

ISB Strategy 2030: Growing Together

Strategic Plan for the International School of Budapest
September 2026 – September 2030

1. Strategic story

The International School of Budapest has developed into a unique learning community where Hungarian and international students learn, grow and connect with one another. The school is known for its strong sense of community, personal attention and commitment to high-quality international education.

As the world continues to change rapidly, education must do more than simply prepare students for examinations. Schools must help young people develop the knowledge, skills and character needed to navigate an increasingly complex and interconnected world.

At ISB we believe that education should not only prepare students for further study but also help them grow into thoughtful and responsible members of society. Academic learning therefore goes hand in hand with inquiry, motivation, responsibility and respect for others.

This means developing not only knowledge and skills, but also the values and attitudes that shape how students engage with the world and with others.

This strategy outlines how ISB will continue to grow and develop over the coming years while preserving the qualities that make the school special. It reflects the shared ambitions of students, staff and parents for the future of the school. The school aims to strengthen its reputation as one of the most respected international schools in Budapest while maintaining its supportive and diverse community.

Through high-quality teaching, intercultural learning and responsible growth, ISB will continue to provide an environment in which students, teachers and families learn and grow together.

Development of the strategy

This strategy was developed through a collaborative process involving students, parents and staff. Input was gathered through surveys, discussions and workshops across the school community.

Students contributed their perspectives through the We Own The School (WOTS) sessions, where they reflected on the strengths of the school and their hopes for its future. Parents and staff shared their insights through surveys and discussions about the future development of the school.

The strategy therefore reflects the shared aspirations of the ISB community and provides a framework for the school's development over the coming years.

ISB in 2030

By 2030, ISB aims to have strengthened its position as one of Budapest's most respected international schools, recognised for its distinctive international and bilingual learning environment.

The school will remain a welcoming and supportive community where Hungarian and international students learn together and develop into confident, knowledgeable and responsible young people.

By the end of this strategic period, ISB aims to be characterised by:

- a thriving school community of approximately 450 students
- a strong balance of international and Hungarian students
- high-quality international education with strong academic outcomes
- a learning environment that encourages inquiry, motivation and responsibility
- strong international connections, including participation in Erasmus programmes
- modern learning spaces that support collaboration and innovative teaching
- motivated students and engaged teachers who continue to grow together as a learning community.

2. The ISB difference

The International School of Budapest offers a distinctive educational experience in the heart of the city, combining high-quality international education with a strong sense of community and meaningful connections between Hungarian and international students. ISB is characterised by:

A truly international and local community

Hungarian and international students learn together, creating a genuine intercultural learning environment.

A personal learning environment

As a relatively small school, ISB ensures that every student is known, supported and encouraged to develop both academically and personally.

High-quality English language education

Students learn in an authentic English-speaking environment with experienced international teachers.

A supportive and grounded school culture

ISB combines strong academic learning with a welcoming, inclusive and community-oriented atmosphere.

This unique combination forms the foundation of ISB's ambition to become one of the most respected international schools in Budapest.

3. The ISB identity

The International School of Budapest is an international learning community where Hungarian and international students learn together in a supportive and diverse environment.

The school combines international educational programmes with a strong local connection. This creates opportunities for students to develop intercultural understanding and global perspectives while remaining connected to the local community.

The relatively small size of the school allows for strong relationships between students and teachers. Every student is known, supported and encouraged to develop both academically and personally.

ISB aims to combine high academic expectations with a strong commitment to wellbeing, responsibility and community.

4. Learning philosophy

At ISB we believe that learning is both an academic and a personal journey.

Students develop knowledge and skills through challenging academic programmes, but they also grow through collaboration, reflection and meaningful engagement with the world around them.

Learning at ISB is characterised by:

- strong academic foundations
- inquiry and critical thinking
- motivation and active engagement in learning
- collaboration and intercultural understanding
- opportunities to apply learning in real-world contexts.

Learning at ISB also includes developing the digital and technological literacy students need to navigate an increasingly technology-driven world.

