



# International Baccalaureate

**How to better influence  
key stakeholders**

ibscá

Tim Nettleton  
Regional Marketing & Communications Manager

# Issues

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- Funding
- Recognition
- Cohort size

## University recognition

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- Improve understanding of IB by admissions staff
  - Depth of knowledge
  - Staff change
- Success depends on
  - Building a database
  - Regular contact
  - Deliver information they want

## University recognition

- Developed a database
  - over 450 email addresses in admission offices at UK universities
- Entered into a central database
  - Common database between regional office and university liaison officer in UK
- The first mailing
  - New university recognition materials





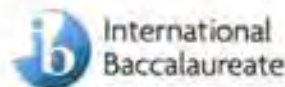
# Recognition materials

- Understanding the IB Diploma Programme scores
- Learner Profile



"Our experience is that IB diploma graduates are incredibly well prepared for university success. The program's international focus, academic rigour and emphasis on inquiry based learning means that IB Diploma students enter university with a global outlook, an excellent work ethic and the critical thinking skills to ensure they achieve."

Stewart James,  
Dean of Law and Political Science at Deakin University,  
Geelong, Victoria, Australia



## Understanding the IB Diploma Programme scores

An international standard for more than 40 years

For over 40 years, the International Baccalaureate (IB) has been the leader in providing high-quality and rigorous assessments to students in nearly 100 countries. IB assessment models ensure a high level of validity and reliability that has fostered trust in IB grades with its graduates over time.

IB assessments are designed to emphasize the development of higher-order cognitive skills. They are internally marked and focus on students' ability to think, analyze and synthesize to integrate and apply their learning, to work collaboratively and to communicate what they have learned. IB testing and grading procedures are designed to ensure that every student's skills are assessed and may include the following types in a standard level or higher level course:

- oral
- written choice
- short answer
- portfolio
- essay
- exhibition
- performance
- independent research

Most students have at least three or four separate assessment components, including both internal and external assessments. Internal assessments are administered and marked by IB teachers. The IB teachers marking is then moderated by the IB. External assessments are administered throughout the world with all students sitting for their written examinations over a three-week period in either May or November.

The balance between internal and external assessments ensures that all standards of IB are consistently assessed.

"Diploma Program students have studied in a demanding, multi-faceted, multi-disciplinary system, and the IB assesses them on the same measures."

Hilma Luck, Undergraduate Manager, London School of Economics

Every IB student receives a score for each of the different components of the course. The scores are then combined to produce a final grade for the course. The scores are then used to determine the student's final grade for the course.



## The IB Learner Profile:

A singular capacity for invigorating campus life

Informed by the International Baccalaureate (IB) mission to develop active, compassionate and lifelong learners, the IB programmes foster a distinctive set of attributes. These qualities—articulated in the IB Learner Profile—prepare IB students to make exceptional contributions on campus.

**Inquirers.** They develop their interest for learning. They discover and learn through inquiry and the use of critical thinking and problem-solving skills.

IB students develop inquiry skills in their IB courses.

**Knowledgeable.** They acquire knowledge and skills that they use to solve real-world problems. They understand the world and their place in it, and they are committed to lifelong learning.

**Thinkers.** They exercise critical and creative thinking skills and problem-solving skills. They are able to think critically and creatively, and they are able to apply their knowledge and skills to solve real-world problems.

**Communicators.** They understand the importance of communication and they are able to communicate effectively. They are able to communicate effectively and they are able to work with others.

IB students develop communication skills in their IB courses.

**Principled.** They exhibit integrity and honesty in all their actions. They are able to act with integrity and honesty, and they are able to stand up for their beliefs and values.

IB students are able to act with integrity and honesty in all their actions.



# Adding depth - Recognition events

- 2 events for University Directors of Admission and Admissions staff
  - London
  - Birmingham
- 40 attendees
- Mailing sent via UCAS



# University recognition

- Regular contact
- Deliver the facts - research



## Guide for universities on the changes in the IB Diploma Programme groups 1 and 2

The International Baccalaureate has the pleasure of sending you information about the revised language courses in the Diploma Programme.

The document is intended to assist universities and governments in understanding the language courses in effect from September 2011 under the IB awarding a new structure of groups 1 and 2 of the Diploma Programme.

It is a summary of the relative course and credits of assessment in each of the IB Diploma language courses after a recent consultation.

