



2006 IB World School Satisfaction Survey

High-level analysis of results

Strategic planning department
October 2006

Key messages

Goal

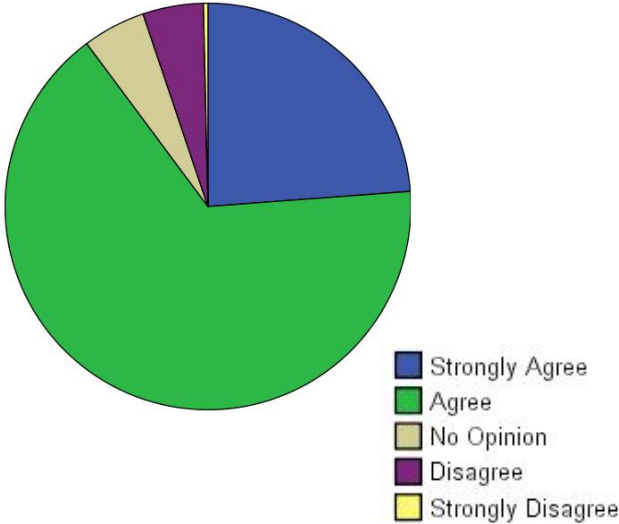
The goal of this work was to survey the landscape of how Heads and Coordinators regard services from the IBO. The goal was not to identify specific problems; rather, it was to identify areas that were considered strong and those areas in need of improvement. The survey was undertaken by ORC International with anonymous data/results provided to the IBO.



- The survey covered:
- Curriculum
 - Assessment
 - Professional development
 - Programme evaluation
 - Overall support

Main finding

Excellent news! Satisfaction levels are very high. Of 1,156 responses, 90% agree or strongly agree that “considering everything, I am very satisfied with the services that the IBO provides my school”.
On the other hand, there is still scope for improvement. 1 in 20 people disagreed.



“Overall support” is the strongest driver of satisfaction

Key driver analysis reveals that the strongest driver of overall satisfaction is the support provided to Heads and Coordinators, an indication that when respondents are less satisfied with other IB services, this feeling is mitigated if they are able to resolve their questions with help from IB staff.

Next steps

This survey will be one of many sources of information to help with future planning and service quality improvement. We now have the opportunity to improve service before repeating the survey next year.

Findings in each service area

Curriculum

Most satisfactory of all IB services: 96% strongly agree or agree they are very satisfied with the curriculum

Assessment

84% strongly agree or agree they are very satisfied with assessment. DP most satisfied. MYP relatively satisfied, but only 40% strongly agree/agree feedback from moderation reports was consistent. PYP displays lowest level of satisfaction with assessment

Professional development

80% strongly agree or agree they are very satisfied with professional development (although 14% strongly disagree/disagree). Respondents tended to strongly disagree or disagree most often with the attributes of professional development than with other IB services

Programme evaluation

76% strongly agree or agree they are very satisfied. Respondents were slightly more favourable regarding the "process and documentation" than they were toward the "value of the information"

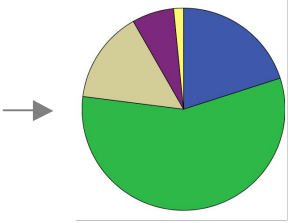
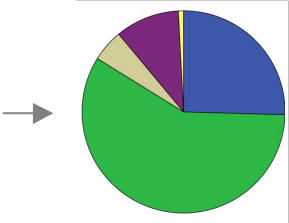
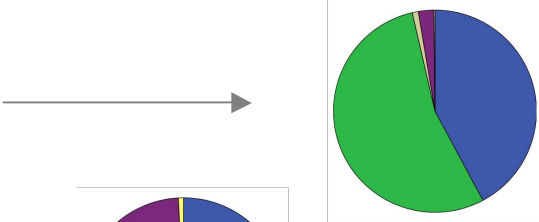
Support

Strongest key driver of overall satisfaction. 88% strongly agree or agree they are very satisfied with support. Percentage of respondents strongly agreeing or agreeing ranged between 84-86% (ease of receiving support from local/regional and Cardiff offices) to 58% (invoices easy to understand)

Communication

(no overall question asked)

Percentage of respondents rating the quality of communications between "excellent" and "good" ranged between 85% and 73%. A large majority of respondents (ranging between 90% and 84%) found the frequency of various communications "just right"



Cross tabular analysis by group

Programme

- DP respondents had the highest levels of satisfaction towards all IB services (with the exception of Programme Evaluation where PYP respondents were most positive).

