

**HOW EXPENSIVE IS BC REALLY
FOR INTERNATIONAL STUDENTS?**

**RESULTS FROM THE LARGEST
INTERNATIONAL STUDY COST DATABASE**

2015 BCCIE Summer Seminar

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Introduction and Housekeeping

Why Does Cost Matter?

The Cost of Studying in British Columbia in Competitive Context

Views on Cost from Langara College

Views on Cost from Surrey Schools

Strategic Implications for British Columbia

Discussion

- **Presenters**
 - **Daniel J. Guhr, Illuminate Consulting Group**
 - **Ajay Patel, Langara College**
 - **Angela Olson, Surrey Schools**

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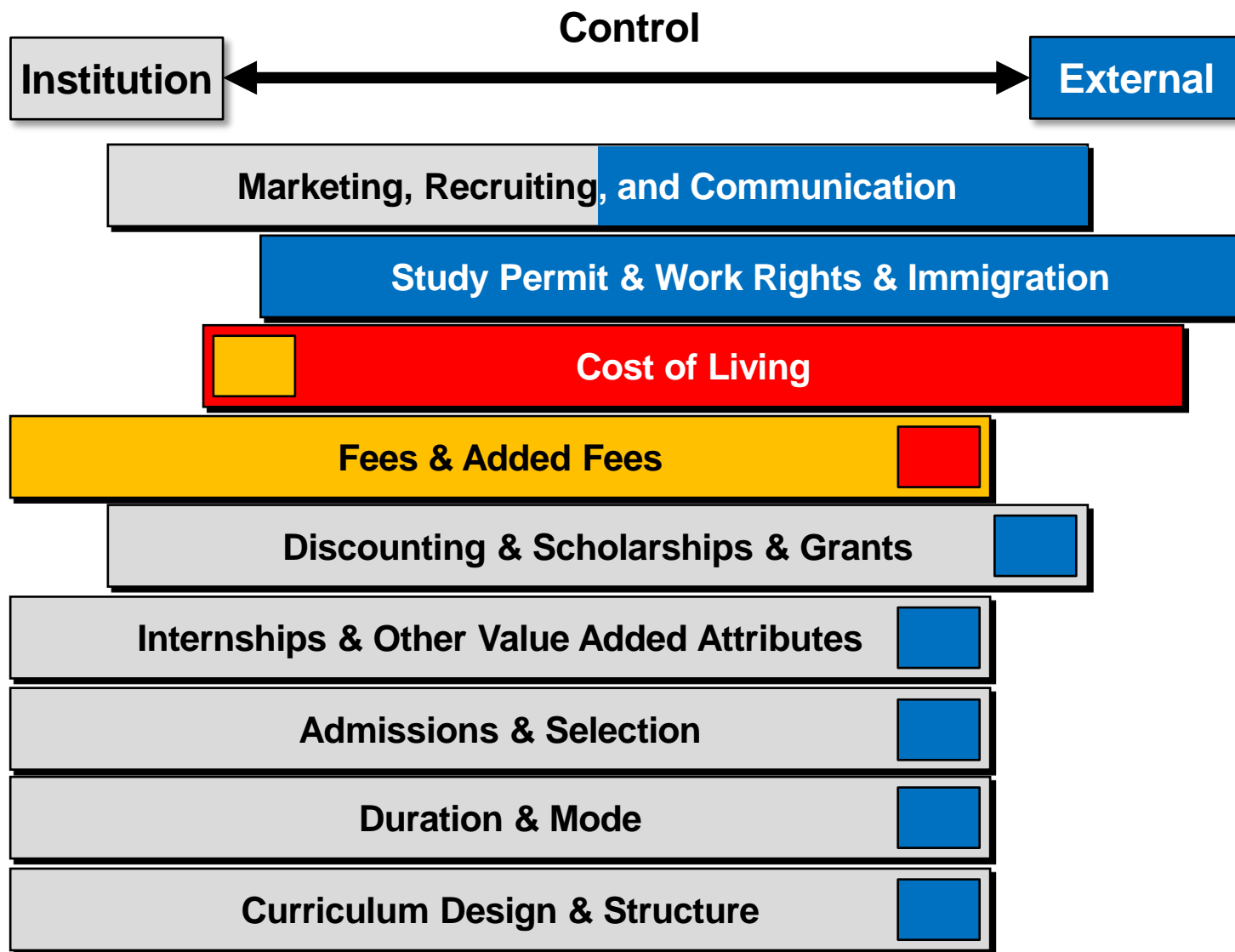
Strategic Implications for British Columbia

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WHY DOES COST MATTER?

