

INTERNATIONAL BUSINESS & MARKETING ACADEMY SPOTLIGHT



IMAGINE

Imagine their Futures!



Our students have earned some amazing honors, awards, and scholarships. See a few below!

Allison Castillo and **Jade Bautista**, are recipients of a **CIEE Global Navigator Scholarship** enabling them to travel abroad this summer. **Allison** will be taking part in Global Entrepreneurship in Dublin. **Jade** will study Japanese language and culture in Tokyo. They join a long list of Global Navigators!

Brittany Onwenu and **Taylor Ellis** were among 87 FBISD juniors and seniors District-wide to be awarded a **2017 Youth in Philanthropy (YIP)** scholarship through the George Foundation.

Samaha Choudhury received Academic Excellence, the 2016 Youth in Philanthropy Scholarship, and the Houston Livestock Show & Rodeo Scholarship.

Microsoft Office Specialists (MOS) are among us! Our Sophomore Class is well on the way to being workplace ready and are joining our long list of MOS certified students! On top of earning their **OSHA 10 hour** certifications last year, the following students have earned one or more Microsoft Office Specialists certifications: **Justin A.** (PowerPoint), **Julio B.** (PowerPoint), **Landre B.** (Excel, PowerPoint), **Allison C.** (Excel, PowerPoint, Word), **Alana D.** (PowerPoint), **Aisha D.** (PowerPoint), **Kayla G.** (PowerPoint), **Henrietta G.** (Excel, PowerPoint), **Yusuf G.** (PowerPoint), **Marintia H.** (PowerPoint), **Emily H.** (Excel, PowerPoint), **Ryan L.** (PowerPoint), **LaShara M.** (PowerPoint), **Michael N.** (PowerPoint), **Raymond P.** (Excel, PowerPoint), **Daniel P.** (Excel, PowerPoint), **Austin R.** (Excel, PowerPoint, Word), **Antoine R.** (PowerPoint), **Brianna R.** (PowerPoint), **Ronald S.** (PowerPoint), **Paxton S.** (PowerPoint), **Rain S.** (PowerPoint), **Milahn T.** (PowerPoint), **Justin T.** (Excel, PowerPoint, Word), **Kenajah U.** (PowerPoint), **Rohan V.** (Excel, PowerPoint), and **Zachary Z.** (PowerPoint).



Raven Jones, class of 2018, was awarded a full tuition scholarship to **Yale Global Scholars**, Singapore. In addition, she earned U.S. State Department scholarship to Ecuador with the **American Youth Leadership Program (AYLP)**. AYLP is a fully funded service learning experience. Raven is on her way to being a world

Our **BHS Juniors** earned even more **Microsoft Office Specialists (MOS)** certifications this year, on top of what was earned last year! **Mayra Gomez**, **Mercy Obisesan**, **Kemi Odufowokan**, and **Linda Pham** all earned their MOS Word, Excel, and PowerPoint certifications. In addition, **Esther Quaye** and **Jaelyn Sterling** each earned their PowerPoint certification.

The **Bush HS DECA Chapter** is one of the most successful around. In 2015 their Otis cookie business was **certified gold level** by the National DECA Office, only two other chapters in the State of Texas achieved this level with their business. This year the chapter sent numerous students on to State level competition.

The **Travis HS DECA Chapter** is having success of its own! This year freshmen IBMA students **Anahi Bautista**, **Macala Crowell**, **Jade Bautista**, **Samra Hafeez**, and **Shehina Agada**, along with sophomore student **Austin Ramirez** advanced on to the State level of Competition. They were part of a group of 36 students that moved from District to State competition. These are our future business and marketing leaders!

