IB CONFERENCE OF THE AMERICAS 2013
NEW ORLEANS 18th - 21st JULY
What’s Happening Across the IB:
An update on IB strategy implementation

IB Americas Conference

New Orleans, LA
July 19-21, 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
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
**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

Cumulative alumni database growth by registration date 2005-2012

<table>
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<tr>
<td>2013</td>
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# Added in calendar year
My IB: Promoting IB Success

• 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.
IB World Student Conferences 2012
Developing tomorrow’s world leaders

Global learning opportunities
• Explore innovative solutions to global issues
• Build meaningful, lasting relationships
• Develop international understanding & leadership skills

The 2012 DP student experience
• On-campus at UBC, Vancouver (Canada)
  • Social entrepreneurship
• IE, Segovia (Spain)
  • The new sustainability – making things better
• 561 students attended from 49 countries

Impact
• Interaction with world-renowned speakers
• Global work teams of students
• Creation of action plans for CAS
IB World Student Conferences 2013

Four Fantastic IB World Student Conferences in 2013!

Wake Forest University, North Carolina, USA
23-28 June
Social Justice: Contemplating the Past, Confronting the Future

University of British Columbia, Vancouver, Canada
21-26 July
ECONomics: Creating a Sustainable Future

The University of Warwick, Coventry, UK
4-9 August
Utopian Visions: Employing the Arts for Social and Political Change

The Hong Kong University, Hong Kong, China
11-16 August
iResponsibility: Explore how we Engage in the Online World

Register today!
www.ibo.org/wsc/

Which IB Student Conference theme interests you most?
My IB: Digital Toolkit for IB World Schools

Responding to your needs

- Permits IB schools to self-promote in a consistent, IB branded manner
- Updated regularly
- Distributed via a secure page on our website (ibo.org).
- Includes artwork, presentations, advert templates, style guides, branding guidelines, brochures, testimonials, a press kit, facts sheets, research summaries, newsletters etc.
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
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 diploma courses for students

Over 1000 Students, 260 Schools; over 50 Countries
Online diploma courses for students

Starting September 2013

Group 2
- Mandarin ab initio
- Spanish ab initio

Group 3
- Business and Management SL
- Economics SL
- Economics HL
- Information Technology in a Global Society HL
- Philosophy SL

Starting February 2014

Group 2
- Spanish B

Group 3
- Economics SL
- Economics HL
- Psychology SL

Group 5
- Mathematics HL

Group 6
- Film SL
- Psychology SL
- Psychology HL

- 12 courses from Sept 2013
- Broadens IBWS curriculum options
- IB Open Word School pilot in progress for external students
- Incorporating best-in-class online pedagogical tools
The IB Career-related Certificate (IBCC)

- Innovative new educational programme
  - launched Sept 2012
  - 40 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

Learner profile

Student performance

Impact of IB programmes

Standards

Programme implementation

Australian Council for Educational Research
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)

University Performance examples

- 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 IB

6.4% increase in public recognition policy statements in 2012.
As IB World Schools mature… they require more advanced PD.

- **Cat 3 examples:**
  - content: math
  - pedagogy
  - assessment
  - student learning

- **Online PD growth**
- **Blended models**

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**FUTURE**

- Category 3
- Category 1 & 2

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**Category 3: new offerings**

- **Graph:**
  - 2010: 10
  - 2011: 70
  - 2012: 140

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**PAST**

- Category 3
- Category 1 & 2
IB Workshops and Resources
2012 - 2013 Catalogue

Hundreds of workshops, online courses and publications.
E-catalogue offers seamless links to workshop descriptions and online Registration.
Provides a wide variety of options for educators’ professional development needs.

Available in English, French and Spanish, in print and online at ecatalogue.ibo.org
IB Educator & Leadership Certificates

**IB Certificate in Teaching and Learning**

- 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

**IB Advanced Certificate in Teaching and Learning Research**

**IB Certificate in Leadership Practice**

- 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

**IB Advanced Certificate in Leadership Research**

Student profiles:

- Come from > 45 countries
- Are experienced educators
- Teach in over 50 countries (Vietnam, Russia, S. Africa)
eAssessment: 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
eAssessment: 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

- **eAssessment** (2015)
  - introduction of innovative, on-screen eAssessments 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 global centres' linked
Year 3 of our 5 year strategy: achievements to date

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

507 new candidate schools; 345 new IB World Schools

World map 2011: Density of programmes by country

IB Answers

DP e-assessment

Services for schools

P/D options
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; within budget

- Investment in IBEN; staff
- Re-built infrastructure
- Global Centres
- Technology
Strategic planning at IB

2013            2015            2020            2030+

Long term view

New strategy

Current strategy
Strategic planning process for 2016

April 2013:
Overview of process;
Share initial research findings

November 2013
Validate research findings

August 2014
Retreat – refine IB mission, develop strategy

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

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

April 2015
Sign off strategy

Long term planning
New 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.