



International Baccalaureate®
Baccalauréat International
Bachillerato Internacional

Impact through Leadership in International Education

Our Vision and Strategic Goals 2011-15

Guided by a mission



The IB is more than its educational programmes. At our heart we are motivated by a mission to create a better world through education. We value our hard-earned reputation for quality, for high standards and for pedagogical leadership. We achieve our goals by working with partners and by actively involving our stakeholders, particularly teachers.

We promote intercultural understanding and respect, not as an alternative to a sense of cultural and national identity, but as an essential part of life in the 21st century. All of this is captured in our mission statement:

The International Baccalaureate aims to develop inquiring, knowledgeable and caring young people who help to create a better and more peaceful world through intercultural understanding and respect.

To this end the organization works with schools, governments and international organizations to develop challenging programmes of international education and rigorous assessment.

These programmes encourage students across the world to become active, compassionate and lifelong learners who understand that other people, with their differences, can also be right.

The IB has seen tremendous planned growth in the past five years, delivering successful performance through a strong focus on quality, access and infrastructure. In this document we are proud to introduce key elements of our strategic plan.

The new strategy builds upon our successes and ensures that the IB has a clear direction for the next five years. At its heart lies our ambition to establish the IB as a global leader in international education.

To achieve this, the IB Board of Governors has endorsed the vision together with a set of strategic goals and strategic objectives, which are outlined in this document.



Our values are at the heart of everything we do

Partnerships and participation

We choose to work with and involve as many people as possible in our work

Quality

We value our reputation for high standards

Motivated by a mission

By educating students, we can create a better world

Pedagogical leadership

We seek to foster positive attitudes and a love of learning in both teachers and students

