



**IB** **THE CULTURE**  
**4-7** of **LEARNING**  
**OCT 2012** **MADRID**

IB Africa, Europe & Middle East  
**Regional Conference**



International Baccalaureate®  
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Bachillerato Internacional

of **LEARNING**  
**MADRID**  
**2012**



International Baccalaureate®  
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# The Global Story:

An update on IB strategy implementation

IB Africa, Europe & Middle East Regional Conference

Madrid, Spain  
October 4-7 2012



International Baccalaureate®  
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# The IB: more than an international education

*...motivated by a mission*

- Reputation for quality, pedagogical leadership
- Holistic programmes that transform schools
- Achieve goals by working with others:
  - Schools
  - Teachers
  - Governments
  - Donors
- New strategy built upon:
  - Leadership
  - Innovation
  - Sustainability



# Our strategic vision/plan

## Impact through leadership in international education

*Working collaboratively with schools and educators, we will develop distinctive, high quality programmes of international education to improve the teaching and learning of a diverse and inclusive community of students and to influence thinking about international education globally.*

Strengthen our leadership in international education

Evolve and improve our services and support to schools

Develop a more diverse, inclusive IB community by enabling access to an IB education

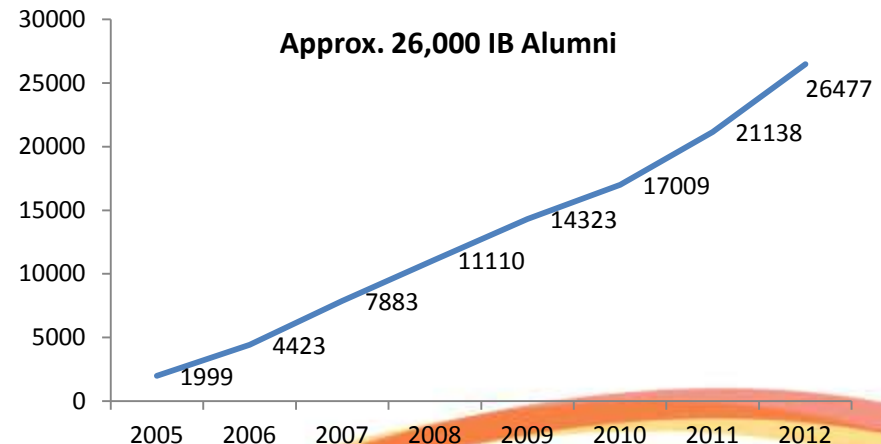
Build a sustainable, responsible and efficient organization for the future





# IB alumni network: making an impact

- *Engaging* alumni through creation of chapters, councils, and clubs
- *Communicating* through dedicated websites, social media sites, blogs and quarterly newsletters
- *Helping* with university recognition; research participation
- *Supporting* the IB through:
  - IB ambassadors
  - Internships
  - Donor support
  - Lobbying



# IB World Student Conferences 2012

*Developing tomorrow's world leaders*

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## Global learning opportunities

- Explore innovative solutions to global issues
- Build meaningful, lasting relationships
- Develop international understanding & leadership skills

## The DP student experience

- On-campus at UBC, Vancouver (Canada)
  - Social entrepreneurship
- IE, Segovia (Spain)
  - The new sustainability – making things better
- 561 students attended both, from 49 countries

## Impact

- Interaction with world-renowned speakers
- Global work teams of students
- Creation of action plans for CAS



# IB World Student Conferences 2013

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## Choose from three fantastic IB World Student Conferences in 2013!

