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The Power of One and the Power of the Many:

The IB's New Global Virtual Community and "Living the Mission"



Marla Gerein & Glynn Richards

Asia-Pacific Regional Conference

October 17-20, 2008



Introduction

Marla Gerein



**Head of Virtual Communities
IB Global Employee**

Glynn Richards



**Projects Manager
IB Asia-Pacific**



Introduction

This Session:

- **Presentation: approx. 25 min**
- **Small Focus Group: approx. 15 min**
- **Group report outs: 10 min.**



The Background

Last year:

- *Presented on a **regional initiative** to launch a Web site dedicated to representing the service and learning being done throughout the IB in Asia-Pacific.*
- ***Honed our ideas** about how we could best serve the IB community through facilitation of communication, story-telling, collaboration, and the offering of volunteer opportunities.*
- *IB had a look at the regional initiative and decided that the idea of a site dedicated to service and learning would be a **powerful model for the entire IB.***



The Background

“I think it’s great if the IB can make a place for everyone to get together on-line and share their experience. I like the idea of making friends in other countries. I really think we need something like this because it’s good to learn about what other students, teachers, and alumni are doing.”

– DSI Focus Group student participant



A Global Vision Evolves

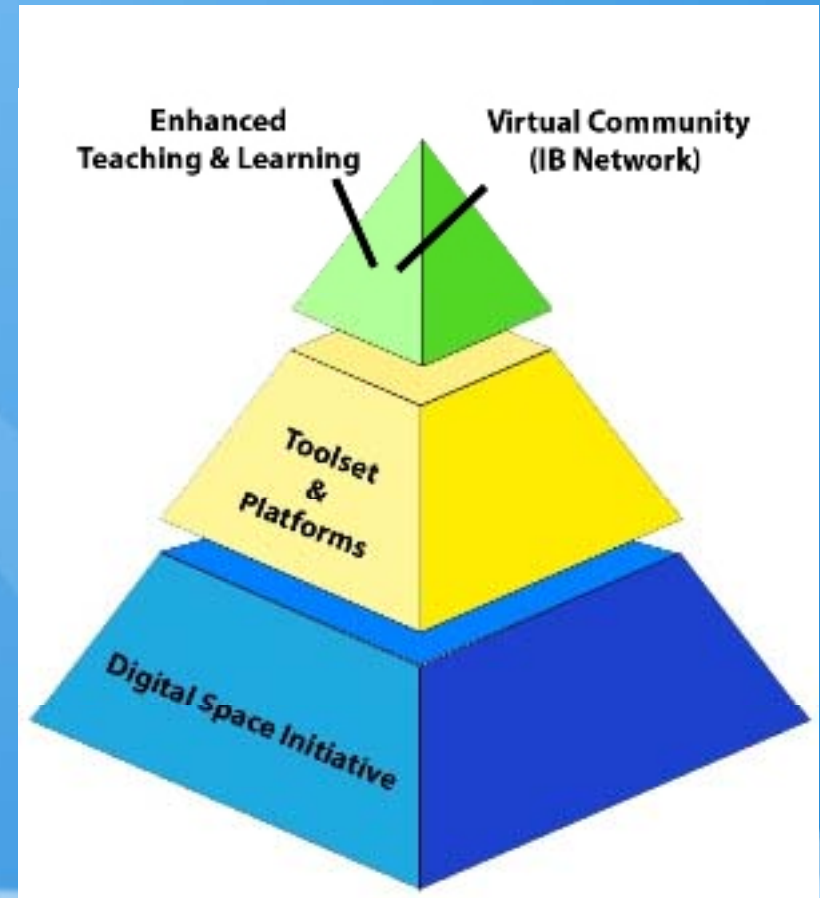
- A global need for an IB virtual community is recognized by the IB's leadership in late 2007
- Challenges apparent related to coordination, technology tools and data





The Digital Space Initiative (DSI)

- Launched May 2008
- 10 projects over 3 yrs
- Goal: to improve the IB community's experience with IB online resources and services and to offer new services and resources.
- New offerings include a Stakeholder Gateway and Virtual Community

