

BCCIE 2015 SUMMER SEMINAR

GLOBAL RESPONSIBILITY AND
INSTITUTIONAL MANDATE:
OPPORTUNITY FOR INNOVATION

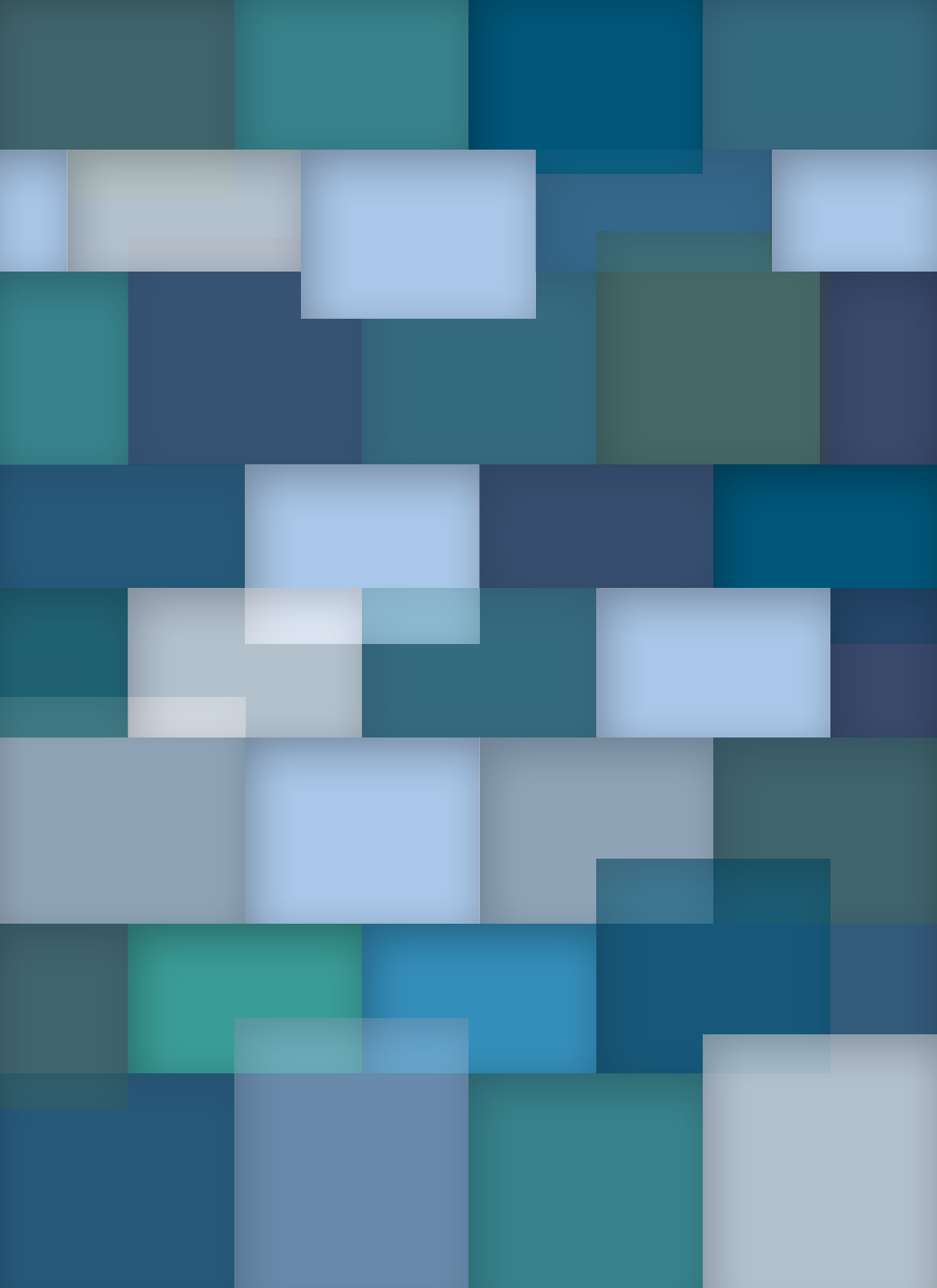


The Fairmont Chateau Whistler Hotel | Whistler, BC | June 21-24



#SSWHISTLER15





WELCOME

Dear friends and colleagues,

Welcome, and thank you all for joining us here in beautiful Whistler for BCCIE's 6th Annual Summer Seminar. We are so very fortunate to be back in Whistler, where breathtaking views, rich histories, epic opportunities and exciting adventures abound. Though the 2010 Olympic and Paralympic Winter Games are a distant memory, the spirit of success and optimism still linger and we will always own that podium.

With this spirit of achievement, we are here to celebrate the victories and successes of our maturing sector. Summer Seminar is attended by some of the sharpest and most innovative minds in International Education from BC and well beyond. We are gathered with influential practitioners, provincial and federal government leaders, researchers, student service providers and more.

This year's conference theme is an important one: *Global Responsibility and Institutional Mandate: Opportunity for Innovation*. As always we want to challenge and push our speakers and colleagues and we encourage dialogue about how we can grow and maintain our sector responsibly and with adherence to shared values. Importantly, how can we balance our responsibilities as international educators with the limitations imposed by our institutions, mandates, governments and other realities? As with any conference theme, we cannot expect absolute answers by the end of the day, perhaps only more questions and some affirmation that we are on the right course; and perhaps we can hope for seeds of thought planted in the minds of those young practitioners just itching to take this sector over when Boomers have gone to pasture.


International Education continues to be a success story in BC. Let us take this time to celebrate our wins, lick our wounds and chart our future course. Please enjoy yourself and make this conference a memorable one.

Dr. Randall Martin
Executive Director, BCCIE



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Summer Seminar 2015 **Schedule at a glance**



TIME	EVENT TITLE	LOCATION
13:00 - 16:00	PRE-CONFERENCE WORKSHOP I DFATD Emergency Management Table Top Exercise	Frontenac A
13:30 - 16:30	PRE-CONFERENCE WORKSHOP II How to Use Concepts, Data, and Processes to Drive Competitive International Admissions Performance	Frontenac C
16:30 - 18:00	First Timers' Social - <i>sponsored by ICEF</i>	Woodlands Terrace
18:30 - 20:30	Opening Reception	Woodlands Terrace

TIME	EVENT TITLE	LOCATION
7:45 - 8:30	Breakfast	Frontenac Foyer
8:15 - 8:45	First Nations Welcome and Opening Remarks	Frontenac Ballroom
8:45 - 9:00	Networking Break	Frontenac Foyer
9:00 - 10:00	THOUGHT LEADER DIALOGUES	
	TLD I Diversity and Inclusion: An Urgent Imperative for International Education - sponsored by <i>University Canada West</i>	Frontenac A
	TLD II Internationalization process in Latin America: latest trends and challenges	Frontenac C
10:00 - 10:15	Coffee Break	Frontenac Foyer
10:15 - 11:30	Presidents' Panel	Frontenac Ballroom
11:30 - 13:00	Keynote Lunch with Stephen Lewis	Frontenac Ballroom
13:00 - 13:30	Sponsor Fair	Frontenac Foyer
13:30 - 14:30	CONCURRENT SESSIONS SERIES A	
	A1 International Education Innovations at a Small College	Empress A
	A2 Innovative Approaches to Balancing Student Exchange Numbers	Empress B
	A3 Global and Environmentally Conscious Arts Education at Vancouver Film School: Saving the World through Animation	Empress C
	A4 International Education and the Competitive Landscape for English-Speaking Destinations	Frontenac A
	A5 Findings from the 2014 BC International Student Survey	Frontenac B
	A6 An International Program Review - Revealed	Frontenac C

continued...

TIME	EVENT TITLE	LOCATION
14:30 - 14:45	Networking Break	Frontenac Foyer
14:45 - 15:45	CONCURRENT SESSIONS SERIES B	
	B1 Developing Student Leaders: Success Stories From a Leadership Program	Empress A
	B2 Opportunities for working with China's Non-Governmental Education Sector	Empress B
	B3 International Progression Pathways The Scottish Model: Diploma to Degree	Frontenac A
	B4 Recruiting and Marketing in Vietnam	Frontenac B
	B5 Regional Collaboration: Victoria's Coordinated Approach to Recruitment	Frontenac C
15:45 - 16:00	Coffee Break	Frontenac Foyer
15:45 - 16:45	Business Development Networking with Chinese Delegation	Empress C
16:00 - 17:00	CONCURRENT SESSIONS SERIES C	
	C1 What's New at CBIE? Several New and Unique Scholarship Programs	Empress A
	C2 Digital Engagement Marketing For International Recruitment: A Case Study	Empress B
	C3 Re-engaging Africa: A Call For Mutually Productive Parnterships	Frontenac A
	C4 Towards an International Campus: The Struggle of a Specialized Dutch Institution to Internationalize its Services	Frontenac B
	C5 Foundation Program for International Student Success	Frontenac C
17:00 - 18:00	Mentorship Networking Reception - sponsored by Guard.me	Empress C

TIME	EVENT TITLE	LOCATION
7:45 - 8:45	Breakfast	Frontenac Foyer
8:45 - 10:00	Global Leaders Panel	Frontenac Ballroom
10:00 - 10:15	Coffee Break	Frontenac Foyer
10:15 - 11:00	BC Provincial Government Update	Frontenac Ballroom
11:05 - 11:40	CIC Update	Frontenac Ballroom
11:45 - 12:30	Trade Commissioner Expertise from China, India, Latin America, Ottawa and Vancouver	Frontenac Ballroom
12:30 - 13:45	Plenary Lunch with Jenifer Cushman	Frontenac Ballroom
13:45 - 14:15	Sponsor Fair	Frontenac Foyer
14:15 - 15:15	CONCURRENT SESSIONS SERIES D	
	D1 International Strategic Enrolment Management at the University of Victoria	Empress A
	D2 What You Need to Know About Marketing in Latin America: A focus on Brazil and Mexico	Empress B
	D3 International Experience Canada (IEC)	Empress C
	D4 From Multicultural to Intercultural	Frontenac A
	D5 Integrated Marketing and Communications: Strengthens your brand and increases your ROI	Frontenac B
	D6 Canada-India Partnerships: What a Match you have Made!	Frontenac C
15:15 - 15:30	Coffee Break	Frontenac Foyer

continued...