- *Rock your CAS Project with IB students from other countries.*
- *Visit a top-ranking university and sample life on campus.*
- *Meet new friends and practice your language skills!*



Wake Forest University,  
North Carolina, USA  
June 23-28

University of British Columbia,  
Vancouver, Canada  
July 21-26

Warwick University,  
England, UK  
August 4-9



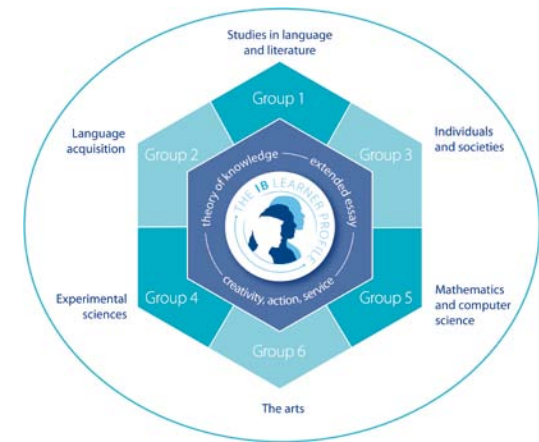
**Registration opens 1 November 2012!**

[www.ibo.org/wsc/](http://www.ibo.org/wsc/)



# New Developments in DP

- Approaches to Learning *across* the DP
  - ✓ A more coherent, holistic learning experience
  - ✓ features best-practice pedagogy
  - ✓ strategies for developing student skills for success
- Global Politics HL/SL
  - ✓ pilot 2012
  - ✓ mainstream 2015/17
- Sports, Health & Exercise Science (SL)
  - ✓ mainstream 2012/14
- Dance (HL & SL)
  - ✓ mainstream 2011/13
- Group 5 mathematics courses (all)
  - ✓ launch of new guides
- New computer science course
  - ✓ moving to group four
- New TOK guide in 2013
  - ✓ changes to criteria/administration of assessment





# Online diploma courses for students

## Group 2

Spanish *ab initio*



## Group 3

Business & Management SL



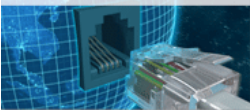
Economics SL



Economics HL



ITGS SL



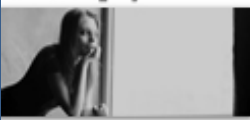
ITGS HL



Psychology SL



Philosophy SL



## Group 6

Film SL



## Group 5

Mathematics HL



New Curriculum

## Group 2: for Sept 2012

Mandarin *ab initio*



...in development:

- Psychology (HL) ...  
and others

- 11 courses today
- broadens IB school curriculum options.
- IB Open World School : pilot Sept 2012

# The IB Career-related Certificate (IBCC)

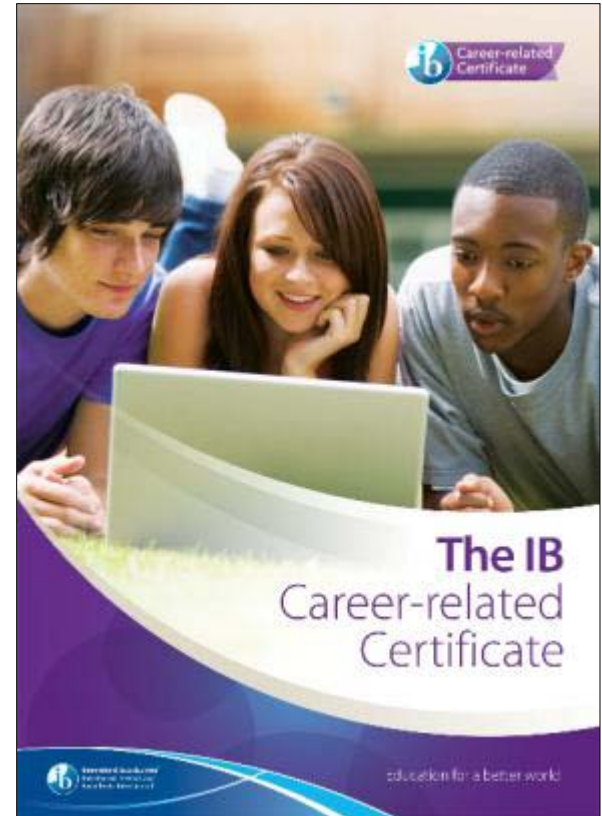
- Innovative new educational programme
  - multiple career & technical pathways for graduates
- Launched following successful pilot
- Accepting applications now
- 40+ schools started IBCC beginning September 2012.