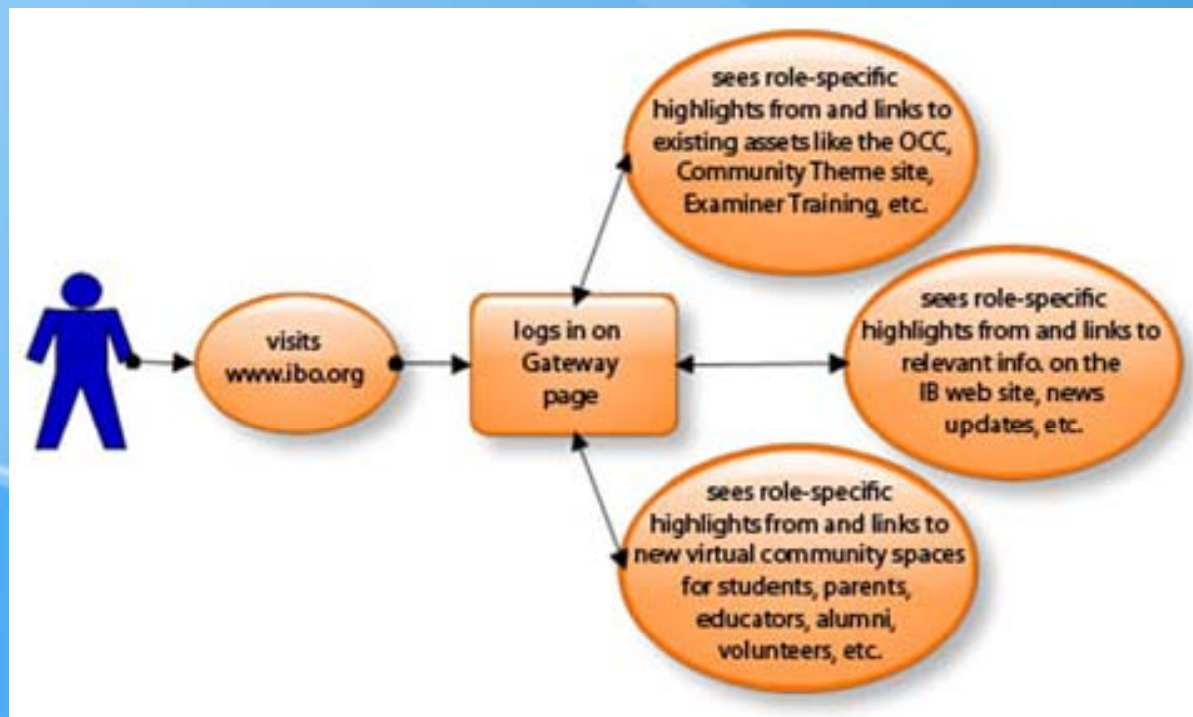




The Power of One and the Power of the Many

The new IB Stakeholder Gateway and Virtual Community:

- The human face of the IB – “living the mission”
- Connection, collaboration, and communication in the 21st century
- Role-based, customizable features, content and interactivity



Prototype
End of January 2009

Beta
July/Aug. 2009

Final 1.0 Release
July/Aug. 2010



Addition to the ibo.org homepage

OCC | Blogs | Community Theme | Store | ibName

International Baccalaureate

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Monday 15 September 2008

Find an IB World School

Programme(s)

Country

State/province

The IB in

Print this page

Email this page

BOOKMARK

Quality education for a better world

The International Baccalaureate (IB) offers high quality programmes of international education to a worldwide community of schools. There are more than 656,000 IB students at 2,401 schools in 129 countries.

Read more about [who we are](#)

IB Programmes

Find out more about the:

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[IB Africa, Europe, Middle East 2008 regional conference in Marrakech](#)

[IB Asia Pacific 23rd Annual regional conference](#)

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Featured Stories from ibName

Lorem ipsum dolor sit amet, consectetur elit. Aenean laoreet neque magna. Nullam purus felis, vulputate vitae, sollicitudin vel, rutrum sit amet, sapien. Vestibulum orci felis.

[see more](#)

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[see more](#)



Stakeholder Gateway (Public – not logged in)

IBO OCC Blogs Community Theme Store Global search

ibName gateway English

International Baccalaureate

General Resources search faq help settings contacts us Login **ibName home**

Click [here](#) to login to **ibName**

5 reasons for signing up!

1. Nullam placerat, odio sftnec dictum egestas, magna turpis sollicitudin lorem.
2. Nullam placerat, odio sftnec dictum egestas, magna turpis sollicitudin lorem.
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ibName home snapshot

Students Educators School Leaders Alumni/Volunteers Parents Staff

Featured Story from **ibName**

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Community Service

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Educators

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Students

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Parents

Pellentesque nisi. Quisque dul. Quisque imperdiet magna ut quam imperdiet imperdiet. Proin vel Aenean in purus sit amet quam tempus possuere. [see more](#)

Alumni and Volunteers

Pellentesque nisi. Quisque dul. Quisque imperdiet magna ut quam imperdiet imperdiet. Proin vel Aenean in purus sit amet quam tempus possuere. [see more](#)

