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# IB CONFERENCE OF THE AMERICAS 2014

WASHINGTON, DC • 10–13 JULY



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# **Global and regional recognition: Updates & resources**



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# Agenda

- Latest university and government recognition updates and developments regionally and globally
- Newly available resources and collateral aimed at better informing higher education institutions of the value of an IB education
- Initiatives
- Q&A and discussion



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### *Americas*

Paul Campbell

Maya Grodman

Michael Leshner

Bob Poole

Marie Vivas

Paul Sanders

Laura Wellesley

Bisma Sheikh

### *Africa, Europe, Middle East*

Richard Henry

Adzo Ashie

Eleni Kanava

Maripé Menéndez

Åke Sorman

Mary Tadros

### *Global team*

Angela Hopkins

Jeny Clauwaert

### *Asia Pacific*

Stefanie Leong

Pei Wen Cheong

Briony Morath

Faizol Musa

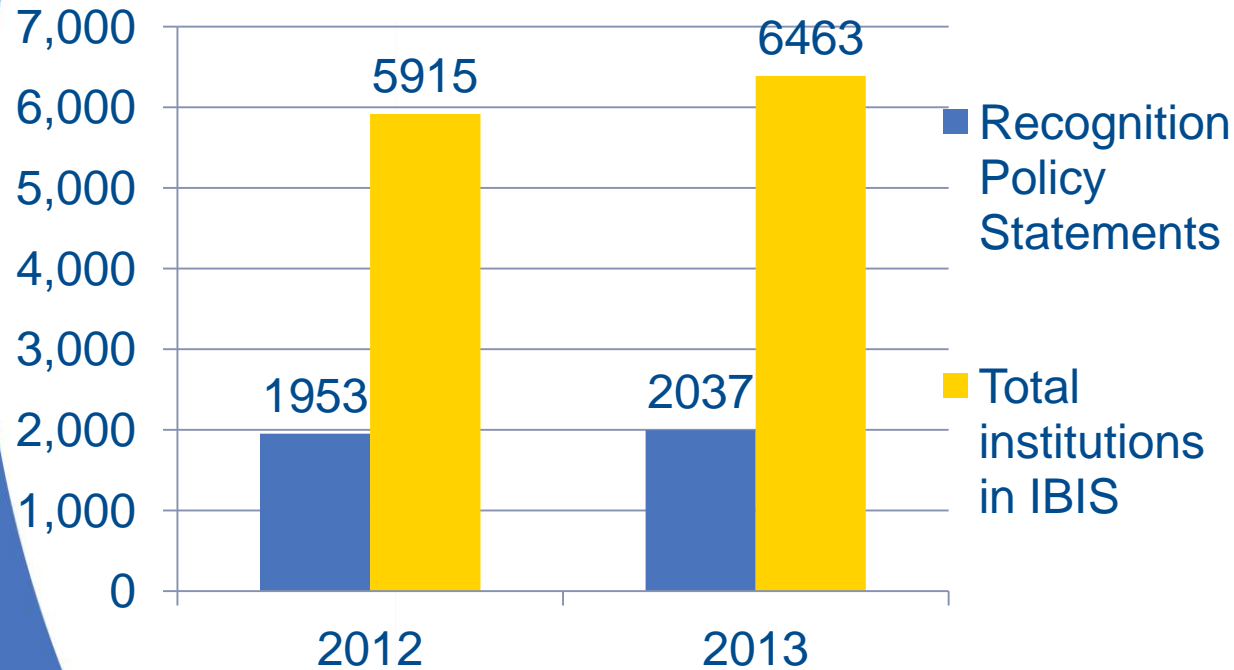
Priyamvada Taneja

Justin Sanders



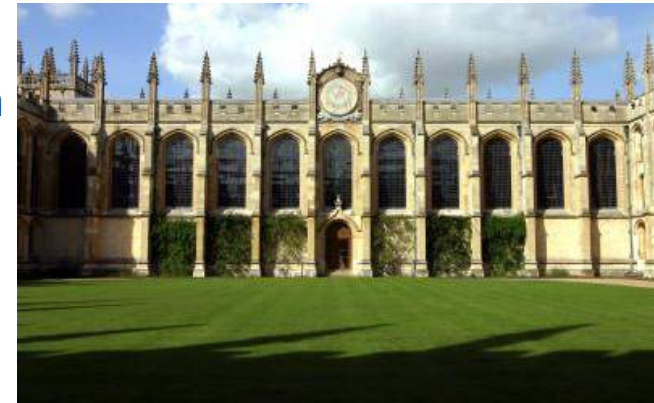
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# More universities are recognizing the IB