- **Take a guess how much in annual tuition fees an international student has to pay to attend a BC:**
 - **University**
 - **College**
 - **Public school**
 - **Private school**
- **Take another guess regarding the level of annual cost of living an international secondary or higher education student incurs in BC.**
- **What do you think – is BC cheaper, similar, or more expensive than:**
 - **Ontario**
 - **Nova Scotia**
 - **Australia**
 - **Germany**
 - **The U.S.**
 - **The UK**

COST IN A BROADER COMPETITIVE FRAMEWORK



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Cost Competition in the University Sector

INTERNATIONAL TUITION-BASED COMPETITION DATABASE

Introduction

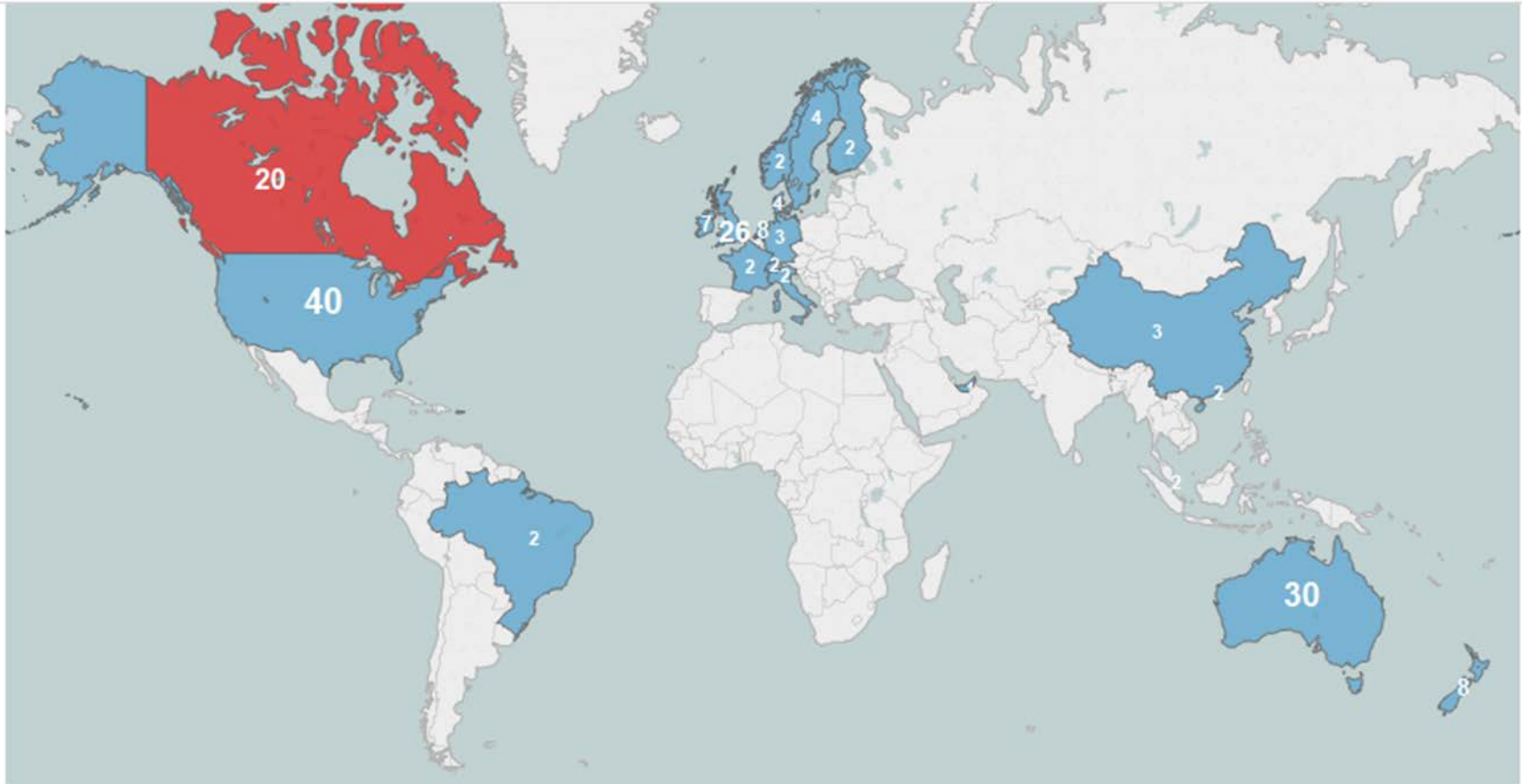
- **The International Tuition-based Competition Database initially was created in 2012 for an Australian university.**
- **Now in its fourth release (2015), ITBCD covers 170 universities in 20 countries, including 20 internationally-ranked Canadian universities.**
- **International student tuition and fees are compared between universities for a selection of 70 popular degree programs (Bachelor's and Master's).**
- **International student living expenses have been estimated individually for each university, incorporating city-specific costs of goods and services and institutionally-guaranteed housing, where available.**
- **Using forward-looking modeling, ITBCD predicts the Total Cost of Degree Acquisition (TCODA) an international student must invest to complete a specific degree program at a given university.**

