

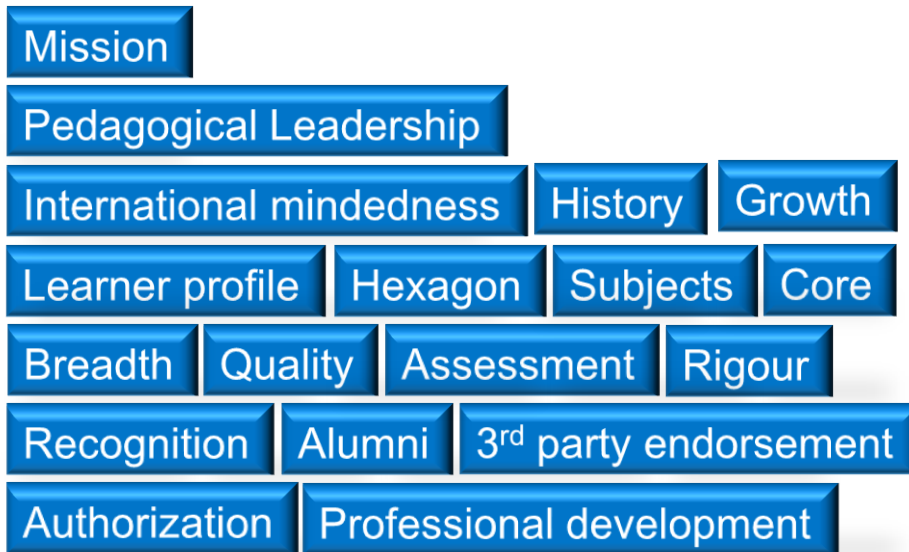


International<sup>®</sup>  
Baccalaureate

**Educating and informing:  
practical tools**

Tim Nettleton  
Communications & Marketing Manager  
Africa, Europe, Middle East

# Building your message – choose the building blocks



# A journey

## RECOMMENDATION

- Emotional involvement
- Parent & student
- Recommends
- Alumni association
- Testimonials
- Active support

Involvement with  
school  
& teachers

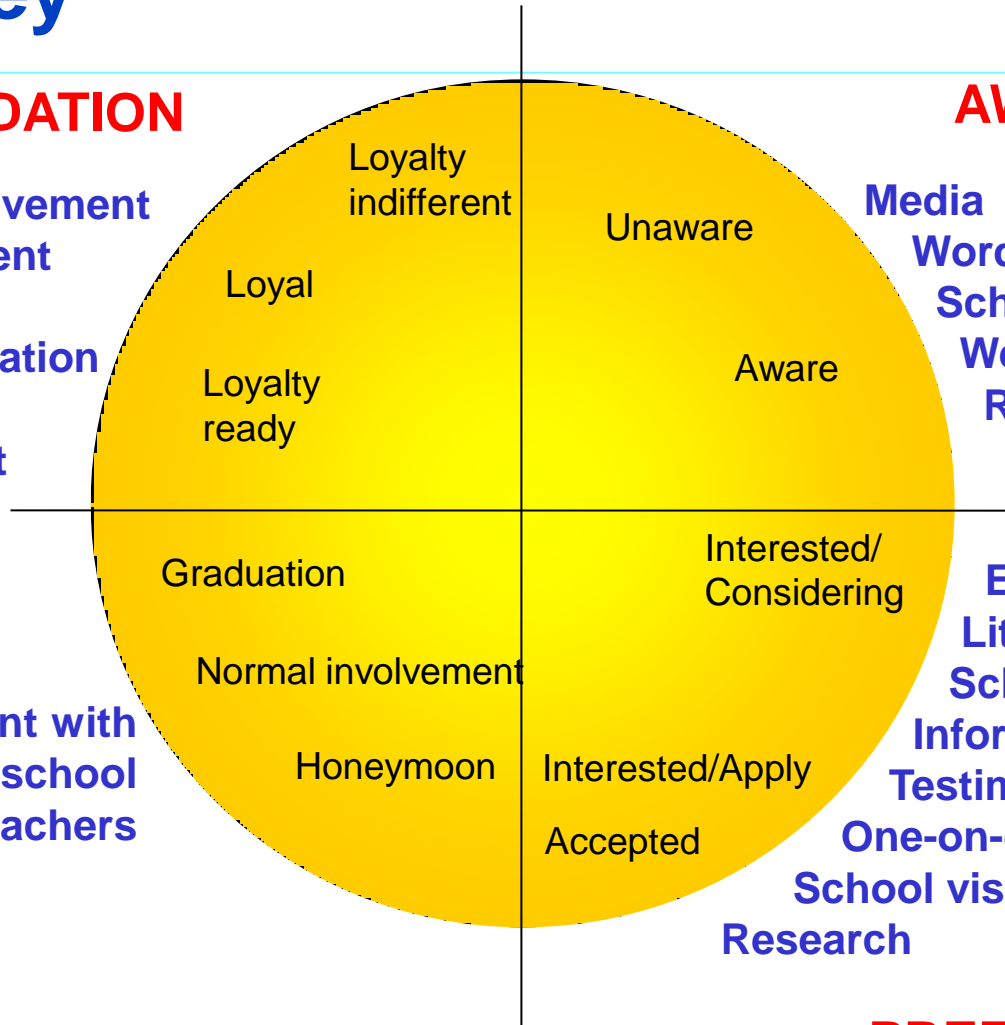
## AWARENESS

- Media
- Word-of-mouth
- School
- Web
- Research

- Events
- Literature
- School website
- Information events
- Testimonials
- One-on-one meetings
- School visits
- Research

## PREFERENCE

## INVOLVEMENT



# Find the links to all materials on regional pages

<http://www.ibo.org/ibaem/associations/communications/>

# or Communications pages

<http://www.ibo.org/communications/>

**In this section**  
**Africa, Europe, Middle East**

- Facts about the region
- How to become an IB World School : School Services
- Professional Development
- Educator Network (IBEN)
- Our region in the news
- Associations of IB World Schools
- Communication resources
- Recognition by Universities & Governments
- Regional Council
- Regional Conference 2011

**Find an IB World School**

Programme(s)

Country

State/province

**The IB in**



## Communications resources for IB World Schools

The International Baccalaureate provides many resources to schools to help them communicate the benefits of an IB education. This page has been developed to enable schools in the Africa, Europe, Middle East region to quickly and simply find the communications tools they require.

