



International Student Recruitment to Canada – Everyone is Getting Involved!

**Association of Registrars of Universities and Colleges of Canada
(ARUCC)**

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"International Education" – Varying Definitions and Perspectives

- Globalization of the classroom – exposing Canadian students to a diverse world view
- Student mobility – expanded international experience through Canadians study abroad
- Collaborative research – expanding academic endeavour through international connections
- Institutions international reputation – enhanced by internationalism
- Development cooperation – assisting the developing world with Canadian expertise
- Pastoral care – welcoming and integrating international students to Canada
- Education as services sector – revenue opportunity for Canadian schools

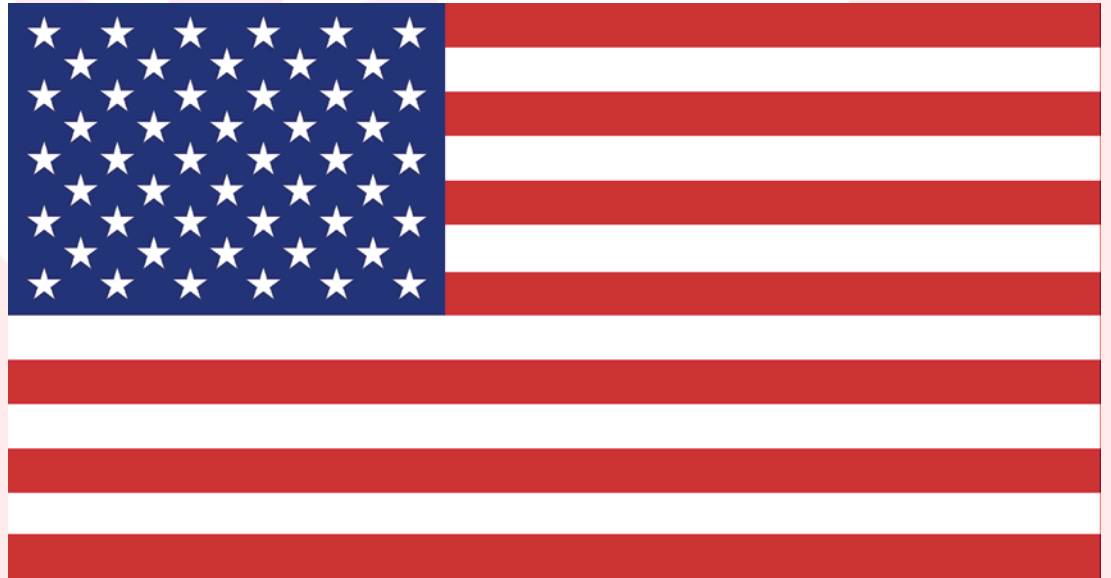
Today in Canada



- Virtually all Canadian post-secondary institutions are internationally engaged
- International education strategy – a defining and integral feature of modern PS institution
- Not just a big city phenomena either
- Not only a PSE phenomena – rapid growth at K-12 level and in languages sector
- Both Canadian federal and provincial governments increasingly active

Who are the International Players?

