



FISHBURNE
MILITARY SCHOOL

THE PARENT'S GUIDE TO FISHBURNE

We see what's great in your son.
Come see why that's great for you, too.



— CADET First Sergeant 3rd Year

“I like myself more here.”

*“I was looking for something that
could bring meaning to my life...”*

I found it.”

— CADET Corporal 2nd Year

Fishburne is the smallest military school in Virginia on purpose — so we can truly get to know every boy who comes here and help propel him toward the future that has the most meaning and purpose... for him. Because we're small, no boys can hide here. So, instead of feeling invisible, misunderstood or not challenged, every boy at Fishburne — finally seen and totally supported — grows into the best version of himself.

All of that makes Fishburne Military School the ideal choice for boys because we do the one thing no other school can. We see what's great in every boy. We see the leader. And the athlete. We see the dreamer. And the thinker. We see the loyal friend. And, maybe best of all, we see a future brother.

We also see behind the shyness. We look past the mistakes. And right through the bravado. And in the end, we see the best future for each boy who comes here.

┌ It's not always easy. It is always awesome. ─

*“He smiles.
He feels confident.
He likes school for
the first time since
second grade.
He feels a part of
the school.” — PARENT*



All (or most) of the reasons parents love Fishburne Military School.

All-Boys

Being an All-Boys school works for us because it works for our students and their parents. More focus. Fewer distractions. And the power of the brotherhood that can only be created at an All-Boys school. Boys also appreciate the sense of order and respect it provides in a world that can be noisy, complicated and distracting.

All inclusive

Unlike so many other private boarding schools, we're non-denominational and diverse. When you see what's great in a boy, you only see what's great. The result is a school where everyone is welcomed, appreciated and held up — telling the world we care about fairness and opportunity, not elitism or nepotism.

All-Out commitment to JROTC

Fishburne has earned the US Army's highest level of accreditation and is designated as a JROTC Honor Unit with Distinction, which makes us one of the few school that can nominate qualified candidates directly to the United States Service Academies. We also host one of only four Summer JROTC programs in the nation, accredited by US Army Cadet Command.



A school community that is the right fit

Our size works well for the cadets, their families, and us. The campus is informal and its physical space and small town location are a point of difference with other much larger schools that are located in sparse rural areas. Plus, it ensures every student is seen, giving them the opportunity and support they need to achieve academic, athletic, and personal success.



Amazing futures start here

All in on whatever future fits your son

Fishburne does an amazing job preparing our cadets for college. (That's why we have a 100% college acceptance rate.) But not every cadet wants to be college bound — so we're ready to get *your* Son wherever he sees himself thriving. If it's Military Academy, our JROTC program is the best way to get a leg up. If it's trade school, we know the best path to get him there too. Like we say, we see what's great in your son, then we help the world see it too.

GO TO THE Academy



GO TO College



most likely to...



According to the Labor Department, Apprenticeship programs have grown 128% since 2009. Some programs, like The Apprentice School at Newport News Shipbuilding, have an admissions rate that rivals Harvard and Yale.

GET PILOTS TO Mach 2.0

Our Unique *Leadership for Life* Curriculum

Leadership for Life was introduced years ago as a tagline that reflected the school's mission and what it provided to its graduates. And while a great tagline — and worthy mission — it was a line very similar to what other schools were saying about themselves. So there was no real point of distinction between many military schools.



“Leadership comes from a place of goodness and kindness. Most people don’t get that.” — FISHBURNE TRUSTEE

The brand strategy recommended repurposing the tagline into a meaningful leadership curriculum, one that is quantifiable and unique among other secondary military schools. And takes this mission to the next level for students.

Leadership for Life (L4L) is not a marketing gimmick; it will be a customized curriculum designed by the educators at Fishburne to build meaningful leadership skills and habits in the boys. *Leadership for Life* does not duplicate what the cadets learn in JROTC. It builds on that program and other classwork to amplify the attributes of a military-style education and its role in helping the boys be successful within the school environment, and in their future lives.

In addition, *Leadership for Life* is a crucial tenant of the revised brand. It is a unique brand deliverable and a point of difference between Fishburne and other secondary military schools.

