

**BCCIE Roundtable:**

# **Advancing BC's International Education Strategy**



**NOVEMBER 22, 2012**



# Agenda

1. Introductions
2. B.C.'s International Education Strategy
3. Post-Secondary Update  
Janice Larson, Ministry of Advanced Education,  
Innovation and Technology
4. K-12 Update  
Kerry Pridmore, Ministry of Education
5. Q&A
6. Roundtable Discussion



# B.C.'s International Education Strategy

Vision	Goal 1	Goal 2	Goal 3
<p><b>High quality international education system that fosters social benefits and economic prosperity for all citizens.</b></p>	<p>Globally oriented education system</p>	<p>Quality learning and life experiences</p>	<p>Benefits for all B.C. communities, families and businesses</p>



# Strategy Highlights

- \$5 million in scholarship funding
- A new quality assurance framework
- Placement of dedicated Education Officers in B.C.'s overseas Trade & Investment offices
- Promoting international education best practices across B.C.
- Coordinated international marketing approach, including key events, inbound/outbound missions and refresh of materials
- Smoother transitions to further learning, work and permanent residency
- Working with communities, institutions and businesses to welcome international students
- Resources for homestay providers



# Post-Secondary Update

- In 2012, \$5 million in scholarship funding provided to Mitacs and the Irving K. Barber B.C. Scholarship Society to support the Mitacs Accelerate, Mitacs Globalink the One World International Scholarship programs
- Two rounds of consultation have taken place to inform the development of a quality assurance framework ; third round currently underway
- Capacity survey of all public post-secondary institutions has been completed; review and analysis to be completed
- Refresh of the LearnLiveBC website has been completed; expected launch December 2012
- In 2012, the Provincial Nominee Program team participated in 21 outreach sessions at B.C. public and private post-secondary institutions to promote the program to international students as a pathway to permanent residency
- Initial engagement with some community partners has taken place with plans underway to do more
- Work is ongoing at the national level to coordinate/collaborate with other P/Ts and the federal government



# International Education Officers

## Where are they located?

- 6 Education Officers will be placed in B.C.'s overseas Trade and Investment offices
  - Japan (Tokyo)
  - Korea (Seoul)
  - China (Shanghai & Beijing)
  - India (Mumbai & Bangalore)
- 5 of 6 officers have now been hired



# International Education Officers

## What is their role?

- Communicating B.C.'s education advantages to local stakeholders
- Identifying opportunities within market for B.C. education partnerships
- Supporting institutions in the formation of partnerships
- Coordinating and participating in incoming and outgoing missions and trade shows



# International Education Marketing Strategy Overview

The Province is developing an international education marketing strategy that will promote:

- B.C.'s world class education system
- B.C.'s Education Quality Assurance (EQA) brand
- Benefits of living in B.C.
- Work opportunities for international students both during & after completion of their studies at post-secondary institutions in B.C.



# International Education Marketing Strategy and Tactics

## Strategy 1: Promoting the EQA Brand

- Tactics: Media outreach to ethnic publications & global media outlets

## Strategy 2: Harnessing the advocacy of friends & family

- Tactic: Ethnic print campaign (domestic)

## Strategy 3: Promote B.C.'s world-class education system, including K-12 and post-secondary

- Tactic: Search Engine Marketing campaigns in key markets

## Strategy 4: Refresh marketing materials for educational events worldwide (including the LearnLiveBC.ca website)



# K – 12 Update

- Offshore Program Redesign
- K-12 International Education Advisory Group
- K-12 Strategic Framework
- K-12 Capacity Survey



Ministry of  
Education

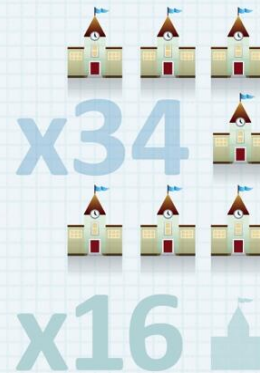


# BC Offshore Schools - *Background*



First school  
certified in 1998

Maple Leaf International School  
(Dalian, PRC)