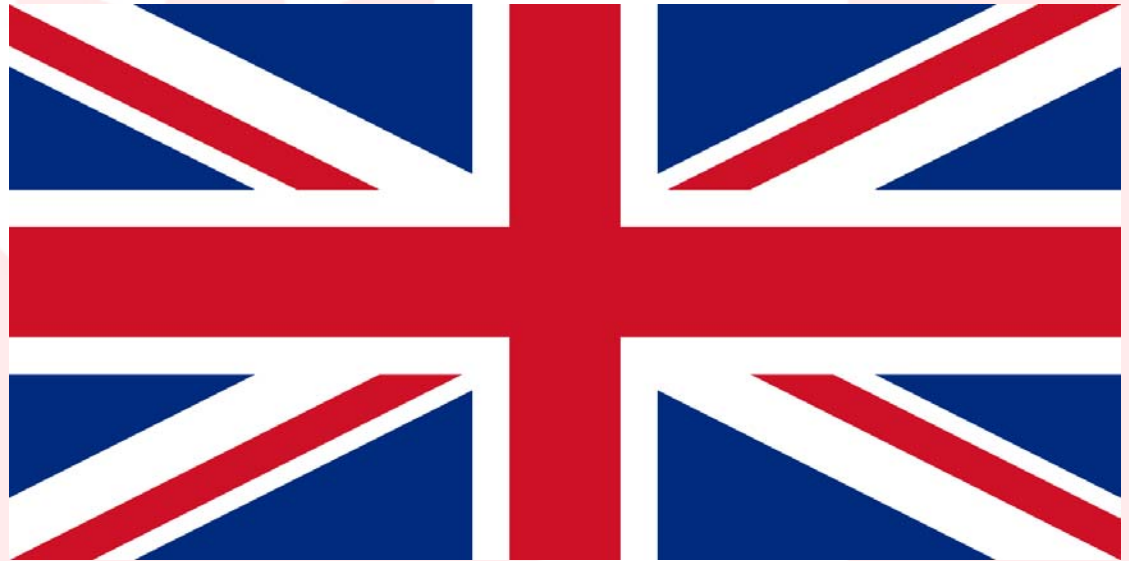
- Traditionally...



- Cultural and education magnet
- Some of world's best institutions, generous with scholarships
- Recognize political and strategic importance of international students
- Fulbright (1946), State Department, NAFSA, NACAC, IIE
- Still largest destination for international students

Who are the International Players?

- Traditionally...



- Hundreds of years of colonial power and influence
- Some of the world's best institutions, generous with scholarships
- British Council established in 1934
- Education U.K.
- Prime Ministers Initiative (PMI) in 1999
- Second largest overseas destination for international students

Who are the International Players?

- Traditionally...
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- Colonial influence
 - Promotion of French language and culture
 - Inexpensive to study in France, programs also available in English
 - But numbers dropped so late 80s IE strategy developed
 - EduFrance... now CampusFrance to promote French higher education

Who are the International Players?

- Traditionally...



- Promotion of German language and culture key element
- Destination of choice particularly in sciences
- German Academic Exchange Service (DAAD) established in 1925
- Inexpensive to study in Germany, programs available in English

More Recent Participants



- Netherlands Organization for International Cooperation in Higher Education
- Linking knowledge worldwide since 1952
- European focus and many programs in English
- Five overseas NUFFIC recruitment offices

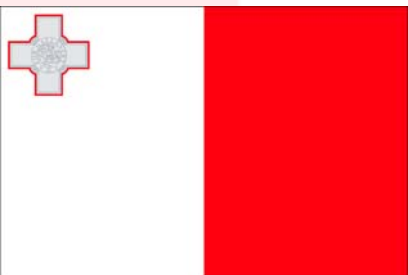
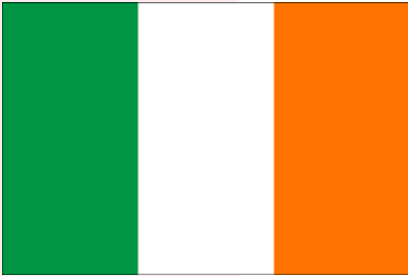


- IDP Education Australia (1969) originally aid focused
- Now student recruitment, 50 overseas offices, ESL and project
- Australia Education International – government support
- Australia's third largest export earner (\$12.5 billion annually)
- Australia is THE model in international student recruitment strategy
- Significant research has been completed on all aspects of ISR



- Education New Zealand non-profit trust governed by NZ exporters
- Origins in 1988; now recognized by NZ government as marketing organization

Newer Entrants to the Market



- Education Ireland established by government in 1993 to "facilitate and support the development of Ireland as international education centre"
- Ministry of Education promotes study in Malaysia; five overseas offices Malaysia Education Promotion Council
- Looking to boost foreign student enrollment to 100,000 by 2010
- Singapore Education set up by government in 2003 – "premier education hub"
- Planning to have 150,000 international students by 2010
- Has become attractive destination for ESL programs

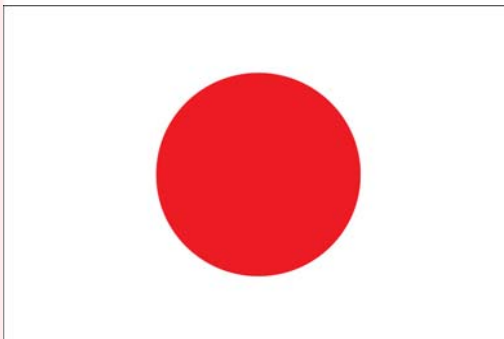
Other International Student Education Destinations



RUSSIA



CHINA



JAPAN

O' Canada!