TIME	EVENT TITLE	LOCATION
15:30 - 16:30	CONCURRENT SESSIONS SERIES E	
	E1 Risk and Reward in Internationalization Strategy	Empress A
	E2 Welcoming the world? Pre-arrival Expectations VS Post-arrival Experiences	Empress B
	E3 The Rise of Online Community Marketing in International Education	Empress C
	E4 Employability Challenges of Returning Graduates - A Case Study from India	Frontenac A
	E5 Secure English Language Testing: Introducing iTEP!	Frontenac B
	E6 How Expensive is BC Really for International Students? Results from the Largest International Study Cost Database	Frontenac C
16:30 - 17:00	Networking Break	Frontenac Foyer
17:00 - 18:00	EMM/Trade Commissioner Meetings	Empress C
18:00 - 18:30	Pre-banquet Reception	Macdonald Foyer
18:30 - 21:00	International Education Awards Banquet	Macdonald Ballroom



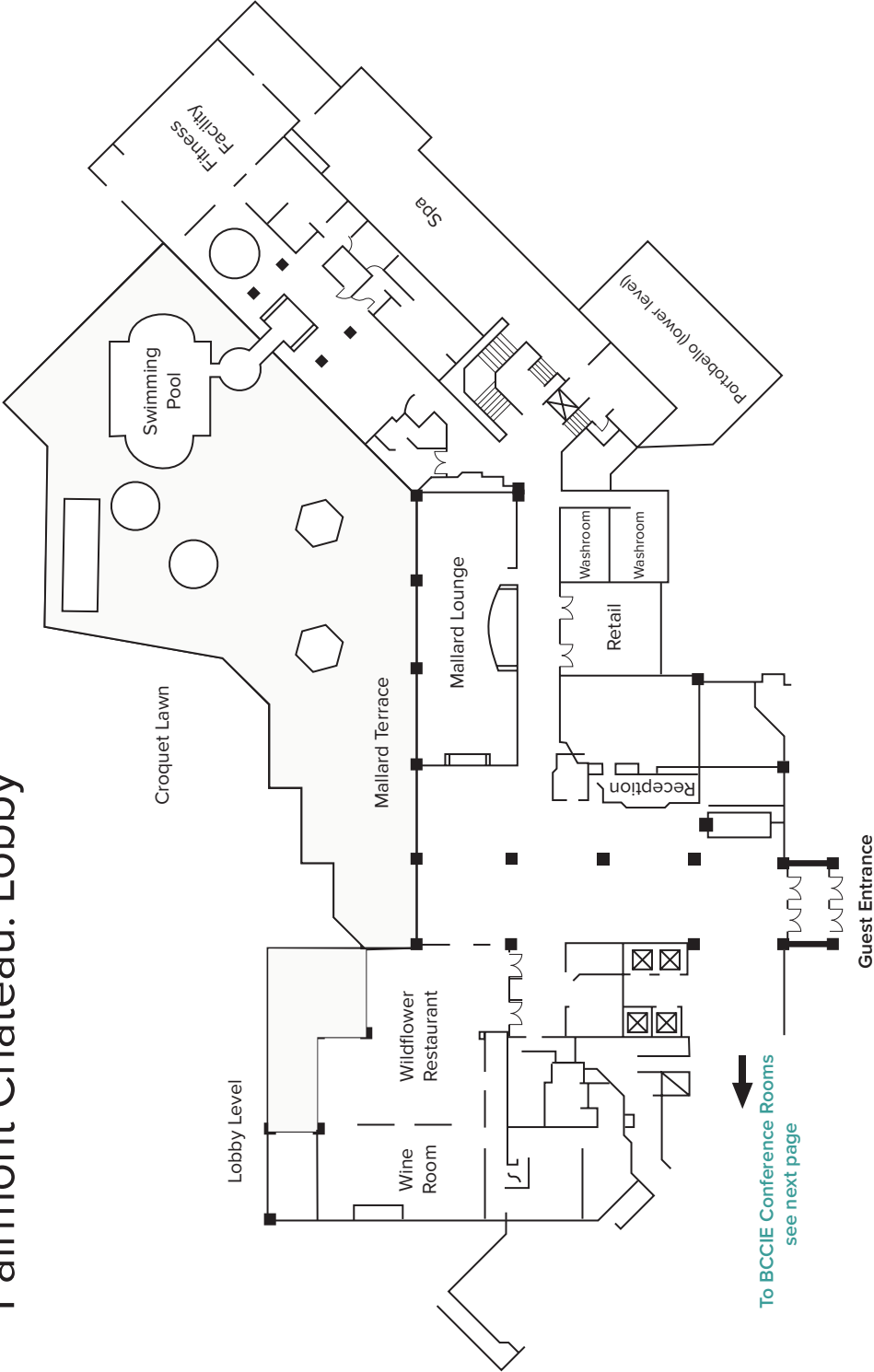
WHISTLER FARMERS' MARKET

Open twice a week throughout the summer, the markets features local produce from the Sea to Sky Corridor. It is the perfect place to find artisan food, local artists, refreshing beverages and live entertainment. The markets are a great day out for the family.

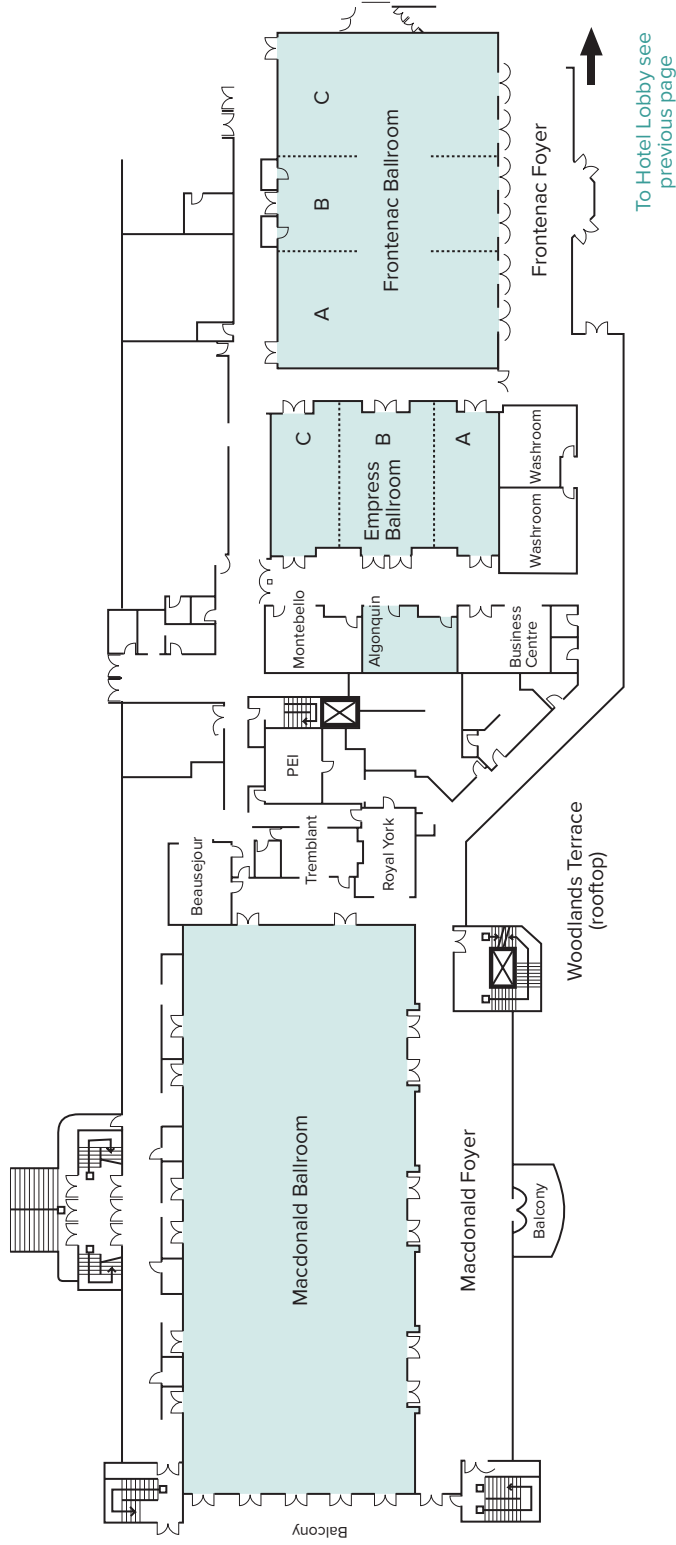


TIME	EVENT TITLE	LOCATION
8:15 - 9:00	Breakfast	Frontenac Foyer
8:15 - 10:15	EMM/Trade Commissioner Meetings	Empress C
9:00 - 9:15	Networking Break	Frontenac Foyer
9:15 - 10:15	CONCURRENT SESSIONS SERIES F	
	F1 Launching UBC Vantage College's First Year Program	Empress A
	F2 International Student Services: An Overview of Considerations	Frontenac A
	F3 Intentionally Intercultural: It's a Two-Way Street	Frontenac B
	F4 Internationalization and Global Engagement	Frontenac C
10:15 - 10:30	Coffee Break	Frontenac Foyer
10:30 - 11:30	Closing Keynote with Wade Davis	Frontenac Ballroom
11:30 - 11:45	Transition Break	Frontenac Foyer
11:45 - 12:45	Roundtable: Charting the Course for Skill Upgrades in 2015/16	Empress C

Fairmont Chateau: Lobby



BCCIE Conference Rooms





JOIN BCCIE AT OUR 2015 TEAM BC MISSIONS

Brazil and South East Asia

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Dates: Sep 10 — Sep 20, 2015

Cities: Rio de Janeiro
Recife
Belo Horizonte
Brasilia
São Paolo

SE ASIA MISSION

Dates: Oct 7 — Oct 19, 2015

Cities: Jakarta
Surabaya
Yogyakarta
Hanoi
Ho Chi Minh City

BC value-added events are planned for each location and will vary, including agent meetings, receptions, orientation site visits, partnership development meetings and networking.