A copy of the document can be downloaded [here](#) or a summary version: [summary.pdf](#)

Go there too for information on the IB programmes and courses of reference to contact us about your own further questions.

Don't forget, registration closes soon, information event specifically for University Directors of Admissions and Admissions Staff

IB Diploma Programme is available [here](#)

Dates and venues are:

**Monday 20th March** at the Hotel Quatre, Geneva (17th Floor)  
Register [here](#) to attend the London event

**Tuesday 20th March** at the Terrace Conference Rooms, The Grosvenor  
Register [here](#) to attend the Vancouver event

There is a charge for these events, and we hope that you will come, as there is lots of free IB information.



## The value of an IB education is borne out by results.

### Table of Contents

After reading any **IB Diploma** study field, students are achieving significantly more first class and second class honours degrees at UK universities than students with A level equivalent qualifications.

Moreover, the effects across all subjects exceed those of mathematics and science.

These statistics also indicate that the IB Diploma is a high quality right of entry to university.

The survey also reveals that IB students have higher continuation rates in university. In addition, IB students are more likely to go on to postgraduate study – a true reflection of the high quality of the programme.

Download the attachment with the IB Diploma Higher Mathematics

University statistics of first class honours per offer for first year students in the table of honours in the number of applications, coupled with the list of the offer of the IB, this should be a reflection for increasing offers in the year.

Don't miss the opportunity!

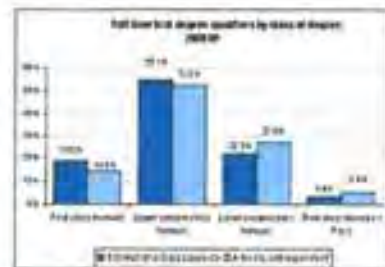
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### Achievement

Approximately 87% (76% of IB students) in the table of honours achieved first class honours and 10% (12% of IB students) achieved second class honours.

Students also achieve more second class honours.



IB students also achieve more second class honours. 10% (12% of IB students) achieved second class honours and 10% (12% of IB students) achieved third class honours. 3% (3% of IB students) achieved pass. 0% (0% of IB students) achieved fail.

# Research - HESA

- Press release via wire service
- Personal sell in to major UK media
- Email to all Admissions staff
- Mailing to all Heads & Coordinators

The value of an IB education is borne out by results.

IB students consistently score higher than other qualifications in a range of subjects, including English, Mathematics, Science, and History. This is particularly true for the IB Diploma Programme, which is designed to be a rigorous and challenging qualification.

**IB RESEARCH**

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**RESEARCH SUMMARY**

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**Score subject**

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# Website

- Redesigned - easier access
- Source of information
- News up to date
- Association events

**In this section**  
**Africa, Europe, Middle East**

**Programmes**

**Country**

**Headquarters**

**The IB in**  
**World School**

**IB** [Home](#) [About Us](#) [Contact Us](#)

**Africa, Europe, Middle East**

It's time to make our Middle East region a more important part of our work. We're looking for a... [Read more](#)

**Find an IB World School**

**Programmes**

**First study comparing International Baccalaureate Diploma Programme with UK A levels demonstrates strength of IB diploma curriculum**

Subject	IB Diploma Programme (%)	A Level (%)
English Literature	28.4	25.1
Mathematics	48.4	46.4
Science	28.4	25.1
History	1.4	1.4

**Recognition of IB programmes by universities and governments**

**New information for recognition of IB programmes by university admission**

**The Middle Years Programme**

**The Government recognises the quality and rigour of the International Baccalaureate**

**Outstanding performance of IB students at UK universities**

**School representatives**



## Events in UK

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- 2010
  - SSAT Annual Academies Conference, London, July
  - Festival Education Wellington College, July
  - SSAT National Conference, Birmingham, November
- 2011
  - DP Support event, Birmingham, February
  - Recognition event , London, March
  - Recognition event, Birmingham, March
  - MYP Support event, Birmingham, March
  - COBIS (Council British Intl Schools), London, May
  - Annual Leadership Conference Exhibition, Birmingham, June
  - Festival Education Wellington College, June
  - SSAT Applied Learning and vocational Conference, July
  - SSAT National Conference, Birmingham, November

# How to better influence key stakeholders?

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## Trust

- The IB has built this over time
- Trust is still essential but its not enough

## Changing relationships

- first challenge is the sheer quantity of information and the resulting information overload. A wealth of information can lead to a poverty of attention.
- Secondly, the traditional filters or means of evaluation are already absent or are disappearing with the digital revolution. Anyone can be an author, anyone can be a publisher and anyone can access all types of information. But who are the evaluators?