## ***“IB Program Adds Career-Pathway Certificate”***

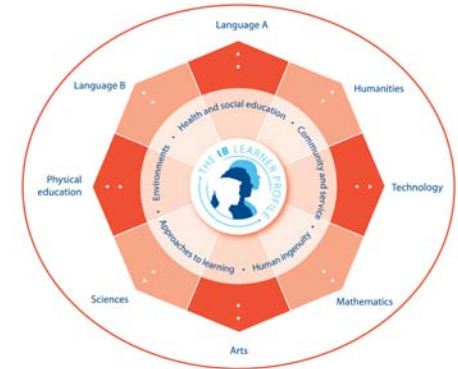
*Published in Print: June 13, 2012, as IB Offering Certificate For Careers*

# Evolving the IB brand: Positioning IBCC as a unique offering



# Strengthening the MYP

- Evolving guidance to schools:
  - ✓ conceptual framework links subject groups
  - ✓ emphasis: approaches to learning & principled action
  - ✓ *at least* six subject groups (from eight) in years 4 & 5
  - ✓ monitoring of assessment tasks
- Majority of assessment remains internal, adding:
  - ✓ mandatory pers. project moderation: consistent, inclusive
  - ✓ optional innovative summative e-assessment
    - disciplinary and interdisciplinary
    - concept-based and criterion related
    - first trials in 3<sup>rd</sup> quarter 2013
- Goals:
  - ✓ a better fit with national/state requirements
  - ✓ a closer alignment with PYP & DP.
- Expected results:
  - ✓ greater external recognition;
  - ✓ flexibility of implementation;
  - ✓ streamlined processes for teachers





# Strengthening validation research ...working with the best



Australian Council for Educational Research

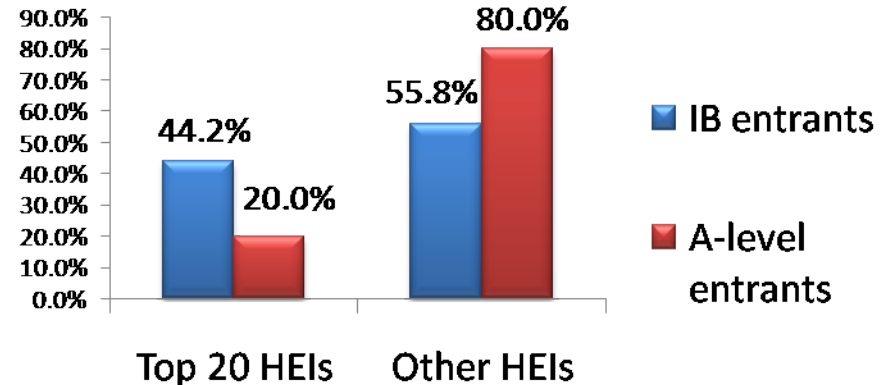


# IB students - prepared for university

## IB students more likely to:

- Achieve first class honors
- Leave with an award in most subject areas
- Graduate within four years
- Attend graduate school (twice as likely)
- Translate higher IB diploma scores to higher grades at university