Please use these materials carefully and respect the identity guidelines. Further help can be obtained from the regional office by sending an **email** to the Regional Communications & Marketing Manager.

## Brochures

Printed brochures are available for purchase from the IB Store > <http://store.ibo.org/>



Posters - printed from IB Store <http://store.ibo.org/>



Diploma Programme brochure > [Download](#) [pdf 329kb]



Middle Years Programme brochure > [Download](#) [pdf 329kb]



Primary Years Programme brochure > [Download](#) [pdf 353kb]




IBCCBrochure > [Download](#) [pdf 50kb]



Learner Profile brochure > [Download](#) [pdf 50kb]

## Learner Profile

# Your free source for videos



Featured video

**Education for a Better World: the IB Diploma Programme**

In their own words, the IB Diploma Programme explained by IB students and teachers

Watch Now

Select a Category

\*\*\*\*\* (Click to rate) 6

\*\*\*\*\* (Click to rate) 6

\*\*\*\*\* (Click to rate) 6

Most popular tags

Canada children Coordina Programme e-learning Esp Heads and principals IB Learner profile Middle Years Peterson lecture Primary Year singapore students technia Testimonials Workshops

Announcements

How to embed IBtv videos web pages

All the videos on IBtv can be your own web pages. To do

Become a star of IBtv

Do you have a video of the community? If so please ge

Welcome to IBtv

IBtv has been set up to shc positive stories from the IB There ...

Highest Rated Videos

Training trainers for village

★ (4.00 out of 5)

**IB Alumnus - Chris Shephard**  
IB Diploma Programme Graduate 1994  
Hilberbrough High School Florida, United ...  
October 7, 2010

**IB Alumnus - David Asker**  
IB Diploma Programme Graduate 2008  
Tingualigymaset IB World School  
Keritad, ...  
October 7, 2010

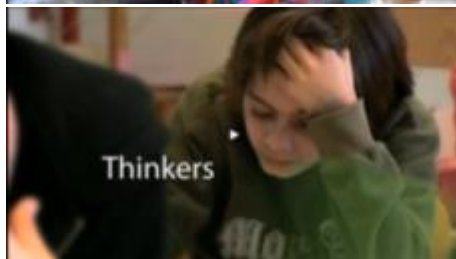
**IB Alumnus - Sharan Rajakumar**  
IB Diploma Programme Graduate 2008  
Estabde High School Florida, United ...  
October 7, 2010

**IB Alumnus - Javier Alejandro**  
IB Diploma Programme Graduate 2008  
Richard Montgomery High School  
Maryland, ...

**IB Alumnus - Yiliu Shen-Burke**  
IB Diploma Programme Graduate 2008  
United World College of ...  
October 7, 2010

**Education for a Better World: the IB Diploma Programme**  
In their own words, the IB Diploma Programme ...  
June 9, 2010

## Learner profile video



- New in March 2011
- An ideal introduction or finale to a parents evening, staff meetings or other school event
- Brings the IB mission to life for the entire community
- Available to download from IBTV

**Download the video** <http://blip.tv/file/get/Intbac-IBLearnerProfile2011794.wmv>

**Link your website to video** <http://blogs.ibo.org/ibtv/>

# Programme videos



- Education for a better world: the IB Primary Years Programme

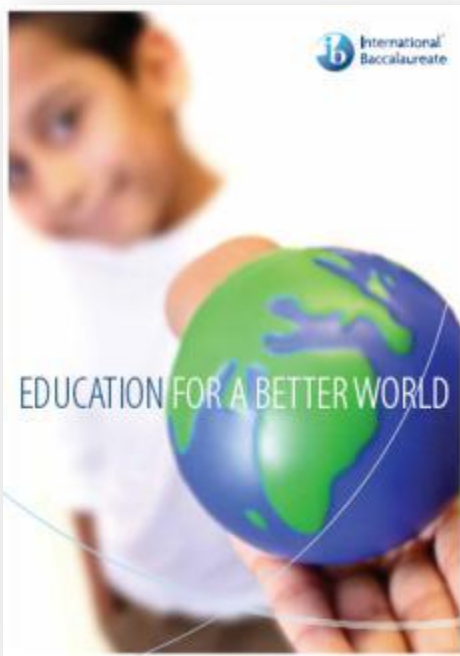


- Education for a better world: the IB Middle Years Programme



- Education for a better world: the IB Diploma Programme

# IB brochure



## 500,000 STUDENTS

IB students are internationally aware citizens, with open minds and open hearts. IB students learn a second language, together with the skills to live and work with others both locally and internationally. But this International perspective is not gained at the expense of their own language or culture. Indeed, we believe that the only way to appreciate another language or culture is to be confident in your own.

Our programmes are not exam-driven, so it is an important outcome that the best results are obtained by allowing students to develop their learning and to engage in the curriculum. IB students are at the centre of our programmes.

Students are taught to think for themselves and to show that learning process. Teachers like their students to think on it.

International is not an education in a sense of the word. It is about creating a community of learners and inspiring professionals within that community. We want the IB culture to spread throughout the school, encouraging the learning, working, and life qualities that IB is all about.