ICG has spent more than 6,100 hours of research and analysis on ITBCD

INTERNATIONAL TUITION-BASED COMPETITION DATABASE

ITBCD Coverage

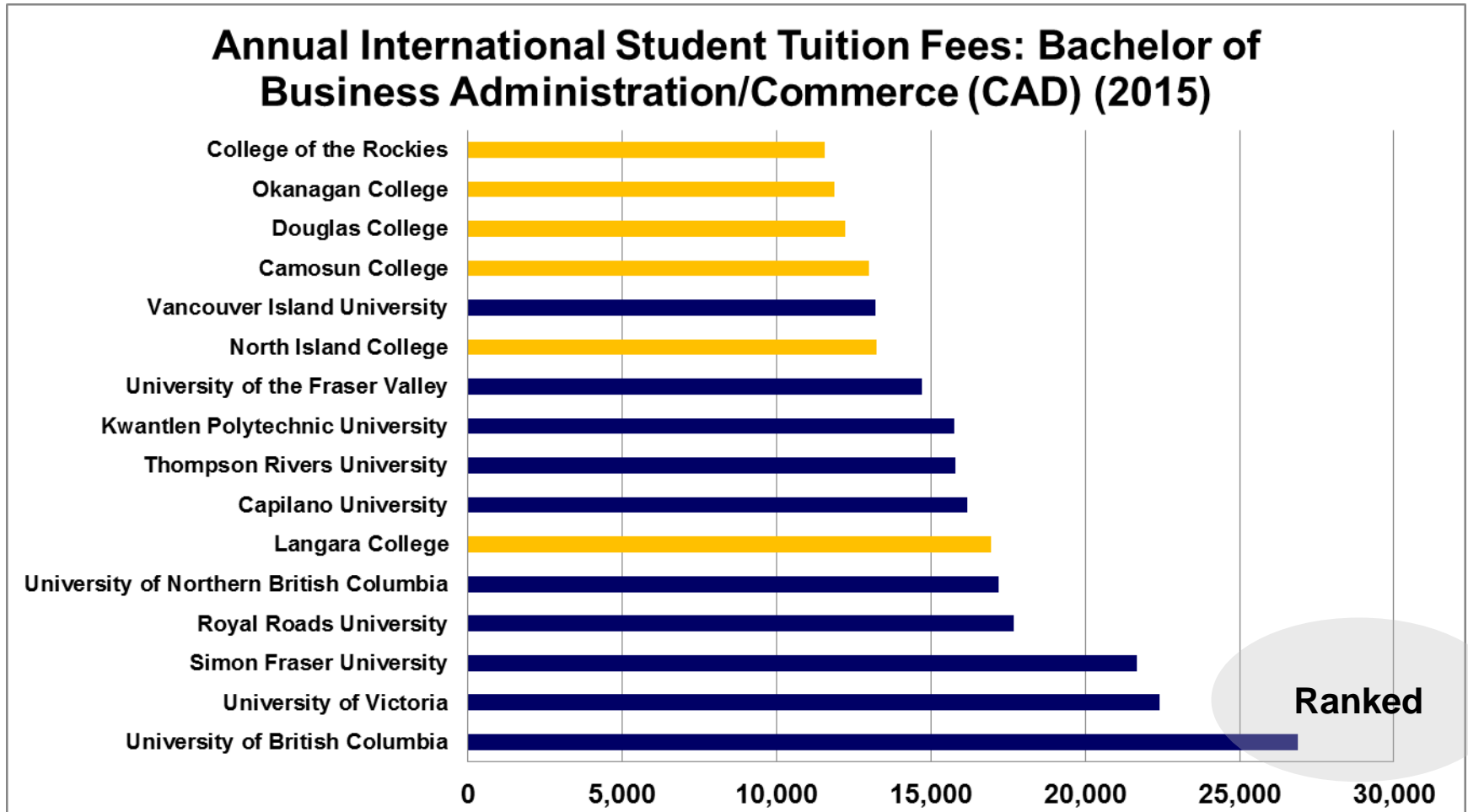
Number of Institutions Benchmarked in ITBCD by Country