U.K. Universities: IB students perform better

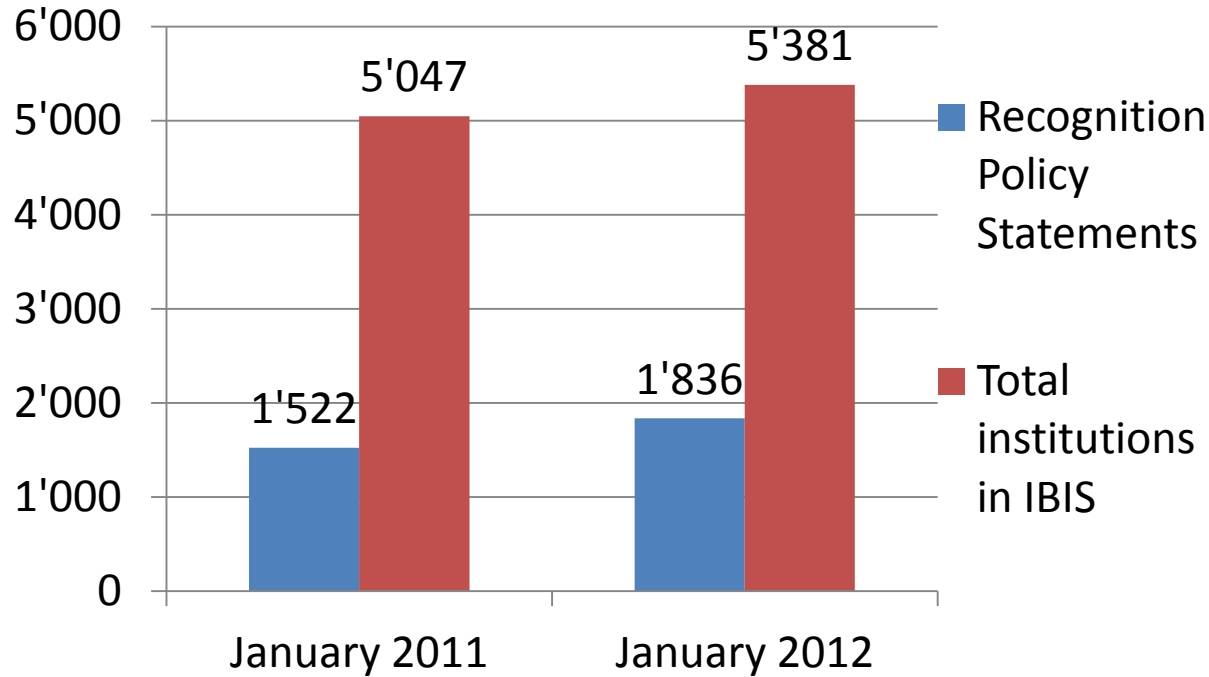


Higher Education Statistics Agency (HESA) study, May 2011

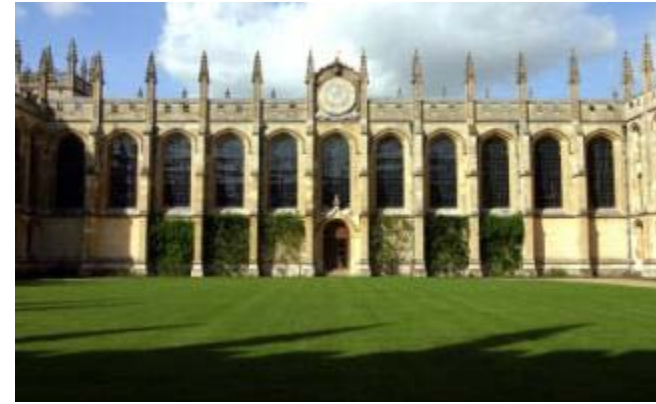
**“24 IB World Schools Make U.S. News & World Report Top 100”**