- Canadian university historic involvement mainly through aid connections
- Number of individual efforts across Canada (e.g. McGill)
- ESL schools active early on in promoting Canada as destination
- But no national Education Ministry and no pan Canadian policy/strategy

CEC Network

- DFAIT created in 1994 as Canada losing ground
- Market and promote Canada as study destination
- Represent all education levels and two languages
- Provides products and services to large client base
- Developed www.studycanada.ca website in 15 languages
- From three overseas offices to 21 today
- From 70 clients across Canada to 230 today
- Now run as private non-profit company

Canada – Federal and Provincial Trends

Previous federal government

- Innovation Strategy... to position Canada as destination of choice for top international students – but no money then electoral loss

Council of the Federation

- Provinces have raised importance of international students often linked to labour market demands

Current Federal Government – Increased Focus on Student Recruitment?

Why?

- Growing realization of Canadian demographics (aging workforce)
- Concern about skilled workers of tomorrow
- Concern to be key player in the knowledge economy
- Actions of competitor countries re: students and skilled workers
- Response to provincial activity on skilled worker shortage
- Desirability of providing national leadership
- Skilled worker shortage can be addressed by more IS

Response

- 2007 budget two million for brand development and marketing
- 2008 budget gave millions for better immigration processing
- Millions to Canada Graduate Scholarship (Vanier) open to IS
- Bill C50 passed June 9 e.g. more CIC flexibility to select

The Federal Players

Department of Foreign Affairs and International Trade (DFAIT)

- Lead department in marketing Canadian education abroad
- Works through EduCanada section of DFAIT public diplomacy bureau
- Lead player in working with provinces on education issues
- Working with provinces to develop national education brand
- Pan Canadian education brand to be launched this autumn
- Chairs National Education Marketing Roundtable of key stakeholder groups
- Developing other education marketing tools
- Provides leadership in organizing embassy organized education fairs

The Federal Players – Continued

Citizenship and Immigration Canada

- Develops policies on issuance of study permits to international students
- Develops policies on work opportunities for international students
- Works with provinces in areas of joint jurisdiction
- Researches potential student market opportunities
- Chairs Advisory Committee on International Students and Immigration (ACISI)
- Plays key overseas role in issuing study permits to students
- Is working on electronic initiatives to modernize processing

The Federal Players – Continued

Human Resources and Social Development

- Main funder of limited program supporting Canadian student mobility
- Works with CIC in developing work policies for IS
- Administers many of the IS work programs

Canadian Heritage

- Has provided funding to language sector supporting both official languages

Industry Canada

- Earlier programs to support language training (ESL/FSL) industry

Statistics Canada

- Attempts to track international student movement to Canada

Canadian Border Services Agency

- Acts as enforcement arm of CIC viz issues such as student fraud

Canadian International Development Agency

- Still funds students from developing countries

The Provinces



- Canada only country in OECD not to have national education department
- Education constitutionally provincial responsibility and rigorously guarded
- International education/student recruitment increasing priority
- Provincial policy approach mainly "wholistic" but with strong international student recruitment emphasis
- Much of provincial policy interest stimulated by need for skilled workers/PR

The Provinces – Continued



British Columbia

- BC Centre for International Education
- New funding for marketing and branding BC
- New funding for overseas scholarships
- Linked to Asia Pacific Gateway strategy and economic development

Alberta

- New funding for overseas scholarships
- Funding to encourage trans sectoral marketing/promotion activities
- Huge skills shortage underlies increased interest in ISR
- No longer a requirement to charge differential fees for IS

