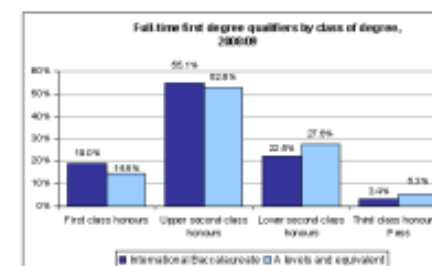


Deliver the facts - HESA

Short version and long version available
Extract the charts you need



Download summary: http://ibo.org/research/programmevalidation/documents/HESAResearchSummary_Final.pdf

Download full report: http://ibo.org/research/programmevalidation/documents/HESAUKPostsec_Final_Report.pdf

See all reports: <http://ibo.org/research/programmevalidation/index.cfm>

3rd party endorsement

- Press articles - updated on website
- Available to link to on school website
- Download for parents

THE
INDEPENDENT

“Students who have taken the IB [Diploma Programme] are generally better prepared for a degree than those who have taken A-levels. IB students tend to have better independent study skills, greater ability to take sensible notes, and are more able to deal with open-ended questions”

The Independent
February 2011

Regional news

This section contains news from around the Africa, Europe and Middle East region.

2011

- Who's backing the International Bac? (BBC 3 June 2011)
- International Baccalaureate - bridging the gap? (Re:locate May 2011)
- Sixth sense for nurturing talent (Cambridge Education & Training April 19 2011)
- Should A-levels be replaced by the IB? (The Independent 4 March 2011)
- IB - Riding high (Re:locate, spring 2011)
- Parents to found new free school for Poole and Bournemouth (Daily Echo 28 Feb 2011)
- Royal Society calls for European Baccalaureates (Mail Online 15 Feb 2011)
- Sutton Coldfield school goes global with new IB Diploma (Birmingham Post 8 Feb 2011)
- Ignored just because we're not 'outstanding' (TES 4 Feb 2011)
- Could this be the end of GCSEs and A-levels? (The Independent 3 Feb 2011)
- IB: Out with the old and in with the new exams (The Independent 3 Feb 2011)

2010

- Three reasons why school lessons are so dull (Evening Standard 25 Nov 2010)
- Watson's Edinburgh to offer global qualification (The Scotsman 19 Nov 2010)
- IB or not IB? That is the question (Telegraph 12 November 2010)
- There is another way (Independent, Ireland 6 October 2010)
- 'The sky's the limit': IB allows British teenagers to broaden their horizons (The Independent 23 September 2010)
- College goes international (Northwich Guardian 21 Sept 2010)
- Bac to the future for schools (The Guardian 8 Sept 2010)
- IB gaining ground in state schools (The Guardian 7 Sept 2010)
- International course opens doors (The Scotsman 3 Sept 2010)
- Have A Levels had their day? (The Independent 2 Sept 2010)
- Academy to move to International Baccalaureate (The Guardian 20 August 2010)
- 'Leading grammar says IB is the future' (The Independent 20 August 2010)
- Head of leading girls school opts for IB (Telegraph 19 August 2010)
- More schools shunning 'easy' A Levels (Telegraph 17 August 2010)
- A Levels fail to open hearts and minds of our young adults (Telegraph 16 Aug 2010)
- Universities struggling to compare prospective students (The Independent 13 August 2010)
- International Schools (Financial Times Germany 30 July 2010)
- UK ready to learn from IB Americas? (20 July 2010)
- Greenwich: French teachers plan to open 3 programme IB school (19 July 2010)
- Dame Court Grammar School "Pupils' new exam success" (23 July 2010)
- Our education system is collapsing into a form of mass indoctrination (The Independent 17 July 2010)
- BBC Radio "IB or A levels, which is better for students?" (15 July 2010)
- More schools abandon tarnished 'A' levels (The Times 12 July 2010)
- IB success at Royal High School, Bath (6 July 2010)
- Regional Council member Nieves Segovia has been appointed President of Institución Educativa SEK (Spanish article 24 June 2010)
- UK Schools Minister Nick Gibb wants students to be able to choose qualification that is right for them (BBC 24 June 2010)
- State secondary school becomes the first state school in Derbyshire to be authorized to offer the IB Diploma Programme (6 May 2010)
- Spain - Secretaria General de Universidades has extended the deadline for the application process (March 2010)

The perfect ambassador

Friday, 3 June 2011
BBC Parents Blog

- Refers to 3 other ambassadors
- Everyone can participate in on-line discussions – do so, please!