PR Newswire  
Public Interest Services  
Wed, May 9, 2012

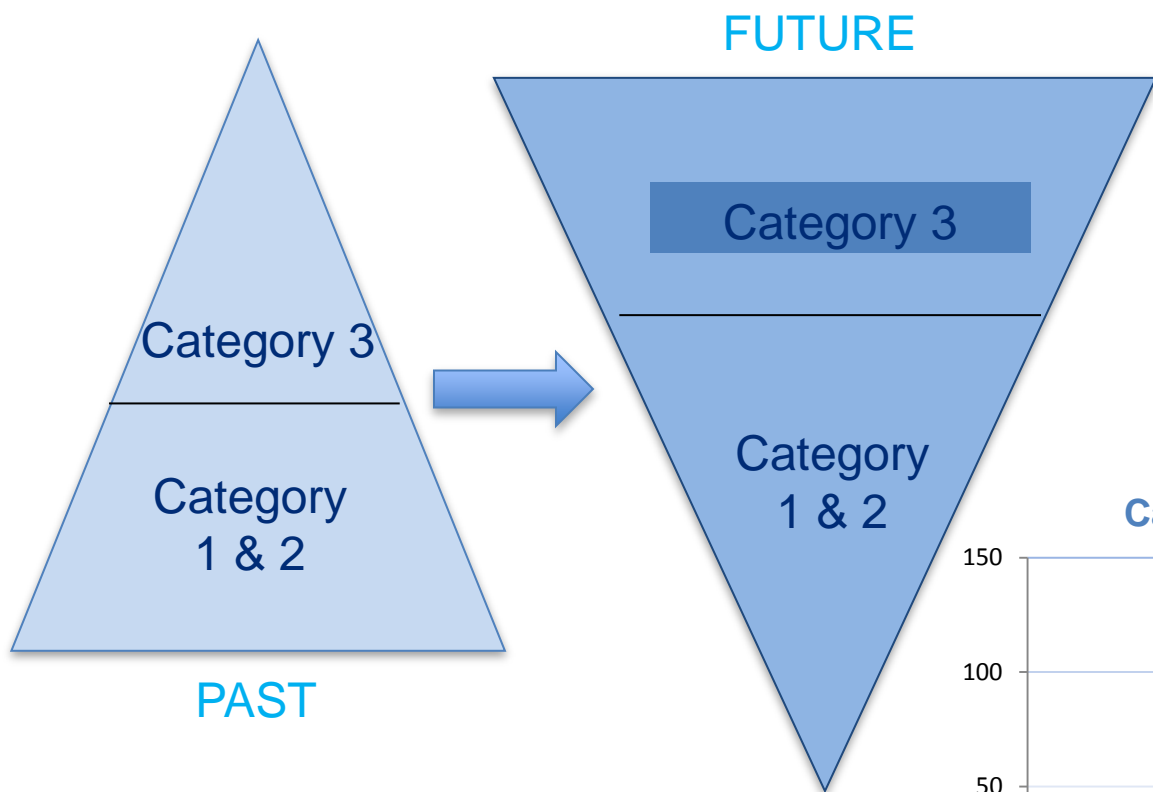
# More universities are recognizing IB



*21% increase in public recognition policy statements from 2011 to 2012*

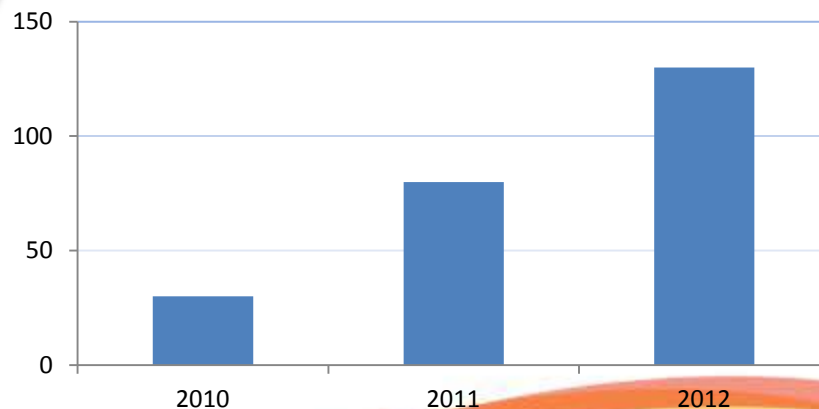


# As IB World Schools mature... they require more advanced PD



- ❖ Cat 3 examples:
  - content: math
  - pedagogy
  - assessment
  - student learning
- ❖ Online PD growth
- ❖ Blended models

