Looking forward: the new IB strategic plan

Africa, Europe, Middle East Regional Conference

The Hague
October 2011
Strategic Plan: key principles

- Since the founding of the IB, relationships have played a key role:
  - schools
  - teachers
  - governments
  - donors

- The new plan is built upon leadership, bringing both innovation and sustainability to IB stakeholders
The IB Strategic Planning Process

2009-2010
Feedback from stakeholders

School survey
3 regional conferences
staff consultation
2 board retreats; board interviews
Heads Council
SLT & strategy group; management teams

November 2010: Board meeting

IB Strategy approved
Draft implementation plans
Budget

Finalise implementation plan
Detailed KPIs
Link to budgeting cycle

2011

Launch

The IB Strategic Planning Process
Vision:
Leadership in international education

Working collaboratively with schools and educators, we will...

• develop distinctive, high quality programmes of international education...
• improve the teaching and learning of a diverse and inclusive community of students
• influence thinking about international education globally.
Strengthen our leadership in international education

• Develop innovative programmes/assessments that are distinctive, relevant, high quality
• Design high quality, innovative professional development for educators (teachers; heads)
• Advocate widely to universities (and others) that IB philosophy and programmes are relevant and appropriate for 21 century learning
Example:
The IB Career-related Certificate (IBCC)

- Innovative new educational offering
- Launched in 2010 following successful pilot
- Accepting applications for first teaching 2012
- Strong interest to-date from IB World Schools (+75)
Evolve & improve services, and support to schools

• Deliver high quality, relevant, affordable professional development for leaders, school counsellors and school leadership

• Support effective implementation of IB programmes through consistent, affordable school authorization and evaluation

• Deliver valid, reliable, scalable, affordable and secure assessments

• Provide excellent, proactive support to new/existing schools, including programme materials/commercial publications
Example:
The IB information desk: simplifying complexity

• Challenge: IB handles > 100,000 inquires/yr; 56 different portals
• **IB answers**: a single, global source of information for all IB stakeholders
• **Aim**: enhance/improve service offered to IB World Schools
• Coverage: 24 hours/day, 5 days/week in English, French and Spanish.
• Includes: self-help tool
Example
Assessment e-marking by examiners

- 7000 examiners use tool to mark 400,000 IB exams/year
- Quality assurance assured through pre-marked, random “seeding”
- Replaces paper-based exam logistics
  - Reduces risk of lost scripts
  - Minimizes IB carbon footprint
Professional Development
more options; greater availability

Teacher Award
Recognized university courses

Online professional development

IB recognized professional development

Onsite staff development

Teacher training workshops
(3 categories')

Professional Development Workshops 2010

Catagory 3 Workshops

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

- Increase numbers of students taking IB programmes/courses in DP schools
- Expand reach - pro-active promotion and targeting of key market segments
- Target growth in specific segments - provide support/pedagogical tools for defined clusters of IB World Schools
- Provide access to an IB education though additional languages; expanded offerings; use of technology
Example:
The Aga Khan development network

- MOU with the AKDN in 2010
- Goal: broaden access to a quality education through IB programmes
- Improves delivery of education for students across the developing world through AKDN agencies
- Supports expansion of IB’s geographical reach in developing countries
- Stronger alignment of goals and values between the IB and the AKDN
Example:
Online diploma courses for schools

Group 2
- Spanish *ab initio*

Group 3
- Business & Management SL
- Economics SL
- Economics HL
- ITGS SL
- ITGS HL
- Psychology SL

Group 5
- Mathematics HL

Groups 2, 3 & 6
- Philosophy SL
- Mandarin *ab initio*
- Film SL

- 11 courses today
- 27 by 2015
- broadens IB school curriculum options.
Build a sustainable, responsible and efficient organization for the future

• Develop capability of IB leadership & staff
• Leverage global centres through a more effective/efficient organization
• Meet end-user needs via a technology infrastructure
• Ensure IB’s long-term financial sustainability to deliver affordable programmes, services
• Support an increasing community size with a more flexible, scalable infrastructure.
Example:
The Hague global centre

- Opened: August 1, 2011 (official opening: Oct 31)
- Key milestone: establishes the second of three permanent global centres
- Re-located (or newly recruited) staff: all working towards our common mission
- Represents our commitment to planned future growth
Creating/linking global centres
The next five years: our strategic vision

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
In Summary

Ultimately, to achieve our mission, we aim to better serve and support the growing number of IB World Schools, students and their communities.