Region

- North America respondents had higher levels of satisfaction towards all IB services (specifically, Curriculum, Assessment, and Support), with the exception of Programme Evaluation where satisfaction was lower.
- Latin America respondents also had high levels of satisfaction towards all IB services, specifically Professional Development and Programme Evaluation
- Africa/Europe/Middle East respondents had lower levels of satisfaction towards all IB services (with the exception of Programme Evaluation)
- Asia Pacific respondents tended to respond similarly to Africa/Europe/Middle East respondents, but were more positive overall.

Programme language

- Spanish language respondents had higher levels of satisfaction towards all IB services (specifically, Assessment, Professional Development, and Support)
- French language respondents were most positive towards the Curriculum
- English language respondents were most positive towards Programme Evaluation

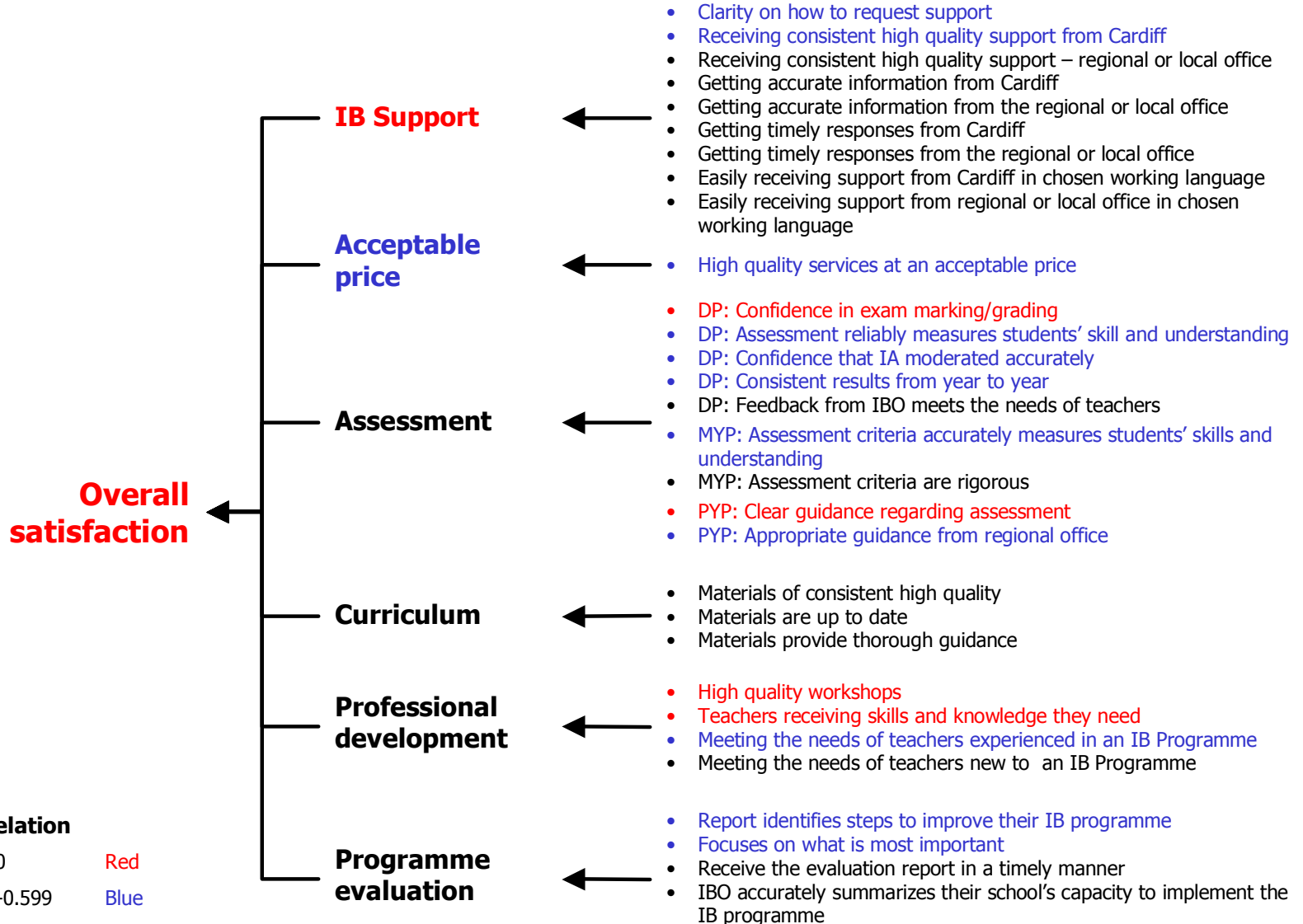
Respondent role

- Heads had higher levels of satisfaction with IB services (specifically, Curriculum, Assessment, and Programme Evaluation)
- Coordinators tended to have higher levels of satisfaction with Support