*4.3% increase in public recognition policy statements over 2012*

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







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# 2014 IB higher education symposium, University of Hong Kong

7

Topics: research, recognition challenges & opportunities, IB services, trends in higher Education.

2013 Stanford speakers included Sir Howard Newby, Vice Chancellor, the University of Liverpool, Bob Berdahl, past president of the American Association of College and University Presidents, Rick Shaw, Dean of Admissions at Stanford, university officials from Canada, Spain, the US, a college counselor and an IB alumnus.

102 admission officials and college counselors in attendance from 12 countries.

University presidents' symposium – Geneva, 28-29 April 2015.





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# 2014 IB World Student Conferences



## 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)

**IB STUDENT REGISTRY**



**108,365** IB Students      **3,788** IB World Schools      **5,213** University Destinations

- Learn more about:
- IB Student**
  - IB Parent**
  - IB World School**
  - University**



- Showcase your IB Portfolio**  
Showcase your IB course-work, CAS activities and Extended Essay.
- Browse University Profiles**  
Search through our directory of ~1,500 university profiles.
- View IB Credit Policies**  
Filter by intended major, view IB credit policies and scholarships.

**For IB Students!**

MYP + IB?? + DP

**Well, what are you waiting for?**

**Register Now!**  
In 60 seconds or less

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recognition@ibo.org

- About the IB
- Who we are
- Access and advancement
- Facts and figures
- Academic programmes
- Primary Years Programme
- Middle Years Programme
- Diploma Programme
- Information for
- Educators
- Examiners and moderators
- Graduates and alumni
- IB World Schools
- Become an IB World School
- Fees and services
- Guidance and regulation



## IB Recognition Policy

Policy Text:

Effective for Undergraduates Matriculating 2014-15A maximum of 45 quarter units of transfer and test credit may be applied toward the undergraduate degree. Only higher level IB exams with scores of 5 or higher, in the subjects listed below, are eligible for credit. Subjects not listed on this chart are not eligible for IB credit.

Insert Best Practice

### Admission

Recognized and accepted as an entry qualification.

Diploma

Courses

Recognized and considered in admissions decision.

TOK

Extended Essay

Community, Action, Service

### Credit & Placement

Course credit or advanced placement offered.

Diploma

Courses

IBCC

SL Courses

TOK

Other incentive offered.

Diploma

Courses

IBCC

SL Courses

TOK

### Scores

Minimum score required.

Diploma

HL Courses

SL Courses

Other pre-requisite required.

Diploma

HL Courses

SL Courses

### Language

Language requirements?

Yes

No

SL Courses

Courses recognized as satisfying language requirements.

Language A

Language B

None - Additional examination required

### Scholarships & Incentives

Scholarships available.

Diploma

Courses

IBCC

Other incentive offered.

Diploma

Courses

IBCC



Update Profile Info



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# UK update

King's College, London and Leeds University have realigned their admissions requirements

- Typical offers now at 35 points (rather than 38/39)
- King's reported a 70% increase in applications from IBDP students

MYP and IBCC recognition initiatives.

