



IB CONFERENCE OF THE AMERICAS 2015

Chicago, IL • 23–26 July



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Under Fire: University Recognition Update

Chicago 10 Room
July 25, 2015
3:45pm-5:00pm



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Session Presenters

- **Mairead Barry**, Assistant Vice President Enrolment Management & Registrar (Acting), Dalhousie University
- **Jonathan Burdick**, Vice Provost and Dean of College Admission, University of Rochester
- **Shannon Gundy**, Director of Undergraduate Admissions, University of Maryland- College Park
- **Paul Sanders**, Head of Global Recognition, The International Baccalaureate
- **Marie Vivas**, University Relations Manager, The International Baccalaureate



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University Recognition Update



University Relations Team - IBA

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Marie Vivas

All US and Canadian Universities, Ecuador Project, Associations URM, CURC, outreach and assistance to secondary school counselors and IB Coordinators and to other regional universities as needed



Bob Poole

Government liaison for all US States and Canadian Provinces – works closely with Associations and is in charge of data delivery to states and provinces



Michael Leshner

Latin America Recognition as part of his Outreach travel liaisons with universities and governments in his region–
Main activity areas – Peru, Colombia, Mexico, Costa Rica



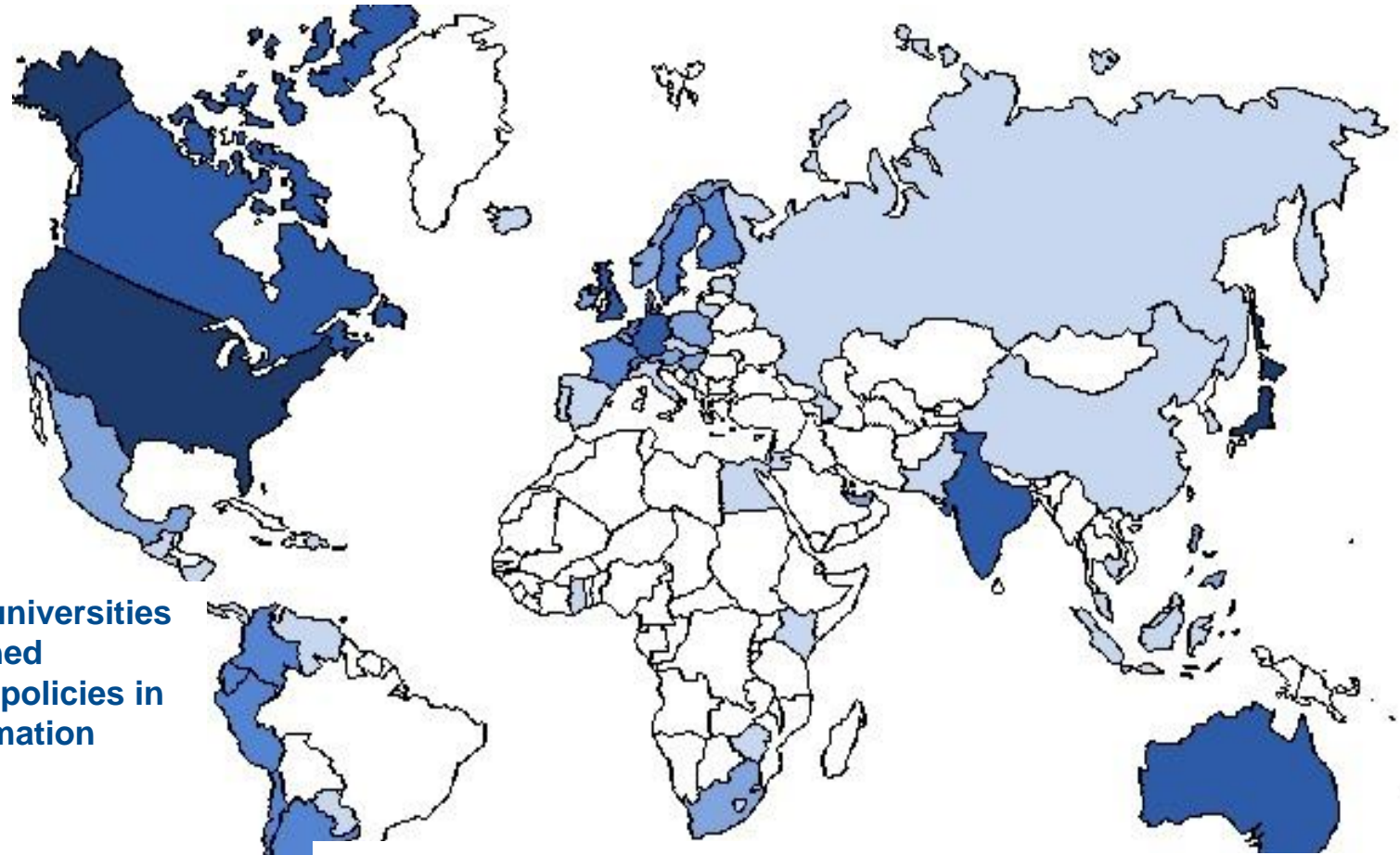
Rachelle Bernadel

Administrator – Works with university stakeholders on issues related to transcripts, policies and IBIS related concerns – manages blog, GNL and social media - prepares and updates materials and presentations, staffs conference booths.



Global University Recognition

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Number of universities with published recognition policies in the IB Information System



Top 25 Transcript Receiving Universities in North America



British Columbia
University of British Columbia (1573)
Simon Fraser University (463)

Alberta
University of Alberta (917)

Ontario
University of Toronto (1542)
University of Waterloo (599)
Western University (502)
Queen's University (438)
McMaster University (366)

Quebec
McGill University (869)

Massachusetts
Northeastern University (468)
Boston University (368)

Washington
University of Washington-Seattle (518)

Colorado
University of Colorado at Boulder (416)

Michigan
University of Michigan-Ann Arbor (412)

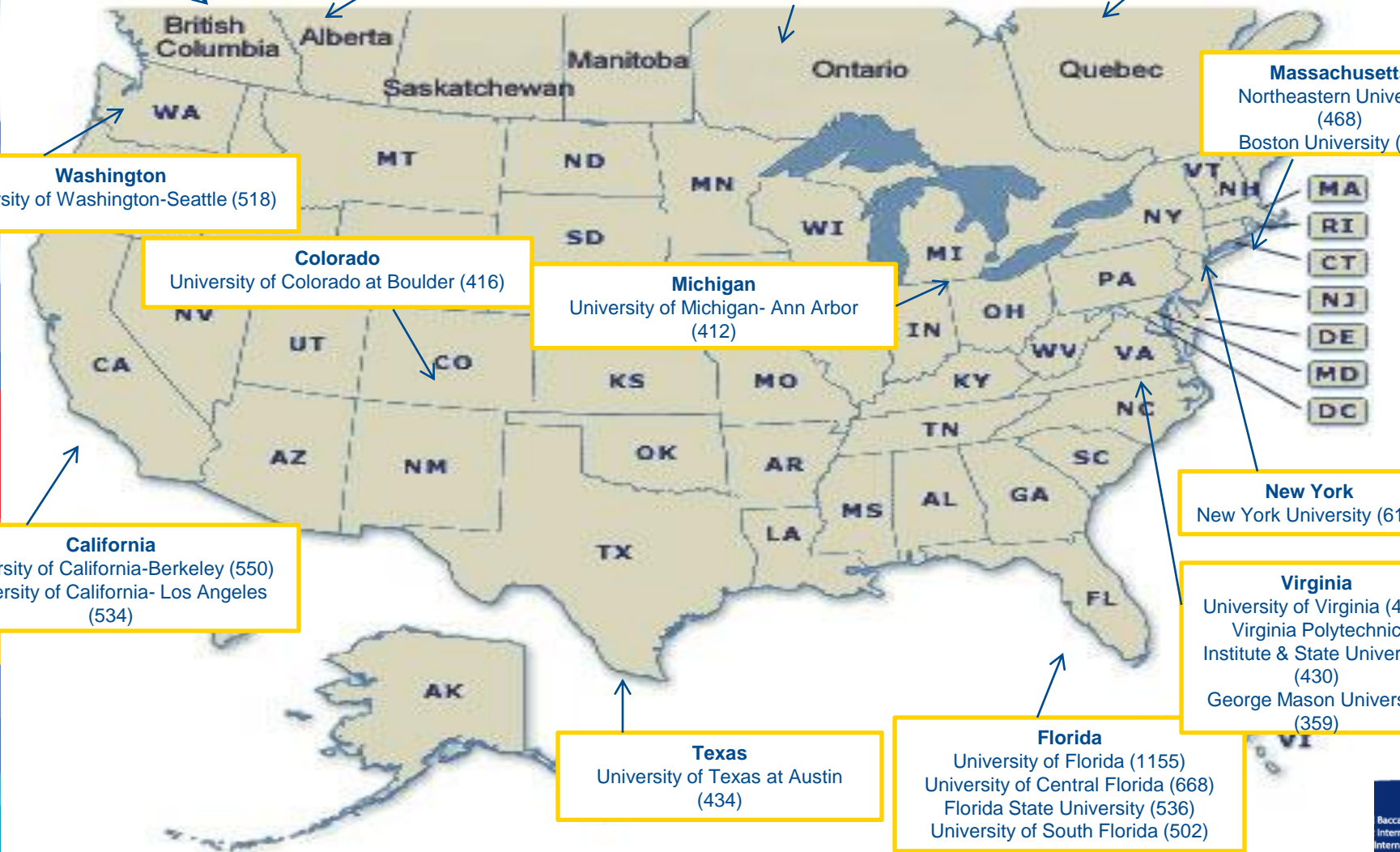
New York
New York University (615)