Saskatchewan

- Has arrived late but in the process of preparing IE strategy

The Provinces – Continued



Manitoba

- Manitoba International Education Council
- Co-ordinate, professional development, jointly market, advocate

Ontario

- 2005 Rae Report on Higher Education kick started interest in IE
- Marketing dollars, scholarship money, advocacy capacity
- Has played strong role in asserting provincial responsibility vis a vis feds

Quebec

- Has been active internationally for years
- Comparatively generous support for student mobility
- Attracting international students primarily from francophone countries
- International students as source of immigrants outside Montreal, QC

The Provinces – Continued



New Brunswick

- Well established K-12 connections in China
- Expanding K-12 and community college interest in ISR

Nova Scotia

- Longstanding co-ordinated interest through Economic Development Ministry
- EduNova created in 2004 to coordinate/market NS education and training

Prince Edward Island

- UPEI and Holland College engaged internationally. Little government lead.

Newfoundland and Labrador

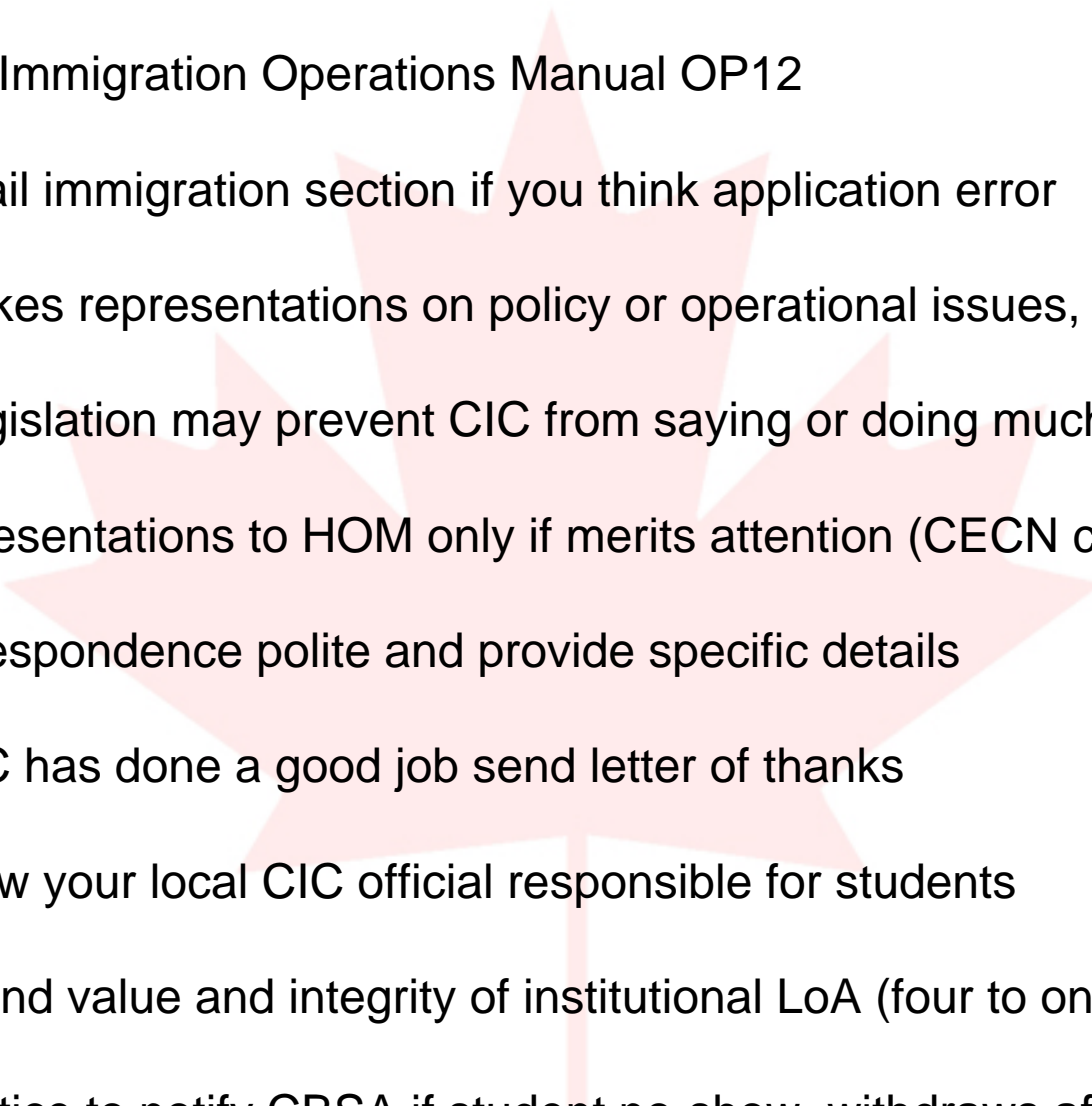
- First provincial immigration strategy in April 2007 featured
- Priority for international student recruitment and retention

