



IB AFRICA, EUROPE & MIDDLE EAST  
REGIONAL CONFERENCE 2013

**THE HAGUE 24<sup>TH</sup> - 27<sup>TH</sup> OCTOBER**

# What's Happening Across the IB:

## An update on IB strategy implementation



**IB Africa, Europe &  
Middle East Regional  
Conference 2013**

The Hague, 24<sup>th</sup> – 27<sup>th</sup>  
October, 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

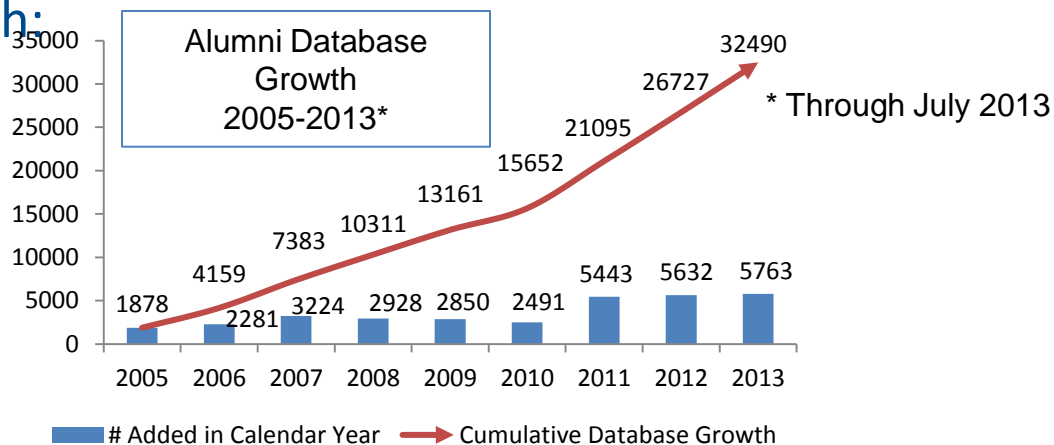


# IB alumni network: making an impact

- **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





# 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/](http://www.ibo.org/wsc/)

*Which IB Student Conference theme interests you most?*



- 2012: initiated with two conferences at IE in Segovia, Spain and at University of British Columbia, Vancouver, British Columbia, Canada.
- 2013: four student conferences attracted more than 600 DP and IBCC students to four host universities

# World Student Conferences 2014



**University of Queensland**  
Brisbane, Australia • 6-12 July

**McGill University**  
Montreal, Canada • 20-26 July

**University of Bath**  
Bath, UK • 27 July – 2 August

## Engage Globally

at the 2014 IB World  
Student Conferences

**DEVELOP**  
solutions to global challenges

**INSPIRE**  
action through CAS

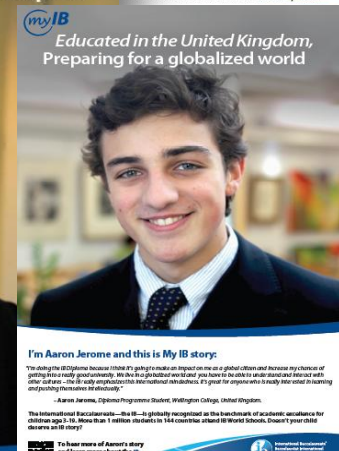
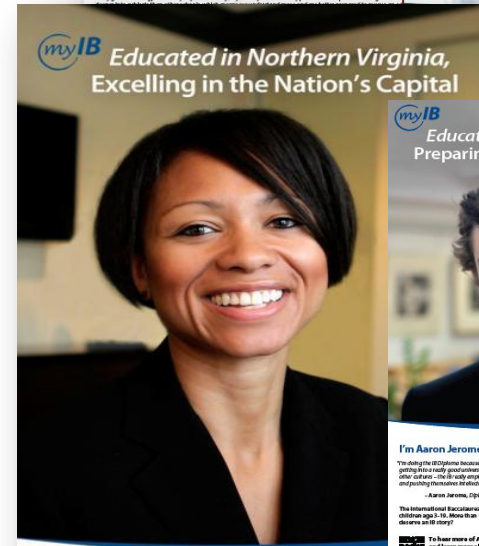
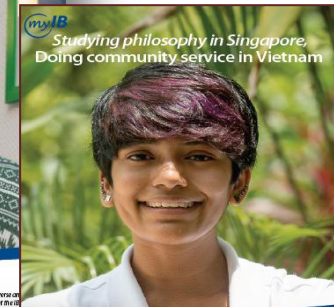
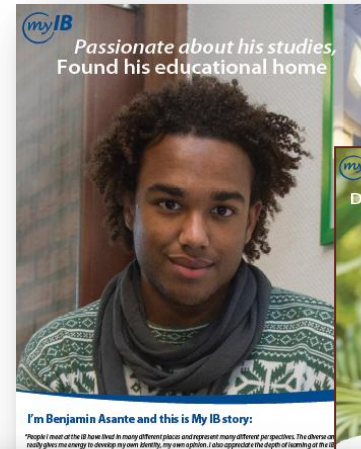
**COLLABORATE**  
with IB peers from around the world

**EXPLORE**  
academic life at a world class university

[www.ibo.org/wsc](http://www.ibo.org/wsc)

# Celebrating our students - My IB

- 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.





# My IB: Digital Toolkit



## Responding to your needs

- Permits IB World Schools to promote themselves in a consistent, IB branded manner.
- Will be updated regularly
- Distributed via [ibo.org](http://ibo.org).
- Includes the following:
  - Artwork
  - Presentations
  - Videos
  - Advert templates
  - Style guides and branding guides
  - Brochures
  - Testimonials
  - Press kit
  - Facts sheets
  - Research summaries
  - Newsletters etc.

In this section

**Digital Toolkit**

- ▶ Digital Toolkit
  - Branding guidelines
  - Brochures, flyers and posters
  - Presentations
  - Logos
  - Videos
  - Advertising
  - Media
  - Alumni Relations
  - Research
  - Professional development
  - Recognition

**Find an IB World School**

Programme(s)

All programmes



### IB Digital Toolkit

Our IB global network needs to be provided with consistent brand assets developed by the IB and consequently feel empowered to employ these assets to develop the IB in their own regions. In order to ensure consistent, clear messages to our audiences, the IB and our IB World Schools should drive intended communications worldwide with an awareness and sensitivity to local cultures and in working in conjunction with each of the IB global centres. This will ultimately enable us to activate our global network of over one million students in over 140 countries – supporters, alumni, faculty, IBEN and families, etc.