RSVP to events@bccie.bc.ca by June 30.

For more info, feel free to speak with a staff member at Summer Seminar.



Photo by Farhang Ghajar, CBC

STEPHEN LEWIS

KEYNOTE SPEAKER

Monday, June 22, 11:30 - 13:00

Location: Frontenac Ballroom

Stephen Lewis is a Professor of Practice in Global Governance at the Institute for the Study of International Development at McGill University and a Professor of Distinction at Ryerson University. He is the board chair of the Stephen Lewis Foundation and the co-founder and co-director of AIDS-Free World in the United States.

Among several senior UN roles that spanned over two decades, Mr. Lewis was the UN Secretary-General's Special Envoy for HIV/AIDS in Africa, Deputy Executive Director of UNICEF, and Canada's Ambassador to the United Nations.

Mr. Lewis holds 37 honorary degrees from Canadian universities, as well as honorary degrees from Dartmouth College and Johns Hopkins University in the United States. He is a Companion of the Order of Canada and in 2007, the Kingdom of Lesotho invested Mr. Lewis as Knight Commander of the Most Dignified Order of Moshoeshoe, the country's highest honour.

We are excited to hear from Stephen this year on topics related to International Education and the importance of global connectedness.



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UCW Memberships & Designations

JENIFER CUSHMAN

PLENARY LUNCH SPEAKER

Tuesday, June 23, 12:30 - 13:45
Location: Frontenac Ballroom

Jenifer Cushman is Campus Dean and Associate Professor of German at Ohio University Zanesville, where she serves on the Ohio Board of Regents working group for postsecondary globalization and the OU Senior International Management Team. After earning her PhD in German Literature from Ohio State, she taught English in Russia as a US Peace Corps volunteer and then privately in Poland.

2015 President of the Association of International Education Administrators (AIEA), Cushman first engaged with International Education administration through the University of Minnesota study abroad curriculum integration effort, as a faculty member at University of Minnesota Morris. Formerly Dean of International Education at NAFSA Simon-Award-winning Juniata College, she participated in the 2013 Fulbright-Nehru International Education Administrators Seminar to India, chaired the 2014 Simon committee, and contributed to the NAFSA publication *“Improving and Assessing Global Learning”* and the forthcoming *Internationalizing the Undergraduate Psychology Curriculum: Practical Lessons Learned At Home and Abroad*.

WADE DAVIS

CLOSING KEYNOTE SPEAKER

Wednesday, June 24, 10:30 - 11:30
Location: Frontenac Ballroom

Wade Davis is Professor of Anthropology and the BC Leadership Chair in Cultures and Ecosystems at Risk at the University of British Columbia. Between 1999 and 2013 he served as Explorer-in-Residence at the National Geographic Society and is currently a member of the NGS Explorers Council.

The author of 17 books, including *The Serpent and the Rainbow*, *One River*, *The Wayfinders* and *The Sacred Headwaters*, he holds degrees in anthropology and biology and received his PhD in ethnobotany, all from Harvard University. His many film credits include *Light at the Edge of the World*, an eight-hour documentary series written and produced for the National Geographic.

Davis is the recipient of 11 honorary degrees, as well as the 2009 Gold Medal from the Royal Canadian Geographical Society for his contributions to anthropology and conservation, the 2011 Explorers Medal, the highest award of the Explorers Club, the 2012 David Fairchild Medal for botanical exploration, and the 2013 Ness Medal for geography education from the Royal Geographical Society. His latest book, *Into the Silence*, received the 2012 Samuel Johnson prize, the top award for literary nonfiction in the English language.

SPECIAL EVENTS

First Timers' Social - *Sponsored by ICEF*

SUNDAY, JUNE 21

16:30 - 18:00

Location: Woodlands Terrace

Are you new to the exciting field of International Education? Please join us at the First Timers' Social. Learn more about the industry, best practices, and specialized areas. Discuss challenges, emerging issues and opportunities in the industry with colleagues while building your network.

Summer Seminar Opening Reception

SUNDAY, JUNE 21

18:30 - 20:30

Location: Woodlands Terrace

Celebrate the beginning of another annual BCCIE conference in beautiful Whistler, BC. One ticket for this event is included in each delegate's full conference registration.

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First Nations Welcome and Opening Remarks

MONDAY, JUNE 22

8:15 - 8:45

Location: Frontenac Ballroom

A traditional First Nations opening will be provided by the Lil'wat Nation. The Fairmont Chateau Hotel Whistler rests on what is the traditional territory of the band represented here at the conference and BCCIE greatly appreciates their presence.

Business Development Networking with Chinese Delegation

MONDAY, JUNE 22

15:45 - 16:45

Location: Empress C

We invite you to meet one-on-one with presidents and executives from some of the largest degree-granting private universities and two influential Government supported NGOs in China.

This is an excellent opportunity to mingle with representatives from the industry and explore opportunities including:

- short term study programs
- joint degree programs
- articulation programs
- teacher training programs
- offshore K-12 programs
- research

Participants from China:

Institutions	NGOs
Beijing City University	Chinese Service Center for Scholarly Exchange
Jiangxi University of Technology	The China Association for Non-Governmental Education
Shaanxi Xijing University	
Guangdong Baiyun University	
Sichuan Institute of Industrial Technology	
Shanghai Business School	

Annual Mentorship Year-End Reception - *Sponsored by Guard.me*

MONDAY, JUNE 22

17:00 - 18:00

Location: Empress C

Wrap up the first day of the conference with a drink at our Mentorship Reception. Open to all delegates, this is a chance to connect, socialize and network with your colleagues, learn from past participants about their experiences in our Mentorship Program and hear about how you can get involved!

Applications for the 2015/16 BCCIE International Education Mentorship Program are now open.

Education Marketing Manager and Trade Commissioner Meetings

TUESDAY, JUNE 23

17:00 - 18:00

WEDNESDAY, JUNE 24

8:15 - 10:15

Location: Empress C

Delegates will have the opportunity to meet one-on-one with BC's Education Marketing Managers (EMMs) and Trade Commissioners. This is an opportunity to gain an understanding of the important work EMMs and Trade Commissioners do to promote BC abroad.

If interested, please sign up at the registration desk.

Education Marketing Managers:

- ▶ *Michiko Aoshima (Tokyo, Japan)*
- ▶ *Yun-Ju Jung (Seoul, Korea)*
- ▶ *Vicky Song (Beijing, PRC)*
- ▶ *Jessie Jiang (Shanghai, PRC)*
- ▶ *Galahad Gao (Guangzhou, PRC)*
- ▶ *Agnel Worth (Bangalore, India)*

Trade Commissioners:

- ▶ *Jaqueline Aguilar*
Regional Education Officer for the Americas - Sao Paulo, Brazil
- ▶ *Rochelle Bacigalupo*
Trade Commissioner - Vancouver, Canada
- ▶ *Ivy Lerner-Frank*
First Secretary and Trade Commissioner - New Delhi, India
- ▶ *Calvin Zhang*
Trade Commissioner - Beijing, People's Republic of China

International Education Awards Banquet

TUESDAY, JUNE 23

18:00 - 18:30 | Pre-Banquet Reception

18:30 - 21:00 | Awards Banquet Dinner

Location: Macdonald Ballroom

Celebrate some of the outstanding achievements in International Education in BC, as we announce the winners of the annual BCCIE International Education Awards. Enjoy locally sourced wines and food in one of the Fairmont's main ballrooms.

Admission to the Awards Banquet is included in your registration fee. All one-day conference attendees must purchase tickets separately to attend the Awards Banquet. Purchase tickets for \$90 at the registration desk.

Roundtable: Charting the Course for Skills Upgrades in 2015/16

WEDNESDAY, JUNE 24

11:45 - 12:45

Location: Empress C

Charting the Course for Skills Upgrades in 2015/16 is an opportunities for all stakeholders — public and private K-12, public and private post-secondary and English language — to provide feedback and suggestions for the content and location of professional development opportunities they would like to see in the upcoming year.

PRE-CONFERENCE I

Foreign Affairs Emergency Management Table Top Exercise

Sunday, June 21 | 13:00 - 16:00

Location: Frontenac A

Foreign Affairs, Trade and Development Canada's Consular Outreach and Partnerships Program and Emergency Management Bureau would like to invite you to participate in an interactive table top exercise and to learn about Travel.gc.ca.