There are now 149 state schools offering the diploma in the UK with a steady growth in the number of sixth form colleges running it, including those in less privileged areas. 57% of institutions offering the IB in the UK are state schools, with the A-level pass rate continually on the rise and the recent introduction of the A*, the International Baccalaureate is increasingly viewed as a safer alternative.

Four years ago Barton Court Grammar School in Kent, took the big step of replacing A-levels with the International Baccalaureate. It has been a huge success attracting a number of international students and despite been well received overall.

My daughter has followed in my footsteps and opted for the IB. Being able to take two languages for IB was a big plus. She had been considering doing A-levels but felt restricted by having to choose four subjects and did not want to stop Spanish. She also commented that it would be frustrating having to drop one of the four at the end of year 12. So the IB was the answer and she is taking French at higher level and Spanish at standard level.

There are three other elements to the IB. Firstly, creative, action and service (CAS) programme is another element of the IB is 150 hours of voluntary work within the community (an enlightened addition since my time). The CAS programme picks up on one aspect of the Duke of Edinburgh award scheme, namely active citizenship. It requires young people to help in the community, for example serving in a soup kitchen, becoming a leader in a local Brownie pack, or doing some form of voluntary work for a specified number of hours.

The second element is the theory of knowledge (TOK) course which is similar to the A-level in critical thinking but is not studied in such depth. The student needs to do a presentation for this. Thirdly, there is an extended essay of 4,000 words on a topic of the student's choice.

The IB is ideal for a student who is a good all-rounder and who might not be sure of which area they want to focus on as prefers to keep their options open. Even though it is more work than A-levels juggling six subjects, it is very rewarding for someone who is reasonably academic. This postpart from Woman's Hour touches on the fact that the IB engenders independent study, giving young people a good grounding for university.

The diploma is recognised worldwide and most good universities require between 32 and 42 points, to secure a place (each subject being marked out of 7 and up to 3 points for TOK and the essay so a maximum of 45 points is awarded). The exams are all taken at the end of the second year so you do not have the pressure of regular exams for two years. Also the exams are taken in your own country so you do not have to travel years unlike the A-levels, so when it comes to applying to universities you know what to aim for.

With A-levels still being in a state of flux given the recent introduction of the A* grade, it looks like the IB will continue to gain in popularity in the UK when it comes to end of school exams. Although my daughter may prefer to leave an open verdict, with her 4,000 word essay still to be written by the start of the next term!



Exam gamble: State school replaces A-levels with the International Baccalaureate



The Telegraph

Record numbers to take International Baccalaureate rival to A-levels

3rd party endorsement

“Diploma Programme students are well-rounded, multifaceted, multiskilled and have studied in depth. They have good time-management skills. They score higher than students in other national systems, and the IB score is worldwide the same measure.”

Hrilina Lock, undergraduate admissions manager
London School of Economics, UK

“We regard the IB as one of the best qualifications. Progression from IB Diploma students is very good indeed.”

Richard Broom, City University

“IB is well known to us as excellent preparation. Success in an IB programme correlates well with success at Harvard. We are pleased to see the credential of the IB Diploma Programme on the transcript.”

Marlyn McGrath Lewis, assistant dean of admissions,
Harvard University, USA

“We hold the IB qualification in the highest regard”

Liz Lister, Director of Student
recruitment and Admissions,
University of Edinburgh

“We regard the International Baccalaureate as an extremely well-respected entry qualification, which we are more than happy to accept for entry to all our programmes”

Gaynor Glover, Head of Admissions
Liverpool University

Quotes from official publications & media

“At Exeter, well over 90% come in with A-levels. The interesting finding that we have is that those who are coming in with the International Baccalaureate do better in firsts and 2.1s than the average, by about 6%, and no IB student has yet dropped out of university. We think that that is worth noting”.

*Professor Steve Smith
Vice-Chancellor, Exeter University
Commons Select Committee, 28 January 2008*

Dr Geoff Parks, the director of admissions at Cambridge, commented last year that when it came to tutors making decisions on borderline applicants, students taking the IB stood a better chance than their A-level counterparts "Because the IB differentiates better than A-level; if we are hesitating about making an offer at all, we would be more likely to make an offer to an IB student than an A-level student" , he explained.

*Anthea Rowan
Telegraph Weekly World Edition Oct 2010*

Politician's Quotes – use carefully!