IB Store Promotion

USB flashdrive (2GB)
£12.00 - usual £16.00

ibName Online Magazine

Click to launch magazine

Advertising

University of London

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Stakeholder Gateway (logged in as an Educator)

The screenshot displays the 'Educator's Home' dashboard. At the top, there is a navigation bar with links for 'IBO', 'OCC', 'Blogs', 'Community Theme', and 'Store'. A 'Global search' box is located on the right. The main header features the 'ibName' logo and 'Educator's Home' text, with a language dropdown set to 'English'. Below the header, a secondary navigation bar includes 'Home', 'Profile', 'Groups & Portals', and 'Volunteer', along with utility links for 'search', 'faq', 'help', 'settings', and 'contacts us'. A 'Profile Status Update' button is also present.

The dashboard is organized into several columns and sections:

- Resources for Educators:** A vertical list of 12 items, each represented by a small icon and the text 'Sed sollicitudin pharetra ipsum'.
- Community Showcase:** A central section featuring a large image of hands stacked together. Below the image is a paragraph of placeholder text and a 'see more' link.
- Latest Newsfeed:** A section with three news items, each with a small icon and placeholder text, followed by a 'see more' link.
- Latest Groups feed:** A section with three group items, each with a small icon and placeholder text, followed by a 'see more' link.
- Educator-related Groups:** A section displaying four group cards. Each card has a thumbnail image, a title 'Pelentesque nisi', and a 'View Group' button.
- IB Store Promotion:** A section featuring a product image of a USB flash drive, its name 'USB flashdrive (2GB)', and price information: '£12.00 - usual £16.00'.
- Advertising:** A section with a large image of the University of Sydney and its name.
- Right-hand Column:** A vertical stack of update sections: 'IB News and Announcements', 'Online Curriculum Centre', 'Community Theme Updates', 'Community Service Updates', and 'Customise your page'. The 'Customise your page' section includes checkboxes for 'Show all windows' and various update types, along with a 'Set' button. Below this is a 'Subscriptions' section with checkboxes for 'RSS feeds', 'eNewsletter', 'Email updates', and 'IB World Magazine', and 'Subscribe' and 'Un-subscribe' buttons.

At the bottom of the dashboard, a footer contains the text: '© International Baccalaureate Organization, 2005-2008. Terms and Conditions. Copyright. Powered by Drupal'.



Virtual Community Educator's Profile

The screenshot displays a user profile for an educator on the 'ibName' platform. The profile includes a header with navigation links (Home, Profile, Groups & Portals, Volunteer), a search bar, and a language dropdown set to 'English'. The main content area is divided into several sections:

- Profile Information:** Name (Educator), Gender (Male), DOB (2nd July 1991), Hometown (Turkey), Previous Sch (AWS College), Current Sch (IBS International School), IB Programme (DP Programme), and Contact Details (Dummiuser@ibc.def).
- About me:** A bio stating 'A nobody who aimed to be somebody. A somebody who knows nobody. Everybody wants to be a nobody who wants to be somebody. talking, eating, reading, jogging, shopping, thinking anyone, anything, anywhere who likes me'. Interests include 'Lies', 'Dishes', 'Music I like' (Jazz, Classic rock, POP and R&B), 'Books I read' (To kill a mockingbird, The design of everyday things, Emotional Intelligence), and 'Ambition' (To improve the lives of others by creation).
- My Showcase:** A gallery of photos, videos, audio, and files. Visible items include 'Arch 116-01', 'Arch 116-02', 'Beating Hearts', and 'My ambition'.
- My Files:** A section for private and shared files, showing documents like 'German A1 Hg.', 'Business high', 'Music higher - C', 'Business high', 'Bungee standard', 'English A2 stand', 'History standard', and 'English A2 stand'.
- Message Wall:** A list of messages from other users, including congratulations and thank-you notes.
- Forum:** A table of forum topics with view and reply counts.

On the right side of the profile, there are several widgets: 'Newsfeed' with recent activity, 'My Blog', 'My School' (Teressa French School), 'My Tags' (DP Student, music, Rock, Community Service, Europe, Nature, Auto mobiles), 'Organiser' (calendar for June), 'Community Tags' (Community, Service, Collaborative, Learning, search, CAS, Social, Responsibility), and 'My Map'.

At the bottom of the page, a copyright notice reads: '© International Baccalaureate Organization, 2005-2006. Terms and Conditions. Copyright. Powered by Drupal'.