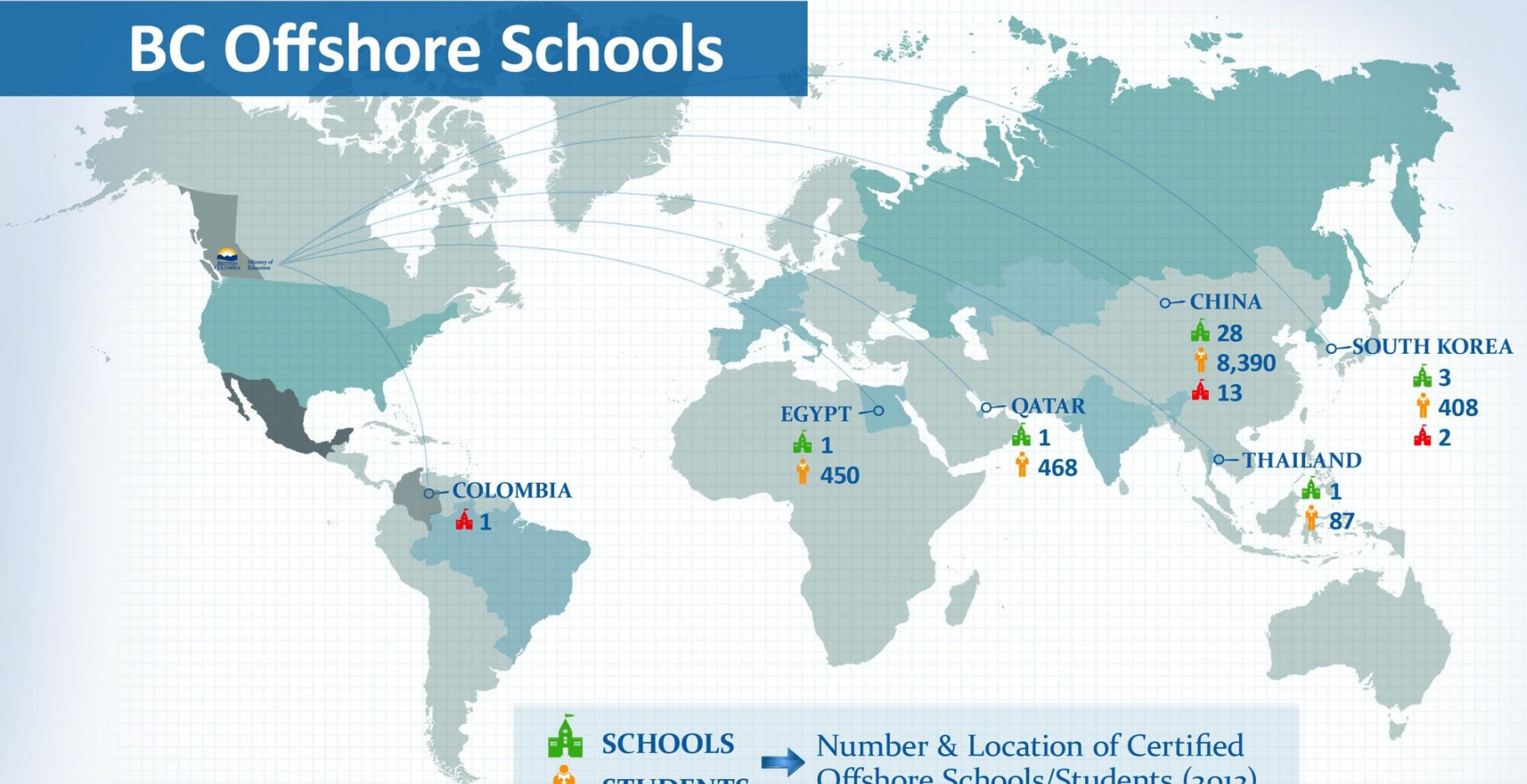


2012 Schools:

- 34 certified
- 16 pre-certified



# BC Offshore Schools



**SCHOOLS**  
**STUDENTS**



Number & Location of Certified Offshore Schools/Students (2012)