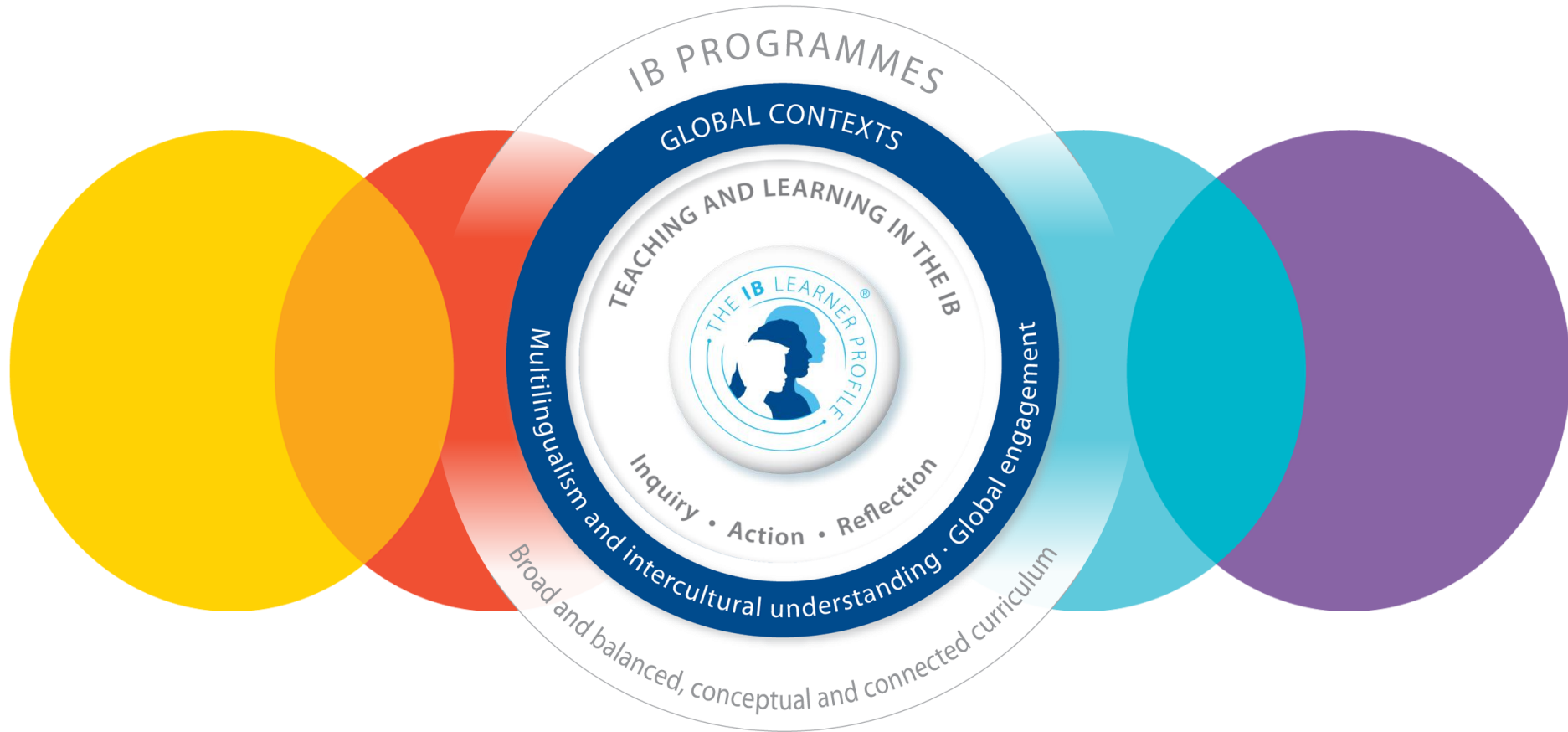
Activating and empowering the IB network worldwide, entails, amongst other tasks, the development of marketing assets for IB World Schools and related organizations in the network. One of the key marketing assets we provide, is a digital toolkit containing tools for IB World Schools only, that they can use to promote themselves in a consistent, IB branded manner. The tools are updated regularly and distributed via this secured channel.

Use the side bar menu to access the various tools. Please contact the communications and marketing department at the IB if you require tools that are not yet available, by sending an email to [communications@ibo.org](mailto:communications@ibo.org)

## Digital Toolkit



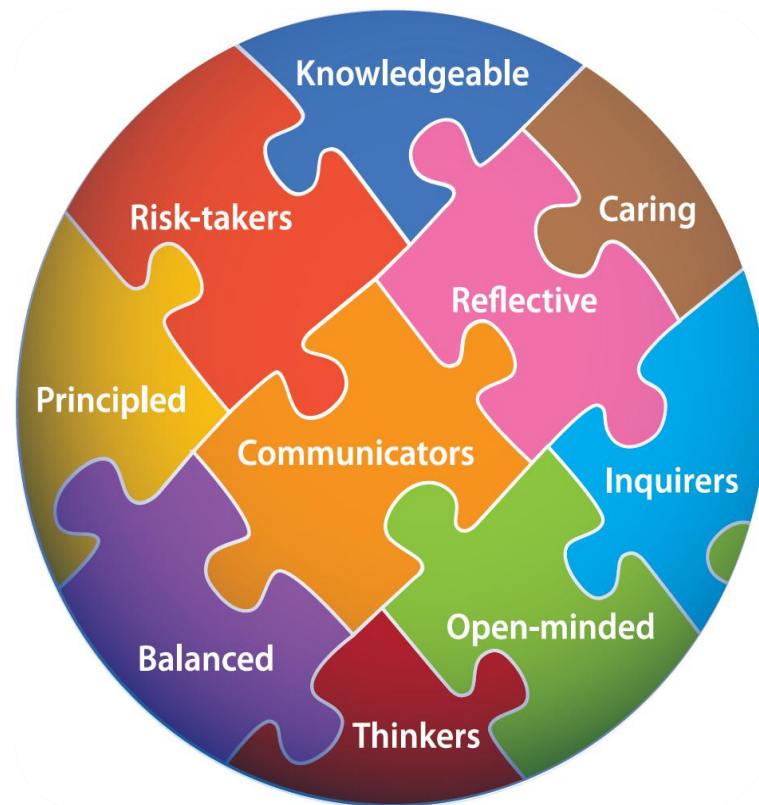
# The IB continuum: linking programme concepts



# 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 in 2013





# 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 IB Diploma Programme Courses



**Over 1400 students, over 300 schools,  
over 80 countries.**

# Online IB Diploma Programme Courses

## Group 2



Mandarin ab initio



Spanish ab initio



Spanish B  
(Available from February 2014)