The table top exercise will simulate emergency situations in an informal environment where participants will have the opportunity to discuss problems, procedures and issues that can arise in the context of an emergency scenario. The objective of the exercise is to share information and best practices to maximize effectiveness in responding to emergency situations.

Presenters

*Ed Czank, Foreign Affairs, Trade and Development Canada,
Government of Canada*

About Travel.gc.ca

The Travel.gc.ca website is the Government of Canada's one-stop shop for Canadians travelling, living, studying and working abroad. Before a trip, Canadians are encouraged to consult travel advice and advisories to learn about entry/exit requirements, local laws and security conditions in their destinations. Read our publications, stay connected to our social media platforms and download the Travel Smart App to access timely advice on everything needed to make smart travel choices. The Registration of Canadians Abroad service enables the government to reach Canadians in case of an emergency, such as a natural disaster or civil unrest. In 2014, the Emergency Watch and Response Center responded to approximately 15 major emergencies worldwide and managed over 2,500 emergency consular files. The center operates 24/7 and can be reached at 613-996-8885 or via email at sos@international.gc.ca. Follow the 3Rs of international travel: Read up, Register and Reach us. Travelling Abroad? Travel smart!

How to Use Concepts, Data, and Processes to Drive Competitive International Admissions Performance

Sunday, June 21 | 13:30 - 16:30

Location: Frontenac C

International student admissions has moved into the center of performance discussion for many BC higher education institutions. Until recently, recruiting pipelines and thus enrollments seemed to know only one direction – up. But times are changing. Some BC institutions are experiencing a softening of the application pipeline while others continue to experience challenges with converting applicants into students. This workshop will address the needs of either institutions by discussing international student admissions along three major elements. First, the strategic and operational concepts driving admissions. Contrary to long-standing practices, admissions is actually a function of both extended recruiting operations as well as retention – not some rigid yet disembodied obstacle. Second, admissions has to rely on data and its close cousin, analytics. A wide gulf seems to have opened regarding the potential of an admissions model relying on deep, predictive analytics and many current models which remain transactional and stuck with elementary statistical measures. Third, fundamental process re-designs are typically in order to ready an institution's admissions function for timely, granular, segment-centric, and effective behavior. These topics will be addressed by practitioners and analysts with a view of providing workshop participants with an interactive learning experience.

Presenters

Daniel J. Guhr, Illuminate Consulting Group (ICG)

Michael Holaday, University of British Columbia

Ajay Patel, Langara College



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I Best Practices and Unique Models of IE Coordination: Experience from the Other Coast

Monday, June 22 | 9:00 - 10:00

Location: Frontenac A

Wendy Luther | *President and CEO, EduNova*

This thought leader dialogue will speak of the unique experiences, successes and challenges in coordinating and representing the international education file in Nova Scotia, including support for Pathways, involvement in the federal / provincial dynamic, international representation and stakeholder engagement. We will learn of best practices and explore alternative approaches that might be emulated in British Columbia.

II Internationalization process in Latin America: latest trends and challenges

Monday, June 22 | 9:00 - 10:00

Location: Frontenac C

Dr. Jocelyne Gacel-Ávila | *President, AMPEI
General Coordinator, Internationalization and Networks in Latin
America and the Caribbean, UNESCO Observatory (Mexico)*

This presentation will intend to depict the principal trends and challenges faced by the internationalization process in the Latin American and the Caribbean region. The analysis is based on the main findings of the 3rd and 4th Internationalization Surveys carried out by the International Association of Universities (IAU) in order to spot some evolution trends.

A final reflexion is made on the characteristics of the internationalization activities in the referred region compared with other world regions and the challenges still to be met in order that international cooperation helps the region to make the transformation it needs in its tertiary education sector to meet the present challenges of the global economy and society.

PLENARY SESSIONS

Presidents' Panel: Innovation in International Partnerships

Monday, June 22 | 10:15 - 11:30

Location: Frontenac Ballroom

The BCCIE Summer Seminar will be highlighted by a Canada-Brazil President's Panel on the topic of Innovation in International Partnerships. This session is in support of the Universities Canada (AUCC) / ABRUEM reciprocal tour of Canadian provinces and education institutions by a delegation of rectors from Brazil. The session will be a moderated panel that will allow for 10–15 minute presentations, followed by opportunity for panellists' responses to each others' presentations and Q&A from conference attendees.

Moderator

- ▶ *Dr. John Hepburn*
Vice President, Research and International, University of British Columbia

Panellists

- ▶ *Dr. Andrew Petter*
President and Vice-Chancellor, Simon Fraser University
- ▶ *Dr. Ralph Nilson*
President and Vice-Chancellor, Vancouver Island University
- ▶ *Dr. Julio Cezar Durigan*
Reitor, Universidade Estadual Paulista "Júlio de Mesquita Filho" (UNESP)
- ▶ *Dra. Adélia Maria Carvalho de Melo Pinheiro*
Presidente da ABRUEM e Reitora Universidade Estadual de Santa Cruz (UESC)

* *As part of this panel will be conducted in Portuguese, please ensure you pick up translation headsets.*

2015 Global Leaders Panel

Tuesday, June 23 | 8:45 - 10:00

Location: Frontenac Ballroom

The Global Leaders Panel has become an integral forum at the Summer Seminar at which to hear from and dialogue with the leaders of our global International Education organizations on trends, issues, concerns and their varied response arising from the conference theme of *Global Responsibility and Institutional Mandate: Opportunity for Innovation*. We are honoured to have outstanding leadership collected together in British Columbia again this year.

Panellists

- ▶ *Dr. José Celso Freire*
President, FAUBAI; UNESP Associate Provost for International Affairs (Brazil)
- ▶ *Dr. Jenifer Cushman*
President, AIEA; Campus Dean, Ohio University (USA)
- ▶ *Dr. Jocelyne Gacel-Ávila*
President, AMPEI; General Coordinator, Internationalization and Networks in Latin America and the Caribbean, UNESCO Observatory (Mexico)
- ▶ *Hans-Georg van Liempd*
Past President, EAIE; Managing Director, School of Social and Behavioral Sciences, Tilburg University (The Netherlands)
- ▶ *Professor Katsuichi Uchida*
President, APAIE; Assistant to the President for Global Affairs, Waseda University (Japan)

GOVERNMENT UPDATES

BC Provincial Government Update

Tuesday, June 23 | 10:15 - 11:00

Location: Frontenac Ballroom

Senior level International Education representatives from the provincial government will provide updates on BC's International Education Strategy and activities in support of International Education. There will be an opportunity for questions and in discussion.

- ▶ *Kelly McConnan*
Director, International Education, Ministry of Advanced Education
- ▶ *Brenda Neufeld*
Director, International Education, Ministry of Education
- ▶ *Grant Sheppard*
Assistant Director, International Education, Ministry of Education
- ▶ *Aireen Luney*
Manager, Program Development and Promotion, BC Provincial Nominee Program
- ▶ *Salima Jethani*
Senior Manager, International Education and Life Sciences, Ministry of International Trade

CIC Update

Tuesday, June 23 | 11:05 - 11:40

Location: Frontenac Ballroom

Citizenship and Immigration Canada will provide an update on recent initiatives related to international students, including: trends related to the international student movement in Canada; study permit processing; recent service improvements; and policy and programme updates. This session will also provide general information about the International Experience Canada (IEC) program, and outline initiatives underway to increase Canadian youth participation in the IEC. There will be an opportunity for questions and discussion.

- ▶ *Melissa Fama*
Assistant Director, CIC
- ▶ *Angie Larocque*
Policy Analyst, CIC
- ▶ *Clark Goodman*
Director, IEC

Trade Commissioner Expertise from China, India, Latin America, Ottawa, and Vancouver

Tuesday, June 23 | 11:45 - 12:30

Location: Frontenac Ballroom

Join Trade Commissioners for brief presentations on the progress of Canada's International Education Strategy and on how the Trade Commissioner Service helps you develop sound international market strategies and make key contacts abroad. You will also hear from the field on emerging trends and issues in Latin America, China, and India. You are invited to ask Trade Commissioners about what is on your mind as you develop and implement your international business development plans.

Presenters – Department of Foreign Affairs, Trade and Development

- ▶ *Jaqueline Aguilar*
Regional Education Officer for the Americas - Sao Paulo, Brazil
- ▶ *Rochelle Bacigalupo*
Trade Commissioner - Vancouver, Canada
- ▶ *Paul Bailey*
Deputy Director, International Education Division - Ottawa, Canada
- ▶ *Ivy Lerner-Frank*
First Secretary and Trade Commissioner - New Delhi, India
- ▶ *Calvin Zhang*
Trade Commissioner - Beijing, People's Republic of China

CONCURRENT SESSIONS A

LEGEND



K-12



Post-Secondary



Language

A1 International Education Innovations at a Small College



North Island College (NIC) serves an area of 80,000 square kilometres comprised of 159,000 residents including 35 First Nations on Northern Vancouver Island and the BC Mainland from Desolation Sound to Klemtu north of Bella Coola. International Education became a key component of the institutional strategic directions five years ago. This presentation will explore some of the building blocks that have contributed to the opportunities for NIC International to transition, within a short time-frame, toward an internationalization process that reflects the importance of supporting all of our internal and external communities to encourage global awareness and engagement.

