

# BRITISH COLUMBIA COUNCIL FOR INTERNATIONAL EDUCATION (BCCIE)



## About BCCIE

The BC Council for International Education (BCCIE) is committed to advancing the international education interests of the province of British Columbia.

BCCIE is a leader in the successful development, promotion and maturation of international education in British Columbia. Through consultation and liaison with the provincial government, the direction of the Board, and broad engagement with the diversity of sectors representing international education, we support our mission through **four key strategic goals**.

## Our Goals

### Leadership

Provides coordinated leadership for British Columbia's (BC's) diverse international education sectors

- Advocates and liaises with senior levels of government, the media and other stakeholders to advance the international education interests of the sector
- Coordinates with provincial and federal government to align international education initiatives with long-term provincial labour market and regional development needs

### Market Support

Positions BC as the leading quality destination for international learners

- Markets BC as Canada's preferred international education destination through coordinated print, web and social media campaigns
- Encourages the growth, quality and diversity of international students at all levels through strategic market activities, the dissemination of contract training opportunities, and the administration of the provincial Educational Quality Assurance seal

### Communication and Service

Provides effective training, service and communication to and for stakeholders

- Coordinates a cohesive, strategic and effective communications and professional development plan for stakeholders to cultivate excellence and professionalism in the field
- Develops and updates international education research, data collection, and other professional publications for the benefits of the sector
- Monitors and develops appropriate responses to public media on issues of importance to international education in BC

### Internationalization

Promotes a culture of quality and excellence in internationalization

- Undertakes sector-wide initiatives to develop and promote a culture of excellence in international activities, policies and services
- Provides support for the integration of international and intercultural dimensions into teaching, service and research functions within our institutions and districts
- Assists in the creation of an educational environment for Canadian students that encourages academic mobility, tolerance, global citizenry and positive intercultural engagement

**BCCIE**

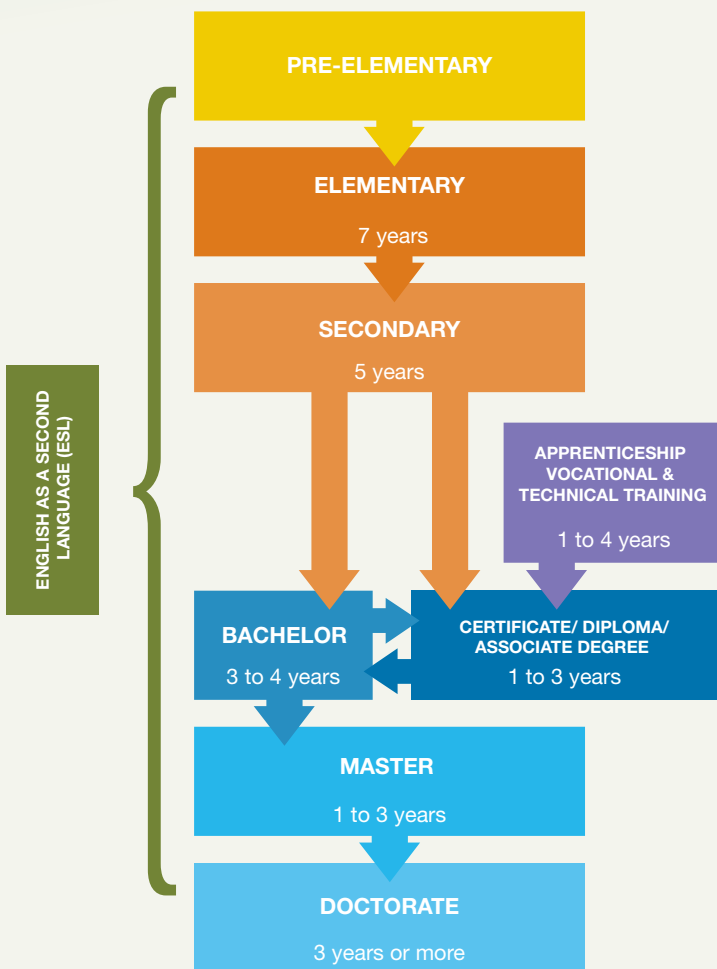
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## Overview of British Columbia Education

In Canada, education is a provincial rather than federal responsibility, and there is no national Ministry of Education. In BC, strong levels of government commitment combine with rigorous inspection and a transparent accreditation process to ensure high levels of quality throughout the entire education system. BC is Canada's westernmost province, and its vibrant economy, young and diverse population, close trade links with the world's major economies, and the warmest climate in Canada make it the destination of choice for international students studying in Canada. BC also ranks extremely high on international studies of liveability and student performance. Each year, over 94 000 international students from around the world choose BC for their education.