## Group 3



Business and Management SL



Business and Management HL  
(Available from September 2014)



Economics SL\*  
1 year course available from September 2014



Economics HL



Information Technology in a Global Society SL



Information Technology in a Global Society HL



Philosophy SL



Psychology HL



Psychology SL

## Group 5



Mathematics HL



Mathematics SL  
Available from September 2014

## Group 6



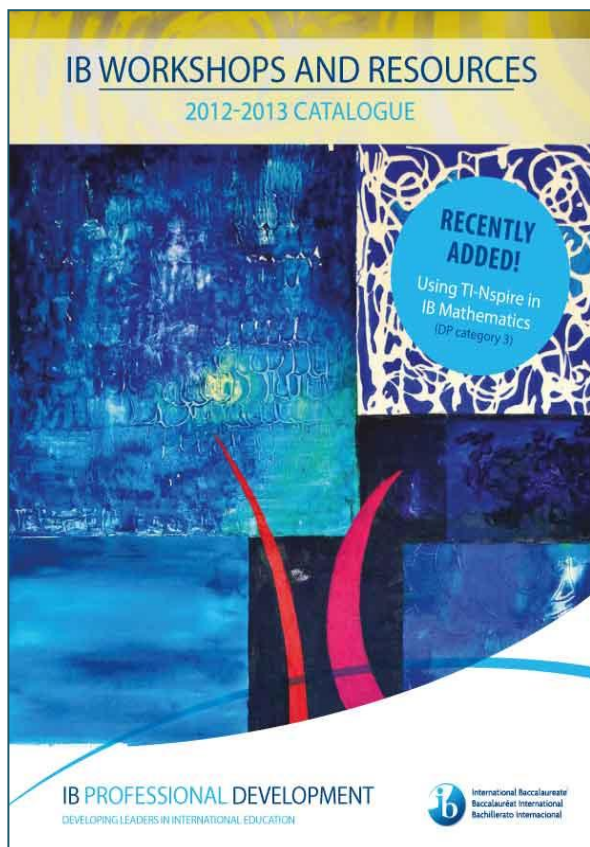
Film SL

- 12 courses covering 4 IB subject areas are available for May exam session
- Starting Feb 2014 all courses will be available for both May and November exam sessions
- 16 courses from Sept 2014
- Broadens IBWS curriculum options
- IB Open Word School pilot in progress for external students
- Incorporating best-in-class online pedagogical tools



# IB Workshops and Resources

## 2012 - 2013 Catalogue



- Hundreds of workshops, online courses and publications
- The newly innovated e-Catalogue offers seamless links to workshop descriptions and online registration.
- Provides a wide variety of resources for educators' professional development needs.
- 2012-13: Available in English, French and Spanish in print, and online in English at [ecatalogue.ibo.org](http://ecatalogue.ibo.org)
- 2013-14: e-Catalogue will be produced in three languages.



# International Diploma programme Courses

Approaches to **Learning**  
**Community** and **Service**

Language  
Development  
**Flexible**  
**Career**  
related

Reflective  
Project



# The IB Career-related Certificate (IBCC)

- Innovative new educational programme
  - launched Sept 2012
  - 54 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 3<sup>rd</sup> quarter 2013

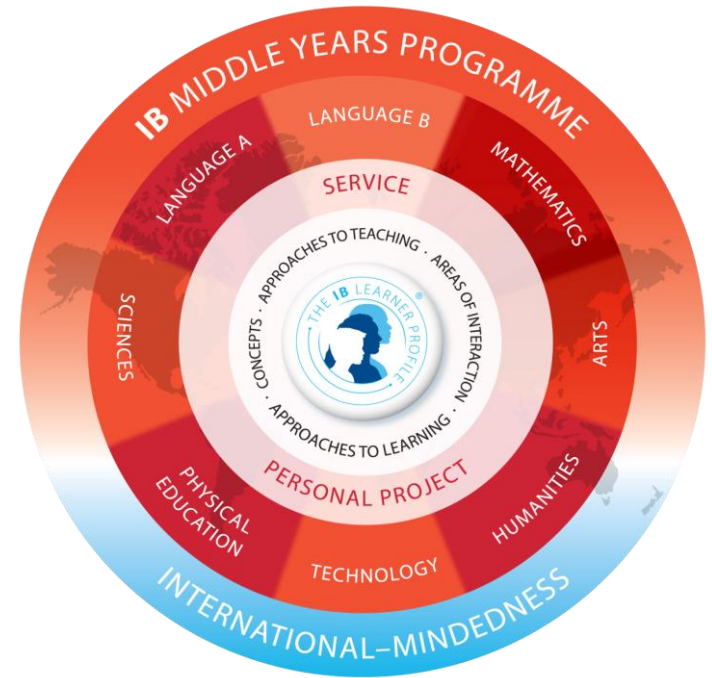
# Strengthening the MYP: (cont'd)

## 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:

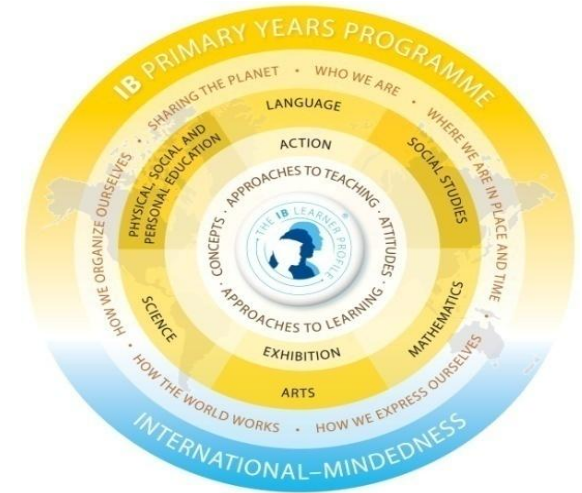
- From “Making it Happen” to “Principles into Practice”
- Incorporating educational research

## Partnering & participating

- Working with schools and other stakeholders to identify successes, strengths...
- ...and areas to be revised or improved,