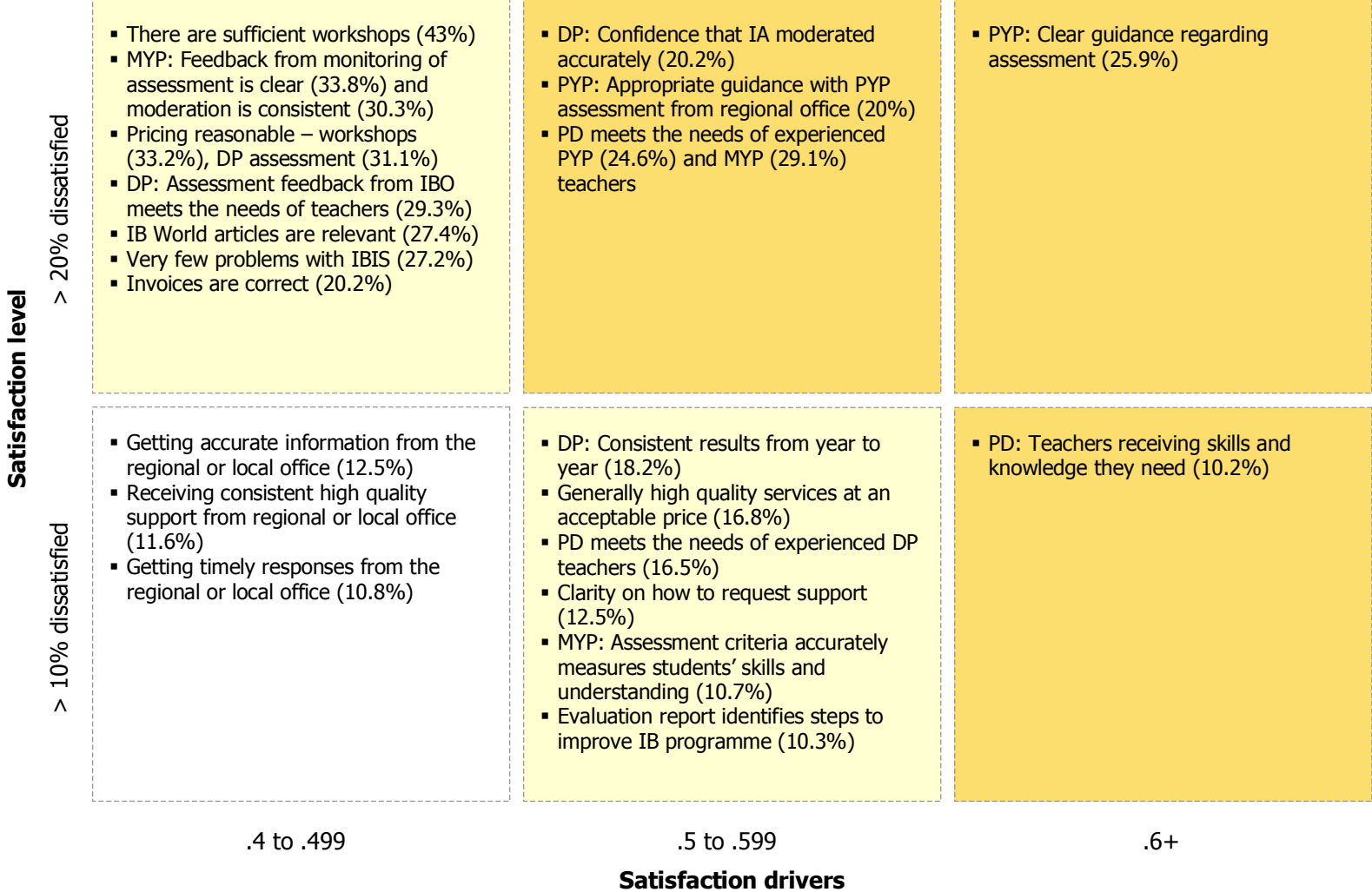
Year of authorization

- Older IB World Schools (10+ years) had higher levels of satisfaction towards all IB services (specifically, IB Assessment, IB Program Evaluation, and IB Support)
- Newer IB World schools (≤ 5 years) had higher levels of satisfaction with the Curriculum and Professional Development