California
University of California-Berkeley (550)
University of California- Los Angeles (534)

Virginia
University of Virginia (463)
Virginia Polytechnic Institute & State University (430)
George Mason University (359)

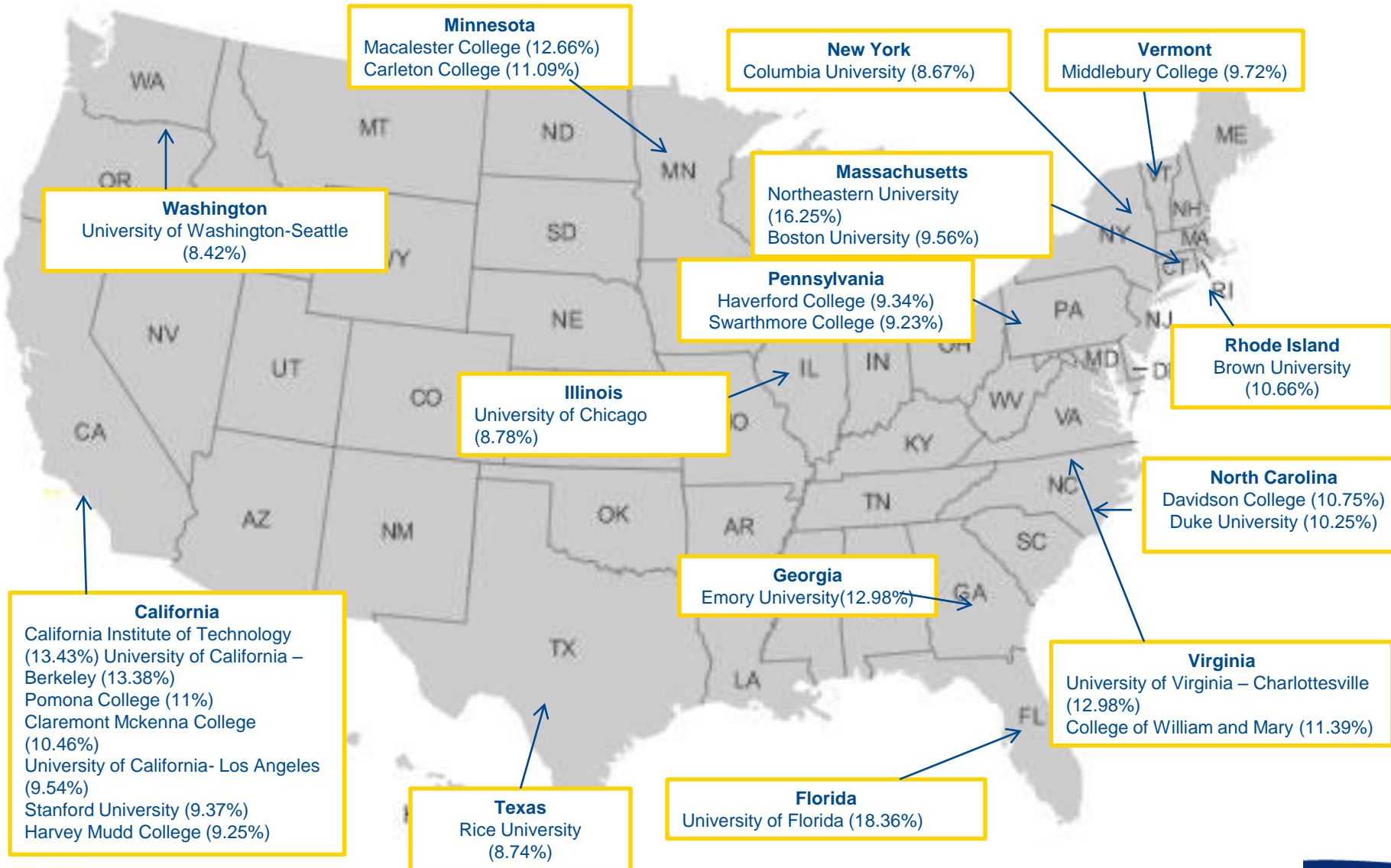
Texas
University of Texas at Austin (434)