## Example key areas under review

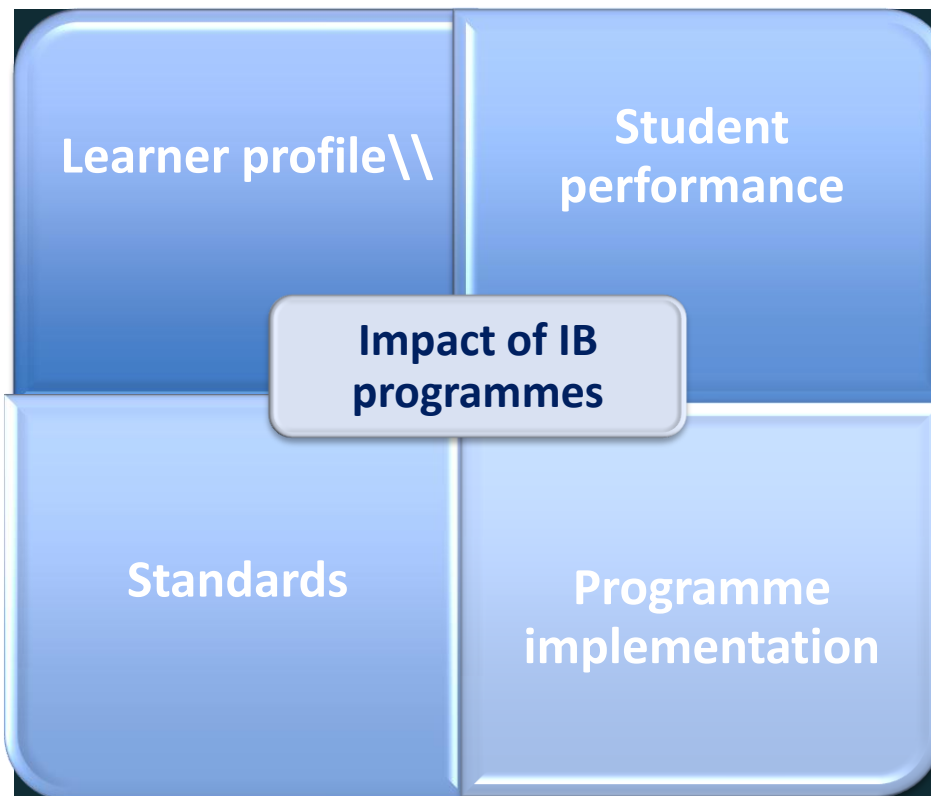
- Strengthening early years education (3-5)
- Increasing flexibility and access for schools
- Articulating, better communicating PYP philosophy, principles & practice
- Assessing: measuring the consistent application of standards & practices through moderation
- Providing better collaborative planning support for teachers





# Strengthening impact research:

...working with the best



Australian Council for Educational Research



TEACHERS COLLEGE  
COLUMBIA UNIVERSITY



# University Performance examples

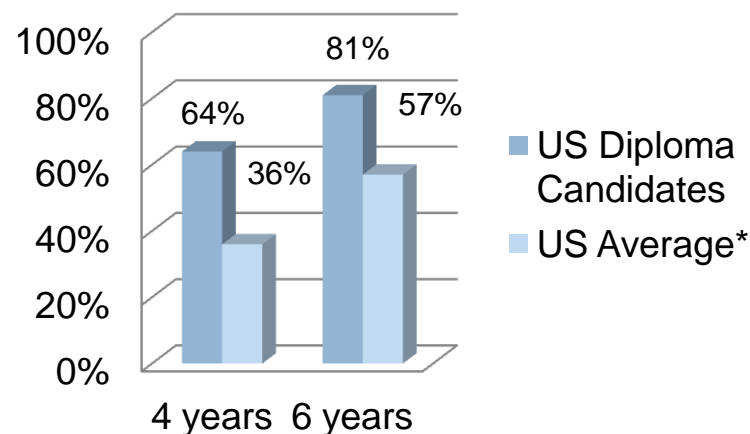
US: university graduation rates generally higher than institutional and national averages

- 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)

## US University Graduation Rates



\* Source: U.S. Department of Education, National Center for Education Statistics. (2011).

# 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

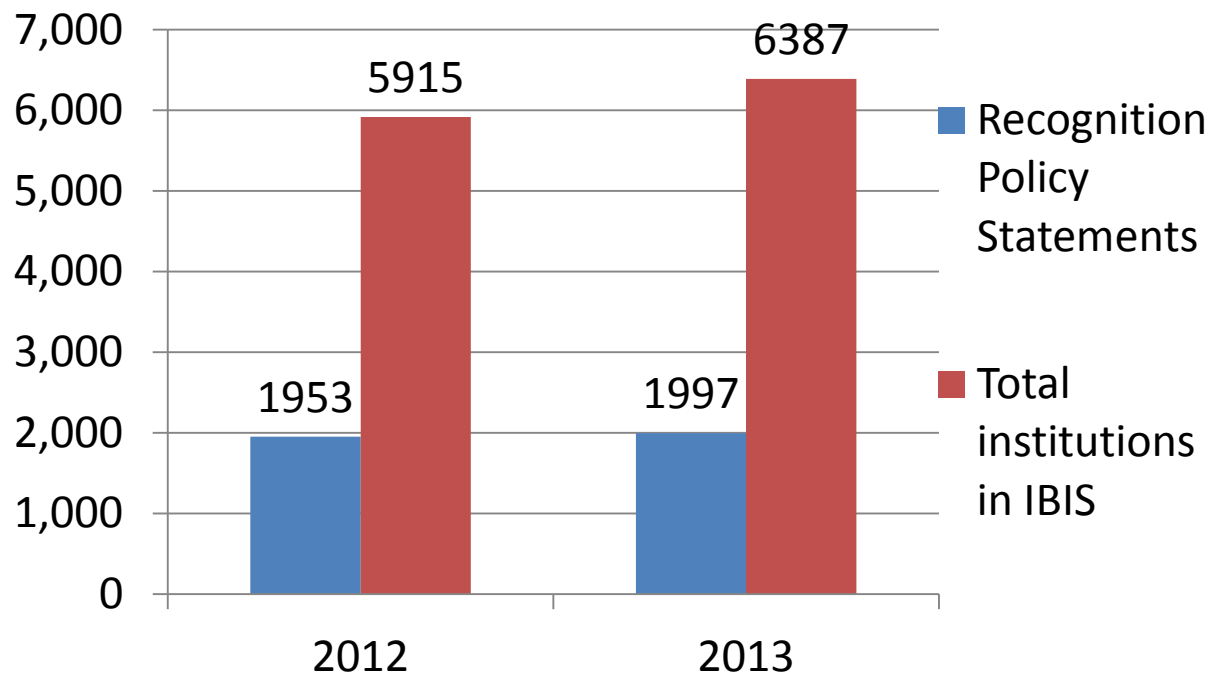
### ***“More U.S. Schools Go International”***

