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WAYS OF KNOWING

IB AFRICA, EUROPE & MIDDLE EAST REGIONAL CONFERENCE 2014

ROME • 16–19 OCTOBER



International Baccalaureate®
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IB strategy and engagement in Africa, Europe and Middle East

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Quiz Time: Fun Facts AEM

- How many state schools offer the DP in Spain?
- How many universities offer the IB certificates in teaching and learning in Spain?
- Which UK HEI has had a 70% increase in IB admissions this year?
- Which HEI head of admissions stated in a recent conference 'the IB Diploma is a great qualification'?
- Is PYP offered in English medium schools only in the Middle East?
- Are there any IBBC authorized schools in the Middle East?
- Which country has the most IB schools in Africa?
- In which country did the youngest IB school in Africa become authorized in May 2014?



Quiz Time: Fun Facts AEM

- How many state schools offer the DP in Spain? **24 out of 75**
- How many universities offer the IB certificates in Spain? **2**
- Which UK HEI has had a 70% increase in IB admissions this year? **UCL**
- Which HEI head of admissions stated in a recent conference 'the IB Diploma is a great qualification'? **Mike Nicholson Head of UG Admissions at Oxford.**
- Is PYP offered in English medium schools only in the Middle East? **Correct**
- Are there any IBBC authorized schools in the Middle East? **6 in UAE and one in Jordan.**
- Which country has the most IB schools in Africa? **Egypt; 13 schools**
- In which country did the youngest IB school in Africa become authorized in May 2014? - **Nigeria**



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Overview

- AEM Overview
- Strategic accomplishments 2014
- AEM Strategic objectives 2015
- Discussion & Recommendations



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A LARGE AND DIVERSE REGION

1,239 programmes

87 countries

792



182



239

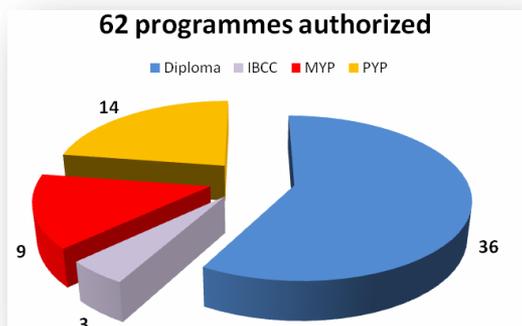
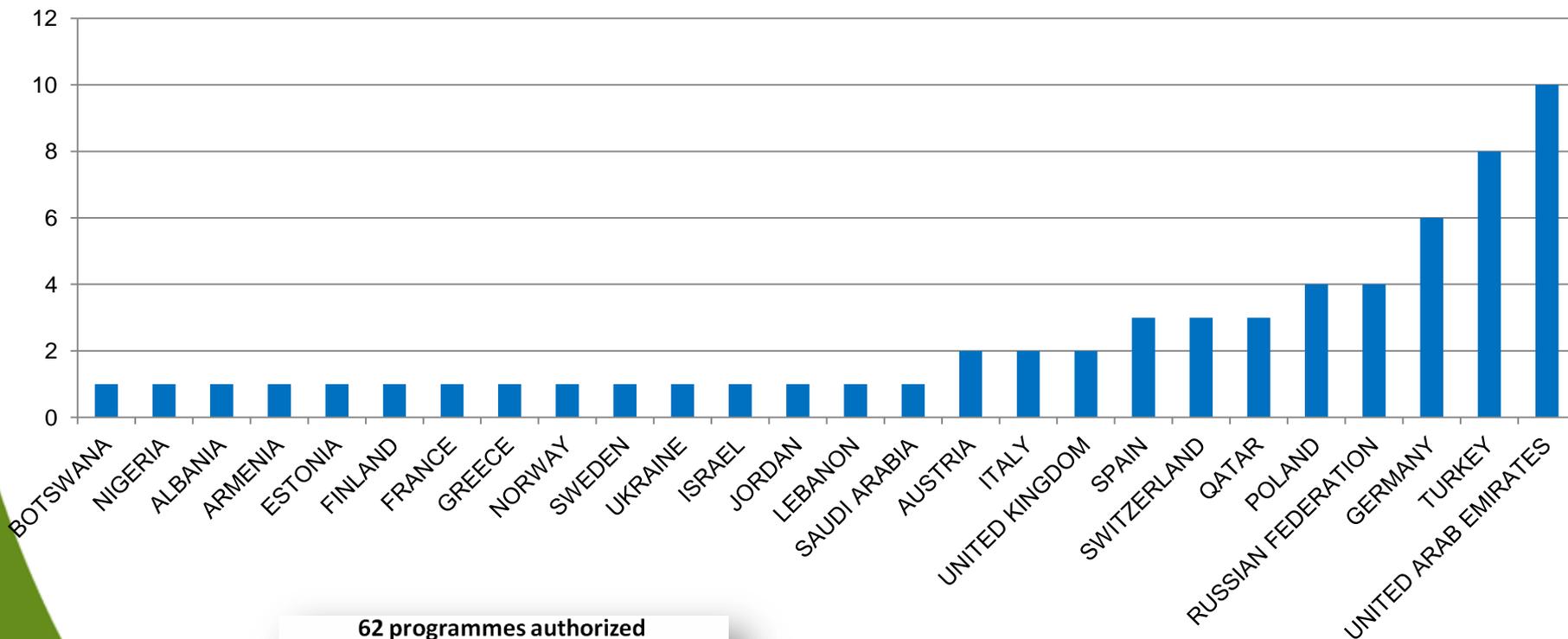


