

IB Americas Update

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**IB Americas Annual Meeting of
Association Leaders**

January 28, 2011



Number of IB World Schools by Country/Territory

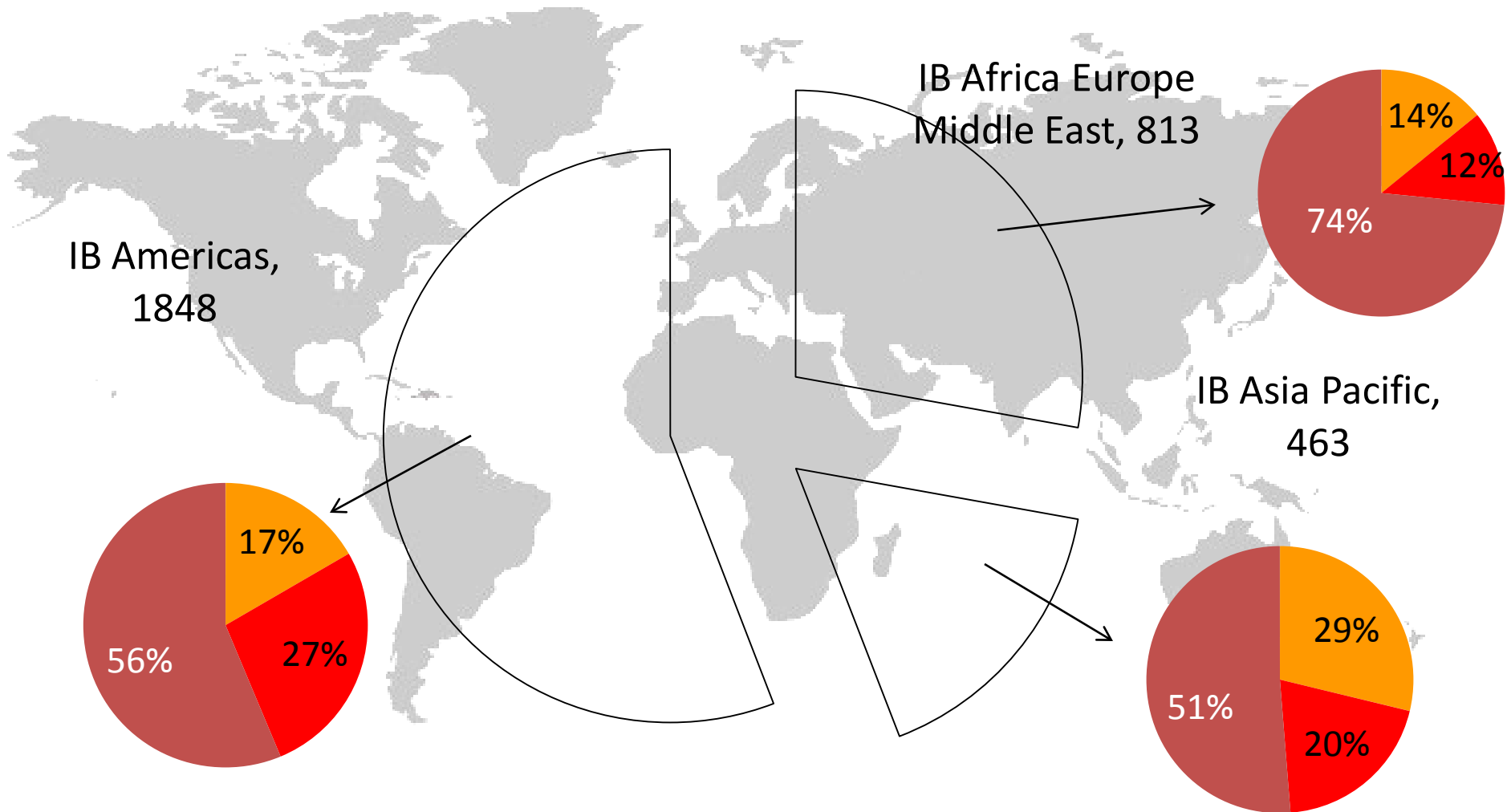


IB Americas
30 Countries and Territories
1,848 IB World Schools
2,145 Programmes

Note: Data as of 27 January 2011. Cuba is allocated to the Africa Europe Middle East region.