International mindedness

We embrace diversity

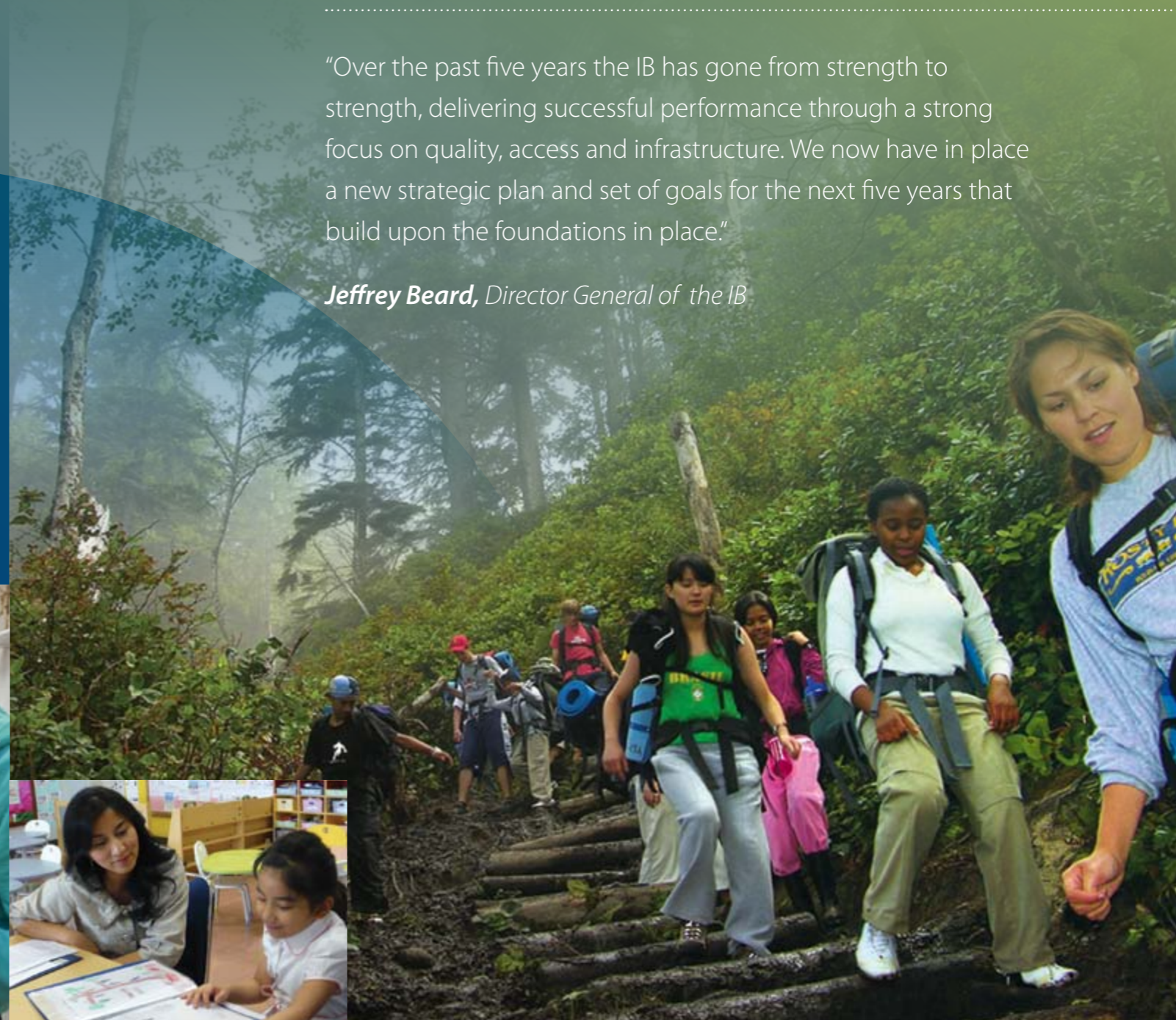


“For many years the IB has played an important role in changing the lives of students through a strong academic curriculum. IB programmes engage students in an international education that provokes a greater acceptance and understanding of the world around them. I am delighted to see such a forward-looking organization setting its future strategy in a way that will enable more students to benefit from an IB education”

Carol Bellamy, Chair of the IB Board of Governors.

“Over the past five years the IB has gone from strength to strength, delivering successful performance through a strong focus on quality, access and infrastructure. We now have in place a new strategic plan and set of goals for the next five years that build upon the foundations in place.”

Jeffrey Beard, Director General of the IB



Our strategic vision and goals

Over the next five years, our vision is clear – to more consciously establish the IB as a leader in international education as we continue to work toward our mission. To achieve this, the Board has outlined a vision and four strategic goals with key strategic objectives.

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.

1

Strengthen our leadership in international education

2

Evolve and improve our services and support to schools

3

Develop a more diverse, inclusive IB community by enabling access to an IB education regardless of personal circumstances

4

Build a sustainable, responsible and efficient organization for the future

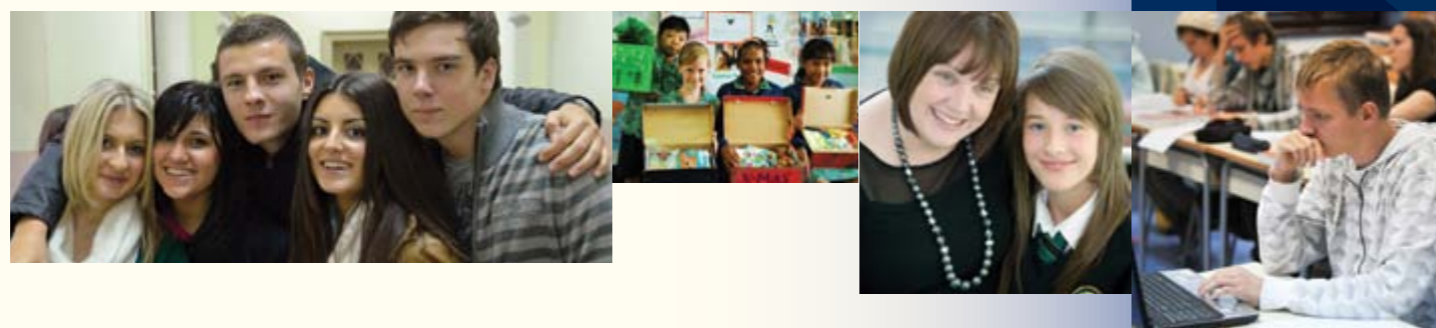
In the initial phase of the plan, a key focus will be the completion of our work to reinforce and upgrade the IB internal infrastructure (goal four).