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Geographically dispersed

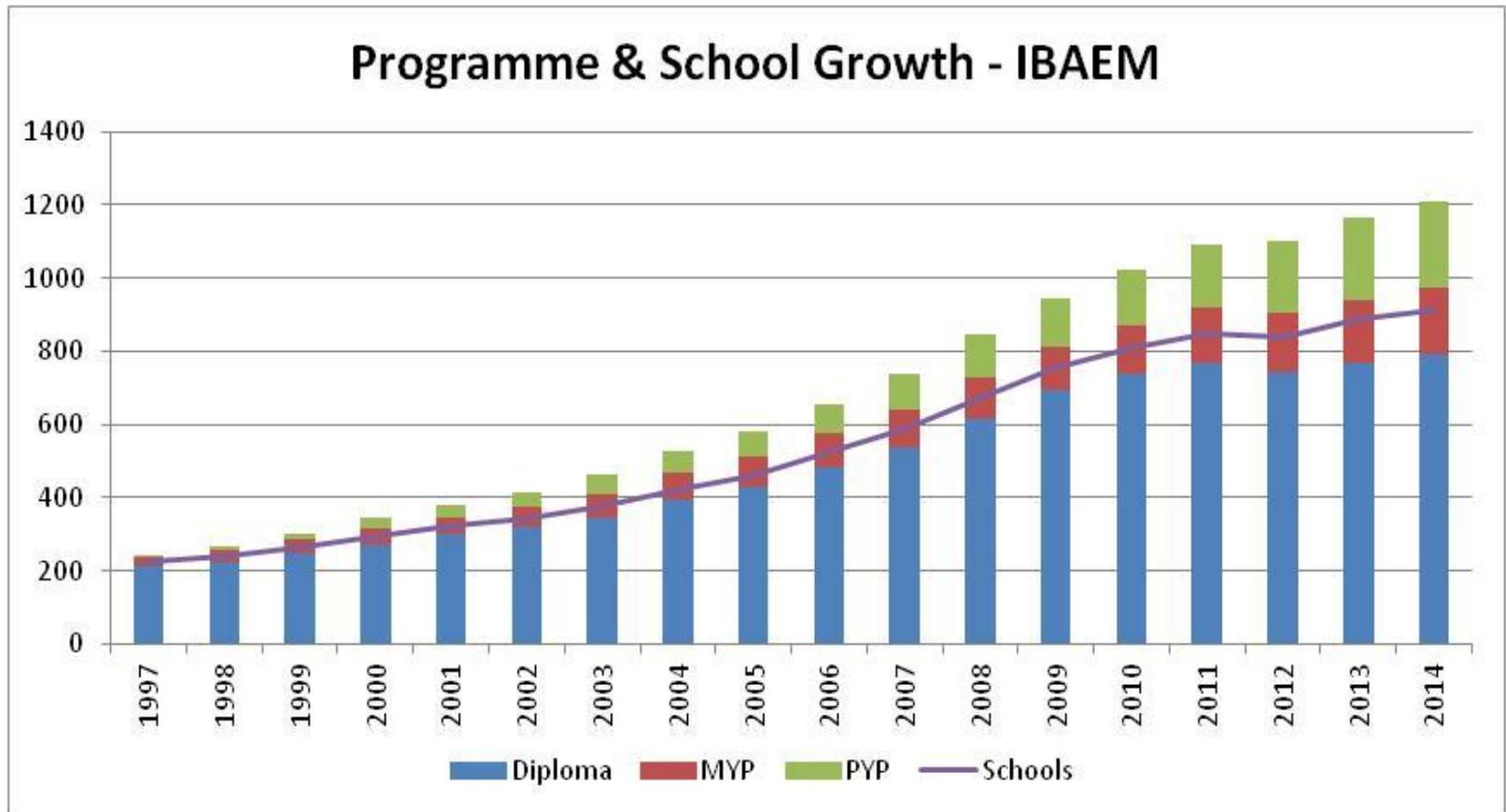
Programmes authorized
1 January to 30 June 2014





