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# IB AFRICA, EUROPE & MIDDLE EAST REGIONAL CONFERENCE 2014

ROME • 16–19 OCTOBER



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# **Heads to Heads Session Welcome**

**Andrew Derry**, Heads Council and AEM Regional Council

**Adrian Kearney**, Regional Director AEM

**Peter Murphy**, Chair AEM Regional Council

**Fidelis Nthenge**, Head of Regional School Services AEM



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# Structure of this session

- Welcome and introductions
- Update from Chair AEM Regional Council
- Update from Heads Council
- AEM Strategic objectives 2015
- Discussion & recommendations



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# Update on AEM Regional Council

**Peter Murphy, Chair**



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# Update on Heads Council

**Andrew Derry**



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# Schools Division Regional Strategy 2015

**Adrian Kearney**



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# 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 King Faisal Foundation to develop teacher support materials for PYP and MYP in Arabic.
- Engagement of stakeholders on the potential development of a dual language Arabic DP.

**PROGRAMMES - Support key IB programme developments in AEM:**

- MYP support and eAssessment piloting and 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).



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# 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.
- Systematic use of QA data, research findings and appropriate reporting tools to better inform our decision-making.

## **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.

## **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 School Services Lead Educator pilot and review.
- Develop capacity to support the delivery of school “enhancement” services.





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# 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 to key stakeholders.
- 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 agreements with key relationships.
- Achieve MYP 4 and 5 qualification recognition.
- Further develop IBCC recognition.



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# Global School Services: school ‘enhancement’ services

- Four new optional support services now developed and going to trial in late 2014
- 450+ schools expressed an interest, 100 involved in trials globally
- Services offered at three levels & price points
  - *Self-guided & On-demand*
  - *Interactive & Facilitated*
  - *Customized & Consultative*



- *Strengthening Groups of Schools Leadership*
- *Building Quality Curriculum*
- *Curriculum Connections*
- *Optimising Assessment Analysis (DP)*



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# Other Global School Services news

- Differentiated timelines for authorization with global criteria
- An updated CIS-IB synchronized guide from September 14
- SSLE (school service lead educator AEM project) in DP expanding into IBAP
- Continuum standard for multi-programme visits
- IBCC evaluation and stand alone authorization under development





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# Your Thoughts and Recommendations...

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



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# Spare slides



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# 2014: Strategic achievements

- **Russian Federation:** Cooperation Agreement to be signed 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
- Support from Educational Foundation Trust
- Trained IBEN & Ambassadors

## Spain

- Equivalence table being developed.
- 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



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# 2014: Strategic achievements

**Qatar:** Collaboration with Qatar Foundation who 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.





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# 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.