Mark Herringer

Executive Director, North Island College

Margaret Hearnden

Global Learning Facilitator, North Island College

Location: Empress A

A2 Innovative Approaches to Balancing Student Exchange Numbers



As we strive for balance in our student exchange numbers we need to understand what makes international exchange students choose BC and how to encourage local students to go abroad. We also need to find new balancing mechanisms beyond one for one. Join representatives of overseas international offices who will discuss what makes BC attractive to their students and what those students are excited to see and experience when they arrive. BC colleagues will share some innovative approaches adopted to increase demand, create equity and keep finance departments happy when their exchange numbers get out of balance.

Catherine Vertesi

Vice President - Capilano University (retired)

Robert Buttery

Director of the Office of International Students and Scholars, University of Applied Sciences and Arts Northwestern Switzerland

Sandra Schinnerl

Director of the Office of International Students and Scholars, Kwantlen Polytechnic University

Location: Empress B

A3 Global and Environmentally Conscious Arts Education at Vancouver Film School: Saving the World through Animation



At Vancouver Film School (VFS), our education model dares students to think about their responsibility to the world around them and tell a story or create visuals that evoke change. In the recent years, many productions have been targeted towards a demographic that is easier to inspire and affect a long term global change: children. Through the art form of animation, many social and environmental issues have been portrayed to a younger audience that resonate with humankind whether one lives in the developed, developing or under-developed world. Learn more about VFS where students not only learn how to be an animator, a film maker or story teller, but through our rigorous curriculum, integration of practical learning experience, industry related production projects, also learn how to select the right story that needs to be told. VFS provides industry ready graduates who are ready to inspire global change through their art form.

Diwakar Gandhi

Director, International Marketing and Admission, Vancouver Film School

Christina Li

International Marketing & Admission, Vancouver Film School

Location: Empress C

A4 International Education and the Competitive Landscape for English-Speaking Destinations



Canada's ability to meet its aspirations of educational global responsibility is a function of its prosperity, fed in part by the country's ability to attract increasing numbers of international students in an increasingly-competitive international landscape. Canadian strategic decision-making within governments and institutions must therefore be informed by the global context of student decision-making options. This presentation will look at:

- A statistical overview of the global international education market;
- Visa trends among traditional English-speaking destination countries;
- Key source markets and diversity;
- Recruitment aspirations, marketing efforts and government policies;
- Emerging study destinations and emerging educational technologies; and
- International student perceptions of Canada.

Uri Carnat

Director, Client Relations and Business Development (Canada), IDP Education (Canada) Ltd.

Location: Frontenac A

A5 Findings from the 2014 BC International Student Survey



In Fall 2014, over 9,200 international students registered at 26 BC post-secondary institutions accepted an invitation to complete an online survey. The survey captured information on student characteristics and previous educational experiences, the decision-making process that led to their attendance in BC, how they adapted to life and studies in the province, and their plans after graduation. This presentation will provide one of the first reviews of the findings, and will contextualize the results with data from other national and provincial research.

Robert Adamoski

Associate Director, Admissions and Research, BC Council on Admissions and Transfer

Location: Frontenac B



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A6 An International Program Review - Revealed



In an effort to create alignment and meaningful connection of the School District No.8 (Kootenay Lake) International Program with student-focussed district goals and initiatives, we undertook an internal review of our program over two years. The review provided an opportunity to identify and examine gaps that exist between ascribed values and beliefs regarding interculturalization, and our present actions and strategies. A Utilization Focused Evaluation provided the capacity to generate useful, real time information through real data – both qualitative and quantitative. This evaluation model ensures the equal, collaborative involvement of all stakeholder groups through the steps of collecting and collating data to interpretation and presentation stages. This review has culminated in several recommendations that will guide the development of the International Program as an important strategic initiative benefitting local and international students of our District over the next ten years.

Sandy Prentice

International Program Administrator, School District No.8 (Kootenay Lake)

Jeff Jones

Superintendent of Schools, School District No.8 (Kootenay Lake)

Location: Frontenac C

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International Experience Canada (IEC) is a Government of Canada youth travel and work mobility initiative for Canadian and foreign young adults, aged 18 to 35. The IEC helps Canadian and foreign youth gain valuable international work and travel experiences in Canada's 32 partner countries, for up to two years.

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www.canada.ca/iec-eic

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CONCURRENT SESSIONS **B**

LEGEND



K-12



Post-Secondary



Language

B1 Developing Student Leaders: Success Stories From a Leadership Program



The College of New Caledonia's innovative international student leadership ambassadorship program, first established in 2008, provides an incubator for international students to grow competencies in leadership, which in turn enhance opportunities for successful competitive entry to university. Over the past five years, two of CNC's international student leaders have been recognized by CBIE for their leadership skills. Our presentation will include information on the goals and activities of our leadership program, with examples of our community leadership projects, and the impact our program has had on student retention, student academic success, and ability to transfer to university.

Anne Harris

Operations Manager - International Education, College of New Caledonia

Sabreena MacElheron

International Academic Advisor/Coordinator of Homestay and Student Leadership Program, College of New Caledonia

Tony Mei

Operations Assistant, College of New Caledonia

Location: Empress A

B2 Further collaboration with China by working with Chinese NGOs and non-governmental education institutions



This session will provide an initial introduction on major influential Chinese NGOs involved in international education exchange. Insights will also be given on the fast-growing non-government education sector in China. It will discuss the increasingly important role that the Chinese government wants the private sector to play, in meeting pressing needs for pre-school, secondary education, as well as job-orientated vocational education sector; critical elements for a "harmonized society". The session will also interpret the opportunities and potential challenges for Canadian institutions to partner with Chinese education NGOs and non-government education institutions.

Calvin Ke Zhang

Trade Commissioner, Embassy of Canada in China

Weimin Che

Deputy Director General, China Service Center for Scholarly Exchange

Hong Jiang

Vice President, Shanghai Business School

Lin Liu

President, Beijing City University

Location: Empress B

B3 International Progression Pathways The Scottish Model: Diploma to Degree



Scotland has a very high rate of participation in higher education and much of this is supported by higher education delivered through our regional vocational colleges. Our Higher National Diploma (HND) is a higher education qualification developed, quality assured and certificated by Scottish Qualifications Authority (SQA). It is a recognized qualification that provides a pathway into an advanced entry year of a degree. The SQA HND has been very successful in China over the past 11 years and we are growing our international footprint at a rapid pace. As a result, there are top SQA HND students in a growing number of countries seeking progression pathways to an advanced year of a related degree program offered by international higher education institutions. SQA is currently building progression pathways that extend across the UK, Europe and into Australia, New Zealand, the USA and Canada. SQA would like to work in partnership with Canadian higher education institutions to provide international progression pathways from diploma to degree for our students.

Margaret Hutchinson

HND Articulation Manager, Scottish Qualifications Authority (SQA)

Location: Frontenac A

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B4 Recruiting and Marketing in Vietnam



Vietnam has been identified as a priority market for Canadian International Education and Trade. Vietnam now accounts for more than 4,000 international students currently studying in Canada - an increase of over 400% since 2011. This session will focus on personal experience and research of international student recruitment in Vietnam for higher education in Canada. It will touch upon recent Vietnamese history to explain current trends, as well as data, strategies, perceptions, challenges, and immigration information to help Canadian institutions get a better understanding of student recruitment and marketing in Vietnam.

Lucas Maikapar

Associate Director, International Marketing, Thompson Rivers University, TRU World

Russell Pepe

Acting Manager for Asia, CICan

Location: Frontenac B

B5 Regional Collaboration: Victoria's Coordinated Approach to Recruitment



Limited staff, fair overload and increased competition are pushing public institutions to identify new ways of making a splash in target markets. As a result, School District No.61 (Greater Victoria), Camosun College, the University of Victoria, and Royal Roads University collaborated to create "Victoria Day" fairs in Vietnam. These events promote Victoria as a study destination to students across all educational sectors. Through this, the Victoria group increases awareness of a smaller Canadian market, improves student services and develops closer ties with local partners. This session will review the planning, evolution, challenges and successes of this cross-sectoral approach.

Ramona Hamilton Cook

Marketing Coordinator, UVic English Language Centre, University of Victoria

Jessica Wrightson

Manager, International Marketing and Recruitment, Camosun College

Jeff Davis

District Vice Principal, International Programs, School District No.61 (Greater Victoria)

Qi Ke

International Recruitment and Admissions Liaison, University of Victoria

Location: Frontenac C

CONCURRENT SESSIONS C

LEGEND



K-12



Post-Secondary



Language

C1 What's New at CBIE? Several New and Unique Scholarship Programs



This session will present CBIE's innovative scholarship programs, such as the recently awarded Programme canadien de bourses de la Francophonie, the African Leaders of Tomorrow program, the second phase of the Brazilian Ciência sem Fronteiras program, as well as a new program CBIE and the Government of Mongolia are developing. In addition, CBIE and other Canadian university representatives will share their international scholarship management lessons learned and best practices, and engage participants in a discussion on reciprocity, experiential learning, research and private sector internships, language readiness and more.

Violette Pedneault

Director, Canadian Partnerships, Canadian Bureau for International Education

Jolanta Lekich

Program Director (MCF Scholars Program), Global Campus Initiative, University

Melanie Koenderman

Dean of Students, Quest University

Location: Empress A

C2 Digital Engagement Marketing For International Recruitment: A Case Study



Today's prospective students use online engagement as the prime medium for communication. Digital marketing can no longer be considered innovative; instead it is an essential part of the marketing toolbox. In this session participants will explore the development and implementation of a digital engagement marketing plan by looking at a case study of Vancouver Island University. Attendees will participate in a dialogue on best practices in engagement marketing. Many universities/colleges/school boards use some form(s) of digital communication, this presentation examines the use of multiple platforms in an integrated plan to maximize personalized communications with prospective students and increase lead generation/conversion.