Our Travis IBMA students love to give back to our community! The classes of 2019 and 2020, comprised of only 68 students have already volunteered more than **3,000 recognized hours** in the Fort Bend and Houston community. IBMA class of **2019** has over **1600 volunteer hours**. IBMA class of **2020** already has over **1300 volunteer hours** through the Youth Expanding Service

FORT BEND INDEPENDENT SCHOOL DISTRICT

FBISD International Business & Marketing
\$ACADEMY

Academy
Highlights

INSPIRE



EQUIP



IMAGINE



STUDENTS IN ACTION



Our students are encouraged to travel internationally as part of the program. Some of our students are pictured above on service learning in Pune, India.



Community service is a critical component of the IBMA. Our students participate in a wide variety of service both individually and as a group.



Students within the IBMA are active in all aspects of campus life ranging from athletics, to fine arts, to clubs & honor societies, and to STEM organizations.



IBMA students are co-horted in courses and do many activities together, creating a family type atmosphere and positive peer learning environment.



IBMA students engage in a variety of social activities and field trips to hone their skills of networking and to strengthen the IBMA community.



Students earn a variety of certifications valuable to the work place starting freshman year and continuing through senior year.



INSPIRE

Inspired by Our Mission

The International Business & Marketing Academy (IBMA) was originally established at Bush HS in 2009 and celebrated its first graduating class in 2013. Since that time the Academy has grown into a robust career centered program. The 2015-2016 school year brought another exciting change for the program as it transitioned to its current campus, Travis HS.

Mission: The International Business & Marketing Academy exists to provide students opportunities to develop skills in Business & Marketing career pathways enabling them to conduct basic accounting, marketing, and management functions for a business.

Vision: The International Business & Marketing Academy students will maintain academic success that paves the way to an exceptional future, and will always expect success.



ENROLLMENT & STUDENT INFO:

- **144** students currently enrolled in the International Business & Marketing Academy
- **17** seniors, **26** juniors, 42 sophomores, and **59** freshmen
- **394** students applied for admission for the 2017-2018 school year
- **59** students have committed to becoming the incoming freshman class for the 2017-2018 school year
- **33%** of students are currently zoned to the host Academy campus

ENRICHMENT ACTIVITIES

Students in the International Business & Marketing Academy are required to participate in at least 4 enrichment activities each year. The purpose of the enrichment activities requirement is to have students experience the world outside the confines of the classroom walls. For the 2016-2017 school year, we had over 40 opportunities! Some examples of enrichment activities that students participated in for the 2016-2017 school year are:

- Career Day Discovery for High School
- FBISD CTE Student Leadership Academy
- The Reality Fair
- 31st Annual Career & Education Day
- Young Women Energized
- Houston Marathon Group Fundraising
- IY Trep Start Day
- Imagine Excellence Leadership Conference
- Job Search Survival Classes, FB County Libraries
- Monthly meetings with guest speakers and/or workshops
- Business & Psychology: Your new franchise and how you can engage your employees
- The Evolution of Advertising
- World Affairs Council of Houston International Career Night
- World Affairs Council of Houston Seminars

CAMPUS & COMMUNITY INVOLVEMENT

Students in the International Business & Marketing Academy are encouraged to pursue all of their interests, including those that are closely related to the fields of business, marketing, finance, economics, technology, language, philanthropy, and culture. Students are involved in and hold leadership roles within many of the clubs and organizations at Bush High School and Travis High School. Students in the International Business & Marketing Academy are required to complete a minimum of 25 hours of community service each year until they reach a total of 100 hours. Some examples of campus and community involvement are:

Clubs/Organizations:

- Academic Decathlon
- Academic UIL
- DECA
- Future Business Leaders of America
- National Honor Society
- Speech and Debate

Service & Community Outreach:

- Buddy Walk
- Bull Frog Bash Carnival
- Houston Food Bank Group Volunteering
- Houston Marathon Group Volunteering
- Spring Fling, Armstrong Elementary
- Youth Expanding Services

2016 CAMPUS ACCOUNTABILITY

Bush High School and Travis High School received 2015 campus accountability ratings of **Met Standard** based on overall student achievement, progress, performance of identified student groups, and post-secondary readiness. Under the state's accountability system based on the STAAR test, campuses and districts receive either Met Standard or Improvement Required ratings. Bush High School also received two **distinctions** for high performance in **mathematics** and **top 25% student progress**. Travis High School received a **distinction designation** for **science**.



