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WAYS OF KNOWING

# IB CONFERENCE OF THE AMERICAS 2014

WASHINGTON, DC • 10–13 JULY



International Baccalaureate®  
Baccalaureat International  
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# Marketing your IB Students and Program



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# Session Presenters

- **Pam Joos**, University Counselor, Washington International School
- **Debra von Bargaen**, Assistant Dean of Admission, Stanford University
- **Amy Woolf**, IB Coordinator, Edgewood High School; President, Mid-Atlantic Association of IB World Schools



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# How to show colleges what they want: Context

School profile –

- When was IB instituted and why?
- How many IB students at the school/in grade 12?
- Proportion/number of full diploma students?
- Historical pass rate/average score?
- IB grade distribution last year?
- Which classes offered at HL?
- More than 3 HL allowed?



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# How to show colleges what they need: Clarity

- Transcript –
  - Identify IB (including HL/SL), AP, online, honors, dual enrollment, etc.
  - State whether IB adds point value to GPA/rank
- Clearly indicate whether student will earn full IB diploma
- Use counselor letter to highlight IB
  - Especially challenging combo of courses, extra HLs
  - EE topic or language
  - CAS as it relates to character/personality
- Help educate admission officers who don't know the IB



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# How can high schools market their IB students?

- Transcript
- watermark
- special letterhead
- Stamp
- College fair
- identify IB students through recommendation letter
- Profile examples



## CLASS OF 2013 HIGHLIGHTS

61 students in the Class of 2013 • 21 students were at WIS since at least 1st grade • 100% of students in the IB Diploma Program • 63% of students also earned the prestigious IB Bilingual Diploma • 98% of WIS candidates earned the IB Diploma while 79% of the candidates worldwide earned the IB Diploma • 42% of WIS students' marks were 6's or 7's • 5.3 average IB subject mark at WIS compared to 4.7 average worldwide (2012) subject mark • 33.4 mean WIS IB Diploma score compared to 29.8 mean worldwide IB Diploma score • 42 are attending college in the US • 19 are attending universities abroad

### STANDARDIZED TESTS

#### SAT

	Mid 50%	Mean
Critical Reading	590 – 710	648
Math	580 – 680	635
Writing	610 – 690	657

\* Many students at WIS speak a language other than English at home

#### SAT SUBJECT TESTS

(5 or more exams)

	Mid 50%	Mean
Biology – Molecular	620 – 710	660
Chemistry	620 – 730	678
English Literature	580 – 660	625
French	690 – 780	729
Math Level I	560 – 690	623
Math Level II	630 – 740	688
Physics	590 – 740	685
Spanish	670 – 760	735

#### IB EXAM GRADE DISTRIBUTION

Exam Grade	WIS %	World % (2012)
7	10%	7%
6	33%	20%
5	37%	29%
4	16%	25%
3 and below	4%	19%

(World IB statistics come from an IBO publication.)

#### DISTINCTIONS

102 students out of 120 were eligible in the Classes of 2012 and 2013.

1 National Achievement Scholar	3 National Hispanic Scholars
1 National Achievement Finalist	11 National Merit Commended Students
1 National Achievement Commended Student	1 National Merit Finalist
	1 Presidential Scholar Nominee

#### AP EXAM GRADE DISTRIBUTION

Subject	5	4	3	2	1
French	27	13	5	0	2
German	3	0	0	0	0
Spanish	20	9	1	0	0
	50	22	6	0	2



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# Help IB students shine in their applications

## Application tips

- Activity section – highlight CAS and EE

## Essay & Interview tips

- TOK – did you change a belief
- EE – curiosity, independence, passion about a topic
- CAS – collaboration, service, character
- Bilingual education
- International perspective
- Help students see what makes the IB unique





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## Help IB students market themselves at college

- Seek out Professor for class you want to get into
- Find out who sets IB credit policy at your university
- Utilize resources on IBO website:  
<http://www.ibo.org/recognition/resourcesanddocumentlibrary/>
- Get syllabi from your high school



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# Training counseling staff on the IB

- Elevator speech for greeting admissions officers about your IB program
- Make sure that IB coordinator works with counselors to understand the IB
- Quick tutorial on the IB: <http://ibo.org/iba/>