Category 3: new offerings





# New Name, New Look for Teacher Awards

**IB CERTIFICATE**  
IN TEACHING AND LEARNING

**IB ADVANCED  
CERTIFICATE**  
IN TEACHING AND LEARNING RESEARCH

- combining university study with IB qualifications
- part of a university degree
- better positioned to teach at an IB School
- 16 universities authorized; 65 more in pipeline

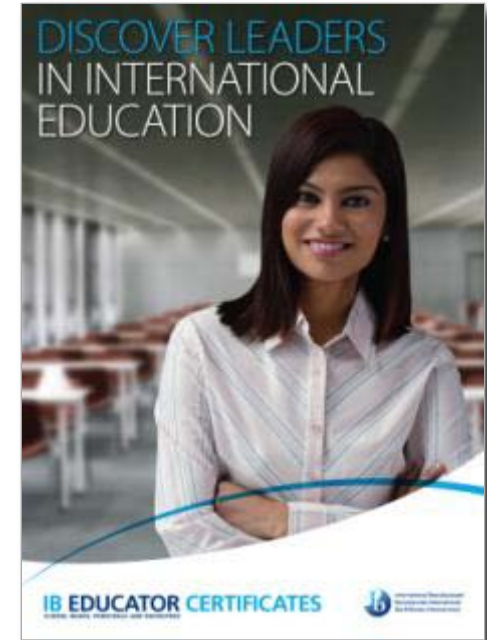
## ***Student profiles:***

- ***come from > 45 countries***
- ***are experienced educators***
- ***teach in over 50 countries (Vietnam, Russia, S. Africa)***

**IB CERTIFICATE**  
IN LEADERSHIP PRACTICE

**IB ADVANCED  
CERTIFICATE**  
IN LEADERSHIP RESEARCH

- designed for educators, administrators who want to strengthen their leadership capabilities
- enhances ability to take on leadership roles in a school
- 6 universities now offering



# e-assessment: paper → digital

- **e-marking: 2011 – 2013**
  - May 2012: 5000 examiners used new tool to mark two-thirds of total scripts
  - Quality assurance assured through pre-marked, random “seeding”
  - Reduces paper-based script logistics for schools; eliminates for examiners
- **e-coursework: uploading digital files**
  - 2011: TOK
  - 2012: Audio files (group 1,2 &6)
  - 2013: Visual Arts & Extended Essay
- **e-authoring: helps examiners**
  - online collaboration tool in a secure environment
- **e-reports for schools (2014)**
  - meta-tagging permits learning reports for school/teacher improvement (*IB Results-Extra*)
  - capability for individual student profile reports



