



# Looking forward: the new IB strategic plan

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

**The Hague  
October 2011**

# Strategic Plan: key principles

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- 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

## 2011

Launch

Finalise  
implementation plan

Detailed KPIs

Link to budgeting  
cycle

# Vision:

# Leadership in international education

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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

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- 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)

Ofqual  
recognized



# 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

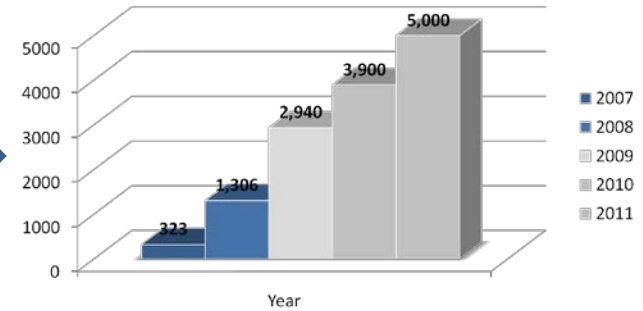
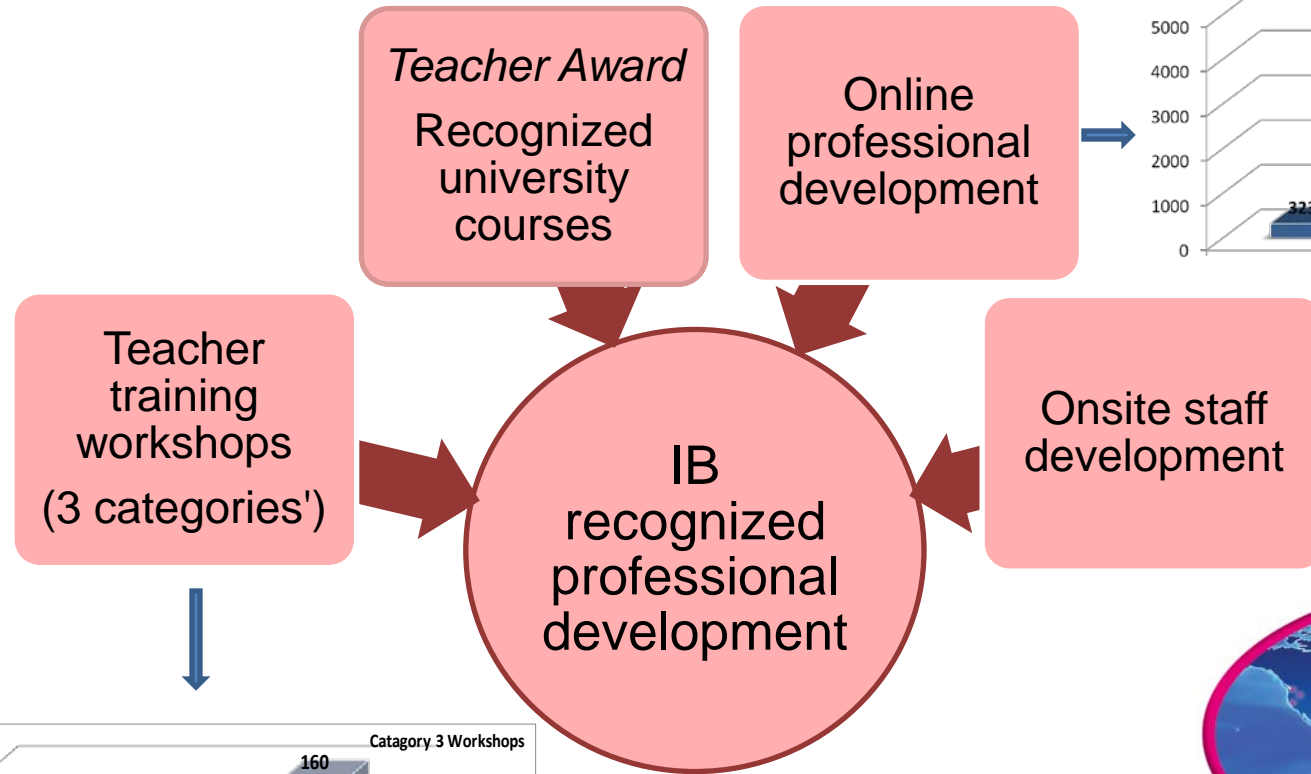
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- 7000 examiners use tool to mark 400,000 IB exams/year
- Quality assurance assured through pre-marked, random “seeding”
- Replaces paper-based exam logistics
  - Reduces risk of lost scripts
  - Minimizes IB carbon footprint

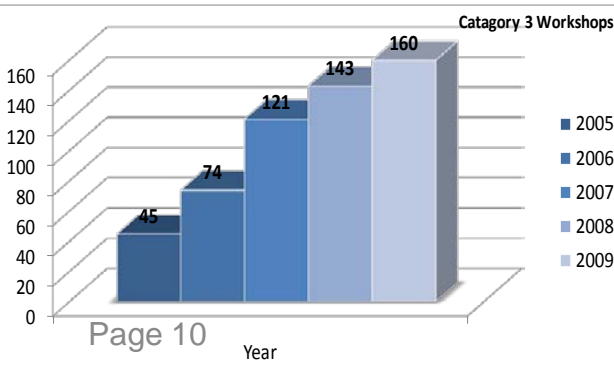


# Professional Development

## more options; greater availability



Professional Development Workshops 2010



# 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 through additional languages; expanded offerings; use of technology



# Example:

## The Aga Khan development network

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- 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



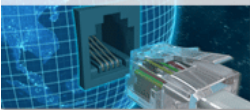
Economics SL



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.





# 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

# OUR MISSION

**OUR STRATEGIC VISION: IMPACT THROUGH LEADERSHIP IN INTERNATIONAL EDUCATION**

## GOAL 1:

**Strengthen our leadership in international education**

- Programme development
- Professional development design
- IB advocacy

## GOAL 2:

**Evolve and improve our services and support to schools**

- School support
- Assessment
- Professional development
- Authorization & evaluation

## GOAL 3:

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

- Specific segments
- Growth in existing schools
- Additional ways of accessing IB education



Research, Recognition

Brand, communications and marketing

Educator network

Quality assurance

Fundraising and partnerships

## GOAL 4:

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

- Capability and capacity of IB leadership and staff
- Technology infrastructure
- Finance
- Internal organization
- Capacity, scalability
- SR

Motivated by a mission | Partnerships and Participation

Quality | Pedagogical leadership | International mindedness

# In Summary

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Building capability, improving service

Aligning global standards, practices, delivery of services

Leverage technology, collaborations, partnerships

Leadership in International Education

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



# Q&A