**SCHOOLS**



Number & Location of Pre-Certified Schools (2012)



# Offshore Review

- June – December 2012:
  - *No new applications being considered*
  - *Comprehensive program review and development of new processes/criteria*
- Stakeholder consultations (Offshore Reps, Inspectors, International Ed Advisory Committee, SD Business Companies)
- Data analysis & jurisdictional scan
- Program Review completed
- Implement Recommendations



# Offshore Next Steps

- ① Align program to BC International Ed Strategy and Jobs Plan
- ② Establish rigorous program eligibility & certification criteria
- ③ Simplify program governance structure
- ④ Develop new rules to ensure quality, and a clear process for school decertification
- ⑤ Increase recoveries to cover forecasted program costs
- ⑥ Update and streamline program oversight and administration practices



# K-12 Advisory Group

**Mandate** - provide strategic advice to accomplish the Ministry's vision, strategy and goals for International Education in:

- B.C. offshore school programs
- onshore programs in BC-based schools
- distributed learning programs

**Participants appointed by Minister:**

- Three Superintendents
- IPSEA, FISA, CAPS-I, BCCIE

Three meetings held to be held during 2012/13



# K-12 Capacity Survey

## Response Rate and Respondent Profile

- 40% Response Rate (24 School Districts)
- 21 School Districts had International Program; 3 did not.
- Diverse respondent group; good range representation in terms of geography, program size, and program maturity

Geographic Distribution	%
Vancouver Is.	19%
Lower MnInd	33%
Interior	19%
North	10%
Southeast	19%

Enrolment Size	%
<1,500	5%
>1,500 – < 10,000	57%
> 10,000	38%

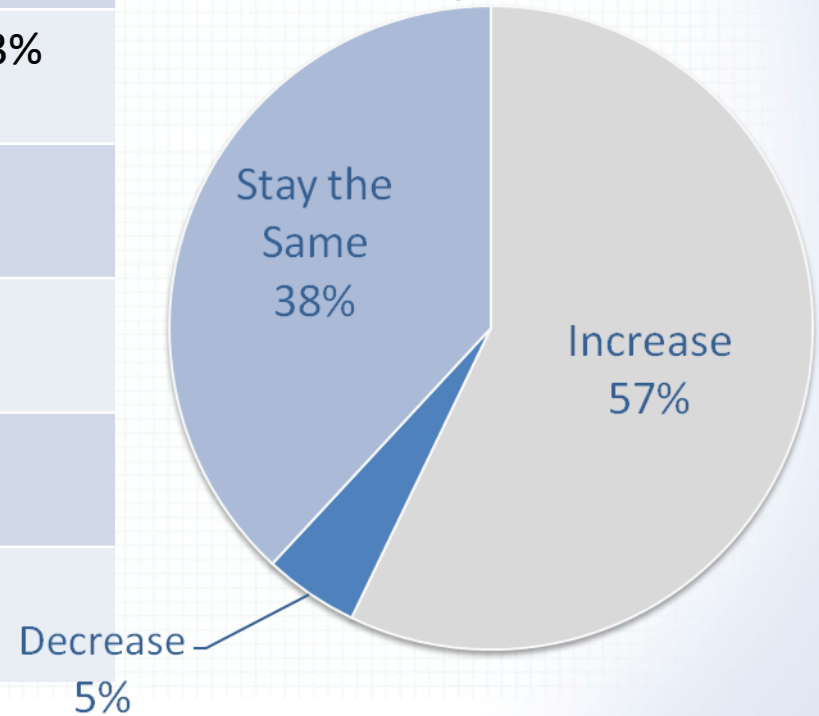
Respondents' share of 2011 Non-resident students	52%
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# K-12 Capacity Survey - Results

Capacity Areas	Issue?	Key Reasons	Future Issue?
Physical Space	38%	Some schools hard to market; class size limits	33%
Homestay	52%	Limited quality homes/interest	43%
Staffing	19%	Trained ESL staff; TOCs	
Community Outlook	10%	Reasons not given	
Transprtn	10%	Buses; no regional airport	
Student Supports	19%	ESL supports	