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IBAEM Impact



IBCC

- 21 authorized + 9 satellite
- 6 candidate

2014: Strategic achievements

- **Russian Federation:** Cooperation with the Department of Education of the City of Moscow.
- **Spain:** Continuing collaboration with the Ministry of Education and official submission to the authorities for MYP recognition.
- **Turkey:** Increased interest in IB programmes, enhanced local support being offered and translation needs are being evaluated.
- **EURASHE:** Cooperation agreement signed with EURASHE reaching out to 1100 higher education institutions within 40 countries.

“Moscow International Schools” project

- Started 2011
- Contacts with Moscow DoE
- IBEN trained MYP / PYP
- Workshops held in 2014
- Trained IBEN & Ambassadors

Spain

- Equivalence table in progress.
- Orientation event schedule.
- Outreach to access funding for PD.
- Collaboration with local ministries.

Turkey

- HEI Seminar in November 2014
- Recognition and Development Ambassador trained
- More cooperation with IB Association



2014: Strategic achievements

Qatar: Further collaboration with Qatar Foundation who manage a group of IB schools and are a licensed IB PD provider to increase access to local teachers. Work has begun with the Supreme Educational Council to implement the PYP in a small number of non-private schools.

UAE: High level meetings were held with the National Institute for Vocational Education (NIVE) in August 2014 to discuss the recognition of the IBCC at a federal level.

Jordan: Conference for educators across the Middle East is being developed in partnership with Queen Rania Teachers Academy (QRTA) and hosted by Her Royal Highness Queen Rania in December 2014 in Amman, Jordan.

Saudi Arabia: IB KFF project has been signed to provide teacher support in Arabic for PYP, MYP & DP.





2014: Strategic achievements

South Africa: Successful symposium was held in April 2014 in Johannesburg for all schools in Africa.

Ethiopia: A renewed DP recognition agreement was secured in September 2014.

Guinea: Multilingual School project has signed an agreement with the government to open 3 new schools which will offer IB programmes.

AAU: MoU signed with the Association of African Universities in January 2014 which is a mutually beneficial partnership serving our stakeholders in Africa.



PD AEM 2014

A number of options for professional development are available in the Africa, Europe, Middle East region:

- **Regional workshops** are held in a variety of venues in major cities throughout the region and offer international networking opportunities
- **Blended workshops** combine online interactive training prior to the face-to-face workshop.
- **In-school workshops** allow schools to tailor PD to suit their needs by training a large number of teachers on their own premises.
- **Cluster workshops** have been found to be an innovative solution for schools to meet their PD needs and to accommodate gaps in PD opportunities within the AEM region, whether it is due to language, geography or non-availability of a workshop topic.
- **Online workshops** are becoming increasingly popular due to their flexible and scalable learning model.

Key Objectives 2015

IMPACT/INNOVATION - Achieve sustained, quality growth of schools across the region and support development opportunities in targeted countries:

- Spain, Russia, Turkey, UAE, the UK.
- Specific focus will be given to the Middle East on the delivery of KFF project in Saudi Arabia.
- Engagement of stakeholders on the potential development of a dual language Arabic DP.