62 in the Americas, 62 in Europe, 45 in Asia-Pacific

COST COMPETITION AT BC COLLEGES AND UNIVERSITIES

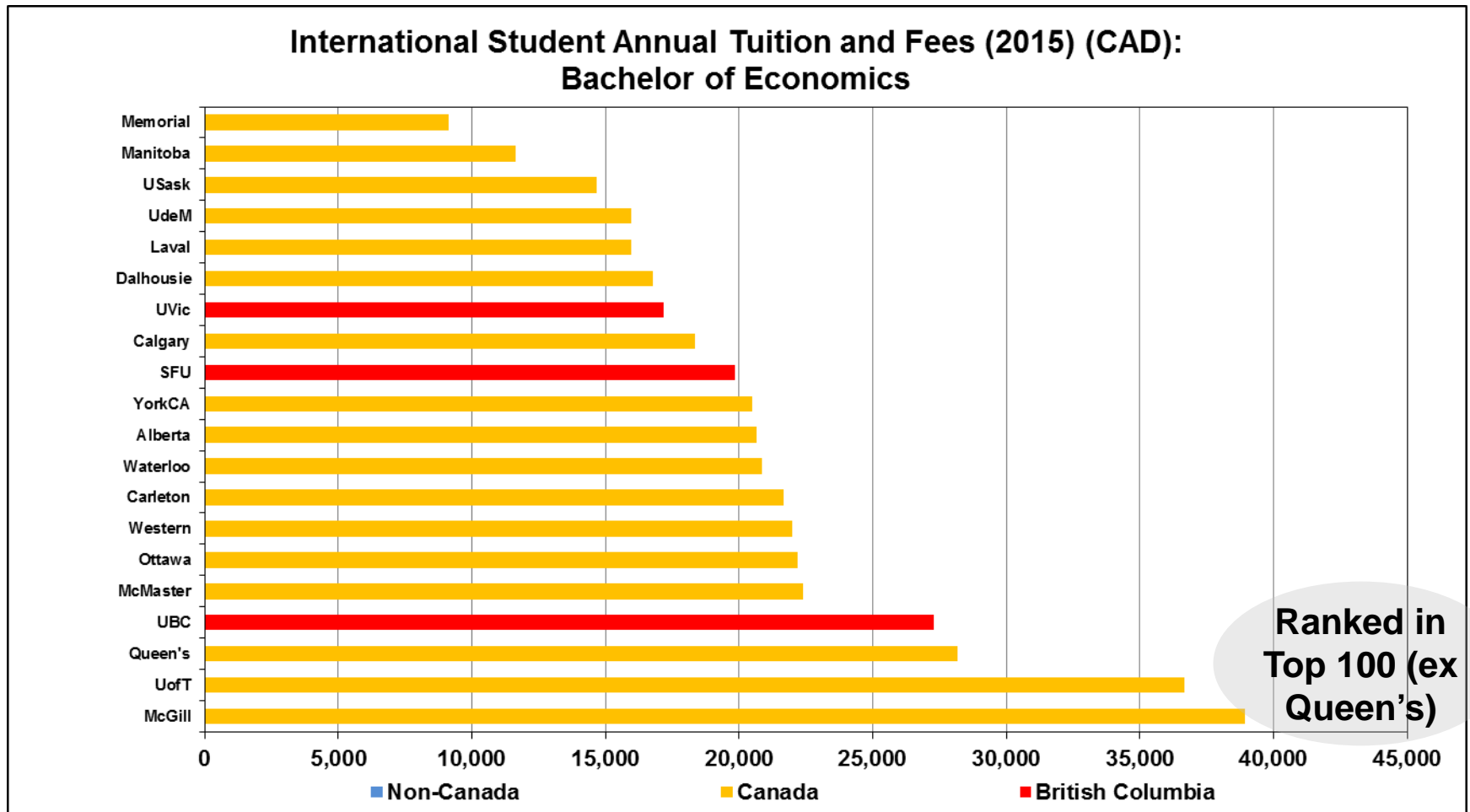
2015 Annual Tuition Fees Cost: Bachelor of Business/Commerce