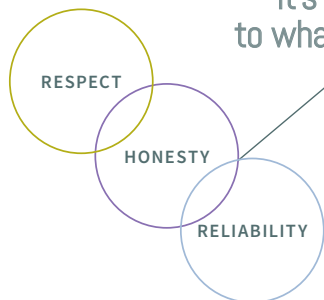
Designing a credible curriculum worthy of peer scrutiny and Fishburne families takes time. While underway in its development in 2021, *Leadership for Life* will likely make its public preview in the academic year of 2022-23.



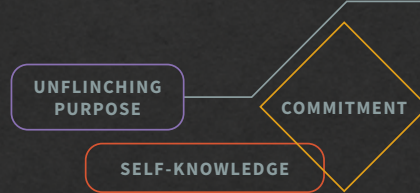
LOYALTY

PERSONAL COURAGE

Loyalty isn't blind allegiance,
it's being true
to what **matters**.

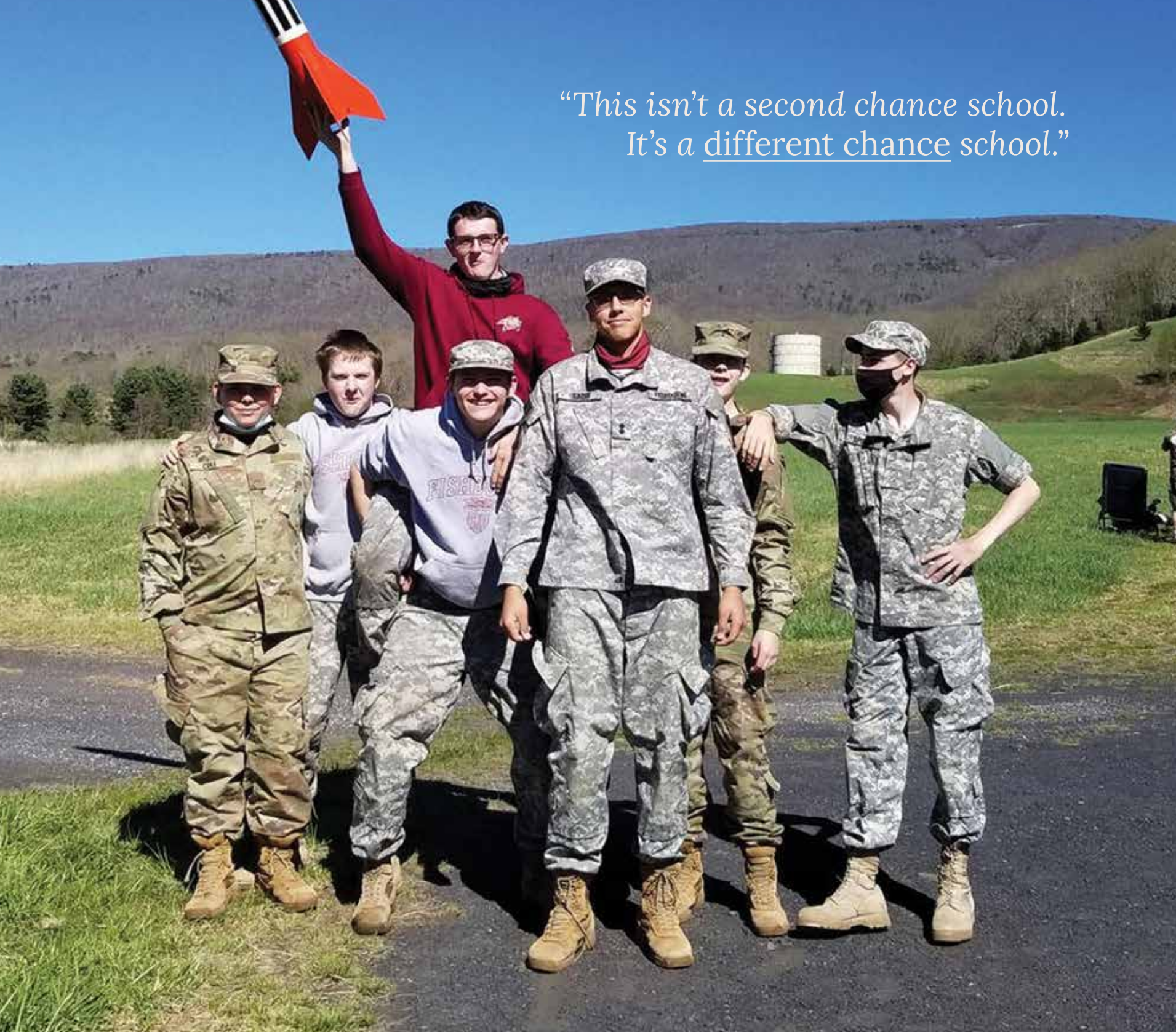


Personal Courage isn't blindly running into a fire,
it's being driven by the
fire of confidence.



