



On behalf of the Texas IB Schools (TIBS) community, we send our best wishes for the health and safety of you, your family and your university community.

Because connecting Texas IB students and universities is an important service, Texas IB Schools developed in April 2020 a college fair website www.texasibcollegefair.com. From launch on April 28, 2020, the website has drawn thousands of visitors and continues to draw several hundred visitors per month. To better serve students and universities, the website design will be updated to launch on April 22, 2021. **Updates will include (1) having the link for students to use to join a university's mailing list on the same page as the university's video and link to the university's website, (2) providing a calendar of events hosted by participating universities, and (3) housing recorded presentations of general interest submitted by universities.**

The draft of the updated homepage navigation bar is shown below.



Home

Welcome

Colleges
A-L

Colleges
M-Z

TIBS CAS
Project

Calendar of
University
Events

Presentations

Studying
Abroad

Announcement of the website and link will be sent to all IB Diploma Programme Coordinators in Texas and to the entire Texas IB community. The website will be linked from the Texas IB Schools home page and from the Texas Council for International Studies website. Finally, the website will be shared with the IB, with IB contacts, and with other IB Regional Associations like TIBS.

How does my university participate?

To participate, please email the following to georgia.mayo@texascis.org by **5 PM on Monday, April 12, 2021**. The video could also be provided to Ms. Mayo through a shared folder.

1. University logo
2. 90 second elevator speech **video** – Videos must be personal messages from you to Texas IB students highlighting (1) the university's IB recognition, (2) the

university's specific IB benefits such as scholarships and (3) general university information. The video should answer the question, "Why is this university a good fit for an IB student?" Generic videos will not be used.

- a. Filmed landscape
 - b. 1920 x 1080 (1080p) video resolution
 - c. Mp4 or similar
3. **Link** to university website – This does not have to be the homepage. It is, rather, the webpage you want the students to see.
 4. **Link** for prospective students to join the university's admissions email list, if available

Does the video have to be a formal video produced by the university?

No. It can be an **informal video recorded on a cell phone** as if talking with an IB student at the Texas IB Schools College Fair. The vision is to connect the university representative and IB students. The only content requirement is **specific information about IB recognition and IB opportunities at the university.**

Where would I find examples of submitted videos including IB specific information?

Please visit www.texasibcollegefair.com to review videos submitted for the 2020 fair.

What is the preferred video format?

- a. 90 seconds
- b. Filmed landscape
- c. 1920 x 1080 (1080p) video resolution
- d. Mp4 or similar

Does the logo have to be in a specific format?

Logos can be .pdf, .jpeg or .png.

What should I submit for the college pages?

- (1) Logo
- (2) Video
- (3) Link to university website
- (4) Link to join university mailing list

When should I submit for the college pages?

- (1) Preferred date: Monday, April 12, 2021 for inclusion at launch on Thursday, April 22, 2021.
- (2) Submission will continue being accepted after April 12, 2021. The website will be updated as soon as possible after submission.

Is there flexibility?

Yes, the goal is to connect universities with IB students. We are happy to work out solutions to enable universities to participate.

How do I submit an event for inclusion on the Calendar of University Events?

Events submitted as an Outlook Calendar invitation to calendar@texasibcollegefair.com will be automatically included. The calendar of events will be shown as a sequential list by date and time. Submissions will be accepted at any time.

How do I submit a recorded presentation of general interest?

The presentations page and studying abroad page provide an additional opportunity for universities to connect with IB students and families. Submissions will be accepted at any time. They should be of general interest and helpful to the student in navigating the college admissions process. Topics might include writing an essay or deciding about test optional applications. Submissions will be accepted at any time. Submission may come from an individual university representative or from a group of university representatives. Presentations or questions should be emailed to georgia.mayo@texascis.org. Presentations may also be provided through a shared folder.

Where should I submit?

All submissions go to Ms. Mayo georgia.mayo@texascis.org.

Who can answer technical questions?

All technical questions go to Ms. Mayo georgia.mayo@texascis.org.

How do I submit an event for inclusion on the Calendar of University Events?

Events submitted as an Outlook Calendar invitation to calendar@texasibcollegefair.com will be automatically included. The calendar of events will be shown as a sequential list by date and time. Please submit as **Central Time Zone**.

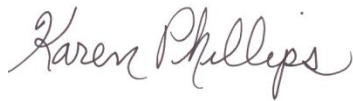
Do events for the Calendar of University Events have to be submitted by April 12, 2021?

No, the list of events will update automatically with the Outlook Calendar invitations. To better connect IB students and universities, any event an individual university or group of universities would like included on the calendar will be shown.

The Texas IB Schools 2022 College Fair is tentative now scheduled for **Thursday, April 21, 2022** at the Hurst Conference Center. We hope you will join us. Having you at our fair is always a great honor.

If you have questions or need assistance, please email Margaret Davis at margaret.davis@texascis.org

Best,

A handwritten signature in black ink that reads "Karen Phillips". The script is fluid and cursive.

Karen Phillips
Executive Director

A handwritten signature in black ink that reads "Margaret Davis". The script is fluid and cursive.

Margaret Davis
Government and University Liaison