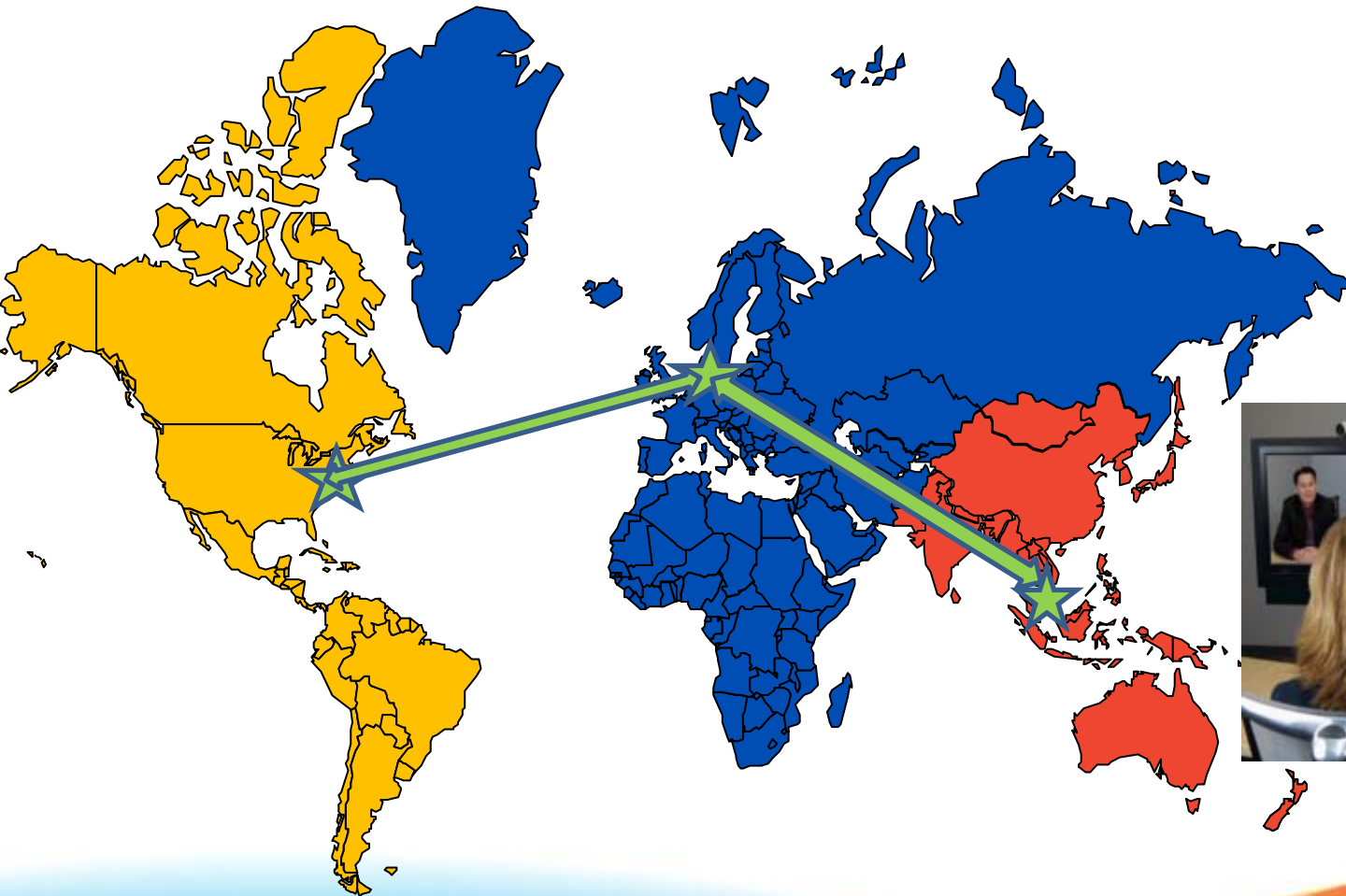
## Goal 4

# Build a sustainable, responsible and efficient organization for the future

- Develop capability of IB leadership & staff
- Leverage new global centres through a more effective/efficient organization
- Meet end-user needs via a technology infrastructure
- Ensure IB long-term financial sustainability to deliver affordable programmes/services while investing for the future.
- Support an increasing community size with a more flexible, scalable infrastructure.



# Three global centers linked by year-end





# Singapore global centre

- Official opening: October 17, 2012
- Key milestone: the third of three global centres
- Re-located (or new) staff: all working towards a common mission
- Represents commitment to planned future growth
  - Bethesda (Americas): August 2010
  - The Hague (AEM) : August 2011



# OUR MISSION



# In Summary

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Building capability, improving service

Aligning global standards, practices, delivery of services

Leveraging technology, collaborations, partnerships

Providing leadership in International Education

To ensure our mission, our aim is to better serve and support the growing number of IB World Schools, students and their communities .



# Q&A



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