress differs from the actual course and their children's abilities. Many for example expect children to learn how to read in a month. A frequently asked question for a three and a half year old child is 'how long until they can read and write?' Comparing them to other students is also unhelpful as everyone has different external factors aiding or hindering their development," says Wong.

"Many parents protect their children too much, not allowing them to be independent and to think for themselves, which can be a problem when trying to ask children to use critical thinking to solve problems. To overcome this takes time and patience. Our success comes by consistently providing quality classes for the students and communicating openly and frankly with parents on their progress and or areas of concern, keeping a high standard of teaching quality." ■

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