Engaged students and parents are major ambassadors for IB, with many endorsing the IB as the most helpful way possible to ensuring their child is a successful IB student.



- 1 mission
- 3 challenging programmes
- 2,000 IB World Schools in 124 countries
- 50,000 teachers
- 500,000 students aged 3 to 19 years

The International Baccalaureate is



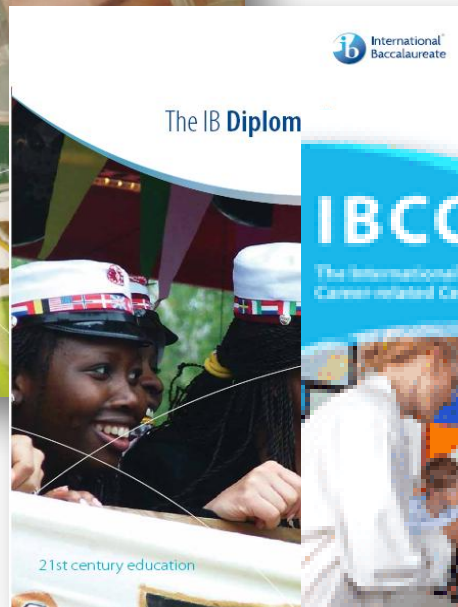
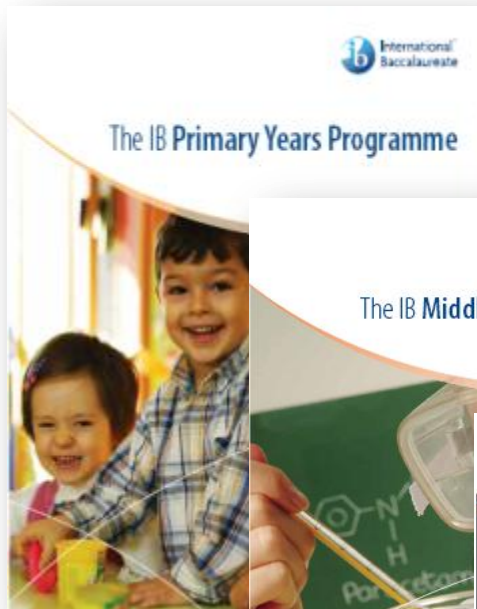
Character of  
The IB is  
regional, not  
national. It  
is a shared  
experience.

ounds  
rice, a  
mistake





# Flyers for all three programmes and IBCC



- Printed copies can be ordered from the IB store (£5.00 per 100)
- or pdf download

# Posters



# PowerPoint presentations

- Provides comprehensive overview of each IB programme
- Take the parts you need
- Available from IB website



## Contents

- IB mission statement
- Learner profile
- What is the IB Diploma Programme?
- Diploma Programme curriculum
- Subjects
- Curriculum contents
- Assessment
- University recognition
- IB philosophy

# IB Learner Profile



- Booklet available for download
- Combine with the IB Learner Profile video
- Use the university recognition sheet on Learner Profile



Download the video <http://blip.tv/file/get/Intbac-IBLearnerProfile2011794.wmv>

Download 2 page pdf  
<http://ibo.org/recognition/resources/aboutdiploma/>

# Website

- Redesigned - easier access
- Source of information
- News up to date
- Events

Home > Where we work > Africa, Europe, Middle East Logout Tim Hebbeler

**In this section**

**Africa, Europe, Middle East**

Facts about the region

How to become an IB World School

Professional Development

Educator Network (ENET)

Our region in the news

Associations of IB World Schools

Recognition by Universities & Governments

Regional Council

Regional Conference 2011

**Find an IB World School**

Programme(s)

All programmes

**Africa, Europe, Middle East**

IB Africa, Europe and Middle East (IBAEM) covers a diverse range of cultures, languages and economic realities. In a continually changing region, the IB delivers its education standards beyond borders. More than 30 countries in the region offer IB programmes today.

Education is crucial to human, social and economic development. IB programmes have been designed to help develop the intellectual, personal, emotional and social skills to live, learn and work in a rapidly globalizing world. The regional office provides a wide range of services to IB World Schools and to prospective schools that are interested in our programmes.

We also aim to enhance and share educational experiences across boundaries of region, culture and ethnicity. Debates and exchange of views bring educational



**The Government recognises the quality and rigour of the International Baccalaureate®**

Nick Gibb MP  
Minister of State for Schools  
Parliament, House of Commons,  
10 Jan 2011

**Outstanding performance of IB students at UK universities**

Study released in May 2011 shows excellent results of IB students at UK universities.

[download summary study](#)

[download full study](#)

[download the press release](#)

**School representatives**

The DP and MYP Committees are looking to nominate school representatives from the region.

**First study comparing International Baccalaureate Diploma Programme with UK A levels demonstrates strength of IB diploma curriculum**

The study, released in May 2011, conducted by the Higher Education Statistics Agency (HESA), shows the excellent results of IB students at UK universities



Class of Degree	International Baccalaureate (IB) level and equivalent	A-levels
First class honours	18.0%	12.2%
Upper second class honours	35.1%	32.6%
Lower second class honours	23.9%	27.8%
Third class honours / Pass	24.9%	27.4%

[download summary study](#)

[download full study](#)

[download the press release](#)

**Recognition of IB programmes by universities and governments**

International Baccalaureate (IB) Diploma Programme graduates are welcome at a wide range of universities within the region.