PROGRAMMES - Support key IB programme developments in AEM:

- MYP rollout and eAssessment recognition.
- Preparatory work for IBCC stand alone authorized schools.
- Input to PYP review on regional implementation issues.
- Promotion of new DP guides and related professional development.
- Map national curriculums into IB programme frameworks for identified key countries (MYP in Spain and UAE and DP in Switzerland and Germany).

Key Objectives 2015

QUALITY - Continuously improve the quality of the delivery of our services:

- Implementation of a regional plan regarding data management, system and process improvements (internal and external).
- Systematic use of QA data, research findings and appropriate reporting tools to better inform our decision-making.
- Strengthening our customer service orientation.

PD - Evaluate and improve accordingly models of delivering PD in the region in order to better balance educational and market needs for schools:

- Expand the take up of cluster workshops across the region.
- Blended learning pilot.
- Themed regional events.
- Simplify PD documentation.

IBEN - Further develop IBEN capacity ensuring that the educator network is able to support the diversity of language and role needs in the region:

- Arabic, Russian, Turkish training.
 - Development of SSLE pilot and review.
- Develop capacity to support the delivery of new school services.



Key Objectives 2015

MARKETING - Drive to improve the customer experience when supporting schools and enhancing the IB's reputation in the region:

- More targeted marketing practices collaborating with global marketing.
- Clearer information on how to become an IB World School.
- Promote French language initiative collaborating with global marketing.
- Develop regional networks.

ADVOCACY - Advocate the benefits of an IB education to a variety of key stakeholders such as Ministries, HEIs, other educational authorities and agencies to further IB's reputation in the region.

- Deliver on MoU agreements with key relationships (ADEC, KHDA in UAE, Spanish ministry of Education).
- Achieve MYP 4 and 5 qualification recognition.



Completed & upcoming Programme impact studies in the AEM region

- MYP practices and outcomes associated with the learner profile attribute “open-minded” (UK, upcoming)
- MYP in the UK (completed)
- Technology integration in the DP (UK, upcoming)
- The DP and the Turkish national system (upcoming)
- Curriculum alignment between the DP and national systems: Germany and Switzerland (upcoming)
- Student perceptions of the value of the extended essay in preparing them for university studies (UK, completed)

For a complete list of studies please see:

<http://www.ibo.org/research/policy/programmevalidation/>



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Strategic Objectives 2015 & Recommendations

- **IMPACT/INNOVATION**
- **PROGRAMMES**
- **QUALITY OF SERVICES**
- **PD & IBEN**
- **ADVOCACY & MARKETING**



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A story of 5 successes – diverse tactics - Russia

- High level government support
- Growth of international schools
- Economics
- Local language PD
- Recognition
- Local language Documentation
- Motivation
- “Improver”
- Political
- Ideological

→ Improvement of educational landscape



“Moscow International Schools” project

- Started 2011
- Contacts with Moscow DoE
- IBEN trained MYP / PYP - Workshops held in 2014
- Support from Educational Foundation Trust
- Trained Ambassadors