Immigration – No Admission if No Study Permit

- If no study permit marketing dollars are wasted – study permit is key

Engaging with Overseas CIC offices

- Establish "bona fides" with CIC abroad
- Be in regular contact with CIC offices but don't overwhelm them
- Notify visa PM when new programs or changes to letterheads or documentation
- Adapt LoA if e.g. IS is part of 2+1 or 2+2 program
- Keep up to date on CIC staff changes in your markets (CECN can help)
- Do not be discouraged if CIC can't meet when you visit the region (e.g. China)

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- Meeting with visiting schools means less time processing study permits
 - Memorize Immigration Operations Manual OP12
 - Write/e-mail immigration section if you think application error
 - CECN makes representations on policy or operational issues, not individual files
 - Privacy legislation may prevent CIC from saying or doing much
 - Make representations to HOM only if merits attention (CECN can provide advice)
 - Keep correspondence polite and provide specific details
 - Where CIC has done a good job send letter of thanks
 - Get to know your local CIC official responsible for students
 - Keep in mind value and integrity of institutional LoA (four to one)
 - Good practice to notify CBSA if student no-show, withdraws after arrival or subsequently (but consider institutional privacy issues) 1-888-502-9060

Improvements to Visa Situation Over Last Six Years

- June 2002 – SP exemption from three months to six months
- June 2002 – Exemption category from language sector to all sectors
- January 2005 – More flexible policy for PS students to change institutions
- April 2005 – Secondary school SP for full four years
- May 2005 – Ability to directly e-mail most CIC offices abroad
- May 2005 – Expanded work provisions (outside MTV) for public PS graduates
- May 2005 – Off-campus employment pilots initiated
- April 2006 – Implementation of off-campus employment for publicly-funded
- September 2007 – Off-campus employment pilot to AB and MB privates
- April 2008 - Up to three-year open work permit available to IS graduates
- Autumn 2008 – Canadian Experience Class (CEC) comes into force