The IB maintains information about university recognition that is displayed on the Country Information pages of this website and in a searchable University

**New information for recognition of IB programmes by university admission**

The IB has developed a new series of brochures and leaflets to enable universities to develop their IB admissions policy. [more >](#)



**The Middle Years Programme**

"The Middle Years Programme: Preparing students for university in the 21st century" explains what the IB Middle Years Programme is in terms of curriculum, assessment, and research. [Download PDF \(MB\)](#)



# Resources on web –

## In this section

### Communications

#### ► Visual identity for IB World Schools

- Downloads
- Using the IB identity
- FAQs
- School photos

Visual identity for IB staff

Powerpoint presentations

Promotional publications

### Find an IB World School

#### Programme(s)

All programmes ▼

Country

## IB visual identity for IB World Schools

The redeveloped IB identity was officially launched in April 2007. These pages exist to support IB World Schools in implementing the new identity.

The following information is available:

- **Downloads**
  - [IB World School logo](#) - in a variety of formats.
  - [Programme models](#) - JPEGs of the programme models.
  - [Computer and video](#) - screensavers, and video of the IB Learner Profile
  - [Link to your IB page](#) - create a link from your school website to your page on [www.ibo.org](http://www.ibo.org)

- **Using the IB identity**




About our brand and identity guidelines to help you to use it on your own products.

- **FAQs**

Which logo should you use? Who can use them?

- **School photos**

Join our Flickr group and add your photos.

Programme model downloads		
	English	<a href="#">IBP (English) - Full colour JPEG</a> <a href="#">IBP (English) - Full colour EPS</a> <a href="#">IBP (English) - Black and white JPEG</a> <a href="#">IBP (English) - Black and white EPS</a>
	English	<a href="#">MYP (English) - Full colour JPEG</a> <a href="#">MYP (English) - Full colour EPS</a> <a href="#">MYP (English) - Black and white JPEG</a> <a href="#">MYP (English) - Black and white EPS</a>
	English	<a href="#">DP (English) - Full colour JPEG</a> <a href="#">DP (English) - Full colour EPS</a> <a href="#">DP (English) - Black and white JPEG</a> <a href="#">DP (English) - Black and white EPS</a>

# A magazine for the entire community



- Published three times per year
- Sharing of best practice in the teaching community
- A celebration of IB students and their work
- Opportunity to make students and parents feel part of a larger community

# Explaining university recognition

- Toolkit for communicating with universities and governments
  - Modular PowerPoint presentation
  - Brochures
  - One-page fact sheets
  - Videos
  - Website up-grade







# Recognition materials

- Understanding the IB Diploma Programme scores
- Learner Profile
- Core requirements



**International Baccalaureate**  
Baccalaureate International  
Bachillerato Internacional

"Our experience is that IB diploma graduates are incredibly well prepared for university success. The program's international flavour, academic rigour and emphasis on inquiry based learning means that IB Diploma students enter university with a global outlook, an excellent work ethic and the critical thinking skills to ensure they achieve."

Margaret Fairman,  
Director, Office of Prospective Students and Scholarships,  
University of Queensland, Australia



## Understanding the IB Diploma Programme scores

An international standard for more than 40 years

For over 40 years, the International Baccalaureate (IB) has been providing high-quality assessment model ensuring pass rates with no grade inflation.

IB assessments are designed to develop higher-order cognitive skills and focus on analytical and critical thinking. In learning, to work collaboratively what they have learned in writing assessments use varied task abilities in these areas and may types in a standard level or high

- oral
- multiple choice
- short answer
- portfolio
- essay
- exhibition
- performance
- independent research

Most subjects have at least three assessment components, internal and external assessments. Internal assessments are administered and marked by teachers; marking is then moderated by all students sitting for their over a three-week period in with



## The IB Learner Profile:

A singular capacity for invigorating campus life

Informed by the International Baccalaureate (IB) mission, lifelong learners, the IB programmes foster a distinct in the IB learner profile—prepare IB students to mal

**Inquirers.** They develop their natural curiosity. They ask research and show independence in learning. They actively throughout their lives.

University faculties regularly note IB students' passion for disc

**Knowledgeable.** They explore concepts, ideas and as they acquire in-depth knowledge and develop understanding IB students are extraordinarily well prepared for the academic

**Thinkers.** They exercise initiative in applying thinking skill complex problems, and make reasoned, ethical decisions IB students contribute to discussions in a meaningful way. They they know the answer, follow up by asking "why?"

**Communicators.** They understand and express ideas than one language and in a variety of modes of communication with others.

IB students regularly deliver stimulating presentations and dis

**Principled.** They act with integrity and honesty, with a at of the individual, groups and communities. They take responsibility for their actions.

IB students are infused with the academic integrity that is a fu

## Core requirements: Extended essay, theory of knowledge and creativity, action, service subject brief



The IB Diploma Programme, for students aged 16 to 19, is an academically challenging and balanced programme of education that prepares students for success at university and life beyond. Students take courses in six different subject groups, maintaining both breadth and depth of study. In addition, three core elements—the extended essay, theory of knowledge and creativity, action, service—are compulsory and central to the philosophy of the programme.

**About the IB:** For over 40 years the IB has built a reputation for high quality, challenging programmes of education that develop internationally minded young people who are well prepared for the challenges of life in the 21st century and able to contribute to creating a better, more peaceful world.

The IB subject brief illustrates the key components of the core requirements in the IB Diploma Programme.

- I. Extended essay
- II. Creativity, action, service

The IB core elements of extended essay, theory of knowledge and creativity, action, service are described below.

### I. Extended essay

The extended essay of some 4,000 words offers the opportunity for IB students to investigate a topic of special interest, usually one of the student's six Diploma Programme subjects, and acquires them with the independent research and writing skills expected at university. It is intended to promote high-level research and writing skills, intellectual discovery and creativity—resulting in approximately 40 hours of work. It provides students with an opportunity to engage in personal research on a topic of choice, under the guidance of a supervisor.