Yalda Ahmadi

International Communications Coordinator, Vancouver Island University

Location: Empress B

C3 Re-engaging Africa: A Call For Mutually Productive Partnerships



Many speak with enthusiasm that Africa is finally emerging from its post-colonial trauma of the last 50 years and taking its rightful place on the world stage. However, the common news post at our universities and colleges depicting students with a smiling African child stymies this optimism. Are we reinforcing prevailing stereotypes about Africa? Through a review of Canada's past and current engagement in Africa, the panel will engage the audience in discussion and propose strategies for engagement that respects and values the African academic tradition, yet doing so in a way that is mutually productive.

Shaheen Nanji

Director, International Development, Simon Fraser University

Thevi Pather

Director of International Programs and Global Advancement, Royal Roads University

Location: Frontenac A

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C4 Towards an International Campus: The Struggle of a Specialized Dutch Institution to Internationalize its Services



Tilburg University in the Netherlands is a relatively small specialized research university with a strategy to internationalize itself, like many other institutions in Europe. In 2007 the University started an eight year project to make international students and international employees feel welcome and at home at Tilburg University. The project looked at all services provided by the University, not only those that usually are looked at in the international arena. Furthermore, responsibility for the program did not lie with the International office but with the University Strategy Department. This session will share the set-up of the project with domains such as culture, language and integration; the results and lessons learned as well as the up and downs of the whole project. This project has been an example for various other European institutions in a non-English speaking environment.

Hans-Georg van Liempd

Past President, EAIE; Managing Director, School of Social and Behavioral Sciences, Tilburg University (The Netherlands)

Location: Frontenac B

C5 Foundation Program for International Student Success



Since opening in Vancouver in 2007, Fairleigh Dickinson University's (FDU) "English for Professional Success (EPS)" programs have been important in the transition and preparation of international students into its degree programs. FDU offers both graduate and undergraduate level programs to students who meet the University's admission standards but require additional development in English. The program is designed not just to help students with their academic English skills, but also to develop successful learning skills and strategies in Canada. This presentation will look back over the past eight years of experience with the program, student achievement data and challenges that we have faced.

Neil Mort

Director of Enrollment Services, Fairleigh Dickinson University Vancouver Campus

Location: Frontenac C



CONCURRENT SESSIONS D

LEGEND



K-12



Post-Secondary



Language

D1 International Strategic Enrolment Management at the University of Victoria



Many institutions use strategic enrolment management strategies, but few have a strategic enrolment plan. At the University of Victoria (UVic), student affairs staff, in partnership with academic leaders, have been working to develop and implement an international strategic enrolment plan to advance institutional internationalization goals. This session will provide an overview of strategic enrolment management theory from an international perspective, an analysis of UVic's international SEM structure and related goals, and invite dialogue on related practices at other campuses.

Carolyn Russell

Director, Student Recruitment and Global Engagement, University of Victoria

Joel Lynn

Executive Director, Student Services, University of Victoria

Location: Empress A

D2 What You Need to Know About Marketing in Latin America: A focus on Brazil and Mexico



A_{BC}

Brazil is not as easy of a market to succeed in as before. For some institutions, new scholarships and funding schemes open doors to new recruitment opportunities. However, unique local players, such as event organizers and travel agents are entering the market, making it more competitive and no longer suitable for a shotgun approach. How can institutions succeed in this new environment?

Mexico, on the other hand, now accounts for 41,000 students abroad, with the growth mostly being driven by a bump in the number of ELT students abroad. What are the best cities for international recruitment and marketing techniques that allow for a sustainable influx of Mexican students? What works and what doesn't in the market's current settings? This session includes the latest data, developments and marketing experience from this market in order to offer BC institutions a better understanding and higher chance of success in these two Latin American markets.

Samuel Vetrak

CEO, StudentMarketing

Location: Empress B

D3 International Experience Canada (IEC)



International Experience Canada (IEC) is a reciprocal program that facilitates international work (e.g., internships) and travel exchanges for Canadian and foreign youth between ages 18-35. While the IEC has been successful in attracting many foreign youth from its 32 partner countries, Canadian participation is comparatively low. Consequently, increasing importance is being given to increasing Canadian participation in the IEC to improve the international competitiveness of youth in today's global economy. This presentation will provide background information on the IEC, outline current priorities, and welcome dialogue on how the International Education sector can further support this initiative.

Clark Goodman

Director, International Experience Canada, Citizenship and Immigration Canada (CIC)

Location: Empress C

D4 From Multicultural to Intercultural



The Intercultural Council (IC) is a group of diverse students at Thompson Rivers University that focuses on promoting intercultural awareness on campus. The IC will address the university's role on campus segregation and how it results in international students not settling in local society. The council will also present research and share personal experience to support the claim of Canadian universities being multicultural rather than intercultural. This presentation will include a brief discussion with the audience to find a solution. The presentation will conclude with their personal views on what they would like to see universities do.

Sultan Almajil

International Student Advisor, Thompson Rivers University

Assetou Coulibaly

Student and IC Member (Mali), Thompson Rivers University

Tatiana Palaez Jimenez

Student and IC Member (Colombia), Thompson Rivers University

Kenna Sim

Student and IC Member (Canada), Thompson Rivers University

Santi Swain

Student and IC Member (India), Thompson Rivers University

Location: Frontenac A

D5 Integrated Marketing and Communications: Strengthens your brand and increases your ROI



Every year budgets are reviewed, sometimes cut, and yet each year it is expected that you increase the quantity (and diversity) of international students on your campus and in your classrooms. How can you make sure that your marketing dollars are being put to good use and that you are seeing a return on your investment (ROI)? In this session we will review and discuss:

- Marketing and communications 101
- Key elements of an integrated international recruitment strategy
- Traditional and non-traditional marketing tactics
- Creating buy-in at your institution
- Ways to calculate your ROI

Sarah Mines

Sales Director Canada, ICEF

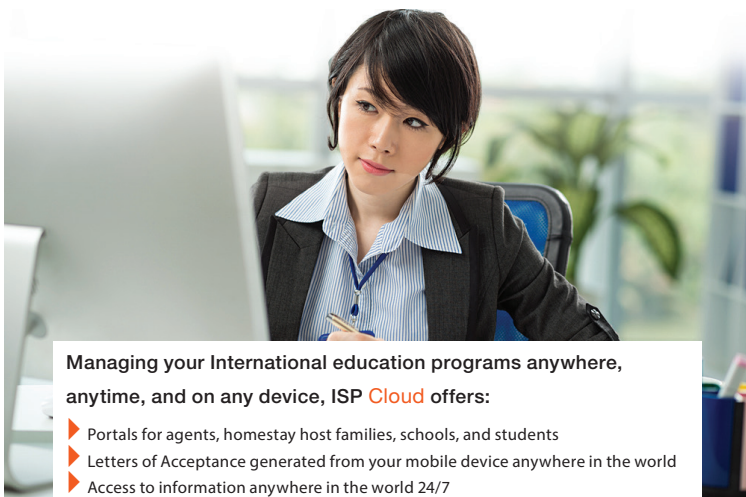
Robin Garcha

Business Development Manager, DPMC

Location: Frontenac B



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D6 Canada-India Partnerships: What a Match you have Made!



Partnerships have long been suggested as a powerful avenue into new markets. Recent reports indicate that Indian authorities are keen to engage in the academic and skills arenas. What is the real situation, and how can your institution take advantage of these opportunities? Where and what are the matches to be made in India – are they made in heaven, or elsewhere? This session will explore navigating India's various geographic markets, where to look for partnerships that are right for your institution, what elements need to be taken into consideration when crafting agreements, and when to cut your losses.

Ivy Lerner-Frank

First Secretary, Education, High Commission of Canada, New Delhi

Maria Mathai

Director, M.M Advisory Services

Ajay Patel

Dean, International Education, Langara College

Location: Frontenac C

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CONCURRENT SESSIONS E

LEGEND



K-12



Post-Secondary



Language

E1 Risk and Reward in Internationalization Strategy



The sustainability of our activity must be the measure of our commitment to the international agenda, the international student experience and equity in our programming. But what evidence do we have that we manage the risk/reward equation effectively so as to provide maximum benefit to our students, our stakeholders and to our institutions? In this session we will consider patterns of risk and provide a fresh perspective on strategy development. Drawn from examples from the corporate world and successful institutions worldwide, we will explore how to map, mitigate and manage risk to improve the effectiveness of your international strategy.

Pamela Barrett

Director and CEO, Barton Carlyle

John Shalagan

Associate, Barton Carlyle

Location: Empress A

E2 Welcoming the World? Pre-arrival Expectations VS Post-arrival Experiences



What assumptions do we make about how prepared students are when they first arrive at our institutions? Is their post-arrival experience reflective of their level of preparedness? This session will present survey data collected from students regarding their pre- and post-arrival experience as they began their first year of studies at a pathway college with an aim to provide insight on how to better equip your institution and students to handle the life-changing experience of studying in a new environment.

Christa Ovenell

College Director and Principal, Fraser International College

Location: Empress B

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E3 The Rise of Online Community Marketing in International Education



What is community marketing and how does it relate to International Education? This session will outline the experience of Bodwell High School in building and growing an impressive online community of stakeholders that includes Canada's most liked Facebook school page. By setting up a strategic online ecosystem that uses a number of digital and social media channels such as blogs, email newsletters, Facebook, YouTube, Instagram, and Twitter, Bodwell is able to positively impact its community by sharing meaningful content and promoting important global topics.