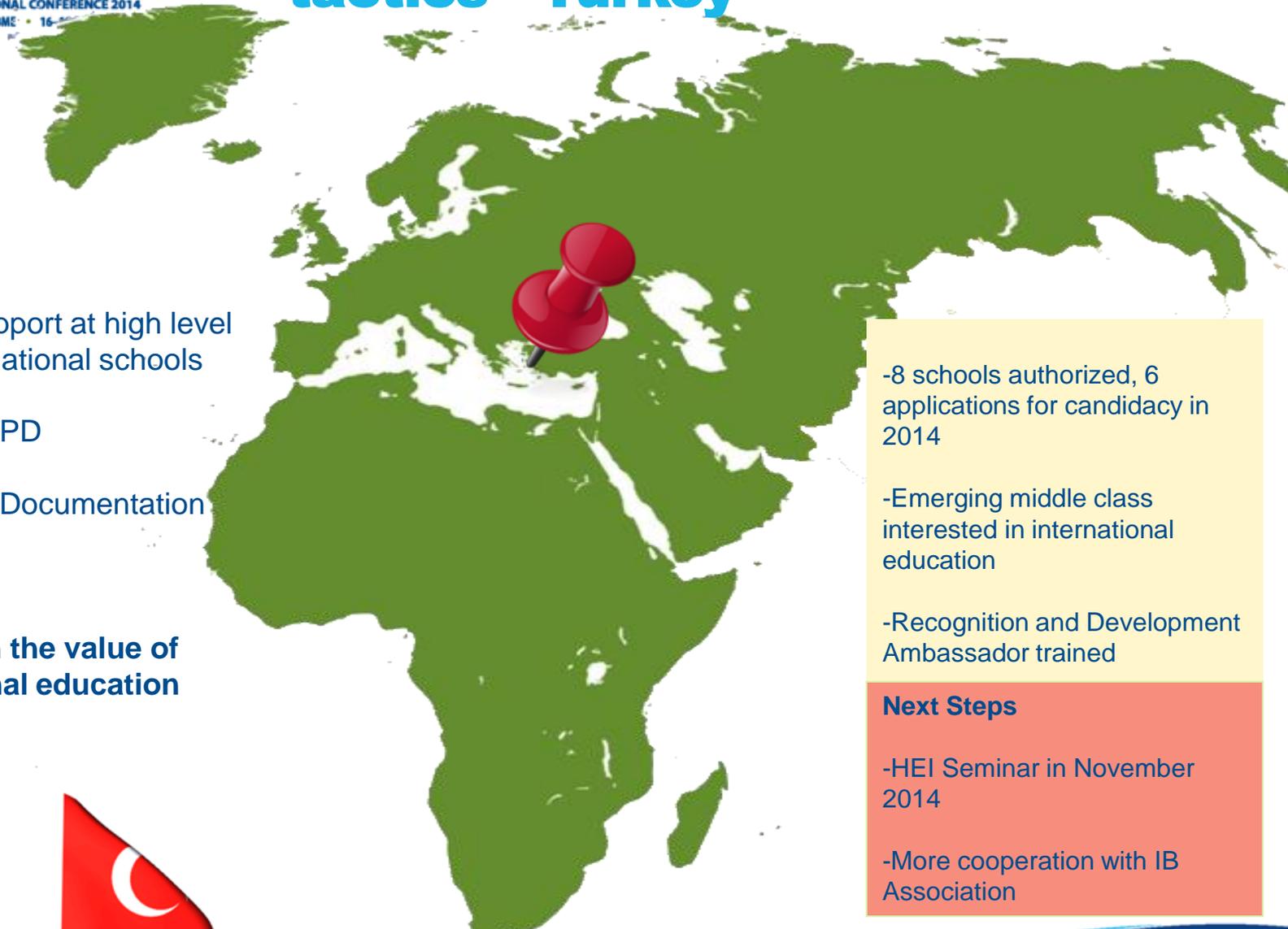
Next Steps

- MoU to be signed in 2014 with Moscow DoE
- IBEN to be trained in September 2014



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A story of 5 successes – diverse tactics - Turkey



- Government support at high level
- Growth of international schools
- Economics
- Local language PD
- Recognition
- Local language Documentation

→ **Belief in the value of international education**



-8 schools authorized, 6 applications for candidacy in 2014

-Emerging middle class interested in international education

-Recognition and Development Ambassador trained

Next Steps

-HEI Seminar in November 2014

-More cooperation with IB Association



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A story of 5 successes – diverse tactics - Jordan



- Government support at high level
- Growth of international schools
- Economics
- Local language PD
- Recognition
- Local language Documentation

→ **Political support**



- Several high level meetings held in 2014
- Good quality workshops offered by Queen Rania Teachers Academy
- Middle East Recognition and Development Manager based in the country to support recognition of IBCC, DPCR