This leads to a major piece of formally presented, structured writing of no more than 4,000 words, in which ideas and findings are communicated in a reasoned and coherent manner, appropriate to the subject. It is recommended that students follow the completion of the written essay with a short, concluding interview—via voice—with the supervisor, in courses where normally

theory of knowledge. A maximum of three points are awarded according to a student's combined performance in both the extended essay and theory of knowledge.

### II. Theory of knowledge

The interdisciplinary theory of knowledge course is designed to develop a coherent approach to learning that transcends and unifies the academic areas and encourages appreciation of other cultural perspectives. The theory of knowledge course is in part intended to encourage students to reflect on the huge cultural shifts worldwide around the digital revolution and the information economy. The extent and impact of the changes vary greatly in different parts of the world, but everywhere their implications for knowledge are profound. Theory of knowledge encourages critical thinking about knowledge itself and aims to help young people make sense of what they encounter. Its core content focuses on questions such as the following.

- What counts as knowledge?
- How does it grow?

# Recognition materials

- Research
- Testimonials



## IB Diploma Programme: A strong predictor of success in university

Recent research on the performance of students in the IB Diploma Programme

*By 2014, more than 1 million International Baccalaureate (IB) students will have participated in the IB Diploma Programme, and more than 120,000 Diploma Programme students will be entering university each year. IB students represent a broad range of nationalities from nearly 140 countries and reflect diverse experiences and perspectives, which they apply to their learning in the Diploma Programme. These experiences, in combination with the emphasis on international-mindedness and academic rigour of the Diploma Programme, provide students with a unique set of skills, attitudes and perspectives for success in university and life in the 21st century.*

www.ibo.org

rates than a matched comparison group of students of similar backgrounds and achievement levels. They also had higher GPAs, both at the end of their first year and upon graduation. Furthermore, scores on the IB diploma were strong predictors of performance in university, and a 1-point increase in the IB exam score was associated with a corresponding increase in GPA of up to .38 points or approximately 10%.



### Students are 'well prepared'

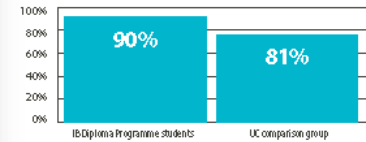
Staff from the UK, the IB Diploma Programme was rated 'higher curriculum'; development of critical thinking, time-management skills.

IB prepares students for university. IB offers an advantage to students as preparation for higher education.

Assessments staff from Australia and New Zealand showed that 77% of IB students are well prepared for university.

### Students perform well and complete their degrees

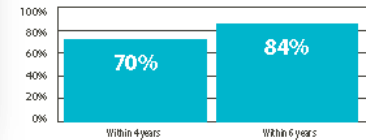
Percentage of students graduating with a bachelor's degree in the University of California system within six years



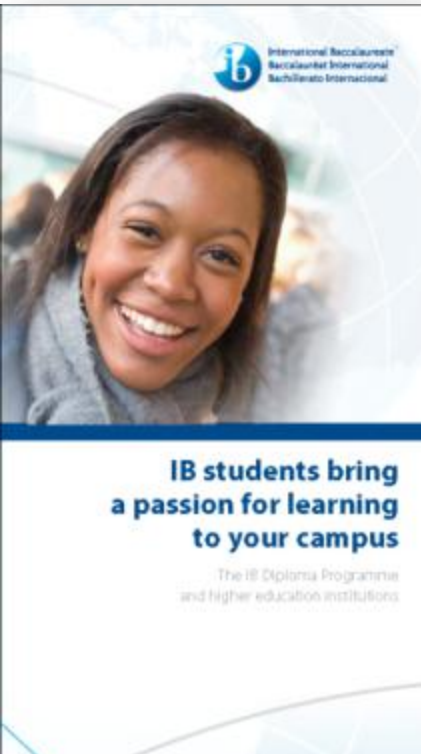
Source: University of California Office of the President (UCOP) data, 2000-2002, IB analysis.

Analysis of IB students in Florida yielded similar results. The performance of IB Diploma Programme students on their IB assessments showed a positive correlation with their performance in university. Among 1,911 IB students entering into the State University System of Florida in 2000 and 2001, 70% earned a bachelor's degree within four years and 84% earned a bachelor's degree within six years. The grade point average of this group was 3.4 (out of a possible 4.0).

Percentage of IB students graduating with a bachelor's degree from the State University System of Florida

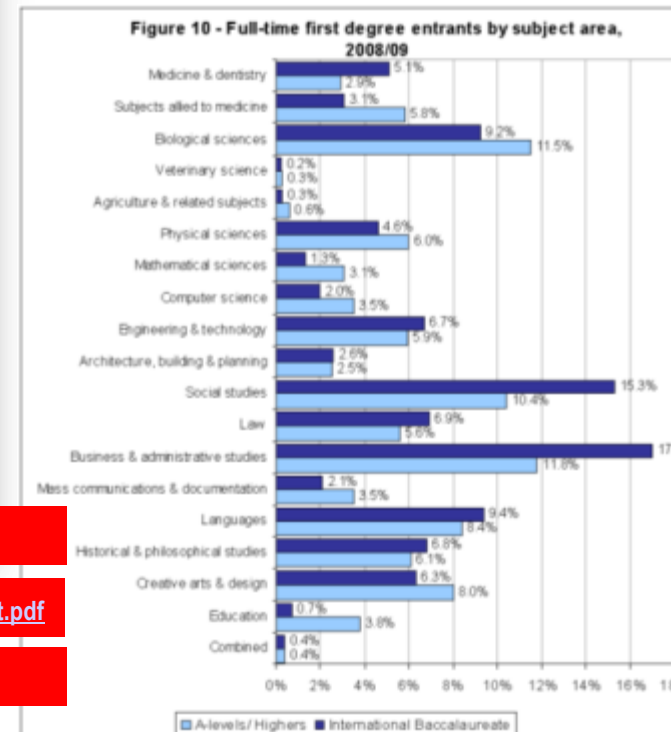
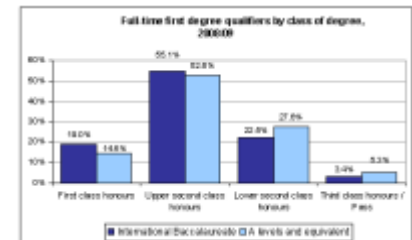


Source: Integrated Postsecondary Education Data System (IPEDS) of National Center for Education Statistics, National Student Clearinghouse, IB analysis, based on data obtained for students taking exams in May 2000 and May 2001.