## Language proficiency

- Universities continue to ask non-native speakers to take English proficiency tests.
- The IB is conducting a formal alignment study between its language courses and proficiency benchmarks such as Common European Framework.
- [http://www.ibo.org/recognition/faq/documents/Englishequivalency\\_letter\\_3-14.pdf](http://www.ibo.org/recognition/faq/documents/Englishequivalency_letter_3-14.pdf)



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# Information and resources

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

- Guides
- DP Subject briefs
- Curriculum updates
- IBCC & MYP
- Relationship Studies
- Policy development support

## International Baccalaureate Diploma Programme Subject Brief

Diploma programme core:  
Theory of Knowledge

First assessment 2015 – Last assessment 2021



The IB Diploma Programme (DP) is a rigorous, academically challenging and balanced programme of education designed to prepare students aged 16 to 19 for success at university and life beyond. The DP aims to encourage students to be knowledgeable, inquiring, caring and compassionate, and to develop intercultural understanding, open-mindedness and the attitudes necessary to respect and evaluate a range of viewpoints.

To ensure both breadth and depth of knowledge and understanding, students must choose at least one subject from five groups: 1) their best language, 2) additional language(s), 3) social sciences, 4) experimental sciences, and 5) mathematics. Students may choose either an arts subject from group 6, or a second subject from groups 1 to 5. At least three and not more than four subjects are taken at higher level (240 recommended teaching hours), while the remaining are taken at standard level (150 recommended teaching hours). 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.

These IB DP subject briefs illustrate four key course components:  
I. Course description and aims  
II. Curriculum model overview



III. Assessment model  
IV. Sample questions

### I. Course description and aims

Theory of knowledge (TOK) is a course about critical thinking and inquiring into the process of knowing, rather than about learning a specific body of knowledge. It plays a special role in the DP by providing an opportunity for students to reflect on the nature of knowledge, to make connections between areas of knowledge and to become aware of their own perspectives and those of the various groups whose knowledge they share. It is a core element undertaken by all DP students, and schools are required to devote at least 100 hours of class time to the course. The overall aim of TOK is to encourage students to formulate answers to the question "how do you know?" in a variety of contexts, and to see the value of that question. This allows students to develop an enduring fascination with the richness of knowledge.

The aims of the TOK course are to:

- make connections between a critical approach to the construction of knowledge, the academic disciplines and the wider world
- develop an awareness of how individuals and communities construct knowledge and how this is critically examined
- develop an interest in the diversity and richness of cultural perspectives and an awareness of personal and ideological assumptions
- critically reflect on their own beliefs and assumptions, leading to more thoughtful, responsible and purposeful lives
- understand that knowledge brings responsibility which leads to commitment and action.

### II. Curriculum model overview

#### Component

##### Knowing about knowing

TOK examines how we know what we claim to know, by encouraging students to analyse knowledge claims and explore knowledge questions. A knowledge claim is the assertion that "I/we know X" or "I/we know how to Y", or a statement about knowledge; a knowledge question is an open question about knowledge. The distinction between shared knowledge and personal knowledge is intended to help teachers construct their TOK course and to help students explore the nature of knowledge.

##### Ways of knowing

While there are arguably many ways of knowing (WOKs), TOK identifies eight specific WOKs: language, sense perception, emotion, reason, imagination, faith, intuition, and memory. Students must explore a range of ways of knowing and it is suggested to study four of these in depth.

##### Areas of knowledge

Areas of knowledge are specific branches of knowledge, each of which can be seen to have a distinct nature and different methods of gaining knowledge. TOK distinguishes between eight areas of knowledge: mathematics, the natural sciences, the human sciences, the arts, history, ethics, religious knowledge systems, and indigenous knowledge systems. Students must explore a range of areas of knowledge, and it is suggested to study six of these eight.

In this section

## Recognition

University recognition

Government recognition

About IB Programmes

Tools for policy makers

Events

► Resource library

Recognition team

Frequently asked questions (FAQs)

## Find an IB World School

Programme(s)

All programmes ▼

Country / Territory

All Countries / Territories ▼

State / Province

All States / Provinces ▼

Find

The IB in

Please select ▼

Find

## IB recognition resources and document library

The Recognition team strives to provide easily accessible, accurate and updated information on IB recognition for all stakeholders. Browse our collection of the most frequently requested resources in the following categorie

Guides to IB programmes

Research

Model IB recognition polices for universites

Diploma Programme subject briefs

DP student testimonials

IB recognition video library

The 2011 DP graduate destination survey

IB regional offices:

[IB Africa, Europe, Middle East](#)

[IB Americas](#)

[IB Asia Pacific](#)

For additional assistance:

Contact [recogniton@ibo.org](mailto:recogniton@ibo.org) or visit our [FAQs](#)





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# University Relations - IBA



Marie Vivas



Bob Poole



Michael Leshner



Maya Grodman



Rachelle Bernadel



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# Current IBA Initiatives

## IB College Fairs

- 4 in 2012, 5 in 2013, 6 in 2014 so far
- Ontario, Washington D.C., San Francisco, Houston, Chicago, Northern Virginia, Texas, Ohio, N. & S. Carolina, Lima, Bogota

## Road Show

- In person visits to leading universities to promote better IB recognition
- 15 in 2012, 42 in 2013, 11 in 2014 so far

## Video Training Sessions

- Admissions Staff Presentations
- 7 in 2013, 12 in 2014 so far

## IBCC Campaign

- University Cover Letter
- First run university mailing – November 2013



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# Current IBA Initiatives

- **México**
- **Colombia**
- **Ecuador**
- **Costa Rica**
- **Perú**
- **Argentina**



# University Visits to Date

- **Number of university visits from October 2012 – Present: 75**
- **Regionally**
  - **DC:** American University, Georgetown University, University of Maryland- College Park
  - **New York:** New York University, Columbia University, Fordham University
  - **California:** University of California Los Angeles, University of Southern California, Office of the President of the UC System
  - **Ontario:** Multi University Presentation to Ontario Universities
  - **Nova Scotia:** Multi University Presentation
  - **Illinois:** City Colleges of Chicago, University of Illinois at Chicago
  - **Florida:** FSU, UF, UCF, USF, University of Miami
  - **San Jose, Costa Rica:** UCR, ULACIT, ULATINA





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# Professional Conference Presentations in 2013 -14

- NACAC
  - SACAC
  - OACAC
  - AACRAO
  - Ivy Plus
  - FLIBS
  - IBA ARC
  - ACC IB
  - IACAC
  - WACAC
  - IB Heads Conference (AR)
- 
- Total number of sessions presented: 20
  - Total number of session attendees: 800



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# Counselors: The Next Frontier

- **College Counseling Sessions at IB Conference of the Americas**
- **Counselor Breakfasts in the DC area, New York, Chicago, Florida, Denver, Nova Scotia, Costa Rica**
- **Good News Letter (2,600+ recipients)**
  - 2012: December
  - 2013: March, April, May, October, December
  - 2014: February, April, June
- **Counselor Communications**
  - Facebook Group (340+ members)
  - University Relations Blog (2,500+ page hits)



# Good News Letter

Web version

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Baccalauréat International  
Bachillerato Internacional

## IBA Good News Letter



### IB Higher Education Symposium

16-17 October 2014  
The University of Hong Kong  
Hong Kong

What IB students bring to  
higher education

Last year, the IB hosted the inaugural higher education symposium on the campus of Stanford University. Based on the success of that event and the interest we've received since from stakeholders, we are pleased to announce that the 2014 Higher Education Symposium will be held at the University of Hong Kong on October 16-17! For more information, please [click here](#).

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## June 2014

The Good News Letter is an initiative put together by the IB Americas University Recognition team. Every other month, we feature universities that offer strong recognition policies and scholarships to IB students.

### Notable IB Recognition Policies

- [Knox College](#)
- [Westminster College](#)
- Honorable mention to [ULACIT](#) and their new policy

### Scholarships for IB Students

- [University of Liverpool](#)
- [William Jewell College](#)

- IBA Good News Letter
- June 2014
- University Admissions Blog
- IB Conference of the Americas

### Links to Past Good News Letter Features

April 2014

- Florida Scholarships
- Grand Canyon University
- The Hong Kong University of Science and Technology
- Middle Tennessee State University
- Salve Regina University
- University of Calgary
- University of Nebraska - Omaha
- Wesleyan College - Macon

February 2014

- Drew University
- Kansas State University
- Lawrence University
- Marist College
- University of Reading
- University of Tampa
- Wittenberg University

December 2013

- Austin Community College
- Colorado State University
- IE University
- Mississippi Colleges and

## SL Corner

This section highlights some of the many universities that give IB students credit for Standard Level (SL) courses.