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 the IB

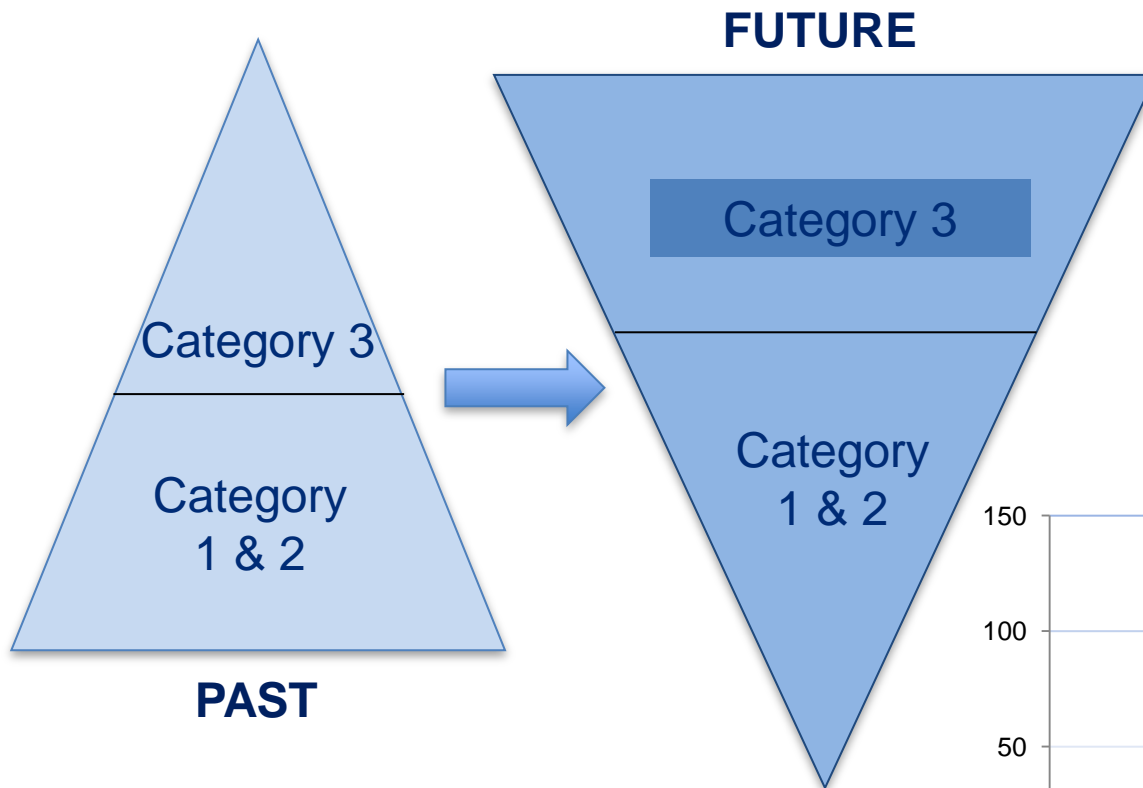


*2% increase in public recognition policy statements over 2012*

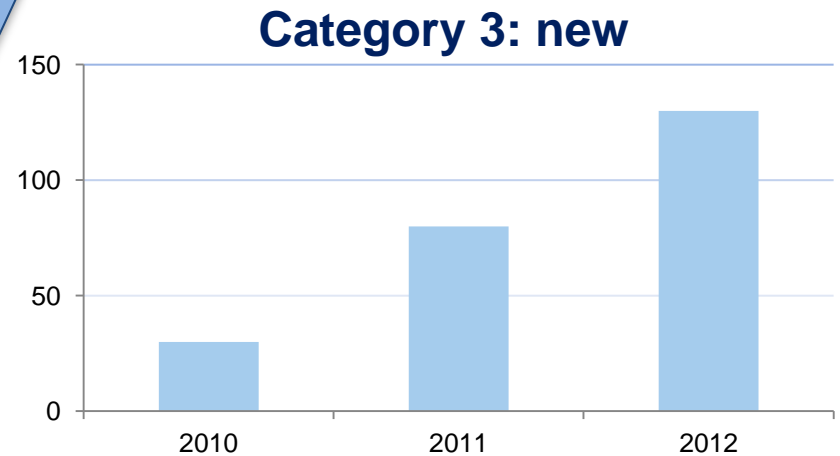
*9% increase in public recognition policy statements over 2011*



# As IB World Schools mature... they require more advanced PD



- ❖ Cat 3 examples:
  - content: math
  - pedagogy
  - assessment
  - student learning
- ❖ Online PD growth
- ❖ Blended models



# Introducing PD visual identity

- To express the essence of PD visually and enhance its identity graphically.
- To support PD's visibility in the marketplace and in the IB world community.
- To strengthen the IB PD visually on collateral everywhere it is used.
- Cohesively and coherently unifies IB PD globally.
- Soft launch underway: making staff familiar, using identity at AEM ARC, announcement in Global News (Oct. distribution) and other newsletters





# IB Educator & Leadership Certificates

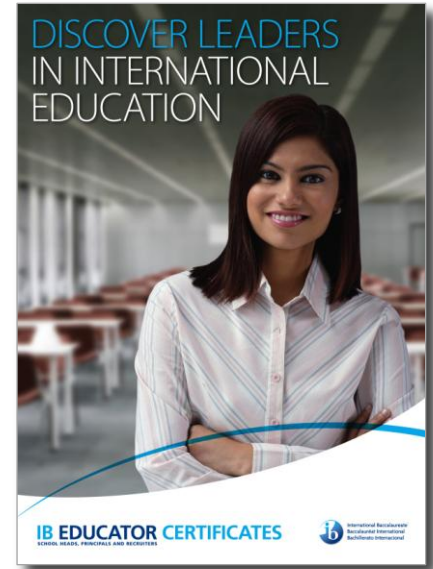
**IB CERTIFICATE**  
IN TEACHING AND LEARNING

**IB CERTIFICATE**  
IN LEADERSHIP PRACTICE

**IB ADVANCED  
CERTIFICATE**  
IN TEACHING AND LEARNING RESEARCH

**IB ADVANCED  
CERTIFICATE**  
IN LEADERSHIP RESEARCH

- 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
- 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



## Student profiles:

- come from > 45 countries
- are experienced educators
- teach in over 50 countries (Vietnam, Russia, S. Africa)