# Recommendation

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- People recommend when:
  - They trust
  - They have the information they want
  - They have facts
  - They accept as proof
  - Their recommendation becomes an expression of their personal relationship that they have developed with the IB.



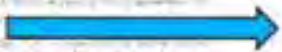
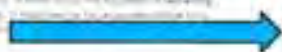
# The perfect ambassador

Friday, 3 June 2011  
BBC Parents Blog

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



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



# Feature 3rd party endorsement

- Press articles - updated on website
- Available to link to on school website
- Create extracts from article
- 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 Annual Review and More Education

### 2011

- International Baccalaureate: Bridging the gap? (The Independent 11 Jun 2011)
- Sixth sense for nurturing talent (Annual Education & Learning 2011) (The Independent 11 Jun 2011)
- Should A levels be replaced by the IB? The Independent 4 Oct 2010
- IB: Ruling high (The Independent 13 Jun 2011)
- Parents to flood new free school for Poole and Bournemouth (The Independent 27 Feb 2011)
- Royal Society calls for European Baccalaureate (The Independent 15 Feb 2011)
- Sutton Coldfield school goes global with new IB Diploma (The Independent 14 Feb 2011)
- Ignored just because we're not outstanding (The Independent 14 Feb 2011)
- Could this be the end of GCSEs and A-levels? (The Independent 14 Feb 2011)
- IB: Out with the old and in with the new exams (The Independent 14 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 means (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)
- Bec is the future for schools (The Guardian 8 Sep 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 eyes for IB (Telegraph 18 August 2010)
- More schools choosing 'sexy' A Levels (Telegraph 17 August 2010)
- A Levels fail to open hearts and minds of our young adults (Telegraph 13 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 America? (20 July 2010)
- Greenwich: French teachers plan to open 3 programme IB school (19 July 2010)
- Dane Court Grammar School "Pilot" new exam success (22 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?" (12 July 2010)
- More schools abandon tarnished 'A' levels (The Times 13 July 2010)
- IB success at Royal High School, Bath (8 July 2010)
- Regional Council member Maria Segovia has been appointed President of Institution Educativa SEK (Spanish Article 24 June 2010)
- UK Schools Minister Nick Gibb warns students to be able to choose qualifications 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 July 2010)
- Spain - Secretaría General de Universidades has extended the deadline for the application process (14 Feb 2010)

# Build a database of quotes

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

Richard Broom, City University

**"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 hold the IB qualification in the highest regard"**

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

**"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 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

# Media strategy

- Increase coverage
- Proactive and not only reactive
  - Position statements ready on issues
    - Funding
    - Exam results

Adrian Kearney, the IB's Europe director, said the reduction in funding for UK schools was "reaching a critical stage".

26<sup>th</sup> May 2011 TES

"The current reduction in funding for all schools in the UK, a not just those offering the IB Diploma Programme, is reaching a critical stage. Over the past few years the IB has successfully increased access to an IB education to a larger part of the population with 143 state schools authorized to offer one or more of the IB programmes, but these schools could be impacted if the funding issues aren't addressed rapidly. Today, in this increasingly competitive world, the UK needs to be investing in high quality education that can deliver globally transferable skills to students to help them gain employment and attain their aspirations. It has long been recognised that the IB Diploma Programme cultivates the knowledge, skills, attitudes, and action that enable students to not only excel in post-secondary education but also in employment. This is reinforced by a research study conducted by the Higher Education Statistics Agency (HESA) released in early May, which confirms that IB graduates perform better at university than those with A Levels or equivalent qualifications." says Adrian Kearney, Regional Director for Africa, Europe and the Middle East.