EQUIP

Equipped for Success

Our students are college ready!

Our students go on to study a variety of fields in their post-secondary education. A sampling of their majors are:

- Accounting
- Biomedical Engineering
- Business Administration
- Business Management
- Engineering
- Entrepreneurship
- Fashion Design
- Finance
- Human Resources
- International Business
- Marketing
- Nursing
- Psychology
- Public Relations
- Speech Pathology
- Supply Chain Management

FORT BEND ISD ACADEMIES

Fort Bend ISD High School Academies exist to provide specialized learning communities with concentrated and robust course pathways comprised of career and academic classes.

The Five Dimensions of Academies

1. Relevance
2. Rigor
3. Connections
4. Research
5. Community



POST SECONDARY DESTINATIONS

Our students attend a variety of post-secondary institutions, below are a few that our students are currently attending or have attended:

- East Texas Baptist University
- Houston Baptist University
- Lamar University
- Sam Houston State University
- Stephen F. Austin State University
- Texas A & M University
- Texas State University
- Texas Tech University
- University of Houston
- University of North Texas
- University of Texas
- University of Texas, San Antonio
- University of the Incarnate Word
- Virginia State University
- Virginia Tech

ACADEMY ADVANTAGES & OPPORTUNITIES

Being in an Academy can provide many advantages and opportunities for students. Some advantages in the International Business & Marketing Academy are:

- Small learning communities
- Co-horted classes
- Grade level, curriculum based field trips
- Industry & workforce certifications
- Career and Technology Student Organizations for awards and competitions
- Opportunities for student leadership
- Networking and hands-on experiences
- Development of soft skills for leadership in a globalized world

GRADUATION RATE

Class of 2015
 4-year graduation rate.....100%
 Campus average (BHS).....91.6%
 District average.....94.3%
 State average.....89%

ACADEMY STUDENT LEADERSHIP OPPORTUNITIES

Leadership Group (Board of Directors):

- President
- VP of Enrichment
- VPs of Social Media
- Master Mentors
- Secretary
- Asst. VP of Enrichment
- Secretary of Enrichment
- Activity Coordinator
- Asst. Activity Coordinator
- Activity Secretary
- Historian
- Historian Committee
- Inter-Academy Liaison

Additional Information:

Our Academy student leadership group participates in a District-wide Academy student leadership cadre each term. These cadres allow for student leaders from each Academy to share best practices. In addition, the parent Booster Club leaders are invited/included at times to bolster relationships.

Additional Committees throughout the year become available. In addition, team leaders are selected for various activities and experiences.

Students not directly involved in the leadership/officer group still have leadership opportunities through committee work and our **mentor program for incoming 9th graders**.

ACADEMY COURSES & ENDORSEMENTS (Classes of 2021 & Beyond)

Business/Industry

Multidisciplinary Studies

Academy programs of study are aligned with House Bill 5, laying the groundwork for graduation and career planning. The outlined course of study ensures that students complete a rigorous set of courses within the focal point of the Academy.

	Required Courses	Additional Required Courses/Academics
9 th grade	Principles of Business, Marketing, & Finance	Earn appropriate course certifications all four years
10 th grade	Advertising/Global Business	Earn a minimum of four Adv. credits in four years
11 th grade	Accounting I	Business Information Management (10 th or 11 th grade)
12 th grade	Focus Class: Business Management or Entrepreneurship	AP Economics

*Course offerings are subject to change in the event that the Texas Education Agency makes changes to approved courses and/or due to low enrollment.

KEEP IN TOUCH & UP-TO-DATE!

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Stay up-to-date by checking our website and Twitter feed!

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