Beyond this, we will increasingly focus more of our efforts on leadership and innovation in international education (goal one), providing effective service and support to schools (goal two), and enabling greater access to an IB education (goal three).



The model above shows how our mission, vision, strategy and values all work together.

Our values are at the heart of everything we do, and as such act as the foundations on which we build our organization. Our mission guides us, and provides a clear focus on what we need to achieve - to develop inquiring, knowledgeable and caring young people who help to create a better and more peaceful world through intercultural understanding and respect. Our five year vision and strategy provide the medium-term focus for the organization, to ensure that we continue to strive toward our mission.



Goal 1: Strengthen our leadership in international education

Why is this important?

Schools join the IB community not only because of the IB mission, but also because of our reputation as a leader in international education. We develop high quality programmes of international education utilizing the best research, and we establish and preserve our world class educational standards.

Strategic objectives

- Continue to develop and innovate in our programmes and assessments to provide an international education for students that is distinctive, relevant and of high quality
- Design, develop and evaluate high quality, innovative professional development for educators
- Advocate more strongly and widely with universities and others that the IB philosophy and programmes are relevant, appropriate and innovative models for 21st century learning.

Goal 2: Evolve & improve our services and support to schools

Why is this important?

We strive to achieve a balance between effective programme implementation and meeting the needs of individual schools and school systems. Services and support need to be improved, updated and enhanced in some areas, and quality assurance to standards must be upheld.

Strategic objectives

- Provide high quality, relevant, affordable professional development
- Ensure high quality, consistent, and affordable school authorization and evaluation
- Deliver valid, reliable, scalable, affordable, secure assessments
- Provide excellent, proactive support to new and existing schools.

Goal 3: Develop a more diverse, inclusive IB community by enabling access to an IB education regardless of personal circumstances

Why is this important?

By working with communities, countries and regions where there is a clear and credible commitment to educational change, the IB can achieve a more socioeconomically, geographically, culturally and linguistically varied community. As a truly international organization, it will provide a range of perspectives and culturally diverse input into the development of its programmes. Access is fundamental to achieving our mission. We aim to break down barriers and create an environment such that more students are able to access and benefit from an IB education regardless of personal circumstances.

Strategic objectives

- Support DP schools to increase the numbers of students taking IB programmes and courses
- Target our growth in specific segments by undertaking proactive promotion and marketing
- Target our growth in specific segments by providing appropriate support and pedagogical tools
- Provide additional ways of accessing an IB education through additional languages, expanded offerings, use of technology and financial support.

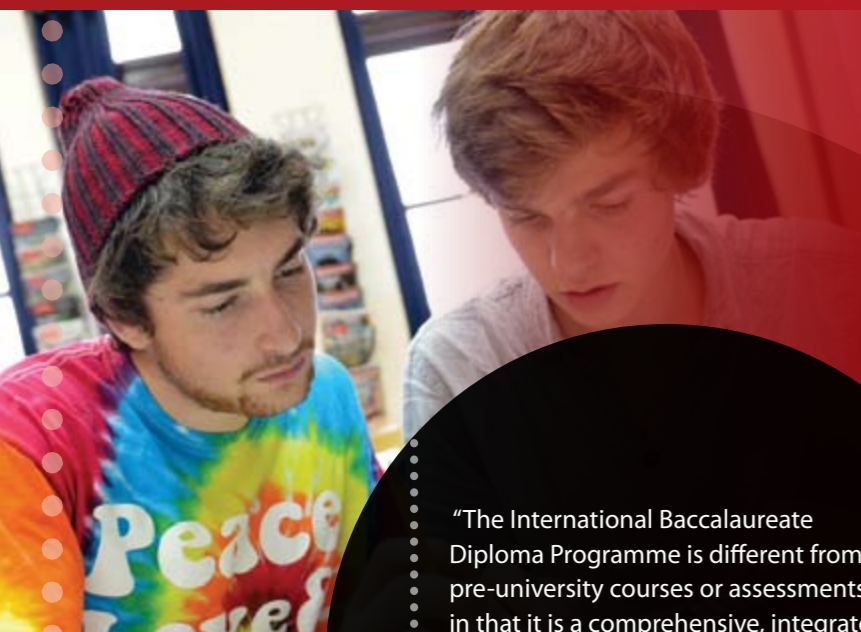
Goal 4: Build a sustainable, responsible and efficient organization for the future