A BC perspective: Range from just over CAD 11,000 to nearly 27,000

COST COMPETITION IN THE UNIVERSITY SECTOR

2015 Annual Tuition Fees Cost: Bachelor of Economics

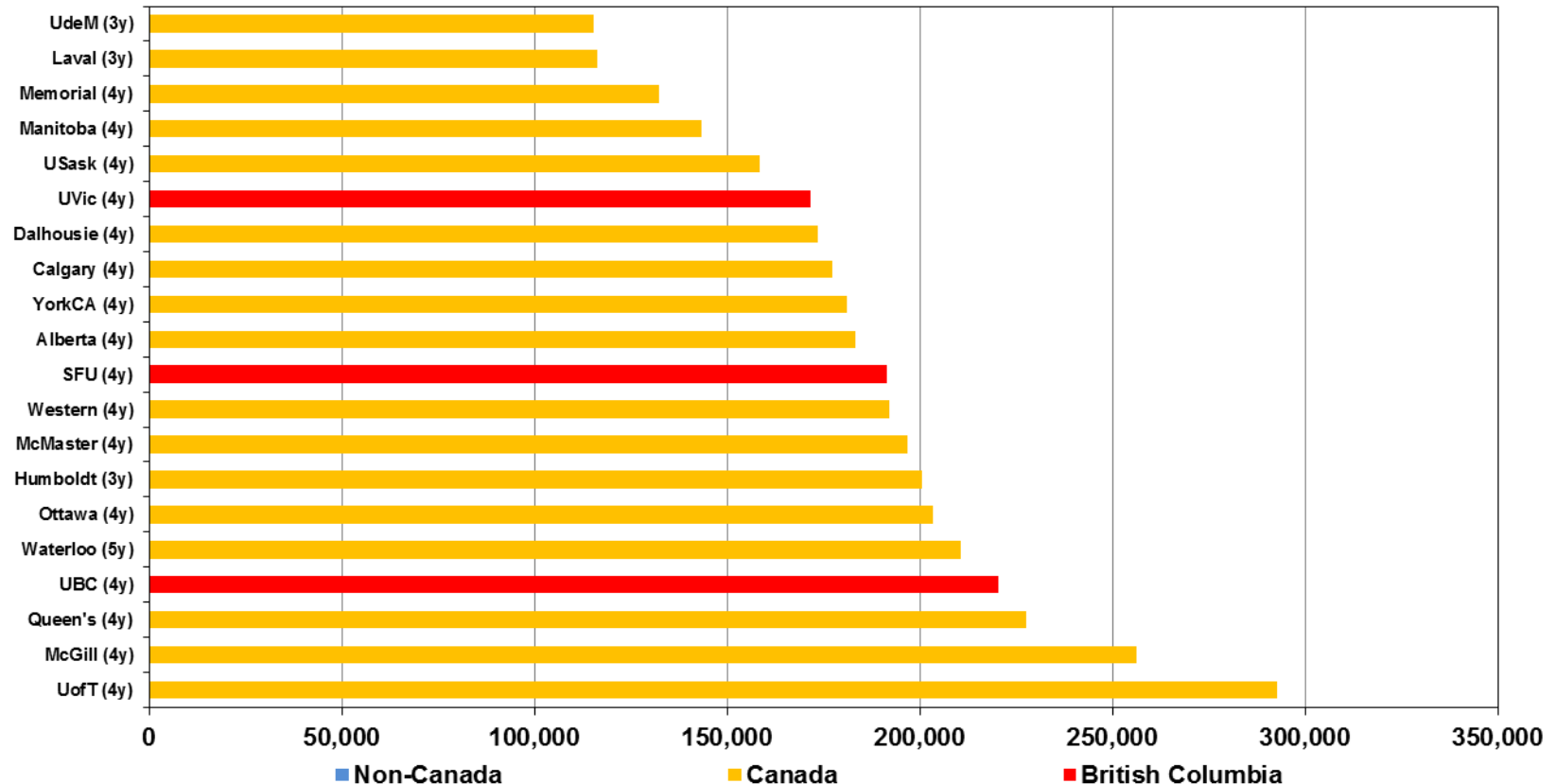


A Canadian perspective: Fees spread up to a factor of 4x

