innovate
educate
create

IB AFRICA, EUROPE & MIDDLE EAST
REGIONAL CONFERENCE 2013

THE HAGUE 24TH - 27TH OCTOBER
What’s Happening Across the IB: An update on IB strategy implementation

IB Africa, Europe & Middle East Regional Conference 2013

The Hague, 24th – 27th October, 2013
IB Strategic Plan: impressive progress to-date

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

![Alumni Database Growth 2005-2013*](image)

* Through July 2013
• 2012: initiated with two conferences at IE in Segovia, Spain and at University of British Columbia, Vancouver, British Columbia, Canada.

• 2013: four student conferences attracted more than 600 DP and IBCC students to four host universities.
World Student Conferences 2014

Engage Globally
at the 2014 IB World Student Conferences

DEVELOP
solutions to global challenges

INSPIRE
action through CAS

COLLABORATE
with IB peers from around the world

EXPLORE
academic life at a world class university

University of Queensland
Brisbane, Australia • 6-12 July

McGill University
Montreal, Canada • 20-26 July

University of Bath
Bath, UK • 27 July – 2 August

www.ibo.org/wsc
Celebrating our students - My IB

- Personalize and localize the impact of IB’s leadership in international education
- Humanize w/IB students, faculty, parents; sharing alumni stories
- Leverage user generated content – photos/videos that are fresh, authentic
- Deliver a message of rigorous, rewarding global education
- Encompass a diverse array of IB stories and experiences
- Enable usage across all IB programmes
- Differentiate the IB experience from other educational options
- My IB testimonial video of Tinia Pina.
My IB: Digital Toolkit

Responding to your needs

- Permits IB World Schools to promote themselves in a consistent, IB branded manner.
- Will be updated regularly
- Distributed via ibo.org.
- Includes the following:
  - Artwork
  - Presentations
  - Videos
  - Advert templates
  - Style guides and branding guidelines
  - Brochures
  - Testimonials
  - Press kit
  - Facts sheets
  - Research summaries
  - Newsletters etc.

Digital Toolkit
The IB continuum: linking programme concepts
Revised IB Learner Profile

Key Changes
- maintain same 10 attributes
- revise descriptors
- clarify relation to international mindedness
- connect w/other programme elements
- more flexibility for school adaption
- create alternative graphics
- help schools to implement

Structural changes
- clear language
- first-person plural pronouns
- explicit reference to each PYP attribute
- two-option adaption for schools
- add statement of intent
New Developments in DP

Approaches to Teaching and Learning across 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 for first teaching in 2015

New TOK & TSM (for core) guides in 2013
New Developments in DP: (Cont’d)

Courses for first teaching Sept 2014
- Physics, Chemistry, Biology, Design Technology, Business management, Philosophy, Visual Arts, Theatre and Classical Languages

Courses for first assessment 2014
- Mathematics, Computer Science, Sports Health & Exercise Science

“Core” changes from 2012 review
- Clarifying definitions of CAS
- Changing “action” to “activity”
- Linking service learning to academic studies
- Stronger coherence across the core
Online IB Diploma Programme Courses

Over 1400 students, over 300 schools, over 80 countries.
Online IB Diploma Programme
Courses

**Group 2**
- Mandarin ab initio
- Spanish ab initio
- Spanish B (Available from February 2014)

**Group 3**
- Business and Management SL
- Business and Management HL (Available from September 2014)
- Economics SL* (1 year course available from September 2014)
- Information Technology in a Global Society SL
- Information Technology in a Global Society HL
- Philosophy SL
- Economics HL

**Group 5**
- Mathematics HL
- Mathematics SL (Available from September 2014)

**Group 6**
- Film SL

**Notes:**
- 12 courses covering 4 IB subject areas are available for May exam session
- Starting Feb 2014 all courses will be available for both May and November exam sessions
- 16 courses from Sept 2014
- Broadens IBWS curriculum options
- IB Open Word School pilot in progress for external students
- Incorporating best-in-class online pedagogical tools
IB Workshops and Resources
2012 - 2013 Catalogue

- Hundreds of workshops, online courses and publications
- The newly innovated e-Catalogue offers seamless links to workshop descriptions and online registration.
- Provides a wide variety of resources for educators’ professional development needs.
- 2012-13: Available in English, French and Spanish in print, and online in English at ecatalogue.ibo.org
- 2013-14: e-Catalogue will be produced in three languages.
The IB Career-related Certificate (IBCC)

• Innovative new educational programme
  • launched Sept 2012
  • 54 schools authorized; 40 in pipeline
  • Interest within authorized schools growing rapidly:
    • Prosser H.S. (Chicago USA): 20 students => 50 in one year

• Multiple pathways for IBCC graduates
  • Most popular: business; health care; engineering; tourism
  • Developing relationships w/new providers: sports-related

• Validation research study (Columbia) by end 2013

“...The IBCC enables a school to open up the IB experience to a much wider range of students...part of why our first cohort was so successful when applying to university was because they stood out from other candidates...most universities value breadth and these students show they have it.”