# e-Assessment: paper → digital

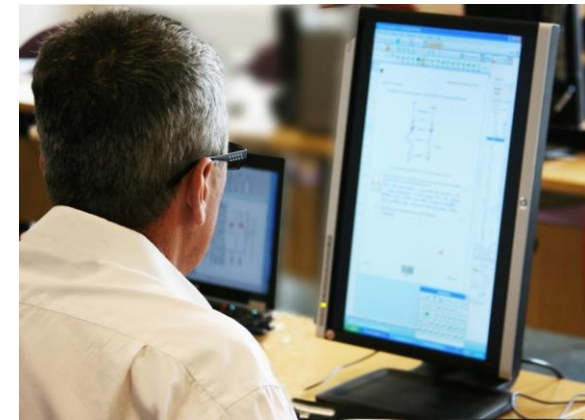
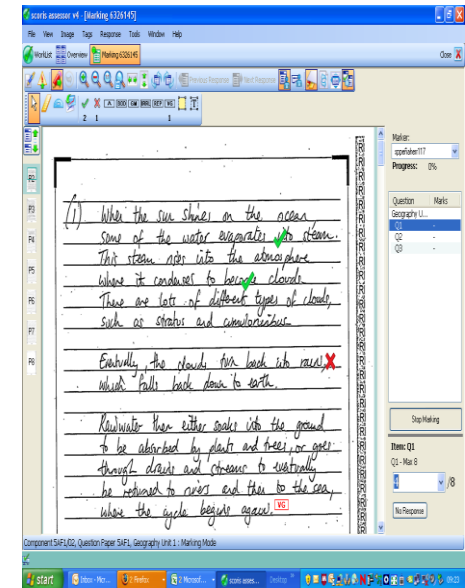
## e-marking: 2011 – 2013

- 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



# e-Assessment: paper → digital (cont'd)

## e-authoring: helps examiners

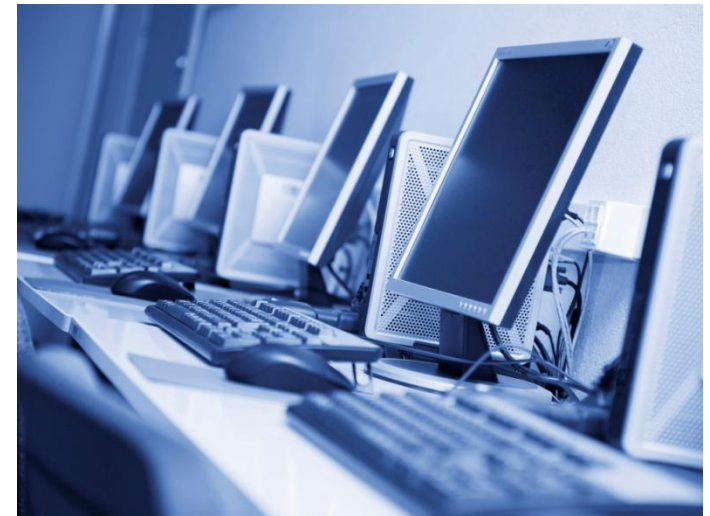
- online collaboration tool in a secure environment – reduces risk of security breach

## e-reports for schools (2014)

- *IB Results-Extra*: meta-tagging permits learning reports for school/teacher improvement
- capability for individual student profile reports

## e-Assessment (2015)

- introduction of innovative, on-screen e-Assessments 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.



# Consistent communications - newsletters

Three new web-based targeted newsletters launched:  
*IB Global News, IB in Practice and IB News update (for heads)*



Web version | Like | Tweet | Forward

**IBGLOBALNEWS**

AFRICA/EUROPE/MIDDLE EAST | ASIA PACIFIC | THE AMERICAS

Vol. 1, Issue 1, March 2013

**At 45, the IB debuts Journal of Teaching Practice**

In its 45th anniversary year, the IB introduces an all-new resource for the IB community and beyond: the *IB Journal of Teaching Practice*, an online journal, is written by, reviewed by and published for teachers. The new journal is a milestone in the evolving growth and influence of the IB and provides an extension of the IB's commitment to high-quality professional development.

"The journal is based on the premise that teacher research is a powerful form of professional development that can have a positive impact on student learning," says co-editor in chief Robert Harrison. "The journal complements the wide variety of IB teacher workshops as well as the IB educator certificates." Watch a video in which Dr. Harrison and fellow co-editor in chief Dr. Marcia Behrenbruch describe more about the journal [here](#).

The inaugural issue reflects the range of interests and approaches that capture the attention of international educators. Three kinds of articles will appear:

- Action research reports that describe how a practitioner (or a

**Primary Years Programme**  
 IB Primary Years Programme defines success  
 To kick off the IB's review of the Primary Years Programme (PYP), a team of researchers from... [more](#)

**Middle Years Programme**  
 Preparation of MYP Next Chapter assessment materials is under way  
 Teaching of the Middle Years Programme Next Chapter begins in September 2014 and the first assessments... [more](#)

**Diploma Programme**



Web version | Like | Tweet | Forward

**IBinPRACTICE**

TEACHERS AND COORDINATORS | IBEN | EXAMINERS

Vol. 1, Issue 1, 2013

**Welcome to the inaugural issue of IB in Practice!**

As an IB educator, examiner or IBEN, you can expect to receive this newsletter—packed with programme news and other timely information essential to your teaching practice—every other month with the exception of July and December. We welcome your suggestions about how to make this newsletter practical and most useful to you. Send your comments to [communications@ib.org](mailto:communications@ib.org) with *IB in Practice* in the subject line.

Share to: [Twitter](#) | [Facebook](#) | [LinkedIn](#)

**Sample the new IB Journal of Teaching Practice with a free download**

The first issue of the *IB Journal of Teaching Practice*, a new online research journal written by, reviewed by and published for teachers, made its debut in early March. For a free look at its practical research, supported by rigorous analysis and reflection, [download a sample article](#).

The journal, to be published twice a year, contains three kinds of articles:

- Action research reports describe how a practitioner (or a team of practitioners) has used action research to

**Primary Years Programme**  
 Blog shares best PYP practice  
 Join the community of PYP teachers and parents and learn about best practices by subscribing... [more](#)

**Middle Years Programme**  
 Train and learn about what's next in the MYP  
 As the IB advances toward launching the Middle Years Programme Next Chapter in September 2014... [more](#)

**Diploma Programme**  
 Show your students global engagement at an IB World Student Conference  
 Four IB World Student Conferences (WSCs), each with its own distinctive theme, will be held... [more](#)

**Career-related Certificate**  
 IBCC coordinators' notes debuts



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**IBNEWSUPDATE**

ACADEMIC | EVENTS | LEADERSHIP

VOL. 1, ISSUE 1, 2013

**Welcome from Siva Kumari**

I am pleased to welcome you to this first issue of *IB News Update*. In response to your feedback, this is a quarterly e-publication that focuses on news for IB Heads of School. We heard you.