"We are very supportive of those academies that choose to offer the IB curriculum"

Nick Gibb MP

Minister of State for Schools,
Hansard, House of Commons, 10 Jan 2011

"I am a great admirer of the already existing International Baccalaureate and am determined to support a wider take up of that qualification"

Rt Hon Michael Gove

Secretary of State for Education
Speech to Westminster Academy
6 September 2010

"It is a pity that the commitment of the previous prime minister, Tony Blair, to have a school offering the International Baccalaureate in every neighbourhood was one that (his successor Gordon Brown) decided to abandon."

Rt Hon Michael Gove

Secretary of State for Education
July 2010 (*quoted in TES 27 May 2011*)

"I wish I could have done the International Baccalaureate"

Rt Hon David Miliband

Speech at Redland Green School,
Bristol 30 June 2010

We all need 3rd party endorsements

- Ask
 - Alumni
 - University professors
 - University admissions
 - Parents
- Get agreement

Destination survey

- Will provide insights into the plans of DP graduates
- Profile of DP graduates globally
 - scores on entrance exams or other assessments
 - special distinctions, fields of study, scholarships or awards
 - acceptance rates into university.
- Obtain a profile of universities they are attending in various countries
- IB schools participating in the survey receive an individual and confidential summary report
 - Profile of the DP graduates at their school benchmarked against the country and global totals.

UK specific data sheets

4 page

2 page

Download
<http://www.ibo.org/mailbuild/communications/ibaem/documents/UK-factsandfiguresJune2011.pdf>

Download
<http://www.ibo.org/mailbuild/communications/ibaem/documents/IBintheUKJune2011.pdf>

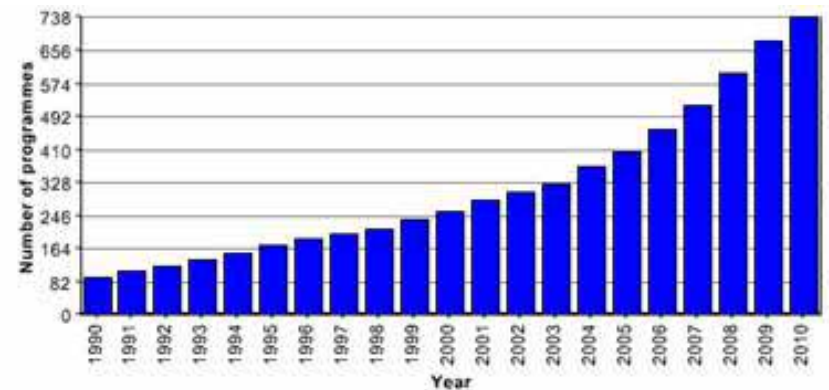
Information on IB website

- Overview statistics
- Statistical bulletins
- Automatic chart facility , you can make chart you need and then make a screen grab

Web: <http://www.ibo.org/facts/schoolstats/progcombinationsbyregion.cfm>

Web: <http://www.ibo.org/facts/statbulletin/>

Web: <http://www.ibo.org/facts/schoolstats/growth.cfm>



From 83 to 738 programmes over 21 years.
Compound annual growth rate: 10.97%

Information on IB website

■ Country information for UK

- There are 225 IB World Schools in the United Kingdom offering one or more of the three IB programmes. 11 schools offer the Primary Years Programme, 11 schools offer the Middle Years Programme and 219 schools offer the Diploma Programme. The first school was authorized in 1971.

Web:

http://www.ibo.org/school/search/index.cfm?programmes=&country=GB®ion=&find_schools=Find

■ You can drill down further by country

- use the “Advanced Find” button and select
 - Results by state or private
 - By programme

Web:

http://www.ibo.org/school/search/index.cfm?programmes=DIPLOMA&ib_region=ALL_IB_REGIONS&country3=GB®ion2=&boarding_facilities=&state_private=&student_gender=&language_of_instruction=&find_schools=Find

How to use materials

- Website
 - Very variable quality of information on school websites
 - First source for information
 - Go back to the message 'blocks' and select
 - Programme explanation and models
 - History, mission, etc
 - Recognition
 - Quotes, Alumni
 - Links to 3rd party endorsement - press
- Events
 - Opportunity to add depth to knowledge, questions, clarify
 - Make sure people leave with literature
- Advertising
 - Requires people to have an understanding of the IB
 - or requires frequency
- Mailer or mail drop
 - Requires some basic knowledge of IB
 - CALL TO ACTION - invitation to information event
- Press
 - Opportunity to add depth - Interviews, News, Achievements, Alumni

Feedback

- Questions?
- What would help you explain IB programmes to your communities?
- What have you found to be most effective way to communicate?

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