Florida
University of Florida (1155)
University of Central Florida (668)
Florida State University (536)
University of South Florida (502)





Top US 25 Research and Liberal Arts Universities and Colleges by percentage of first year students with IB transcripts sent – Fall 2014





Current IBA Initiatives

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- **IB College Fairs**
- **University Visits**
 - **Interactive Workshops**
- **Video Training Sessions**
- **IBCP Campaign**
- **Professional Conference Presentations**
- **College and University Relations Committee**
- **Higher Education Summits on Access**



Self-Guided Tutorials

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- **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:**
- **<http://www.ibo.org/en/digital-toolkit/country-specific-materials/>**
 - 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.**



Counselor Services

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- **College Counseling Sessions at regional and national conferences**
- **Counselor Breakfasts**
- **Good News Letter (500+ recipients)**
- **Counselor Communications**
 - Facebook Group (824 members)
 - University Relations Blog (51 posts, 2,700+ hits, Where to find?: Good News Letter, Direct Link, IB Community Blog)



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Resources

General Information

- **International Baccalaureate Organization public website:**
<http://www.ibo.org/>
- **Quick tutorial on the IB:**
<http://ibo.org/en/digital-toolkit/country-specific-materials/>
- **Resources and Documents:**
<http://www.ibo.org/en/university-admission/ib-recognition-resources-and-document-library/>
- **Diploma Impact Studies:**
<http://www.ibo.org/en/about-the-ib/research/programme-impact-research/>

- **University Admissions Blog:**
<http://blogs.ibo.org/universityadmissions/>
- **Facebook Group:** IB Counselors, Coordinators and University Relations

Contacts

- **IB Answers:**
<https://ibanswers.ibo.org/>
- **Marie Vivas, IBA University Relations Manager**
 - (301) 202-3178
 - Marie.Vivas@ibo.org
- **Rachelle Bernadel, IBA University Relations Administrator**
 - (301) 202-3177
 - Rachelle.Bernadel@ibo.org



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Improve understanding of IB and our programmes amongst external stakeholders

- External Academic Relations Division
- Developing partnerships with associations
- Enhancing communications:
 - regular updates, new online resources, market research
 - develop new collateral and diversify formats
- Increasing our presence at external venues
- Engaging employers, parents and faculty



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Improve and develop services to stakeholders

- Events
 - IB Higher Education Symposia
 - IB University Presidents' Symposium
 - IB World Student Conferences
- Comparability studies
- Maintain accreditation and legalization services
- Research and analysis
- Address recognition “pain points”
- **The IB Student Registry**



The University of British Columbia

Last updated April 26, 2015

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About The University of British Columbia

The University of British Columbia is a global centre for research and teaching, consistently ranked among the 40 best universities in the world. Since 1915, UBC's West Coast spirit has embraced innovation and challenged the status quo. Its entrepreneurial perspective encourages students, staff and faculty to challenge convention, lead discovery and explore new ways of learning. At UBC, bold thinking is given a place to develop into ideas that can change the world.



Kathryn Hallisey
Enrolment Services Coordinator

📞 604 822-0904

✉️ kathryn.hallisey@ubc.ca

School Information

Type:	Publicly Owned
Founded:	January 01, 1908
Nickname:	UBC Thunderbirds

Contact Information

Website <https://www.ubc.ca/>
 Vancouver Campus:
 604.822.8999 /
 604.822.2935,
 Phone Okanagan Campus:
 250.807.8521 /



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Some Points to Consider

- What is the true value of the IB Diploma?
- How do we market the IB to students and parents?
What are the implications of this approach?
- How do IB students approach university courses?
- How are recognition decisions made on university campuses?



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Top 3 Frequently Asked Questions by Secondary Schools

- Why do universities not give credit for Standard Level courses?
- Why is Advanced Placement seen as better than an IB Diploma?
- Why don't students receive recognition for Theory of Knowledge and the Extended Essay?



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Top 3 Frequently Asked Questions by Universities

- Is the IB in the USA the same as the IB in international schools?
- How do we find out if a student is doing the full diploma or just certificates, and whether courses are HL or SL?
- Why do some students who do well on their report cards not do very well with the IB final scores?



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Question and Answer Period

Marie Vivas will take questions from the audience and ask one or two of the panelists to answer so we can get through as many questions as possible.