IB CONFERENCE OF THE AMERICAS 2015
Chicago, IL • 23–26 July
Marketing your IB Students and Program

Michigan A Room
July 25, 2015
11:15am-12:30pm
Session Presenters

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

• **Rachelle Bernadel**, University Relations Administrator, International Baccalaureate Americas

• **Shayne Swift**, IB Coordinator, Parkdale High School

• **PanethaTheodosia Nychis Ott**, Director of Admission/ Director of International Admission
  • **Brown University**
Profile Review
Who are our Stakeholders?

Administrators  Community Members

PTA  Elected Officials  District Leaders

Local Businesses  Parents

Students  Staff Members

IBO  Teachers  Media Outlets
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
Anal Algorithms and Unlimited Horizons

- Anal Algorithms
- AP Photography
- Conc Comp Concep
- JOWRKSP GP
- Pubs Edit/Biz
- Mt. Baker Mt
- OELS CommSer
- Bodyworks
- TA Clsrn
- Tchng &Lrng A
- Ibeng
- MUSIINENA
- Adv Matscitech
- Health Car Exp
- US Citizen Mct
- So. Guid Sem Trask
- Child Lab
- Clothing
- Lifetime Spts
- TACS1
- Beg. Ag./Metals

- MUS3INEN
- Conc Port III
- Conc Port IV
- Livenv1GP
- Humglb2 GP
- CRWRTWK GP
- HIST RSRHA
- Adv. Humeng
- Trig Top
- Fam & Cons Sci Ed
- Shlt Eng – Tr
- Int W'ing/Lit
- 12M1 H
- SCOMM APPS
- SPE 1 PER FIT
- IBMUSSL
- PHSETPHYSR
- ELA REG
- WLD CL GP
- Horizons Unlimited
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?

School documents

- Transcript
- Watermark
- Special letterhead
- Stamp
- Identify IB students through recommendation letter
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

• Have EE abstract readily available
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/