COST COMPETITION IN THE UNIVERSITY SECTOR

Total Cost of Degree Acquisition: Bachelor of Economics

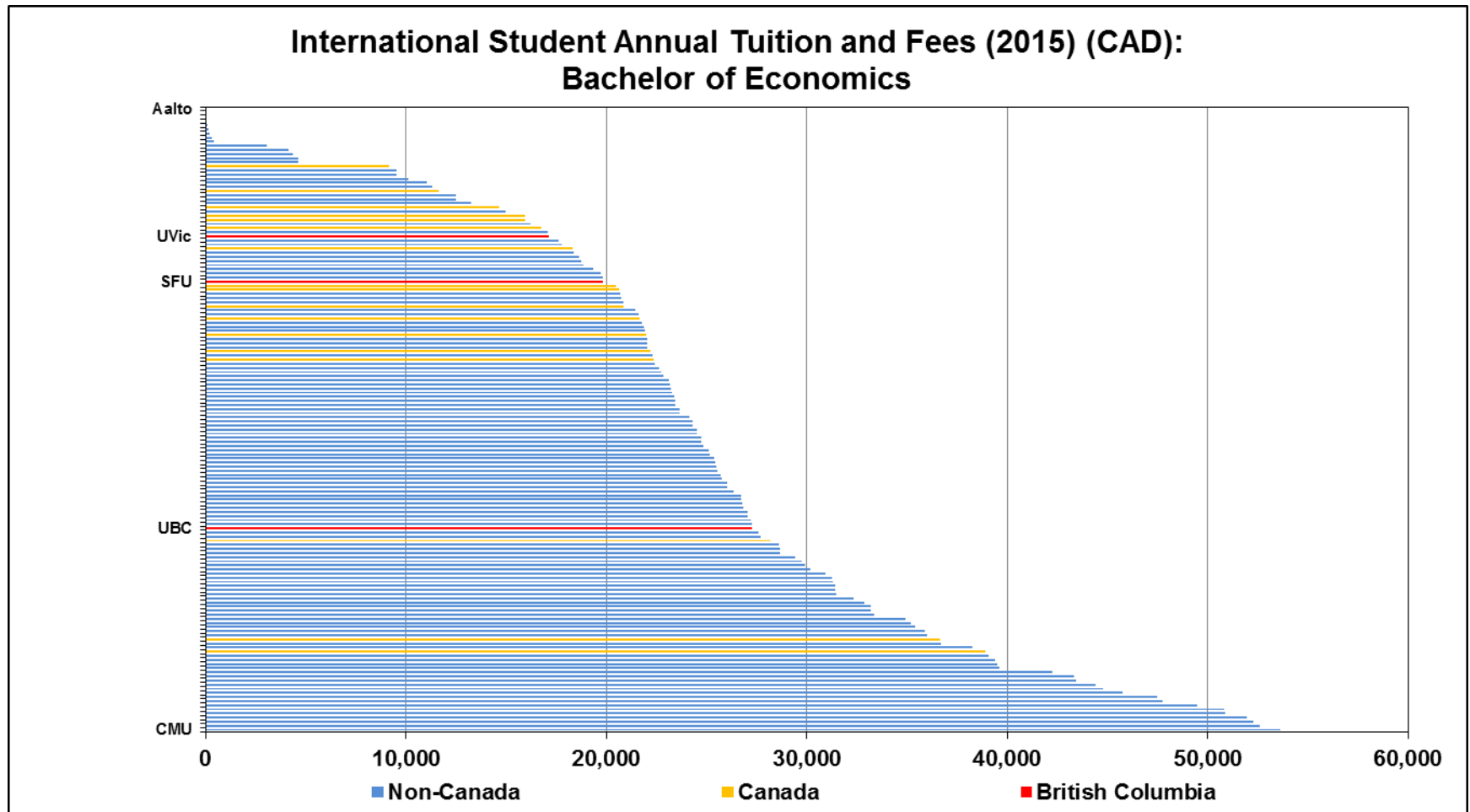
International Student Total Cost of Degree Acquisition (2015-19) (CAD):
Bachelor of Economics