## Our Board

The BCCIE Board is comprised of leaders in BC's education community, as well as senior government representatives. Our Board advises the Council and supports our work.

Our 2010-11 Board is comprised of the following individuals:

**Dr. Michael Stevenson, Chair**

*Past President, Simon Fraser University*

**James Gorman**

*Deputy Minister, BC Ministry of Education*

**Dr. Philip Steenkamp**

*Deputy Minister, BC Ministry of Advanced Education*

**Dana Hayden**

*Deputy Minister, BC Ministry of Jobs, Tourism and Innovation*

**Dr. Stephen Owen**

*Vice-President, University of British Columbia*

**Catherine Vertesi**

*Vice-President Education, Management and International Programs, Capilano University*

**Jim Hamilton**

*President, Okanagan College*

**Karin Kirkpatrick**

*Registrar & CEO, Private Career Training Institutions Agency*

**Dr. Peter Froese**

*Executive Director, Federation of Independent School Associations*

**John Gaipman**

*Superintendent, Greater Victoria School District No.61*

**Michael McKay**

*Superintendent, Surrey School District No.36*

## Our Partners

BCCIE works closely with both the provincial and federal governments and with a number of partner organizations to further the goals of the sector. We understand that collaboration and cooperation are critical to ensure the sustainable growth of our industry.

Examples of partner organizations include:

- Association of Canadian Community Colleges (ACCC)
- Association of Universities and Colleges of Canada (AUCC)
- BC Association of Institutes and Universities (BCAIU)
- BC Career Colleges Association (BCCCA)
- BC Colleges
- BC Council for Admissions and Transfer (BCCAT)
- Canadian Association of Public Schools International (CAPS-I)
- Canadian Bureau of International Education (CBIE)
- Federation of Independent Schools of BC (FISABC)
- International Public School Education Association (IPSEA)
- Languages Canada
- Private Career Training Institutions Agency of BC (PCTIA)
- Research Universities of British Columbia (RUCBC)

# The International Education Sector in BC: A Snapshot

BC is a Canadian leader in attracting international students to our schools and campuses. In 2011, BCCIE commissioned a report by Dr. Roslyn Kunin of RKA & Associates, Inc. to examine the economic impact of international education to our province. A selection of findings from the report are listed below.

## General Economic Contribution

- Economic contribution of \$1.8 billion to BC annually (2010)
- Direct contribution equivalent of \$1.245 billion in provincial GDP (2010)
- Creates over 21 540 jobs in province (2010)
- More than \$66 million in government revenue generated annually (2010)
- Total of 94 000 international students in BC (2010), excluding executive training, some short-term private training, offshore and online delivery

## International Education is a Leading Economic Sector for British Columbia

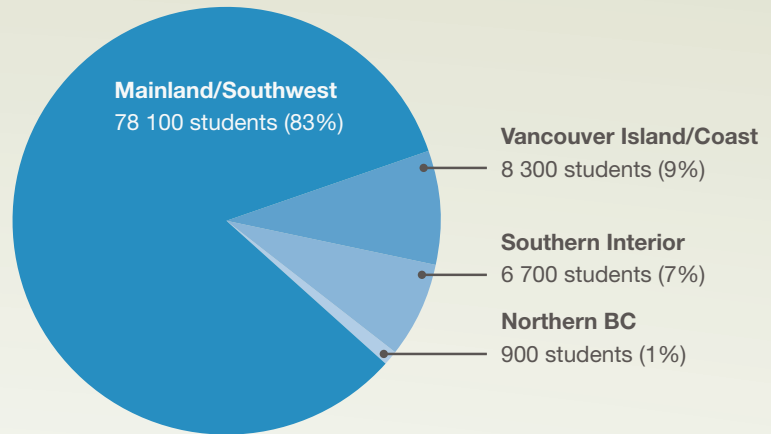
- Most important trade sector for BC: Saudi Arabia, India, Mexico
- Second most important trade sector: Korea, Taiwan, Brazil, Hong Kong
- Third most important trade sector: China