Drivers of satisfaction



Service improvement priorities



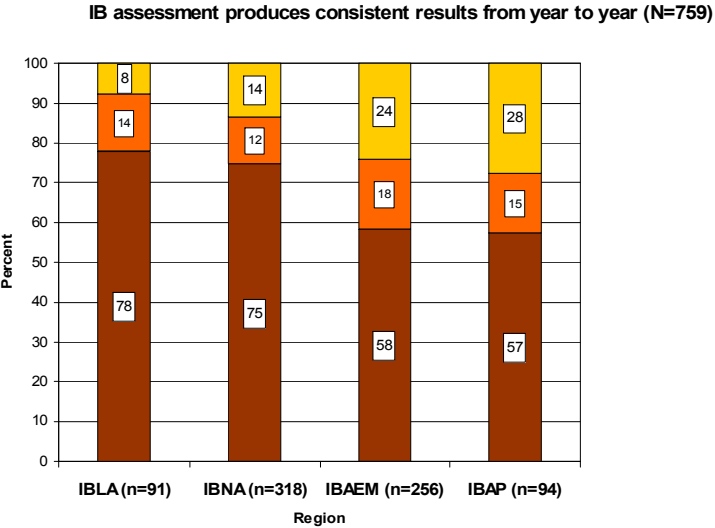
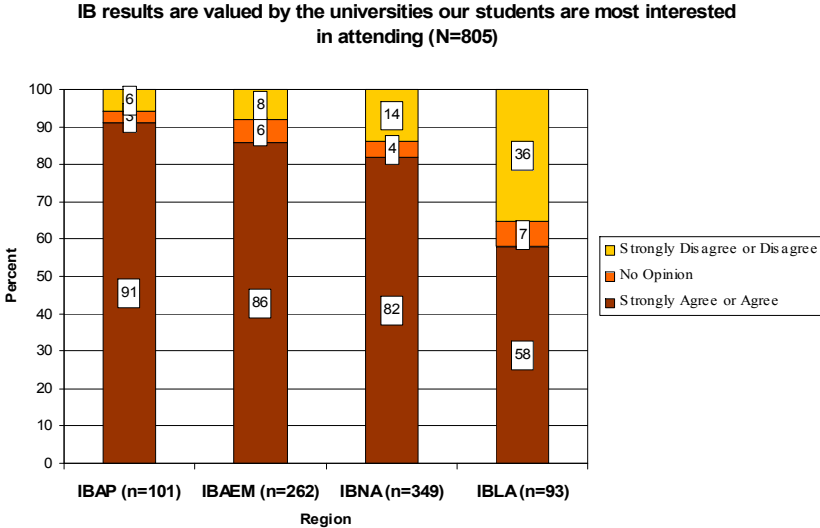
- Highest priority
- Medium priority
- Lower priority

Other findings

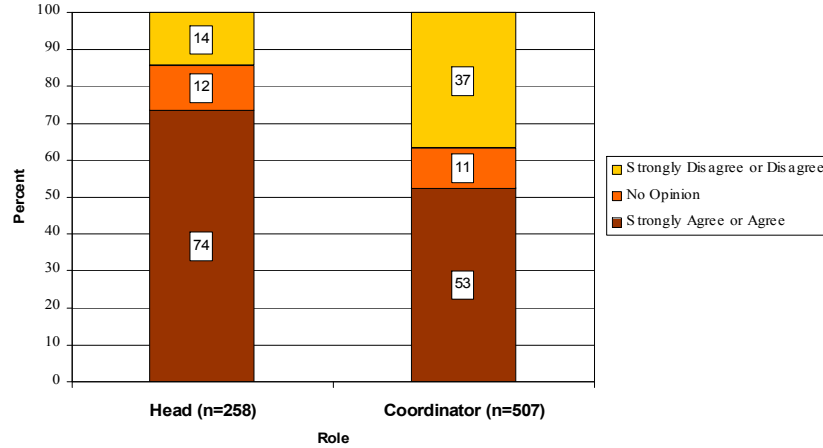
The following areas do not correlate highly with overall satisfaction, but they remain an issue of concern for more than 20% of those who responded.

