



IB CONFERENCE OF THE AMERICAS 2015

Chicago, IL • 23–26 July



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Marketing your IB Students and Program

Michigan A Room
July 25, 2015
11:15am-12:30pm



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Session Presenters

- **Debra von Barga**n, Assistant Dean of Admission, Stanford University
- **Rachelle Bernadel**, University Relations Administrator, International Baccalaureate Americas
- **Shayne Swift**, IB Coordinator, Parkdale High School
- **PanethaTheodosia Nychis Ott**, Director of Admission/ Director of International Admission
- Brown University



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Profile Review



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Who are our Stakeholders?

Administrators

Community Members

PTA

Elected Officials

District Leaders

Local Businesses

Parents

Students

Staff Members

IBO

Teachers

Media Outlets



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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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Anal Algorithms and Unlimited Horizons

- Anal Algorithms
- AP Photography
- Conc Comp Concep
- JOWRKSP GP
- Pubs Edit/Biz
- Mt. Baker Mt
- OELS CommSer
- Bodyworks
- TA Clsm
- Tchng & Lrng A
- Ibeng
- MUSIINENA
- Adv Matscitech
- Health Car Exp
- US Citizen Mct
- So. Guid Sem Trask
- Child Lab
- Clothing
- Lifetime Spts
- TACS1
- Beg. Ag./Metals
- MUS3INEN
- Conc Port III
- Conc Port IV
- Livenv1GP
- Humglb2 GP
- CRWRTWK GP
- HIST RSRHA
- Adv. Humeng
- Trig Top
- Fam & Cons Sci Ed
- Shlt Eng – Tr
- Int W'ing/Lit
- 12M1 H
- SCOMM APPS
- SPE 1 PER FIT
- IBMUSSL
- PHSETPHYSR
- ELA REG
- WLD CL GP
- Horizons Unlimited



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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?

School documents

- Transcript
- Watermark
- Special letterhead
- Stamp
- Identify IB students through recommendation letter



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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
- Have EE abstract readily available



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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/>