## Top Ten Source Countries for International Students to BC

	International Student Numbers
1 Korea	17 900
2 China	15 400
3 Japan	11 100
4 Saudi Arabia	6 600
5 Brazil	5 500
6 Mexico	5 300
7 Taiwan	3 700
8 USA	2 500
9 Germany	2 400
10 Switzerland	2 200

*\*Totals from public and private post-secondary, all K-12, and language schools (2010)*

## International Student Numbers by BC Region



## International Student Numbers: By Level of Study



## Education Quality Assurance - BC's Brand for Quality Education

Established by the province of British Columbia (BC) and administered by BCCIE, Education Quality Assurance (EQA) is BC's assured provincial brand of quality for all sectors of private and public post-secondary education.



### What is BC's EQA?

EQA is a provincial quality assurance designation that identifies all BC public and private post-secondary institutions that have met or exceeded provincial government recognized quality assurance standards and offer consumer protection.

### BC Leads the Way

- Canada's first and only provincial brand of quality for post-secondary education
- International leader in quality assurance as the brand is accessible to all provincial post-secondary institutions, dependent on meeting eligibility requirements.
- BC is the only province with a consolidated list of public and private institutions branded with a provincial government seal (as an assurance to deliver and issue top quality post-secondary education)
- The EQA Registry is published on the EQA and BCCIE websites and is updated daily to reflect any changes in an institution's EQA status

For further information about BC's EQA Designation and to find an EQA-designated post-secondary school, please visit our website at [www.bceqa.ca](http://www.bceqa.ca).

## Contact Us

Please be in touch with BCCIE staff for further information about our activities or about the international education sector in BC.

### British Columbia Council for International Education

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## Useful Links

**BC Association of Institutes + Universities**  
[www.bcaiu.com](http://www.bcaiu.com)

**British Columbia Council on Admissions & Transfer (BCCAT)**  
[www.bccat.ca](http://www.bccat.ca)

**BC Career Colleges Association (BCCCA)**  
[www.bccca.com](http://www.bccca.com)

**BC Colleges**  
[www.bccolleges.ca](http://www.bccolleges.ca)

**BC Education Quality Assurance (EQA)**  
[www.bceqa.ca](http://www.bceqa.ca)

**BC Ministry of Advanced Education**  
[www.gov.bc.ca/aved](http://www.gov.bc.ca/aved)

**BC Ministry of Education**  
[www.gov.bc.ca/bced](http://www.gov.bc.ca/bced)

**Canadian Bureau for International Education (CBIE)**  
[www.cbie.ca](http://www.cbie.ca)

**Degree Authorization (Degree Authorization Act and Degree Quality Assessment Board)**  
[www.aved.gov.bc.ca/degree-authorization](http://www.aved.gov.bc.ca/degree-authorization)

**Federation of Independent Schools of BC (FISABC)**  
[www.fisabc.ca](http://www.fisabc.ca)

**International Public School Education Association (IPSEA)**  
[www.studyinbc.org](http://www.studyinbc.org)

**Languages Canada**  
[www.languagescanada.ca](http://www.languagescanada.ca)

**Private Career Training Institutions Agency (of BC) (PCTIA)**  
[www.pctia.bc.ca](http://www.pctia.bc.ca)

**Research Universities Council of BC (RUCBC)**  
[www.rucbc.ca](http://www.rucbc.ca)

**StudentAid BC**  
[www.aved.gov.bc.ca/studentaidbc](http://www.aved.gov.bc.ca/studentaidbc)

**Study in BC**  
[www.studyinbc.com](http://www.studyinbc.com)

**WelcomeBC**  
[www.welcomebc.ca](http://www.welcomebc.ca)