## 4-year Enrolment Projection



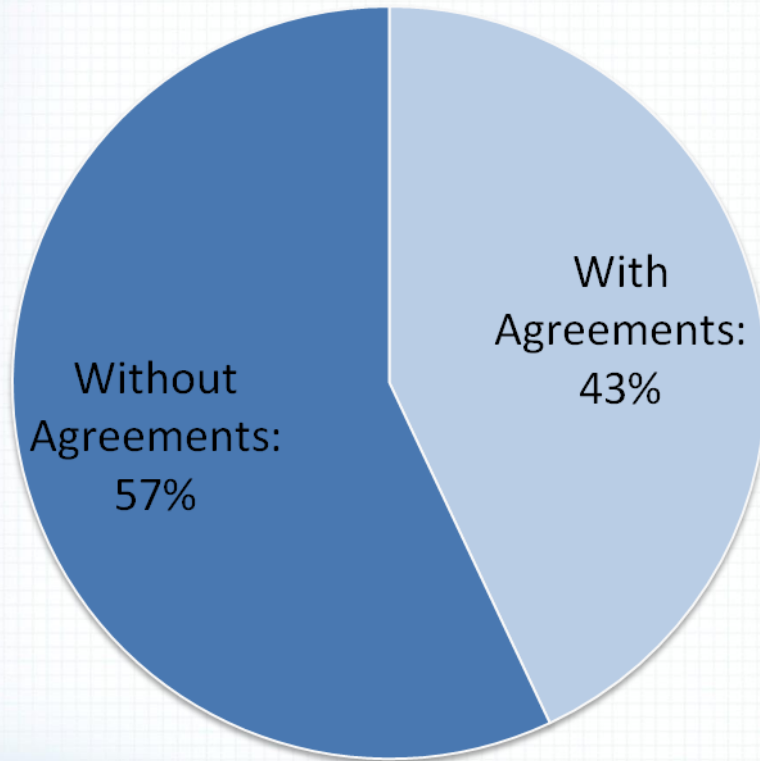
# K-12 Capacity Survey – Sector Suggestions

<b>Policy</b>	<ul style="list-style-type: none"><li>• class size legislation currently affects recruitment (16%)</li></ul>
<b>Marketing</b>	<ul style="list-style-type: none"><li>• Assist (funding, branding etc.) at education fairs / expositions (16%)</li><li>• Help small districts form recruiting consortia (10%)</li></ul>
<b>Capital Planning</b>	<ul style="list-style-type: none"><li>• Build new schools/Schools too full (16%)</li><li>• Stop school closures (5%)</li><li>• New schools sell better: consider intl .students in cap. planning (5%)</li></ul>
<b>Immigration</b>	<ul style="list-style-type: none"><li>• Support with CIC when issues arise: e.g. delays w/ study permits (16%)</li></ul>
<b>Quality Assurance</b>	<ul style="list-style-type: none"><li>• Monitor &amp; ensure system quality (5%)</li></ul>
<b>Knowledge transfer</b>	<ul style="list-style-type: none"><li>• Support ESL / ELL for districts not yet skilled in this area (5%)</li></ul>



# K-12 Capacity Survey

## Transfer Agreements with Post-Secondary Institutions



Many in K-12 sector feel that post-secondary institutions do not prioritize or are not willing to develop agreements that “work” for districts. To be useful agreements “should” include:

- Guaranteed conditional acceptance for students
- Use of PSI’s logo for marketing
- Some shared / joint marketing ventures



# Q & A



# Discussion Topics/Key Considerations

Zones	Facilitator	Topics
1	Janice	<u>Pathways (incl K-12, language schools, private colleges towards PSE)</u>
2	Kelly	<u>Marketing (incl Education Officers)</u>
3	Kerry	<u>Homestay and Student Services</u>
4	Randall	<u>Internationalization including mobility and curriculum</u>

## Two considerations in your discussions on these topics:

- *Institutional strategies around best practices used to date.*
- *How and to what extent can Government through the IE strategy be most effectively engaged to strengthen and advance the IE sector.*