- Accessibility of workshop locations (32.8%)
- Invoices are easy to understand (32.1%)
- Problems where registering teachers for workshops (IBNA 25.9%)
- Teachers able to find information they need on the OCC – (PYP 25.7%, MYP 23%)
- Clarity of curriculum materials in MYP (21.1%)
- Frequency of communication with schools (PYP 20%)

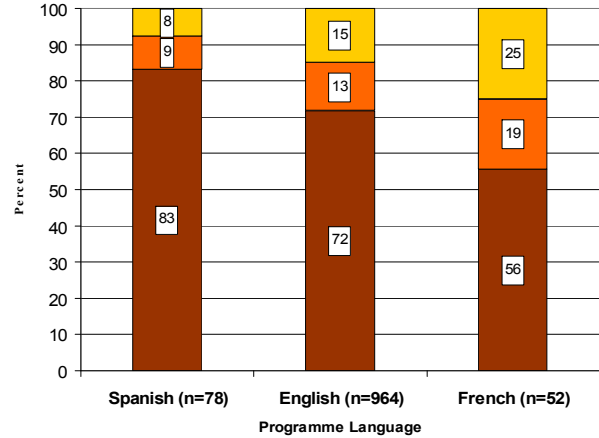
Comparisons raise interesting questions:



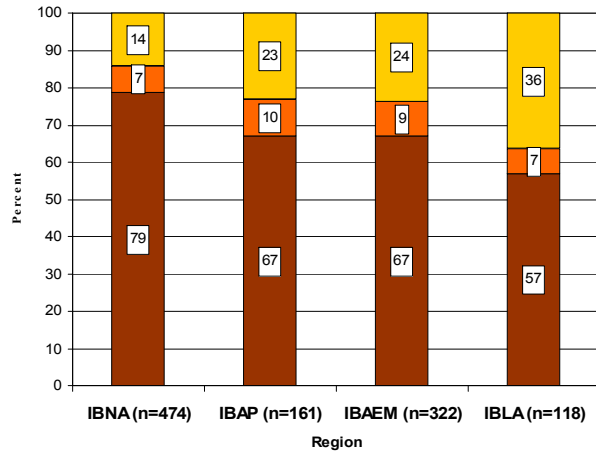
The feedback the IBO provides about student results meets the needs of our teachers (N=765)
(Diploma)



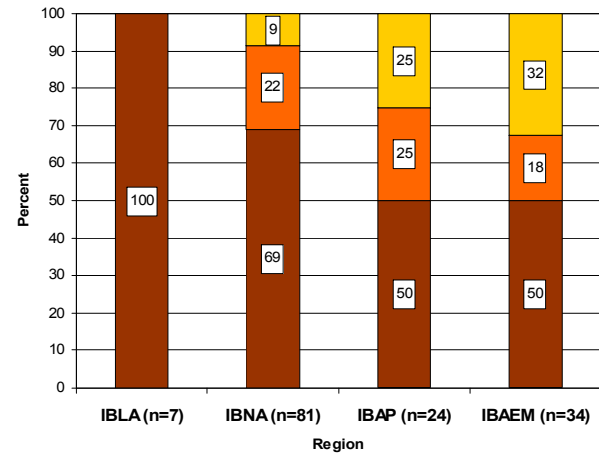
Teachers are able to find the information they need on the OCC
(N=1094)



Invoices from the IBO are correct and reflect the services that our school has received (N=1075)



The IBO provides student results and moderation reports in a timely manner (N=146)
(MYP)



Next steps

1. We anticipate repeating the survey in 2007. If you have ideas about how the survey could be refined or improved, please let us know.
2. High level results from the survey have/will be circulated to:
 - DLT (August 2006)
 - Staff via Bac Chat (September)
 - Council of Foundation (November)
 - International Heads Representative Committee (November)
 - IB World magazine (January 2007)
3. We are tracking follow-up actions by departments / offices across the organization.
4. Remember, this is a high level survey and it is important not to consider this data in isolation. What else do we know? Does this correlate with other information, feedback or research we have? How could we find out more about what schools think before acting? This data is a gateway to understanding more about the needs of IB World Schools ... **but it should cause us to ask more questions prior to acting.**

Contact: Andrew Bollington (andrew.bollington@ibo.org)