IB CONFERENCE OF THE AMERICAS 2014
WASHINGTON, DC • 10–13 JULY
Marketing your IB Students and Program
Session Presenters

• **Pam Joos**, University Counselor, Washington International School

• **Debra von Bargen**, Assistant Dean of Admission, Stanford University

• **Amy Woolf**, IB Coordinator, Edgewood High School; President, Mid-Atlantic Association of IB World Schools
How to show colleges what they want: Context

School profile –
• When was IB instituted and why?
• How many IB students at the school/in grade 12?
• Proportion/number of full diploma students?
• Historical pass rate/average score?
• IB grade distribution last year?
• Which classes offered at HL?
• More than 3 HL allowed?
How to show colleges what they need: Clarity

- Transcript –
  - Identify IB (including HL/SL), AP, online, honors, dual enrollment, etc.
  - State whether IB adds point value to GPA/rank
- Clearly indicate whether student will earn full IB diploma
- Use counselor letter to highlight IB
  - Especially challenging combo of courses, extra HLs
  - EE topic or language
  - CAS as it relates to character/personality
- Help educate admission officers who don’t know the IB
How can high schools market their IB students?

- Transcript
- Watermark
- Special letterhead
- Stamp
- College fair
- Identify IB students through recommendation letter
- Profile examples
CLASS OF 2013 HIGHLIGHTS

61 students in the Class of 2013  •  21 students were at WIS since at least 1st grade  •  100% of students in the IB Diploma Program  •  63% of students also earned the prestigious IB Bilingual Diploma  •  98% of WIS candidates earned the IB Diploma while 79% of the candidates worldwide earned the IB Diploma  •  42% of WIS students’ marks were 6’s or 7’s  •  5.3 average IB subject mark at WIS compared to 4.7 average worldwide (2012) subject mark  •  33.4 mean WIS IB Diploma score compared to 29.8 mean worldwide IB Diploma score  •  42 are attending college in the US  •  19 are attending universities abroad

STANDARDIZED TESTS

**SAT**

<table>
<thead>
<tr>
<th>Test</th>
<th>Mid 50%</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Reading</td>
<td>590 – 710</td>
<td>648</td>
</tr>
<tr>
<td>Math</td>
<td>580 – 680</td>
<td>635</td>
</tr>
<tr>
<td>Writing</td>
<td>610 – 690</td>
<td>657</td>
</tr>
</tbody>
</table>

* Many students at WIS speak a language other than English at home.

**SAT SUBJECT TESTS**

(5 or more exams)

<table>
<thead>
<tr>
<th>Subject</th>
<th>Mid 50%</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biology - Molecular</td>
<td>620 – 710</td>
<td>660</td>
</tr>
<tr>
<td>Chemistry</td>
<td>620 – 730</td>
<td>678</td>
</tr>
<tr>
<td>English Literature</td>
<td>580 – 660</td>
<td>625</td>
</tr>
<tr>
<td>French</td>
<td>690 – 780</td>
<td>729</td>
</tr>
<tr>
<td>Math Level I</td>
<td>560 – 690</td>
<td>623</td>
</tr>
<tr>
<td>Math Level II</td>
<td>630 – 740</td>
<td>688</td>
</tr>
<tr>
<td>Physics</td>
<td>590 – 740</td>
<td>685</td>
</tr>
<tr>
<td>Spanish</td>
<td>670 – 760</td>
<td>735</td>
</tr>
</tbody>
</table>

**IB EXAM GRADE DISTRIBUTION**

<table>
<thead>
<tr>
<th>Exam Grade</th>
<th>WIS %</th>
<th>World % (2012)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>6</td>
<td>33%</td>
<td>20%</td>
</tr>
<tr>
<td>5</td>
<td>37%</td>
<td>29%</td>
</tr>
<tr>
<td>4</td>
<td>16%</td>
<td>25%</td>
</tr>
<tr>
<td>3 and below</td>
<td>4%</td>
<td>19%</td>
</tr>
</tbody>
</table>

(World IB statistics come from an IBO publication.)

**AP EXAM GRADE DISTRIBUTION**

<table>
<thead>
<tr>
<th>Subject</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>French</td>
<td>27</td>
<td>13</td>
<td>5</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>German</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Spanish</td>
<td>20</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**DISTINCTIONS**

102 students out of 120 were eligible in the Classes of 2012 and 2013.

1. National Achievement Scholar
1. National Achievement Finalist
1. National Achievement Commended Student
3. National Hispanic Scholars
11. National Merit Commended Students
1. National Merit Finalist
1. Presidential Scholar Nominee
Help IB students shine in their applications

Application tips
• Activity section – highlight CAS and EE

Essay & Interview tips
• TOK – did you change a belief
• EE – curiosity, independence, passion about a topic
• CAS – collaboration, service, character
• Bilingual education
• International perspective
• Help students see what makes the IB unique
Help IB students market themselves at college

• Seek out Professor for class you want to get into

• Find out who sets IB credit policy at your university

• Utilize resources on IBO website: http://www.ibo.org/recognition/resourcesanddocumentlibrary/

• Get syllabi from your high school
Training counseling staff on the IB

- Elevator speech for greeting admissions officers about your IB program

- Make sure that IB coordinator works with counselors to understand the IB

- Quick tutorial on the IB: http://ibo.org/iba/