



## **IBSCA Strategy**

**April 2019**

### **What is IBSCA for?**

**IBSCA's core purpose** is to promote the IB mission, values and programmes in the UK by supporting and representing member schools and engaging external communities and stakeholders in the promotion and enhanced understanding of the intrinsic value of an IB education.

The following services will support the delivery of the core purpose:

#### **1. SUPPORTING MEMBER SCHOOLS**

IBSCA needs to support its members in ways which ensure that they feel the membership fee provides value for money

IBSCA needs to understand the differing requirements of state and independent schools, as well as those of the different IB programmes offered across those schools

IBSCA needs a robust database of members to ensure effective communication

IBSCA needs to ensure that all IB teachers and associated staff within an individual school are aware of their school's membership of IBSCA.

##### **a. Support**

###### **i. Benefitting all members**

- CPD, including IB-approved training workshops
- Conferences and seminars
- Development of regional networks
- Representation of UK IB schools to IBO, Higher Education, UCAS, DfE, and other relevant bodies
- Provision of links to other UK-based school organisations, such as HMC, GSA, GDST and ASCL
- Strategic brokerage to the IBO from UK organisations
- Marketing the IB within the UK in support of the growth of the IB within the UK

###### **ii. Benefitting individual members**

- Support for new Heads and Co-ordinators of IB schools
- Representation of individual schools to IBO
- Brokerage of support for schools from IB consultants
- Support of implementation of new programmes
- Support for Candidate schools in authorisation process
- Support for university application matters

## **b. Providing information:**

The IBSCA website needs to be the go-to place for information and be easy to navigate. Information needs to be separately relevant for the differing roles within an IB school e.g. Head, Deputy, Co-ordinator.

Information should include:

- Statistical analysis and research data
- Analysis and commentary on IB information and changes
- University data
- Subject information
- Guidance documentation
- Model policies
- Advice templates.
- IB information “translated” for the UK context
- Best practice case studies

## **2. ADVOCACY TO THE PUBLIC ABOUT THE BENEFITS OF AN IB EDUCATION**

IBSCA should:

- Promote through its activities the benefits to the individual and to society of an IB education.
- In all that it does and at all times celebrate the IB mission and values.

This advocacy role is central to the purpose of IBSCA and its functions.

## **3. BEING A CRITICAL FRIEND TO THE IBO**

- Represent the views of UK state and independent schools
- Ensure understanding of the context and priorities of UK state and independent schools
- Provide information and challenge as needed to IBO on all IB matters, both global and UK-focused
- Work with other IB associations around the world to ensure a consistent approach to the interaction with IBO

### **Areas for development:**

- Provision of information to schools - website development
- Responsiveness and agility around communications, data, support
- Regular availability and production of data
- Use of social media for marketing
- Stronger relationship with key school-focused organisations.