Virtual Community – IB-Sponsored Group

The screenshot displays the 'Access Projects' group page on the IBName platform. The page is organized into several sections:

- Header:** Includes navigation links (IBO, OCC, Blogs, Community Theme, Store), a search bar, and the group name 'Access Projects' with a language dropdown set to 'English'.
- Group Information:** A table provides details about the group:

Name	: Access Projects	Type	: Portal
Date Created	: 3rd Aug 2008	Members	: 2,166 members
Creator	: IB Access Projects	Committee	: 8 members
Region	: Global	Contact Details	: admin@ibaccessprojects.org
- About:** A paragraph of placeholder text (Lorem Ipsum) describing the group's purpose.
- Members:** A section showing member avatars and a link to 'see all 2,166 members'.
- Related Groups:** A list of other groups including 'TSE NGO' and 'ALS'.
- Links:** A list of external links such as 'IB Access Projects', 'Delfin', and 'Singapore Red Cross'.
- Committee:** A list of roles and names, including 'Chief Advancement Officer', 'Head of IB Access Projects', 'Web Editor', 'Administrator', and 'Coordinator'.
- Showcase:** A section for sharing content, with sub-sections for 'Photos', 'Videos', 'Audio', and 'Files'. It features a grid of image thumbnails.
- My Files:** A section for file uploads, showing a grid of document icons with names like 'Gerson de Hig...', 'Business high...', 'Mark Taylor - C...', 'Business high...', 'Business handbook', 'English A2 word', 'History handbook', and 'English A2 word'.
- Forum:** A list of discussion topics with view and reply counts:

Volunteers Recruitment	122 views	50 replies
Sharing your experience	52 views	9 replies
Common problems and issues	121 views	78 replies
A self-sustainable system	887 views	166 replies
- Message Wall:** A section for user comments, including messages from 'May', 'Serene', 'John', and 'Mr. Anderson'.
- Right Sidebar:** A 'Newfeed' section with a list of recent activity, such as 'Katie has uploaded new photos' and 'The Committee has added a new document in Files'. It also includes sections for 'Blog', 'Wiki', and 'Tags'.
- Footer:** Copyright notice for the International Baccalaureate Organization, 2007-2008.



Virtual Community – Searching for Connections

IBO OCC Blogs Community Theme Store Global search

ibName groups English International Baccalaureate

Resources for Educators [Home](#) [Profile](#) [Groups & Portals](#) [Volunteer](#) [search](#) [faq](#) [help](#) [settings](#) [contacts us](#) **Groups Search**

Are you having trouble finding what you are looking for? Click [here](#) to view the groups' directory

Type keyword(s) to search:

Select network to search: [Search all IB networks](#)

Select roles to search: [Search all IB roles](#)

Sort your results: [Sort results by latest](#)

Group Tags

Interaction **Pedagogy**
CAS Discipline Homework
Professional Development **OCC** workshops
Conferences Help
Administration **MY CAS**
Hours **Academic**
references

Groups & Portals **People** **Organisations** Show results from **Educators**

	Arena Creator : IB Audience : Educators Created on : 04 July 2008 Members : 17,466	<input type="button" value="Join Group"/> <input type="button" value="View Group"/>
	Arena : Pedagogy Creator : IB Audience : Educators Created on : 05 July 2009 Members : 9,466	<input type="button" value="Join Group"/> <input type="button" value="View Group"/>
	Arena : Workshops Creator : IB Audience : Educators Created on : 18 July 2009 Members : 5,466	<input type="button" value="Join Group"/> <input type="button" value="View Group"/>
	Arena : Professional Development Creator : IB Audience : Educators Created on : 22 July 2008 Members : 15,466	<input type="button" value="Join Group"/> <input type="button" value="View Group"/>
	Arena : Educating for Social Responsibility Creator : Educator Audience : Everyone Created on : 01 July 2008 Members : 2,461	<input type="button" value="Join Group"/> <input type="button" value="View Group"/>

1 2 3 4 5 6 7 8

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Get Involved!

Join our roster of community stakeholder representatives:

- Participate in upcoming screencast evaluations of our designs
- Help up evaluate the prototypes
- Join us as one of the first beta-testers of the stakeholder gateway and virtual community





For the rest of this session...

- 5 min Q & A
- Facilitated feedback session on the sketches (15 min.)
 - What did we get right?
 - What did we miss?
 - Suggested modifications
- Stakeholder rep sign ups sheets
- Group report outs – 10 minutes



For more information:

The DSI Blog – <http://blogs.ibo.org/dsi>

Marla Gerein – marla.gerein@ibo.org

Glynn Richards – glynn.richards@ibo.org

The IB's Facebook Page