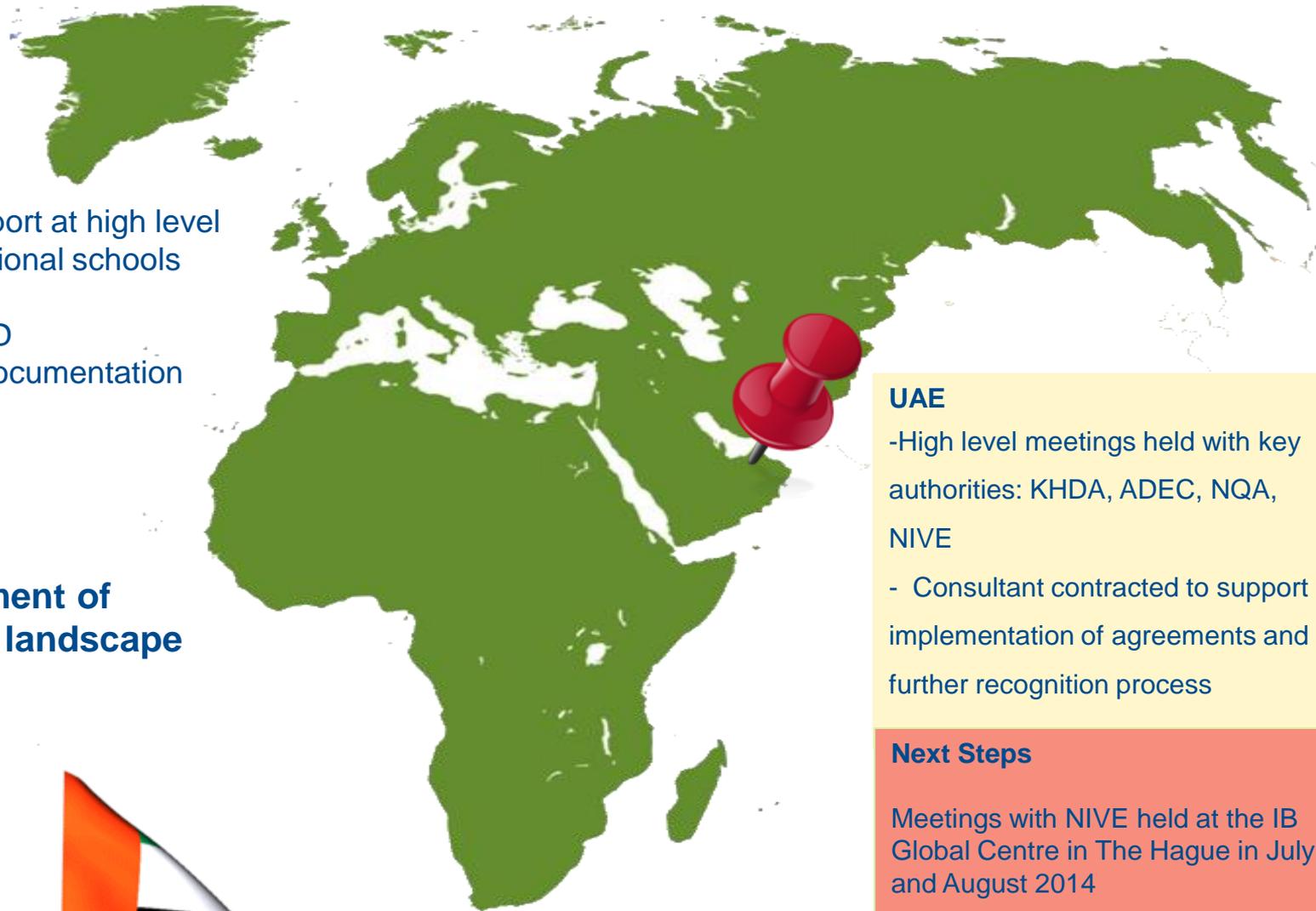
Next Steps

IB conference to be held in December 2014 in cooperation with the Queen Rania Teacher Academy (QRTA) in Amman, Jordan.