Minimum CAD 170,000 for a B.Econ. from a ranked BC university

COST COMPETITION IN THE UNIVERSITY SECTOR

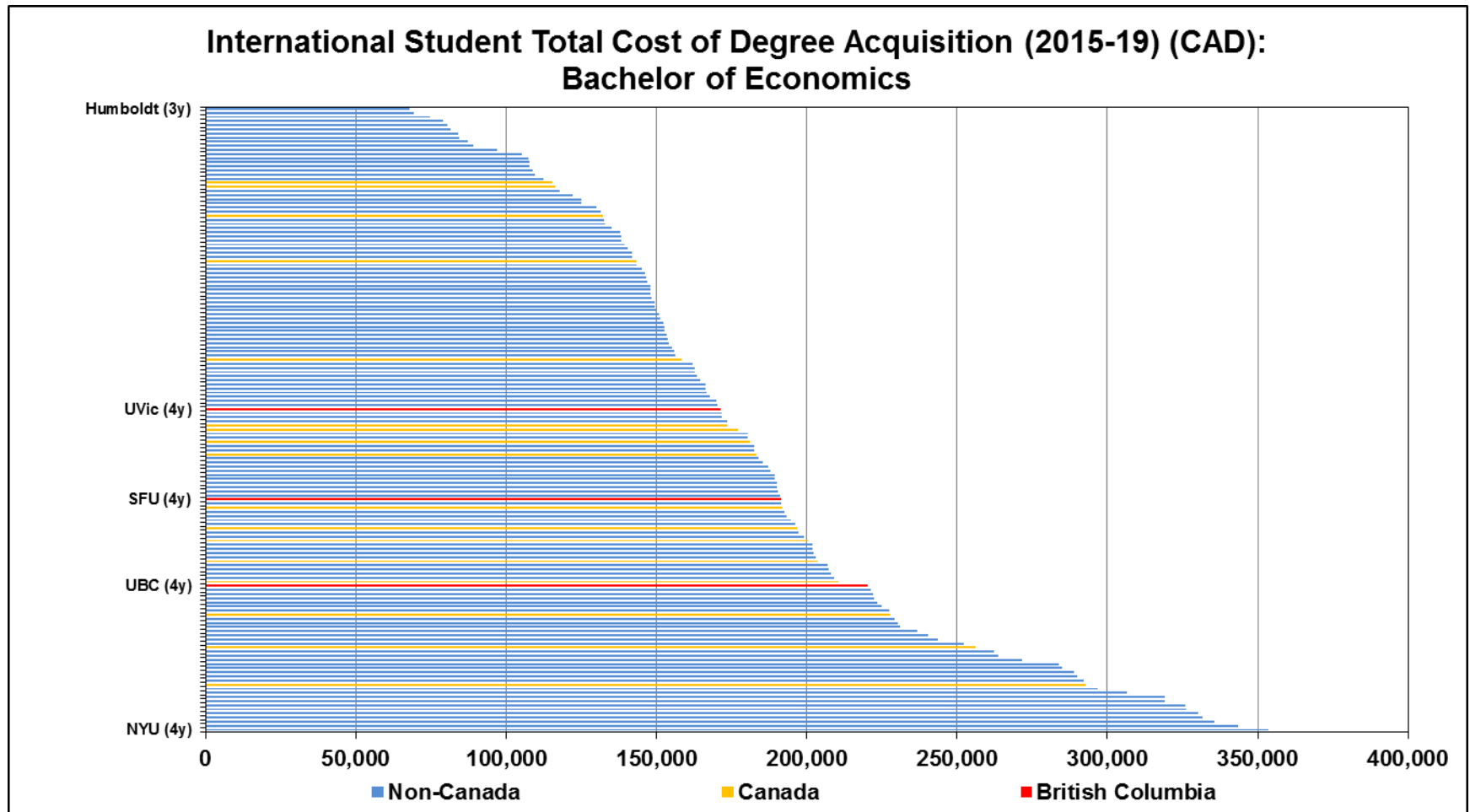
2015 Annual Tuition Fees Cost: Bachelor of Economics