# Deliver the facts - HESA

Short version and long version available  
Extract the charts you need



Download summary: [http://ibo.org/research/programmevalidation/documents/HESAResearchSummary\\_Final.pdf](http://ibo.org/research/programmevalidation/documents/HESAResearchSummary_Final.pdf)

Download full report: [http://ibo.org/research/programmevalidation/documents/HESAUKPostsec\\_Final\\_Report.pdf](http://ibo.org/research/programmevalidation/documents/HESAUKPostsec_Final_Report.pdf)

See all reports: <http://ibo.org/research/programmevalidation/index.cfm>

2011

- Who's backing the International Bac? (BBC 3 June 2011)
- International Baccalaureate - bridging the gap? (Re:locate May 2011)
- Sixth sense for nurturing talent (Cambridge Education & training April 19 2011)
- Should A-levels be replaced by the IB? (The Independent 4 March 2011)
- IB - Riding high (Re:locate, spring 2011)
- Parents to found new free school for Poole and Bournemouth (Daily Echo 28 Feb 2011)
- Royal Society calls for European Baccalaureates (Mail Online 15 Feb 2011)
- Sutton Coldfield school goes global with new IB Diploma (Birmingham Post 8 Feb 2011)
- Ignored just because we're not 'outstanding' (TES 4 Feb 2011)
- Could this be the end of GCSEs and A-levels? (The Independent 3 Feb 2011)
- IB: Out with the old and in with the new exams (The Independent 3 Feb 2011)

2010

- Three reasons why school lessons are so dull (Evening Standard 25 nov 2010)
- Watson's Edinburgh to offer global qualification (The Scotsman 19 nov 2010)
- IB or not IB? That is the question (Telegraph 12 November 2010)
- There is another way (Independent, Ireland 6 October 2010)
- 'The sky's the limit': IB allows British teenagers to broaden their horizons (The Independent 23 September 2010)
- College goes international (Northwich Guardian 21 Sept 2010)
- Bac to the future for schools (The Guardian 8 Sept 2010)
- IB gaining ground in state schools (The Guardian 7 Sept 2010)
- International course opens doors (The Scotsman 3 Sept 2010)
- Have A Levels had their day? (The Independent 2 Sept 2010)
- Academy to move to International Baccalaureate (The Guardian 20 August 2010)
- "Leading grammar says IB is the future (The Independent 20 August 2010)
- Head of leading girls school opts for IB (Telegraph 19 August 2010)
- More schools shunning 'easy' A Levels (Telegraph 17 August 2010)
- A Levels fail to open hearts and minds of our young adults (Telegraph 16 August 2010)
- Universities struggling to compare prospective students (The Independent 13 August 2010)
- International Schools (Financial Times Germany 30 July 2010)
- UK ready to learn from IB Americas? (20 July 2010)
- Greenwich: French teachers plan to open 3 programme IB school (19 July 2010)
- Dane Court Grammar School "Pupils' new exam success" (23 July 2010)
- Our education system is collapsing into a form of mass indoctrination (The Independent 17 July 2010)
- BBC Radio "IB or A levels, which is better for students?" (15 July 2010)
- More schools abandon tarnished 'A' levels (The Times 12 July 2010)
- IB success at Royal High School, Bath (8 July 2010)
- Regional Council member Nieves Segovia has been appointed President of Institución Educativa SEK (Spanish article 24 June 2010)
- UK Schools Minister Nick Gibb wants students to be able to choose qualification that is right for them (BBC 24 June 2010)
- State secondary school becomes the first state school in Derbyshire to be authorized to offer the IB Diploma Programme (6 May 2010)
- Spain - Secretaría General de Universidades has extended the deadline for the application process (March 2010)

# 3rd party endorsement

- Press articles - updated on website
- Available to link to on school website
- Download for parents



# Newspaper articles – what are people saying?

## The Telegraph

IB or not IB? That is the question

## guardian

International baccalaureate gaining ground in state schools

## London Evening Standard

Three reasons why school lessons are so dull

## THE INDEPENDENT

'The sky's the limit': International Baccalaureate allows British teenagers to broaden their horizons

## THE INDEPENDENT

“Students who have taken the IB [Diploma Programme] are generally better prepared for a degree than those who have taken A-levels. IB students tend to have better independent study skills, greater ability to take sensible notes, and are more able to deal with open-ended questions”

The Independent  
February 2011

# The perfect ambassador

Friday, 3 June 2011  
BBC Parents Blog

- Refers to 3 other ambassadors
- Everyone can participate in on-line discussions – do so, please!

## Who's backing the International Bac?

Fiona Heiner | 11:28 AM, Friday, 3 June 2011

You often hear the term Baccalaureate or Bac - there are the relative newcomers in the form of the English Bac and the Welsh Bac and of course - the International Baccalaureate (IB) diploma. On the other hand, has been around for a while and was first offered in the UK back in 1971. I took it myself in the early 1980s and it seems there have only been a few small changes since then.