Fishburne's core values LOYALTY and PERSONAL COURAGE are presented to give a more relatable understanding for boys, moms, and dads who are unfamiliar with a military-style education.

*“This isn’t a second chance school.
It’s a different chance school.”*



Explaining Fishburne in a Simple Way

It can be hard to quickly encapsulate how we impact boys' lives in just a few words. Here are two suggestions when sharing a conversation about the Fishburne Military School experience with others.

FISHBURNE
IN A FEW
WORDS

"Fishburne is ideal for talented boys whose talents haven't been discovered. When we see what's great in a boy, it's not long before he sees what's great in himself. And at the end of the day, that may be the most important thing he'll ever learn here. Because of our size, our unique perspective using a military model, and our inclusive environment, Fishburne is the best place for boys to discover their best selves."

FISHBURNE
IN EVEN FEWER
WORDS

"Fishburne is a military-style education, not a boot camp. We give our boys the skills and power to go wherever their lives take them."



DOUBT



FISHB'URNE

It's the most liberating haircut you'll ever get.

FISHBURNE IN THE FEWEST WORDS POSSIBLE

We see what's great in you.

*Our brand line says
'be somebody' without
implying you're a
nobody. Or that you
need to be rescued.*

*It links Leadership's
'you can't hide here'
perspective—which
relates back to the
size of our school.*

*It inspires confidence.
It promises transformation.
And it's aspirational.*

*For a boy who feels
invisible, it tells him
he'll finally be truly seen—
even if he can't see his own
strengths yet.*

We're not changing our
values... just the way
we portray them.

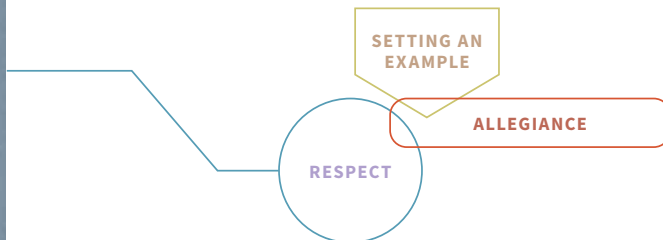
FISHBURNE CORE VALUES

LOYALTY ▼ PERSONAL COURAGE
HONOR ▼ INTEGRITY ▼ SELFLESS SERVICE
DUTY ▼ RESPECT
STRUCTURE ▼ DISCIPLINE ▼ LEADERSHIP



DUTY

Duty isn't simply doing your job,
it's being trusted to do what's right.



SELFLESS SERVICE

Selfless Service isn't being a doormat,
it's putting the needs of others first.





The opinions held by the current generation of boys (Gen Z) are an essential part of the conversation about going to a boarding school. This is markedly different from decades ago when parents didn't offer discussion, but decided for their sons — often as a punitive option — versus a collaborative family choice.

influencer

Brent's shyness was mistaken for weakness at his former school. But not at Fishburne. We saw potent leadership abilities behind his quiet demeanor and today he leads his squad with fairness and compassion. We'll see what's great in you too, and give it a chance to shine.



BMOC

BIG MAN ON CAMPUS

At Fishburne, upperclassmen aren't given the upper hand. All the grades mix together — making even the youngest cadets feel like a big deal. It's one of the countless ways that our cadets come together to create an unbreakable bond — and a huge reason **why every young man feels like he can be his best here.**



What “We see *what’s great in you*” means to Boys

At Fishburne, not only do we see you... we see what’s great in you. And we’ll help you.

Fishburne is small for a reason — so you can get the support and encouragement you need... so you can play the sports you want... so you can really get to know your teachers, your ‘brothers,’ and your coaches.

Tell us your goals and we’ll help you reach them. Along the way we’ll show you how discipline actually liberates you, how respect for others raises your own self-esteem, and how honor makes life more rewarding.