- [MacEwan University](#)
- [University of Arkansas at Little Rock](#)

## More Information

Please feel free to pass on this Good News Letter to others who might be interested!

If you have any questions or comments, and/or would like to receive the Good News Letter directly, please contact:

Maya Grodman  
IBA University Relations Administrator  
[maya.grodman@ibo.org](mailto:maya.grodman@ibo.org)

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## University Admissions Blog

University Admissions



Visit the IB's [University Admissions blog](#), run by the University Relations team at IB Americas. Be sure to check back for weekly updates!

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## IB Conference of the Americas



[Click here](#) for more information about the conference!

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Universities

- Northern Arizona University
- Oregon State University
- University of Alberta

October 2013

- Drury University
- Heidelberg University
- Portland State University
- University of Alabama - Birmingham
- University of Missouri
- University of Rochester
- University of Saskatchewan

May 2013

- Dalhousie University
- Mount Royal University
- Saint Mary's University
- Savannah College of Art and Design
- Syracuse University
- University of New Mexico
- University of Texas at Austin
- Winthrop University



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# Self-Guided Tutorials

- **To provide comprehensive resources about IB recognition to all those who need it, we have been developing video presentations. Videos currently available on the IB website: ([www.ibo.org/iba](http://www.ibo.org/iba)):**
  - IB 101
  - Evaluating an IB File
- **Videos still to be developed:**
  - How to Use an IB Recognitions Policy to Recruit Students
  - Talking to Decision Makers at Universities
- **We will also be making Spanish and French versions of each video tutorial.**





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# Interactive Workshops for Universities

## In-Service Training for New Admissions Staff

- IB 101
- How are IB courses evaluated and assessed
- Talking points for staff about the IB

## Workshop for Recognition Policy Makers

- A review of the current policy
- Best practice examples
- Suggestions for innovative approaches to policy
- IB oriented college Fairs
- Research on the effect of the IB programme
- Other IB material

## Workshops for Administrative Staff

This would include groups such as registrars, financial aid and scholarships, residential life, etc. and would be tailored information to the specific group.

## Workshop for Academic Leadership and/or Faculty

- Curricular concept
- Academic content and rigor
- Subject review cycle
- Research on the effect of the IB programme



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# College and University Relations Committee (CURC)

- **2013 IB Conference of the Americas**
  - 10 Reasons Why – A Poster Presentation
  - The IB in Flagship State Institutions – Beyond the Cognitive Factors
  - Organizing a Great IB College Fair
  - “Under Fire” - Recognition Issues and Concerns
- **2014 IB Conference of the Americas**
  - “Under Fire” - Recognition Issues and Concerns
  - Admissions Case Study
  - How to Apply to Canada, the UK and Europe
  - Predicted Results/Unpredictable Outcomes
  - Marketing your IB Students and Program
  - Supporting Underserved Students
- **Other conference presentations**
- **Quarterly meetings**



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# Higher Education Summit on Access

## Supporting Underrepresented, Low Income and Undocumented Students

- Monday, July 14, 2014 at the IB Bethesda Global Centre
- Secondary schools, universities and education organizations
- Three panels – open conversation to learn what initiatives and resources the IB could prepare in order to guide students, families and educators who are navigating this process for the first time.
- We will only focus on the United States in this initial approach as this is where our largest high need population is. As of 2012, for the Diploma Programme, 45% of our IB World schools and 52% of our Candidate schools are Title I schools.



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# Partnerships with AIBWS

- Associations are our eyes and ears in the region
- Gathering statistics and encouraging research
- Communicate the local needs and concerns to IB staff
- Sharing and building networks
- Laying the groundwork
- Maintain the relationships with local HEI's
- Empower Associations (toolkit)