# Media strategy

- Educate journalists
  - Target media & journalists, build relationship
  - Article under preparation (National Association of Head Teachers Magazine)
- Spokesperson pool
  - By subject
    - Funding
    - Curriculum
  - School visits
- Influencers
  - Build database
    - e.g. Society of Education Consultants
    - Telegraph Education Advice column
    - HESA results

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## The Telegraph

HOME NEWS SPORT FINANCE CURRENT AFFAIRS EDUCATION

UK World Politics Culture Arts Science Climate Tech

Primary Education Secondary Education University Education

Education Advice

Headmaster's voice: A levels versus International Baccalaureate

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## It's not a one way street

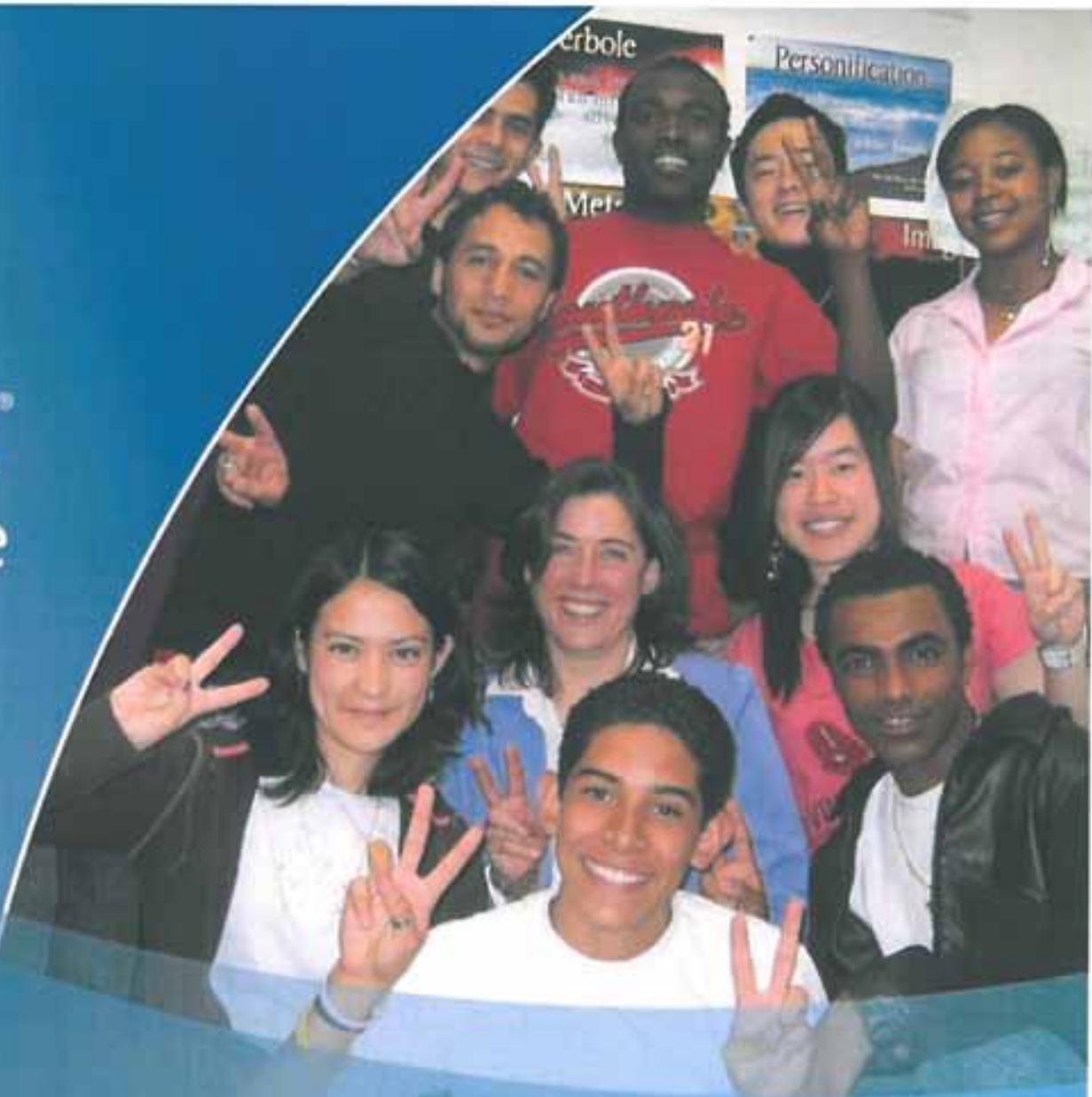
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- We will ensure it is simple for you to find resources on IBSCA website – special resource page
- but
- You are close to your individual communities, know them intimately
  - We need your input
  - We can provide help to you in many forms
  - Ask
  - Input, input, input





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