Andrew Jackson

IT Manager - Community & Marketing, Bodwell High School

Boris Remes

Assistant Director of Admissions, Bodwell High School

Location: Empress C

E4 Employability Challenges of Returning Graduates - A Case Study from India



Every international officer who has actively recruited in India has been faced with a question from the students, "So what about my job?" As institutions that recruit actively internationally become more aware of the challenges faced by returning graduates who try to integrate into the job market at home, are there lessons to be learnt to be able to better prepare your students about the reality of job hunting? Country promotion bodies are experimenting with job fairs specifically organized for international degree holders. What challenges are they facing? This session aims to explore these themes and share lessons learnt as part of a pilot project that has been ongoing for three years.

Lakshmi S Iyer

Director and Head of Education, Sannam S4 Management Services

Location: Frontenac A

E5 Secure English Language Testing: Introducing iTEP!



The world of English Language testing for admissions and placement purposes has evolved quickly as Internet-based testing has become more accepted and verifiable. TOEFL, IELTS and TOEIC all have Internet-based tools and are recently joined by a new player: iTEP, a live streaming, Internet-based English Proficiency exam that can be administered on demand with speedy results delivered. Results can be used at both the secondary and post-secondary levels for admissions purposes as well as proper placement in intensive English programs on campus. This is another valuable tool available to admissions and placement offices.

Jemal Idris

President, iTEP/USA/English Testing

Location: Frontenac B

E6 How Expensive is BC Really for International Students? Results from the Largest International Study Cost Database



International study experiences have become expensive. British Columbia, and especially Vancouver, have become high cost study destinations. This session shares research from the Illuminate Consulting Group's international tuition fees database, which contains information on fees and cost of living for more than 150 universities worldwide as well as colleges and secondary schools. The total cost for a student to obtain a credential or degree will be highlighted and compared to other Canadian and international study destinations. Representatives from the secondary and post-secondary sectors will share perspectives on how their institutions address affordability. The session closes with a view on how BC will be positioned in coming years from a cost and value perspective.

Daniel J. Guhr

Managing Director, The Illuminate Consulting Group (ICG), LLC


Ajay Patel

Dean International Education, Langara College

Angela Olson

Manager, International Education, School District No.36 (Surrey)

Location: Frontenac C

The image shows three white plates of gourmet food, each featuring a dark, seared piece of meat (likely duck breast) topped with a dollop of white cream or sauce, garnished with fresh herbs. The plates are arranged in a triangular pattern, with the top plate being the most prominent. The entire image has a light blue tint.

Whistler is home to some of the finest dining in Canada. Did you know that there are over 150 restaurants, cafes, lounges and bars throughout the Village?

CONCURRENT SESSIONS **F**

LEGEND



K-12



Post-Secondary



Language

F1 Launching UBC Vantage College's First Year Program



With deeply integrated academic English and integrated curricula that offers students an intensive first-year academic experience in Arts, Applied Science, Management or Science, UBC's Vantage One program is a new way of thinking about first year for international students. This presentation will outline our innovative curriculum and ways in which collaborative teaching practices are adopted. With a formal mandate to be a laboratory for excellence in pedagogy, student experience and administrative practices, you will have a chance to hear about the lessons learned from our first student cohorts in the Vantage One program at UBC.

Joanne Fox

Academic Director, UBC Vantage College; Senior Instructor, Michael Smith Laboratories and Department of Microbiology and Immunology, University of British Columbia

Location: Empress A

F2 International Student Services: An Overview of Considerations



This session presents an overview of the factors to be considered when planning or developing services for international students. It will provide those tasked with implementing robust services for international students a thorough checklist of considerations. Considerations cover a breadth of topics ranging from how to create an international student advisor (ISA) team and running orientations, activities, and homestay programs, to efforts to discourage segregation and increase integration of diverse international student populations on our campuses.

Adrian Conradi

Associate Director International Student Services, Thompson Rivers University

Craig Engleson

Manager of Activities, Events and Housing, Thompson Rivers University

Tatyana Dikaryeva

International Student Advisor, Thompson Rivers University

Sultan Almajil

International Student Advisor, Thompson Rivers University

Location: Frontenac A

F3 Intentionally Intercultural: It's a Two-Way Street



University campuses are becoming more culturally diverse. Student success depends on how well they are equipped with intercultural awareness, knowledge and skill. This presentation highlights our approach in supporting students' intercultural learning and adaption at Royal Roads University. We emphasize the need for mutual adaption between international and domestic students to study and work better alongside each other. Also, faculty need to consider mutual adaption to enhance curriculum and pedagogy. The lessons shared in this session can help universities examine their efforts to ensure a culturally inclusive teaching and learning environment.

Ining Tracy Chao

Academic Head, International Study Centre, Royal Roads University

Juana Du

Program Head, MA in International and Intercultural Communication, Royal Roads University

Location: Frontenac B

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F4 Internationalization and Global Engagement



This presentation will look at the mechanisms that are in place to ensure that educators present our services internationally with a framework of honesty, integrity and legality. Featured topics will be the roles of Immigration Consultants of Canada Regulatory Council (ICCRC), the Canadian Course for Education agents (ICEF) and the proposed training and certification process for educators involved in providing study in Canada information to students.

Patricia Gartland

Superintendent of Schools, School District No.43 (Coquitlam)

Location: Frontenac C



About BCCIE



ABOUT US

British Columbia Council for International Education (BCCIE)

BCCIE is a provincial Crown Corporation with a purpose to promote International Education in and for the Province of British Columbia, enhance BC's international reputation for education, and support the International Education activities of the Government of British Columbia. In support of this mandate, BCCIE serves the needs of all International Education sectors of British Columbia – public and independent K-12, public and private post-secondary, and language schools.



OUR PROGRAMS

StudyinBC

StudyinBC is a BCCIE program that promotes the province as a top education destination to prospective students and parents in key international markets. The StudyinBC website, StudyinBC.com, enables prospective international students to learn about BC's education system and way of life. StudyinBC.com features content and interactive tools to inspire and inform, and to connect students to public and private institutions across the province.



British Columbia Study Abroad Consortium

BC Study Abroad (BCSA) makes short-term study abroad more accessible, affordable and enjoyable for both students and institutions. BCSA is administered by BCCIE on behalf of a consortium of BC post-secondary institutions. The BCSA Consortium enables students from one participating BC post-secondary institution to attend the study abroad program of another and receive transfer credits.



GET TO KNOW US - BCCIE STAFF

- ▶ Dr. Randall Martin
Executive Director
- ▶ Colin Doerr
Director, Communications and Programs
- ▶ Tanya Grand
Director, Operations and Programs
- ▶ Alan Schroeder
Associate Director, External Relations
- ▶ Elizabeth Brin
Manager, Initiatives and Programs
- ▶ Chantal Moore
Manager, Communications
- ▶ Tom Wang
Manager, Country Strategies and Programs
- ▶ Miranda Wong
Manager, Finance and Human Resources
- ▶ Marina Ramalho
Coordinator, Programs and Events
- ▶ Christina Barnett
Coordinator, Office and Administration
- ▶ Sophia Han
Coordinator, IT Communication
- ▶ Joevy Leong
Web-Communications Co-op
- ▶ Melena Hou
Programs Assistant

To contact BCCIE staff directly, please visit the employee directory:

bccie.bc.ca/about/our-team/

CONTACT US

BCCIE:

Email: bccie@bccie.bc.ca

Phone: 1.604.637.6766

Fax: 1.604.637.6765

StudyinBC:

Email: info@studyinbc.com

BC Study Abroad

Email: info@bcstudyabroad.ca

Our websites

BCCIE: bccie.bc.ca

StudyinBC: studyinbc.com

BCSA: bcstudyabroad.ca

Location and mailing address

British Columbia Council for
International Education

Suite 603 - 409 Granville Street
Vancouver, BC Canada V6C 1T2

PRACTICAL INFORMATION

Registration and Information

Pick up your delegate bag, access the daily Schedule at a Glance and gather information about Whistler and the conference at the registration table. BCCIE will be available at the registration table, located at the entrance to the hotel's conference area. Register on these days:

Sunday, June 21: 12:00 PM - 7:00 PM

Monday, June 22: 7:30 AM - 12:00 PM ; 1:00 PM - 3:00 PM

Tuesday, June 23: 7:30 AM - 12:30 PM ; 1:45 PM - 3:00 PM

Wednesday, June 24: 8:15 AM - 10:30 AM

Internet access

Complimentary Internet is available in all guestrooms and meeting spaces for guests staying at the Fairmont hotel, however, for high-speed Internet and for guests staying off site, connectivity is available to delegates who are Fairmont Presidents Club members. Membership is free. Sign up at fairmont.com/fpc.

Health and Safety

The Fairmont Chateau Whistler Hotel can arrange for a doctor's appointment. BCCIE and the hotel have first aid kits on site. The nearest hospital is five minutes away by car:

Whistler Health Care Centre
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In the event of an emergency please dial 911.

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The resort transit system operates a free village shuttle that provides transportation from Village hotels and condos to the ski lifts every 15-30 minutes throughout the day and evening. Visit bctransit.com/whistler or call 604.942.4020 for transit information.

There are two taxi companies in Whistler operating 24 hours a day.

Resort Cabs: 604.938.1515

Whistler Taxi: 604.932.3333

For more information on getting around Whistler, visit the concierge at the hotel.

PRACTICAL INFORMATION

Getting around

For your convenience, all conference activities will take place at The Fairmont Chateau Whistler Hotel.