Because of our size and our commitment to every cadet, you can’t hide here. You can’t BS your way through things. And that’s why every cadet who leaves here knows himself more, likes himself better, and is ready to achieve whatever goals he has.

This is your moment.

And Fishburne is the place that

- sees **you more**,
- gives **you more**,
- gets **you more**.



STRUCTURE

Structure isn't a straitjacket,
it's what keeps your eye on the prize.



DISCIPLINE

Discipline isn't punishment, it's living with purpose.



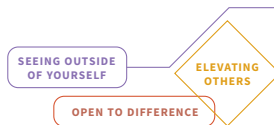
LEADERSHIP

Leadership isn't about giving orders,
it's about making
the people around you
better.



RESPECT

Respect isn't subservience,
it's responding to
the best in others.



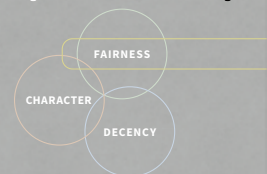
HONOR

Honor isn't following the rules,
it's living by a personal code
that respects others.



INTEGRITY

Integrity isn't simply doing what's right,
it's knowing what's right — and not wavering.



What “We see *what’s great in you*” means to Moms and Dads

In a world where too many boys — *especially boys stuck in the invisible middle* — are overlooked, misunderstood, or bored, Fishburne is the ideal place for your son to grow into the very best version of himself.

Thanks to our size (we’re proudly Virginia’s smallest military school), our structure (we are a military school, after all) and our commitment to every single boy who comes here (that’s our promise), boys who used to feel unseen and misunderstood suddenly find their passions, their focus, and their strengths. And it’s life-changing.

Boys can’t hide here. They’re seen by us and, just as importantly, by their fellow cadets — resulting in a very different kind of peer pressure than they feel now. They’re encouraged, in ways they’ve never been before.

No one can know your son better than you do. But we’re gonna try. And when boys feel seen, it’s a transforming experience — the transformation you and your son always knew could happen, you just didn’t know where. Until now.



Navy SEAL

Poet-Writer

Conservationist

Cartographer

Aeronautics Engineer

Audiophile

Altruist

Mixed Martial Artist

FISHBURNE

A different boy in every



PhD

Biologist

EMT

Mayor

Humorist

Linguist

Statistician

Abducted by Aliens

Delta Force

Force of Nature

Dad

Influencer

uniform

Caregiver for
Disabled Veterans

Environmental Engineer



Our graduates go everywhere in life

And when they
leave Fishburne,
they take these
with them...



Preparation
Lessons
Brothers
Leadership
Habits for life
Stories
Confidence



Still making his bed every morning

Howard Thurston
CLASS OF 1983 with his son
Cadet Nathan Markey Ralston



We see what's great in you

Delivering the Best Futures for our Cadets

Wherever your son sees himself going, we're ready to see him through. We know most cadets are preparing for college, where we have a 100% acceptance rate. But many of the boys are aiming for a Service Academy — and they've chosen Fishburne because

we're a JROTC Honor Unit With Distinction, making us the rare school that can nominate qualified candidates directly to the Service Academies. And we also have the know-how to get boys into highly competitive (*like, Ivy League competitive*) apprentice schools too.



We see him.
And we see

(Great Things)

in his future.

FISHB'URNE





Fishburne is ideal for talented boys whose talents haven't been discovered. When we see what's great in a boy, it's not long before he sees what's great in himself. And at the end of the day, that may be the most important thing he'll ever learn here. Because of our size, our unique perspective using a military model and our inclusive environment, Fishburne is the best place for boys to discover their best selves.



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FISHBURNE.ORG



CHARACTER

YOUR MORAL AND
ETHICAL SELF



KINSHIP

YOUR TRUST AND
LOYALTY TO YOUR
BROTHERS



AGENCY

YOUR OWN INNER
POWER AND SENSE
OF CONTROL



**MADE IN
USA**

Fishburne Military School has earned the US Army's highest level of accreditation and maintained its designation as a JROTC Honor Unit With Distinction for over 40 years. That grants us the ability to nominate qualified candidates to the United States Service Academies. We also host one of only four Summer JROTC programs in the nation, accredited by US Army Cadet Command.