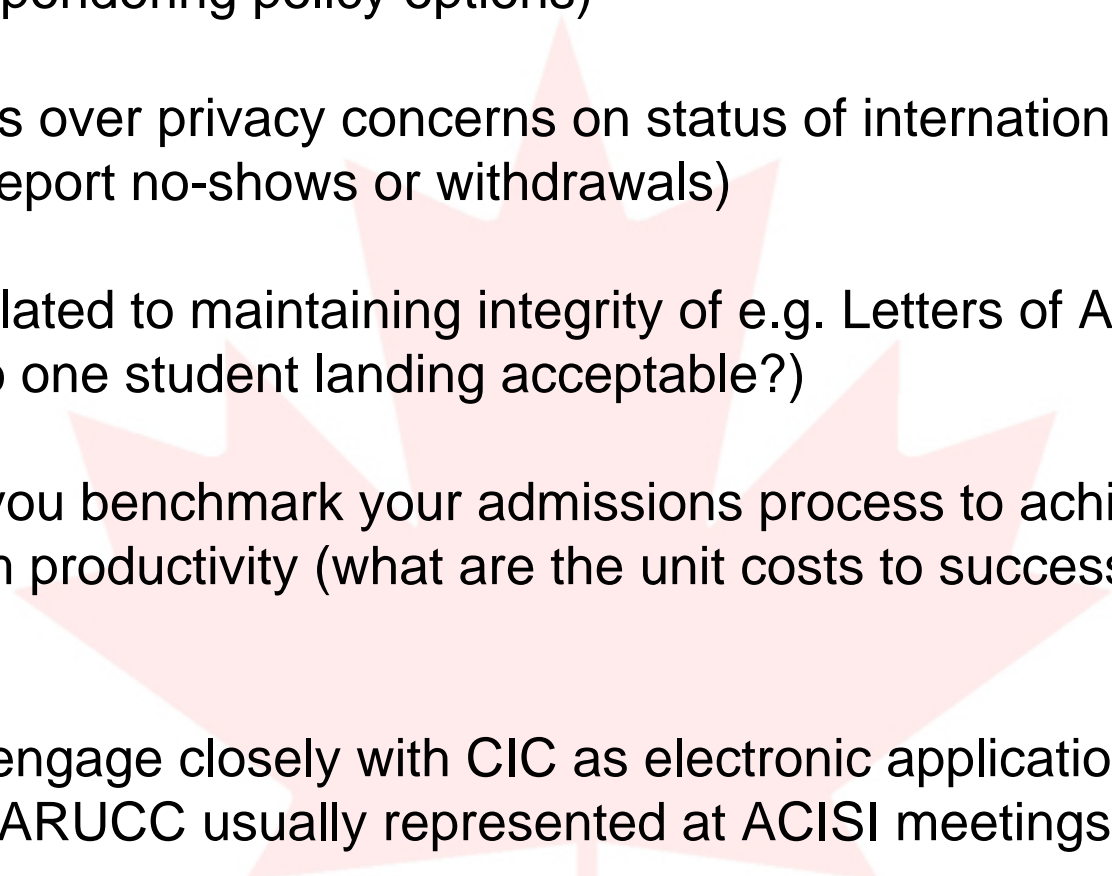
CIC e-Services Update



- Work continues at CIC in helping to develop electronic applications to various parts of the study permit and related work provisions process.
- Secure portals are being developed for individual applicants and CIC education partners.
- Client service page will also be developed and more expertise will be added to the call centre to provide technical assistance in using system.
- Shortly it will be possible for international students wishing to apply for an Off Campus Work Permit (OCWP) to do so online.
- Electronic Notification System (ENS) is also being developed so as to be able to engage electronically with identified institutions.
- By mid-2009 there will be an e-Application process for study permit applicants at least initially from visa-exempt countries.

Challenges That Will Influence Registrars and Admissions Staff

- Declining post-secondary enrollments particularly in Atlantic Canada (AAU presentation to HoC Finance Committee late last year)
- Increased international competition for the best and brightest (need for quick response to international enquirers – five-day norm)
- Increased competition among Canadian institutions for IS (it is collaboration as well as competition)
- marketing into new destinations where knowledge of credentials may be lacking (CECN organizes credentials workshops on regular basis)

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- Increased CIC ministerial concern on student fraud (CIC still pondering policy options)
 - Questions over privacy concerns on status of international students (do you report no-shows or withdrawals)
 - Issues related to maintaining integrity of e.g. Letters of Acceptance (is four to one student landing acceptable?)
 - How do you benchmark your admissions process to achieve maximum productivity (what are the unit costs to successfully admit one IS?)
 - Need to engage closely with CIC as electronic applications start to emerge (ARUCC usually represented at ACISI meetings)
 - Need to work closely with provincial ministries to ensure coordination particularly on advocacy agenda
 - Need to ensure seamless link with recruitment offices particularly as new markets being explored

The Future



- Despite lack of national education strategy there is positive movement
- Federal government (DFAIT and CIC) leading with welcome policy changes
- Provincial governments are increasingly active and strategic
- Individual institutions are more experienced and sophisticated
- 4.7 growth in study permits issued in 2007
- Canada's reputation increasingly recognized as quality destination for IS

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