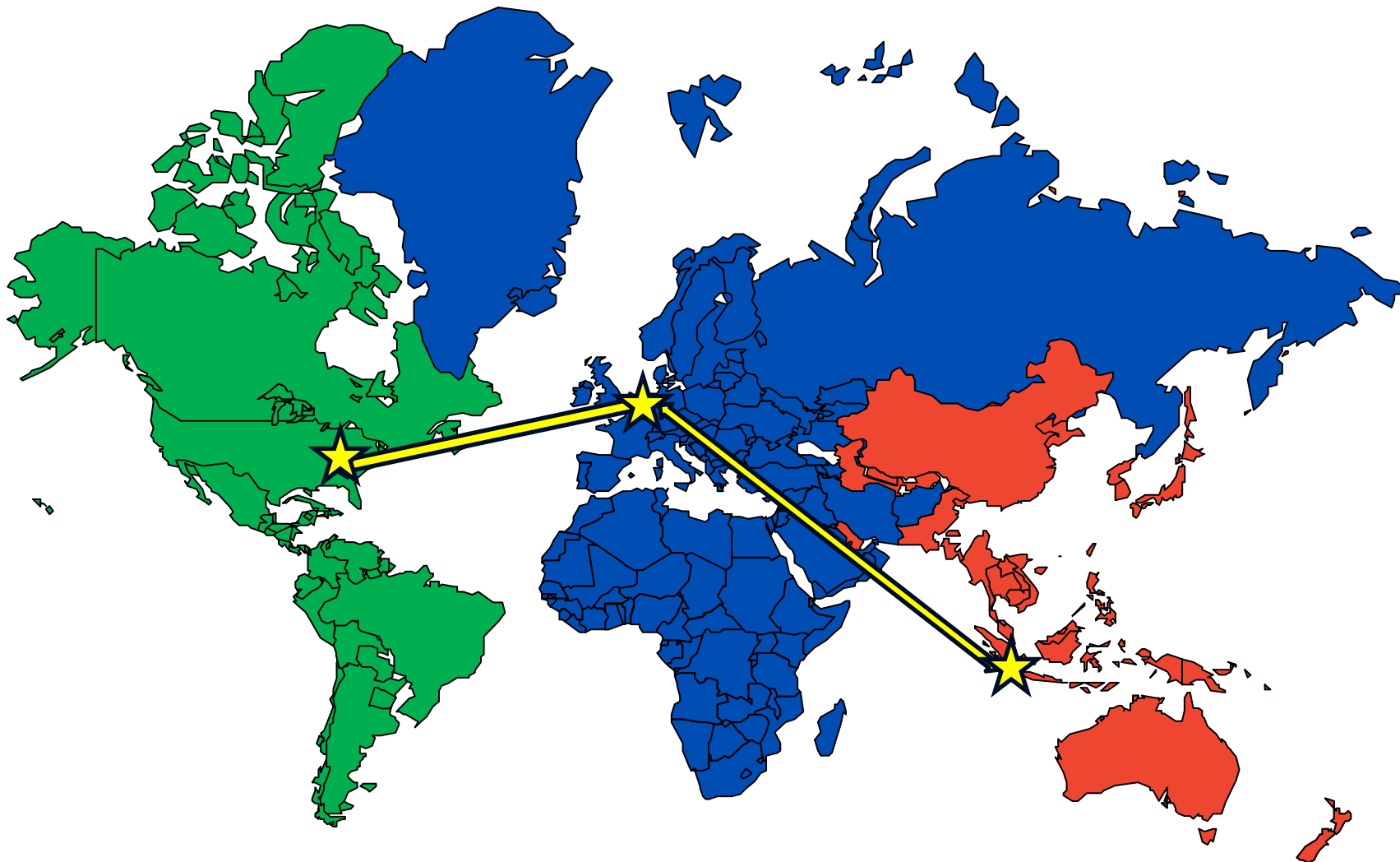
This is the third e-publication that we have launched recently as part of improving and streamlining our communications with all our IB stakeholders.

- IB Global News* is published 10 times per year. It provides an array of news and information about IB programmes, professional development, research and other activities.
- IB in Practice* is tailored to the IB's community of educators, teachers, coordinators and examiners. It focuses on news and information related to IB teaching practice and provides current details on IB

**HEADLINES**

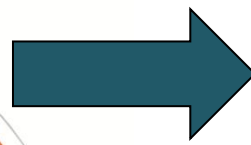
[Welcome from Siva Kumari...](#)  
[School satisfaction survey is underway...](#)  
[IB prepares for differentiated services trials...](#)

# Three global centre's linked





# Year 3 of our 5 year strategy: achievements to date



MYP Next Chapter

World Student Conferences

DP Online

IBCC

Growth in research, recognition

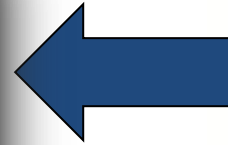
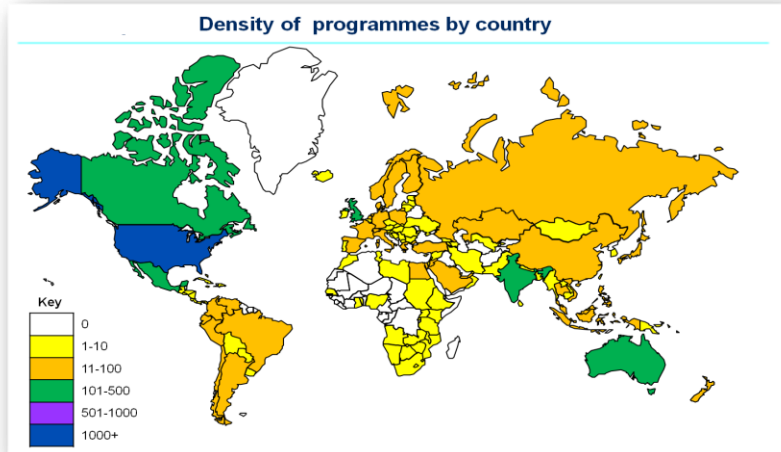
Approaches to Teaching and Learning in DP