David Barrs, Head Teacher, The Anglo European School in Essex, UK.
Strengthening the MYP

Evolving guidance to schools:
- conceptual framework links subject groups
- emphasis: approaches to learning & principled action
- subject group flexibility in years 4 & 5
  - facilitates schools in meeting national requirements
  - allows students more in-depth study and specialization
e.g. the Arts, Technology and PE

Majority of assessment remains internal, adding:
- mandatory pers. project moderation: consistent, inclusive
- optional innovative summative onscreen e-Assessment
  - disciplinary and interdisciplinary
  - concept-based
  - first trials in 3rd quarter 2013
Strengthening the MYP: (cont’d)

Goals:
- a better fit with national/state requirements
- a closer alignment with PYP & DP/IBCC

Expected results:
- greater external recognition
- flexibility of implementation
- streamlined processes for teachers
- enhanced teaching and learning
Renewing the PYP

Ensuring distinctive, relevant, quality education

- Incorporating current/global trends into curriculum design
- Include cultural perspectives, neuroscience, e-learning, futures thinking, childhood environments

Re-examining fundamental principles & practices:

- From “Making it Happen” to “Principles into Practice”
- Incorporating educational research

Partnering & participating

- Working with schools and other stakeholders to identify successes, strengths…
- …and areas to be revised or improved,

Example key areas under review

- Strengthening early years education (3-5)
- Increasing flexibility and access for schools
- Articulating, better communicating PYP philosophy, principles & practice
- Assessing: measuring the consistent application of standards & practices through moderation
- Providing better collaborative planning support for teachers
Strengthening impact research:

...working with the best
University Performance examples

US: university graduation rates generally higher than institutional and national averages
- CA: performance in the DP the best predictor of college performance
- FL: performance on IB exams strongly correlated with first year in the same subject

UK: IB students more likely than A Level students to:
- achieve first class honors
- leave with an award in most subjects
- be employed in graduate level jobs and in higher paid occupations
- go onto further study after university (almost 2x as likely)

Australia:

• IB students had higher rates of yearly progression and degree completion

Other findings:

• The IB’s extended essay *does* have an effect on student’s research confidence and willingness to engage in future research

*Wall Street Journal*, 17 June 2013

“More U.S. Schools Go International”

An educational curriculum that originally catered to the children of globe-trotting diplomats is making rapid inroads in K-12 public schools across the U.S., boosting test results and academic readiness even at inner-city schools.
More universities are recognizing the IB

2% increase in public recognition policy statements over 2012
9% increase in public recognition policy statements over 2011
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

PAST

Category 1 & 2

FUTURE

Category 1 & 2

Category 3

Diagram showing the transition from past to future categories.
Introducing PD visual identity

• To express the essence of PD visually and enhance its identity graphically.
• To support PD’s visibility in the marketplace and in the IB world community.
• To strengthen the IB PD visually on collateral everywhere it is used.
• Cohesively and coherently unifies IB PD globally.
• Soft launch underway: making staff familiar, using identity at AEM ARC, announcement in Global News (Oct. distribution) and other newsletters.
IB Educator & Leadership Certificates

• combines university study with IB qualifications
• part of a university degree
• better positioned to teach at an IB School
• 20 universities authorized; 98 more in pipeline

• 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

Student profiles:
• come from > 45 countries
• are experienced educators
• teach in over 50 countries (Vietnam, Russia, S. Africa)
e-Assessment: paper → digital

e-marking: 2011 – 2013
− May 2012: two-thirds of total scripts e-marked
− May 2013: 97% of scripts e-marked
− Quality assurance assured through pre-marked, random “seeding”

e-coursework: uploading digital files
− 2011: TOK
− 2012: Audio files (group 1, 2 & 6)
− 2013: Visual Arts
− 2014: Extended Essay
− 2014: Upload of IA sample work for e-marking

Aim: to significantly reduce school postage and logistics costs
e-Assessment: paper → digital (cont’d)

e-authoring: helps examiners
  – online collaboration tool in a secure environment – reduces risk of security breach

e-reports for schools (2014)
  – IB Results-Extra: meta-tagging permits learning reports for school/teacher improvement
  – capability for individual student profile reports

e-Assessment (2015)
  – introduction of innovative, on-screen e-Assessments in the MYP
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 new web-based targeted newsletters launched:

IB Global News, IB in Practice and IB News update (for heads)
Three global centre's linked
Year 3 of our 5 year strategy: achievements to date

- MYP Next Chapter
- World Student Conferences
- DP Online
- IBCC
- Growth in research, recognition
- Approaches to Teaching and Learning in DP
- Almost 60,000 teachers trained
Year 3 of our 5 year strategy:
achieveements to date

IB Answers
DP e-assessment
Services for schools
P/D options

507 new candidate schools;
345 new IB World Schools
Year 3 of our 5 year strategy: achievements to date

One Million students
IB Open World Schools
Expansion in state sector
Keeping pricing < inflation

Diversity of new candidate schools
Year 3 of our 5 year strategy: achievements to date

“2020”
capacity/capability-building project: completed on time;
Investment in IBEN; staff
Re-built infrastructure
Global Centres
Technology
Year 3 of our 5 year strategy: achievements to date

• Focus shifting: internal to external
• Digital technology (e-learning)- a key enabler for everything we do
• Accountable, responsive and action focused
• Innovation and continuous improvement
• Beginning to examine longer-term horizons
Strategic planning at IB

Current strategy

2013       2015                   2020                            2030+

Long term view

New strategy

Current strategy
April 2013:
Overview of process;
Share initial research findings

November 2013
Validate research findings

April 2014
First review of mission,
articulate IB’s vision for the future

August 2014
Retreat – refine IB mission, develop strategy

November 2014
Sign off IB mission;
review/refine IB strategy

April 2015
Sign off strategy

Long term planning
New strategy

IB Mission and Strategy
In Summary

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