Parking

Hotel guests will have the option of self-parking for \$35 per night/24 hrs or valet parking at \$39 per night/24 hrs. You will be directed by staff on arrival.

Green and local pledge

BCCIE is committed to using recycled and sustainable materials and supporting regional products and contractors where possible for this event. This program has been printed on 100% recycled paper, paper name badge inserts and program guides will be recycled at the end of the conference, and where possible local ingredients were sourced for all conference meals.

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ABOUT YOUR 2015 CONFERENCE BAGS: THE TOWNSHIP STORY

In 1987, Nicole-Marie Iresch, an Algerian-born executive with Air France, traveled from Paris to Cape Town on holiday. While exploring the city she was approached by a group of women who asked her for employment. They had basic sewing skills but could not find the work they needed to support their families. Nicole-Marie felt an instant bond with the women and visited them in their homes in the township of Khayelitsha. More than twenty years later, she still remembers clearly:

“When I was first invited to the township of Khayelitsha, during the final years of apartheid, I entered another world and got to know people that changed my life completely. Penetrating beyond the mass of shacks, I got to know the homes, the lives and the dreams of the women I met. I discovered a beauty, a style, and a spirit I have never encountered before.”

Nicole-Marie acted as an advisor to the women and supported them in establishing their own sewing cooperative. The women gave Nicole-Marie’s life real purpose. In 1997 she permanently relocated to South Africa and founded Township®, an organization providing women with the training and business skills required to create independent sewing cooperatives. To generate sufficient income, the women began to produce reusable bags from non-GM cotton. With the support of major clients like Pick ’n Pay and the hard work of the women, Township® secured large contracts and was able to facilitate the founding of an additional 6 cooperatives. All 5 of the cooperatives were registered as independent businesses with a commitment to fair trade principles and Township® itself was certified by the World Fair Trade Organisation.



FLASH YOUR BADGE

Delegates are eligible to participate in the Flash your Badge program. Show your conference badge at participating stores and businesses around the Village to receive great discounts!

Valid May 1 - September 20, 2015

Scandinave Spa	10% OFF The Scandinavian baths	Garibaldi Lift Co.	15% OFF on all food items. Excludes Alcohol
The North Face	10% OFF Regular Price Retail	Danier	10% OFF Regular Priced items
Spicy Sports Whistler	10% OFF Bike Rentals in Whistler's Upper Village	Eddie Bauer	25% OFF 3 or more regular priced items, additional 10% off sales priced items Exclusions may apply
Helly Hansen	15% OFF All merchandise	The Keg	10% OFF All Food Items Excludes Alcohol
Evolution	10% OFF Performance bike rentals & Evolution Whistler souvenir T-shirts	The Fire Rock Lounge	\$9 FLIGHT Taster flights of beer. Some conditions apply
Whistler Golf Club	10% OFF Regular Price items in the Pro Shop 2 for 1 BALLS at the Driving Range	Stone Edge	10% OFF Regular menu food items with the purchase of any beverage. Not in conjunction with other promos
Brandy's	10% OFF All Food Items Excludes Alcohol	Tapleys	25% OFF Any food purchase. Some conditions apply
Tandoori Grill	COMP APPY Complimentary appetizer with a main course order	Whistler Eye Clinic	20% OFF All non-prescription sunglasses
Three Below	15% OFF on All dinner menu items	Rocky Mountain Chocolate Factory	10% OFF All products. Not in conjunction with other promos
The North Face	10% OFF Regular priced items	White Dog Whistler	20% OFF On selected pieces of ORIGINAL art work
Summit Sport Whistler	10% OFF Rentals & Tuning	Longhorn Saloon & Grill	25% OFF Food and comp cover before 10:30pm on Fri/Sat/Sun. Excludes special events
Merlins	15% OFF All food items. Excludes Alcohol	Buffalo Bills	VIP ENTRY Express entry before 10pm Excludes special events
Yogacara Studios	10% OFF For drop-ins at any of our yoga and Pilates classes. PROMO CODE IS "GOWHISTLER" Class schedules are available online at www.yogacara.com	Vida Spa	15% OFF Any Spa Service at Vida Spa at the Fairmont Chateau Whistler. Exclusions & blackout dates apply Health Club Facilities complimentary with 60min + treatments

THANK YOU

BCCIE gratefully acknowledges the support of the below sponsors for their contributions to this year's Summer Seminar. Your support goes a long way toward making our conference a success.

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THANK YOU

Speakers

Thank you to our inspiring speakers who have contributed their time and knowledge of the International Education sector with delegates in BC and beyond.

On your behalf, BCCIE has made a contribution to the Nepal Earthquake relief efforts through the Canadian Red Cross. This contribution has been generously matched by the Government of Canada.

Two devastating earthquakes struck Nepal this year, one on April 25, and another on May 12. Both were over 7.0 in magnitude and resulted in loss of life and widespread damage to the affected communities.

Red Cross teams are now deployed on the ground, and Canadians are encouraged to provide additional support in any way possible.

For more information, visit redcross.ca.

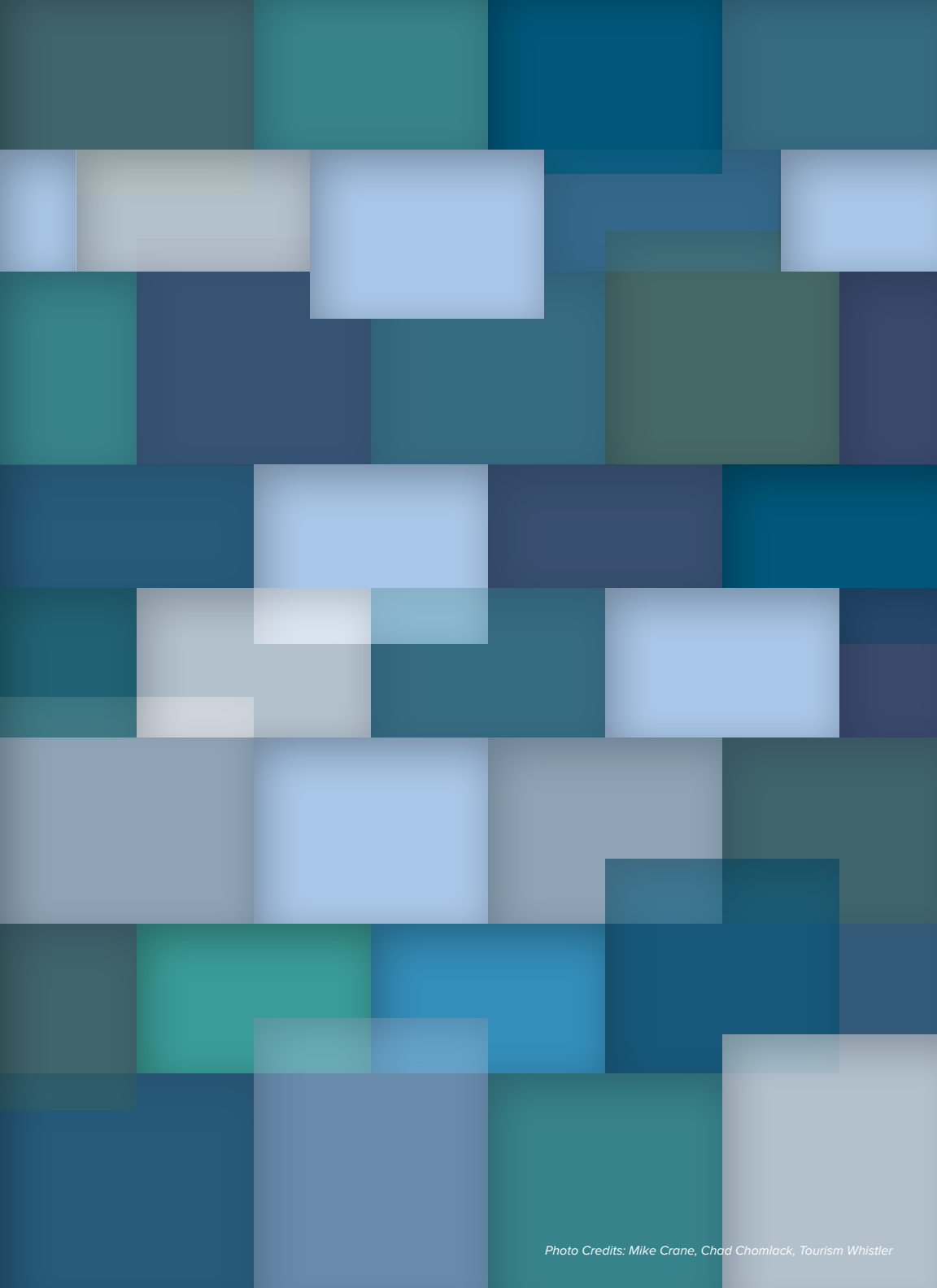
Volunteers

You may have recognized the 2015 Summer Seminar volunteers by their bright blue shirts and tireless spirits. We are very appreciative of all their hard work and preparations to ensure that the conference runs smoothly from start to finish.

Door prize donors

Thank you to the following organizations for their in-kind sponsorship of this year's conference door prizes:

- ▶ *Tealeaves*
- ▶ *Rocky Mountain Chocolate Factory*
- ▶ *Whistler Chocolate*
- ▶ *The Keg*
- ▶ *The Old Spaghetti Factory*



British Columbia Council for International Education (BCCIE)

Suite 603, 409 Granville Street
Vancouver, BC Canada V6C 1T2

E bccie@bccie.bc.ca | T 1.604.637.6766 | F 1.604.637.6765

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