IB World Schools

3,124 IB World Schools globally – 27 January 2011



IB World Schools: Geographic Prevalence

1. United States (1,225)
2. Canada (299)
3. United Kingdom (225)
4. Australia (131)
5. Mexico (84)
6. India (73)
7. China (55)
8. Spain (49)
9. Argentina (49)
10. Ecuador (47)



Moving Forward: The IB in 2020

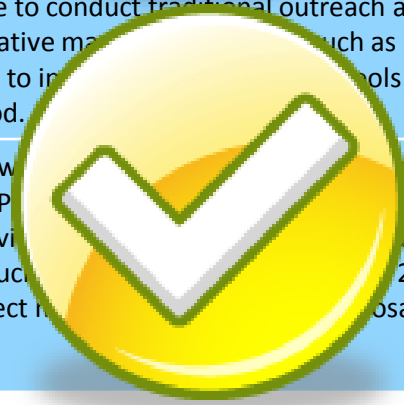
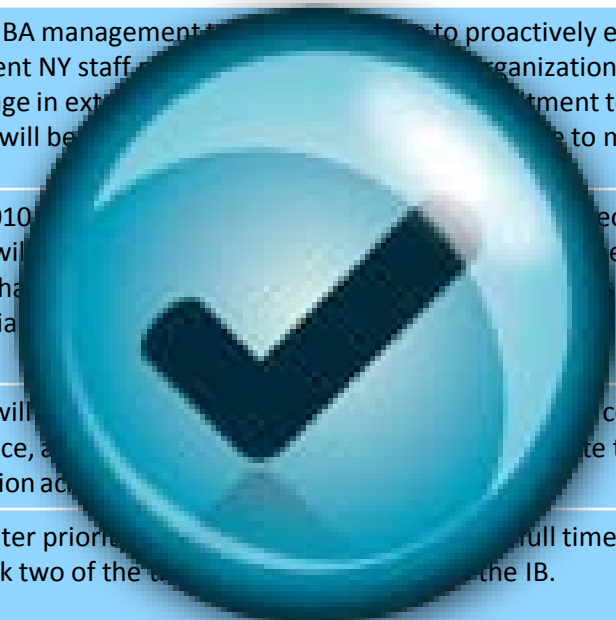
- 10,000 programmes across the globe
- 2,500,000 IB students from diverse backgrounds
- 290,000 teachers delivering IB programmes

Supported by:

- A focused, effective management structure with motivated, valued staff
- 3 global centres and geographically dispersed support offices
- Continued excellence in programme development, assessment and delivery

IB Americas Goals - 2010

Goals	Details
Ensure that IBA is fully staffed and relocated to Montgomery County, MD by the 4 th Quarter, 2010.	The IBA management team will continue to proactively encourage current NY staff to relocate to the organization. We will also engage in external recruitment to fill positions that will be necessary to move.
Increase the university and government recognition of programmes and broaden the overall IB foot print.	In 2010, we will focus on key geographic areas. We will continue to work with key officials in the Americas during the first half of the year with key officials.
Roll out a new and robust IBEN department.	IBA will continue to focus on coordination, service, and support to the IB's mission across the Americas.
Increase the recruitment of IB educators and staff members who are fluent in English and at least one other language (French or Spanish).	Greater priority will be given to full time applicants who speak two of the target languages of the IB.
Roll out an advertising and marketing plan.	IBA will continue to conduct traditional outreach activities. IBA will also introduce innovative marketing such as mass media, targeted marketing of PD to include schools approaching the evaluation period.
Develop a more complete menu of district services to enable districts and other large entities to bring in multiple programs, often under challenging circumstances.	As we continue work in Los Angeles, Ecuador, Miami Beach, Alberta, P... we need to provide a high level of service, often incurring significant expense. One such project in 2010 is including an embedded project manager proposal for district services.



IB Americas Goals - 2011

Goals	Details
Continue to improve services and visibility in Latin America.	In 2011, we will bring on additional workshop providers in Latin America to better meet the needs of stakeholders. Recently, the Mexican and Argentine associations have agreed to run workshops on behalf of the IB. We will also continue to run training academies in Latin America to broaden the diversity of workshop leaders and visitors. The regional development team will also schedule a number of events throughout the region that will bring key stakeholders from schools, universities, and governments together to improve recognition.
Meet stakeholder needs where they are.	We will be more nimble and aggressive about meeting the needs of school districts and geographic areas where there is a high concentration of IB World Schools via a vis training and support.
Improve overall stakeholder satisfaction	Although stakeholder satisfaction is relatively high, as measured by the stakeholder engagement survey, that's not good enough. We want to do a better job of supporting stakeholders in the regions by actively and proactively communicating with interested, candidate, and authorized schools.
Engage all staff members in our performance and the overall IB experience.	We will seek to develop a dashboard that is shared on a regular basis with the entire Americas team that covers the number of new schools coming on board and the number of teachers trained. We will also implement a programme where all staff members will visit an IB school within 6-12 months of joining the organization.
Ensure smooth transition of two key SDLT initiatives: IBCC and IB Answers Launch.	Work closely with global teams to transition these projects from the pilot/planning phase to the operational phase.

Americas Global Centre



Americas Global Centre



Our purpose

2020 vision: capability building

Align global standards,
practices, delivery of services

Leverage technology,
partnerships

Best in class mentality internally

Ultimately, in order to live up to our mission, we aim to better serve and support the growing worldwide community of IB World Schools, students and their communities .

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