Why is this important?

We need to ensure that our internal organization is able to support the growing, diverse community which it serves.

Strategic objectives

- Ensure the capability and capacity of IB leadership and staff and that they are aligned with our vision and strategic goals
- Ensure that the internal organization is effective and efficient and leverages the three global centres
- Provide a technology infrastructure which ensures information is managed for end-user needs
- Ensure our financial margins are sufficiently robust to build and maintain a cost-effective, affordable organization
- Develop processes and activities in line with our commitment to social responsibility
- Ensure infrastructure is scalable, relevant and will provide capacity to manage and support an increasing community size more effectively.



"The International Baccalaureate Diploma Programme is different from other pre-university courses or assessments in that it is a comprehensive, integrated programme that emphasizes international perspectives and fosters the development of skills and attributes to prepare students for university and life".

Michael Bluhm
University of British Columbia, Canada

"Diploma Programme students are well-rounded, multifaceted, multiskilled and have studied in depth. They have good time-management skills. They score higher than students in other national systems, and the IB score is worldwide the same measure".

Hrilina Lock
Undergraduate Admissions Manager,
London School of Economics, UK



"In reality, the IB has been one of the most effective ways our school district has levelled the playing field for students no matter where they live, who their parents are, and despite their socio-economic status".

Delores Hopkins
Former Associate Superintendent
Jackson Public Schools, Jackson,
Mississippi, US

"My role gives me the freedom to be creative, to think strategically and to problem-solve while adapting to cultural differences. This is a fascinating and enriching aspect of my job".

Chris Mannix
IB Curriculum and Assessment
Head – IBCC and DP Hexagon Core

Taking ownership

Key performance indicators will allow us to actively monitor the progress of each of the strategic objectives as they are realized and measure the impact we are having in the IB community. The IB Board of Governors will continue to take an active and leading role in ensuring the IB is achieving its strategic goals and most importantly, we will continue to listen to the needs of our stakeholders as we move into this new and exciting phase of development for the IB and for the communities that we strive to serve.

"Through the IB learner profile and activities like CAS (creativity, action, service), I have developed as a person. The rigorous approach and tasks such as internal assessments and the extended essay provide excellent prep for university-level study".

Callum Deakin
University of Adelaide, Australia

"The IB helped me believe in myself and see that I can reach a goal if I put my mind to it. IB truly is a journey worth travelling: you gain valuable knowledge and opportunities along the way".

Ksenia Simakova, IB Alumna
Tallinn University of Technology,
Estonia

"As a parent, initially unfamiliar with the IB programme, I feel very fortunate that my children were enrolled in the IB. The Diploma Programme was an integral component to their successful transition into universities. All three of my children found the first year of college a breeze!"

Jacky Dulong
Parent of IB Students



"We very much value the learning that IB students have had through their Diploma Programme. They do not just have understanding of their subject areas, but, much more importantly, typically show levels of communications, thinking skills and all-around knowledge that equip them very well for tertiary education and beyond".

Professor John A. Spinks
Senior Advisor to the Vice-Chancellor,
University of Hong Kong

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