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A story of 5 successes – diverse tactics - UAE



- Government support at high level
- Growth of international schools
- Economics
- Local language PD
- Local language Documentation
- Recognition

→ Improvement of educational landscape



UAE

- High level meetings held with key authorities: KHDA, ADEC, NQA, NIVE
- Consultant contracted to support implementation of agreements and further recognition process

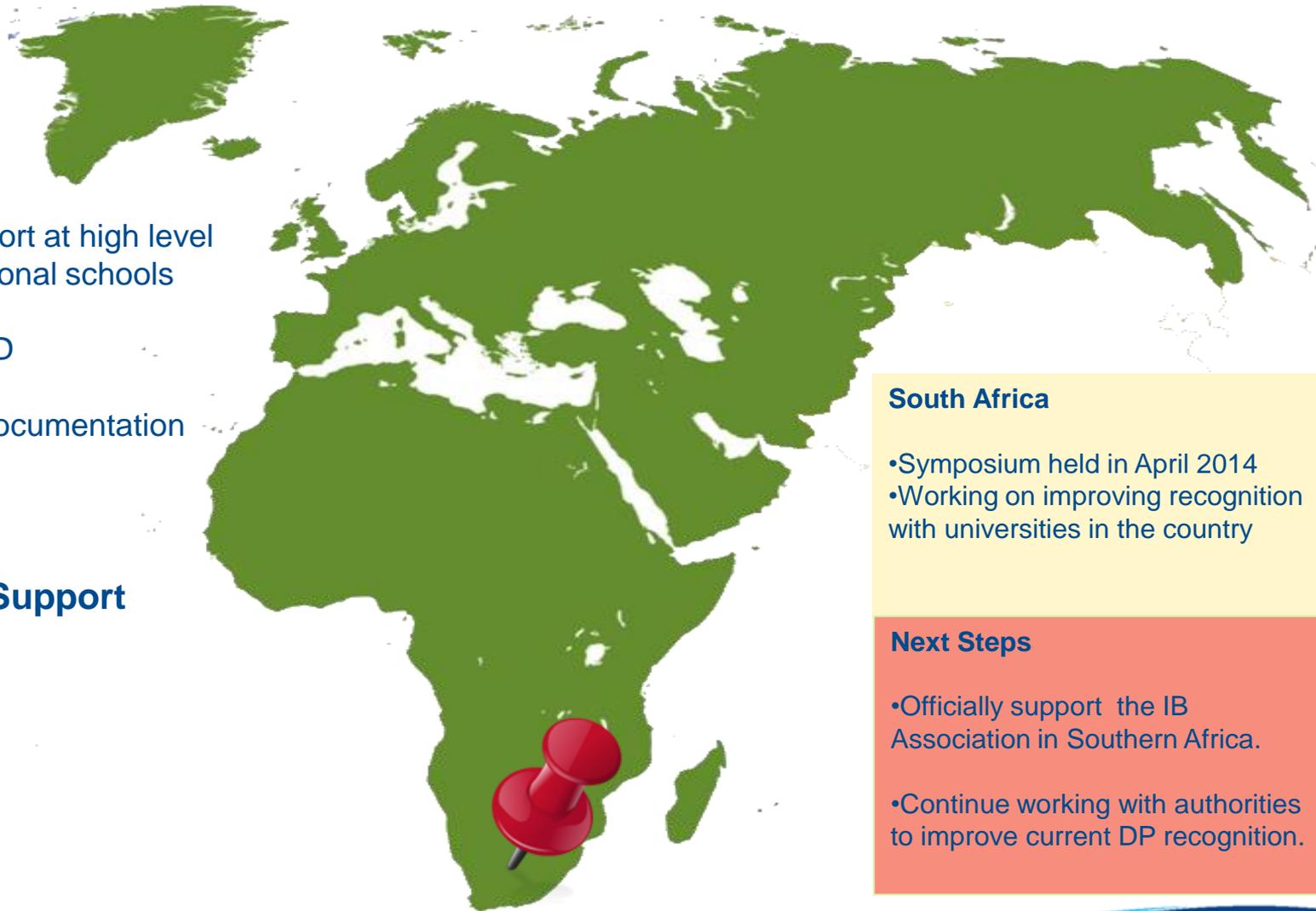
Next Steps

Meetings with NIVE held at the IB Global Centre in The Hague in July and August 2014



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A story of 5 successes – diverse tactics – South Africa



- Government support at high level
- Growth of international schools
- Economics
- Local language PD
- Recognition
- Local language Documentation

→ Political Support

South Africa

- Symposium held in April 2014
- Working on improving recognition with universities in the country

Next Steps

- Officially support the IB Association in Southern Africa.
- Continue working with authorities to improve current DP recognition.