Almost 60,000 teachers trained





# Year 3 of our 5 year strategy: achievements to date



IB Answers

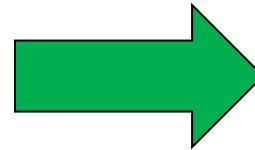
DP e-assessment

Services for schools

P/D options

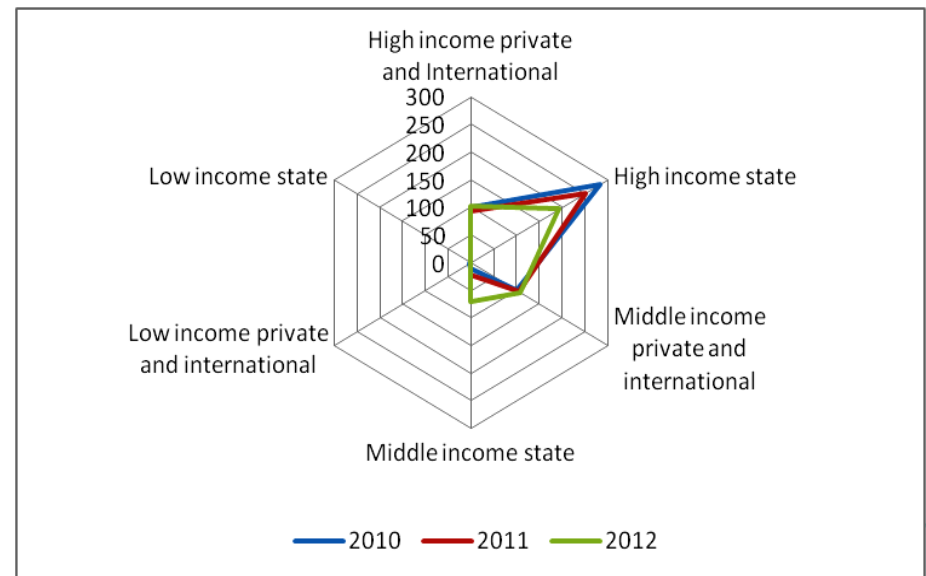
**507 new candidate schools;  
345 new IB World Schools**

# 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;

Investment in IBEN; staff

Re-built infrastructure

Global Centres

Technology





# Year 3 of our 5 year strategy: achievements to date

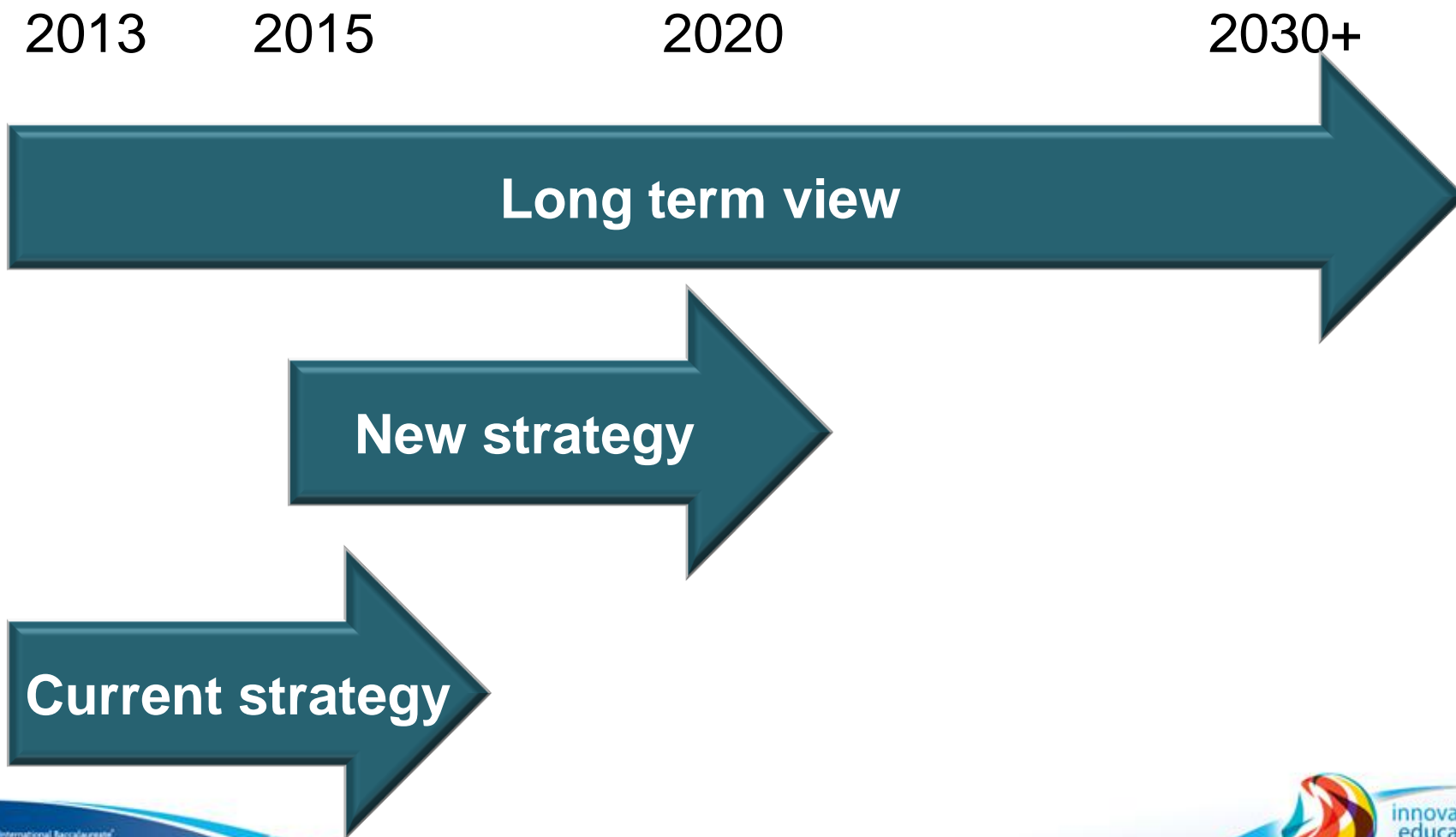


- *Focus shifting: internal to external*
- *Digital technology (e-learning)- a key enabler for everything we do*
- *Accountable, responsive and action focused*
- *Innovation and continuous improvement*
- *Beginning to examine longer-term horizons*





# Strategic planning at IB



# Strategic planning process for 2016

**April 2013:**  
Overview of process;  
Share initial research  
findings

**November 2013**  
Validate research findings

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

**August 2014**  
Retreat – refine IB  
mission, develop  
strategy

**April 2015**  
Sign off  
strategy

**November 2014**  
Sign off IB mission;  
review/refine IB  
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.*

# Q & A