But what does the IB have to offer? It provides a broad approach to education, with all students taking six subjects, three at higher level and three at standard level, including the following compulsory subjects: maths, English, a science, social science and foreign language. These can be taken at higher or standard level depending on a student's abilities and the direction they take for further education.



There are now 149 state schools offering the diploma in the UK with a steady growth in the number of sixth form colleges running it, including those in less privileged areas. 57% of institutions offering the IB in the UK are state schools. With the A-level pass rate continually on the rise and the recent introduction of the A\*, the International Baccalaureate is increasingly viewed as a safer alternative.

Four years ago Barton Court Grammar School in Kent, took the big step of replacing A-levels with the International Baccalaureate. It has been a huge success attracting a number of international students and despite being well received overall.

My daughter has followed in my footsteps and opted for the IB. Being able to take two languages for IB was a big plus. She had been considering doing A-levels but felt restricted by having to choose four subjects and did not want to stop Spanish. She also commented that it would be frustrating having to drop one of the four at the end of year 12. So the IB was the answer and she is taking French at higher level and Spanish at standard level.

There are three other elements to the IB. Firstly, creativity, action and service (CAS) programme is another element of the IB is 120 hours of voluntary work within the community (an enlightened addition since my time). The CAS programme picks up on one aspect of the Duke of Edinburgh award scheme, namely active citizenship. It requires young people to help in the community, for example serving in a soup kitchen, becoming a leader in a local Brownie pack or doing some form of voluntary work for a specified number of hours.

The second element is the theory of knowledge (TOK) course which is similar to the A-level in critical thinking but is not studied in such depth. The student needs to do a presentation for this. Thirdly, there is an extended essay of 4,000 words on a topic of the student's choice.

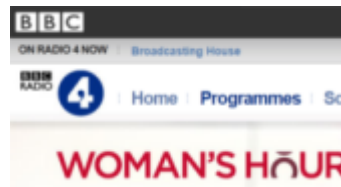
The IB is ideal for a student who is a good all-rounder and who might not be sure of which area they want to focus on so prefers to keep their options open. Even though it is more work than A-levels juggling six subjects, it is very rewarding for someone who is reasonably academic. This postcard from Woman's Hour testifies to the fact that the IB engenders independent study, giving young people a good grounding for university.

The diploma is recognised worldwide and most good universities require between 32 and 42 points, to secure a place (each subject being marked out of 7 and up to 3 points for TOK and the essay so a maximum of 43 points is awarded). The exams are all taken at the end of the second year so you do not have the pressure of regular exams for two years. Also the average score is higher than for A-levels in recent years unlike the A-level, so when it comes to applying to university you know what to aim for.

With A-levels still being in a state of flux given the recent introduction of the A\* grade, it looks like the IB will continue to gain in popularity in the UK when it comes to end of school exams. Although my daughter may prefer to leave an open verdict, with her 4,000 word essay still to be written by the start of the next term!



## Exam gamble: State school replaces A-levels with the International Baccalaureate



## The Telegraph



## 3rd party endorsement

**“Diploma Programme students are well-rounded, multifaceted, multiskilled and have studied in depth. They have good time-management skills. They score higher than students in other national systems, and the IB score is worldwide the same measure.”**

Hrilina Lock, undergraduate admissions manager  
London School of Economics, UK

**“We regard the IB as one of the best qualifications. Progression from IB Diploma students is very good indeed.”**

Richard Broom, City University

**“IB is well known to us as excellent preparation. Success in an IB programme correlates well with success at Harvard. We are pleased to see the credential of the IB Diploma Programme on the transcript.”**

Marlyn McGrath Lewis, assistant dean of admissions,  
Harvard University, USA

**“We regard the International Baccalaureate as an extremely well-respected entry qualification, which we are more than happy to accept for entry to all our programmes”**

Gaynor Glover, Head of Admissions  
Liverpool University

**“We hold the IB qualification in the highest regard”**

Liz Lister, Director of Student  
recruitment and Admissions,  
University of Edinburgh



## Quotes from official publications & media

**“At Exeter, well over 90% come in with A-levels. The interesting finding that we have is that those who are coming in with the International Baccalaureate do better in firsts and 2.1s than the average, by about 6%, and no IB student has yet dropped out of university. We think that that is worth noting”.**

*Professor Steve Smith*

*Vice-Chancellor, Exeter University*

*Commons Select Committee, 28 January 2008*

**Dr Geoff Parks, the director of admissions at Cambridge, commented last year that when it came to tutors making decisions on borderline applicants, students taking the IB stood a better chance than their A-level counterparts "Because the IB differentiates better than A-level; if we are hesitating about making an offer at all, we would be more likely to make an offer to an IB student than an A-level student" , he explained.**

*Anthea Rowan*

*Telegraph Weekly World Edition Oct 2010*

# We all need 3<sup>rd</sup> party endorsements

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- Ask
  - Alumni
  - University professors
  - University admissions
  - Parents
- Get signed agreement before using

# Destination survey

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- Will provide insights into the plans of DP graduates
- Profile of DP graduates globally
  - scores on entrance exams or other assessments
  - special distinctions, fields of study, scholarships or awards
  - acceptance rates into university.
- Obtain a profile of universities they are attending in various countries
- IB schools participating in the survey receive an individual and confidential summary report
  - Profile of the DP graduates at their school benchmarked against the country and global totals.