Education therefore prepares students not only for further study, but also for responsible participation in society.

5. Mission

The International School of Budapest provides high-quality international and bilingual education in a supportive community where Hungarian and international students learn together.

We aim to develop knowledgeable, confident and compassionate young people who are prepared not only for further study but also to participate thoughtfully and responsibly in an interconnected world.

6. Vision

To be a thriving international learning community where Hungarian and international students learn together, grow with confidence and develop the knowledge, character and intercultural understanding to participate responsibly in the world.

7. Core values

The values of ISB shape the culture of the school and guide how members of the community interact with one another.

These values build on the existing ISB values that students and staff are familiar with, ensuring continuity while strengthening alignment with our educational vision and the IB learner profile.

Inquiring

We are curious and eager to understand the world around us. We ask questions, think critically and reflect on our learning.

Respectful

We treat others with empathy, openness and care. We value diversity and contribute to an inclusive environment where everyone feels seen and heard.

Motivated

We are driven to learn, grow and make a positive difference. We take initiative and apply our knowledge to real-world challenges.

Community-minded

We support one another and contribute to our school, local and global community. We believe in collaboration and a shared sense of responsibility.

Responsible

We act with integrity and take ownership of our actions, our learning and our impact on others and the environment.

8. The ISB Graduate

Students who graduate from ISB are well-educated, thoughtful and internationally minded young people who are prepared to participate responsibly in a complex and changing world.

They combine strong academic knowledge with empathy, creativity and the ability to collaborate across cultures.

An ISB graduate is:

- academically capable and prepared for further study
- empathetic and respectful of others
- confident in thinking independently
- able to collaborate and communicate effectively
- reflective and responsible in their choices.

9. Strategic focus areas

1. Learning and academic excellence

ISB will continue to strengthen the quality and coherence of teaching and learning across the school.

Key areas of development include:

- improving alignment between the Hungarian bilingual and international curricula
- strengthening creativity, critical thinking and problem-solving in learning
- integrating meaningful project-based and real-world learning opportunities
- reviewing curriculum pathways including Cambridge, IGCSE and IB programmes
- exploring ways to support both highly able learners and students with learning difficulties
- further developing targeted student support structures, including EAL and Additional Learning Support (ALS), to ensure students can successfully access the curriculum within a mainstream international learning environment
- exploring the responsible use of emerging technologies, including artificial intelligence, to support learning, teaching and digital literacy
- maintaining strong academic standards and preparation for further education.

2. Community and wellbeing

The strong sense of community at ISB is one of the defining characteristics of the school and will remain central as the school develops.

Key priorities include:

- maintaining the personal and supportive learning environment
- promoting student wellbeing and engagement
- strengthening student voice and opportunities for student leadership
- encouraging active participation of parents in the school community
- supporting teacher wellbeing and professional engagement.

3. International and intercultural learning

September 2026

ISB will continue to develop its unique identity as a school where Hungarian and international students learn together.

Key priorities include:

- strengthening intercultural learning across the curriculum
- maintaining a balanced international and bilingual student community
- supporting strong English language development
- expanding international experiences and partnerships, including Erasmus programmes
- promoting global awareness and international mindedness.

4. Sustainable growth and school development

ISB aims to grow in a responsible and sustainable way while maintaining the qualities that define the school.

Key priorities include:

- growing towards approximately 400 students while maintaining the strong community culture
- strengthening the reputation and visibility of the school in Budapest
- continuing to develop learning spaces and facilities
- exploring the possible introduction of an Early Years / Kindergarten programme
- strengthening organisational structures, communication and operational processes.

10. Implementation and review

This strategic plan will guide the development of the school from September 2026 to September 2030.

Progress will be reviewed regularly through:

- annual school development planning
- feedback from students, staff and parents
- internal self-evaluation
- external accreditation processes, including Cognia and International Baccalaureate programme reviews.

The school community will continue to play an important role in shaping the development of ISB as the strategy is implemented.