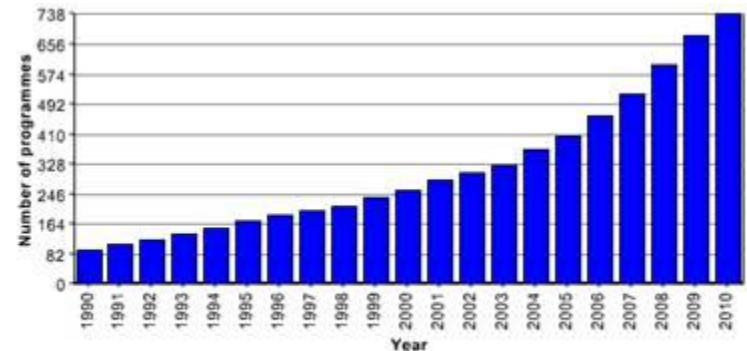
# Information on IB website

- Overview statistics
- Statistical bulletins
- Automatic chart facility , you can make chart you need and then make a screen grab

**Web:** <http://www.ibo.org/facts/schoolstats/progcombinationsbyregion.cfm>

**Web:** <http://www.ibo.org/facts/statbulletin/>

**Web:** <http://www.ibo.org/facts/schoolstats/growth.cfm>



From 83 to 738 programmes over 21 years.  
Compound annual growth rate: 10.97%

# School websites

A good example – includes quotes from universities  
<http://www.priestleycollege.ac.uk/IBquotes.htm>

- Very variable quality of information on school websites
  - What do people want to know?
  - Keep information up-to-date
  - Make sure key facts are easily found
  - Include 3<sup>rd</sup> party endorsement, facts and figures

A good example – includes research  
[http://www.ismoshi.org/dip\\_alevel.htm](http://www.ismoshi.org/dip_alevel.htm)

## The IB - What's being said



**THE INTERNATIONAL BACCALAUREATE**  
 AVAILABLE AT PRIESTLEY COLLEGE  
 FROM SEPTEMBER 2010

## What the Universities think? A selection of quotes from leading universities

"Durham University recognises the International Baccalaureate (IB). Our academic departments have noted the excellent preparation that the Diploma provides for university study, and we value the depth and breadth of study that it offers."  
**Durham University**



"Newcastle University welcomes applications from candidates who have studied the International Baccalaureate. We believe that IB candidates are well-prepared for university study. Not only have they studied a good range of subjects, but they have studied some in depth and have developed independent learning skills which are helpful skills at degree level."  
**Newcastle University**



"Each year the University of Manchester receives many outstanding applications from IB students across the UK and beyond. These go on to be successful students at the University. Our institutional knowledge of the IB has been, and remains, excellent. We recognise the many strengths of this qualification; for example its breadth, commitment to global awareness, and research skills."  
**Manchester University**



"We have always recognised the strength of the IB qualification. As many of our degree programmes are offered as dual honours, there is a particular link between the breadth of education offered by the IB and the opportunities at Keele."  
**Keele University**



"Universities have always held the IB in high regard and



**CURRICULUM MENU**

- ▶ PRIMARY YEARS (Y1-5)
- ▶ MIDDLE YEARS (Y6-11)
- ▶ IB DIPLOMA (IB)
- ▶ IB GRADE REQUIREMENTS
- ▶ SPECIAL INTERESTS
- ▶ IB TIPS
- ▶ IB, IBAT & IBAPL
- ▶ IB HOSTS

**IS THE IB DIPLOMA BETTER THAN A LEVEL?**

We are often asked the question "If you child is going to university in the UK, wouldn't they be better advised to study A-level instead of the IB Diploma?"

We could tell you that we believe that the breadth, rigor and challenge of the IB Diploma makes it more educationally valuable than other programmes. We could tell you that IB Diploma students achieve higher success in university than other students. We could tell you that IB Diploma students are more successful in their careers than other students. But don't take our word for it.

In April 2011, the UK's Higher Education Statistics Authority published a report which showed that:

- IB Diploma students are more than twice as likely to enter the UK top 20 universities than A-level students.
- IB Diploma students are over 50% more likely to obtain a first class degree in the UK than A-level students.
- IB Diploma students are more likely to obtain an upper second class degree in the UK than A-level students.
- The median earnings of IB Diploma graduates is about £2300 higher than that of A-level or equivalent graduates.

www.ismoshi.com / IBHosts / IBAPL

But even if IB students perform better than A-level students, isn't it still easier to get admission to university if you have done A-levels?

At the start of 2011, 100 schools in the UK alone had adopted the IB Diploma instead of A-levels. They believe it is a better qualification and so do university admissions officers.

- 57% of UK universities believed that IB Diploma students had an

# Information on IB website

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## Country information for any country

**Web:** <http://www.ibo.org/country/>

- **Country information for Spain**
- There are 54 IB World Schools in Spain offering one or more of the three IB programmes. 6 schools offer the Primary Years Programme , 8 schools offer the Middle Years Programme and 53 schools offer the Diploma Programme. The first school was authorized in 1977.
- **You can drill down further by country**
  - use the “Advanced Find” button and select
    - Results by state or private
    - By programme

**Web:**

[http://www.ibo.org/school/search/index.cfm?programmes=&country=ES&region=&find\\_schools=Find](http://www.ibo.org/school/search/index.cfm?programmes=&country=ES&region=&find_schools=Find)

# How to use materials

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- Website
  - Very variable quality of information on school websites
  - First source for information
    - Go back to the message 'blocks' and select
    - Programme explanation and models
    - History, mission, etc
  - Recognition
  - Quotes, Alumni
  - Links to 3<sup>rd</sup> party endorsement - press
- Events
  - Opportunity to add depth to knowledge, questions, clarify
  - Make sure people leave with literature
- Advertising
  - Requires people to have an understanding of the IB
  - or requires frequency
- Mailer or mail drop
  - Requires some basic knowledge of IB
  - CALL TO ACTION - invitation to information event
- Press
  - Opportunity to add depth - Interviews, News, Achievements, Alumni

# Feedback

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- Questions?
- What would help you explain IB programmes to your communities?
- What have you found to be most effective way to communicate?

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