On an annual fees basis, BC looks reasonable in a global context

COST COMPETITION IN THE UNIVERSITY SECTOR

Total Cost of Degree Acquisition: Bachelor of Economics

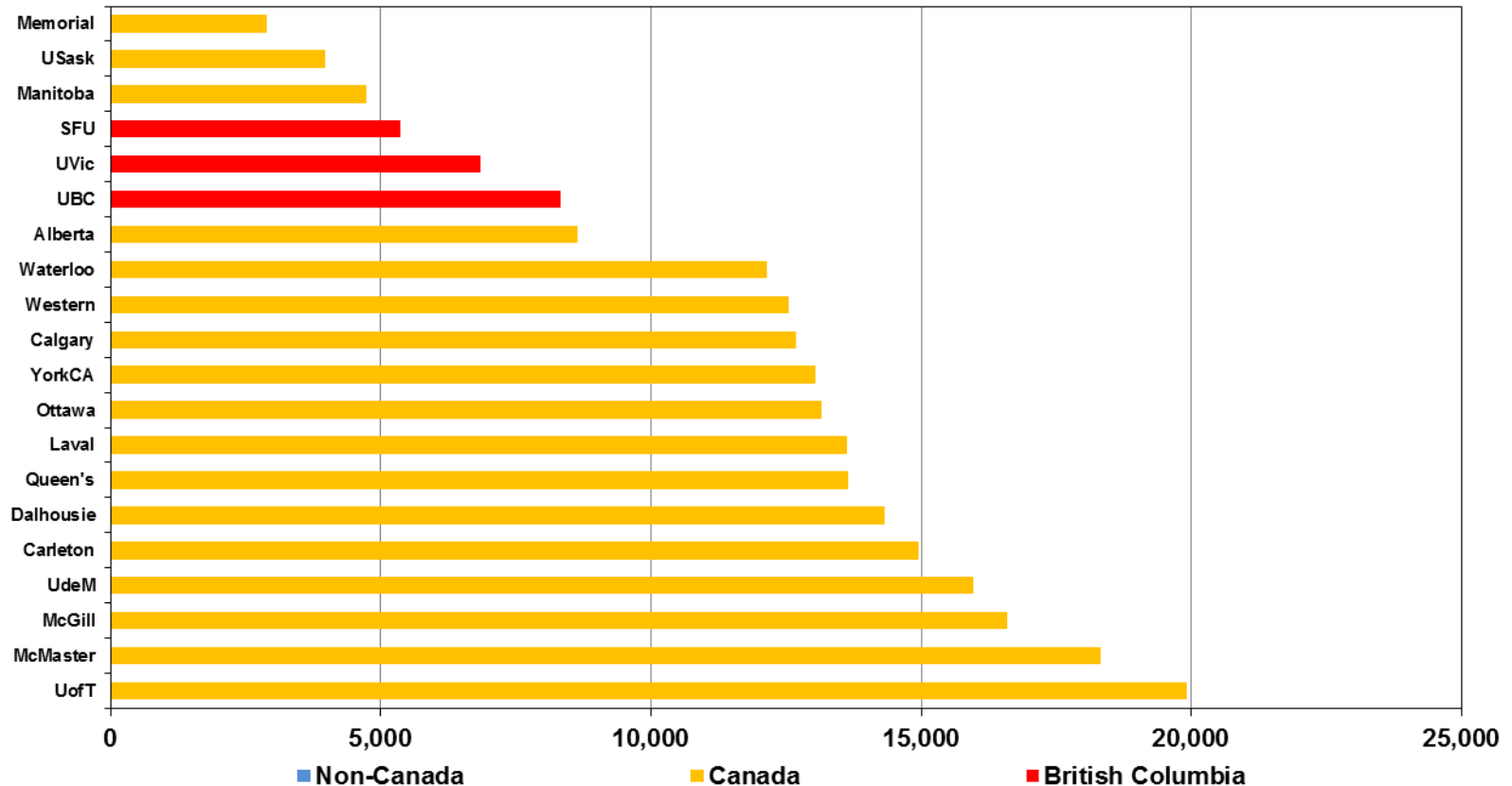


Cost of living makes BC universities much less competitive

COST COMPETITION IN THE UNIVERSITY SECTOR

2015 Annual Tuition Fees Cost: Master of Chemistry

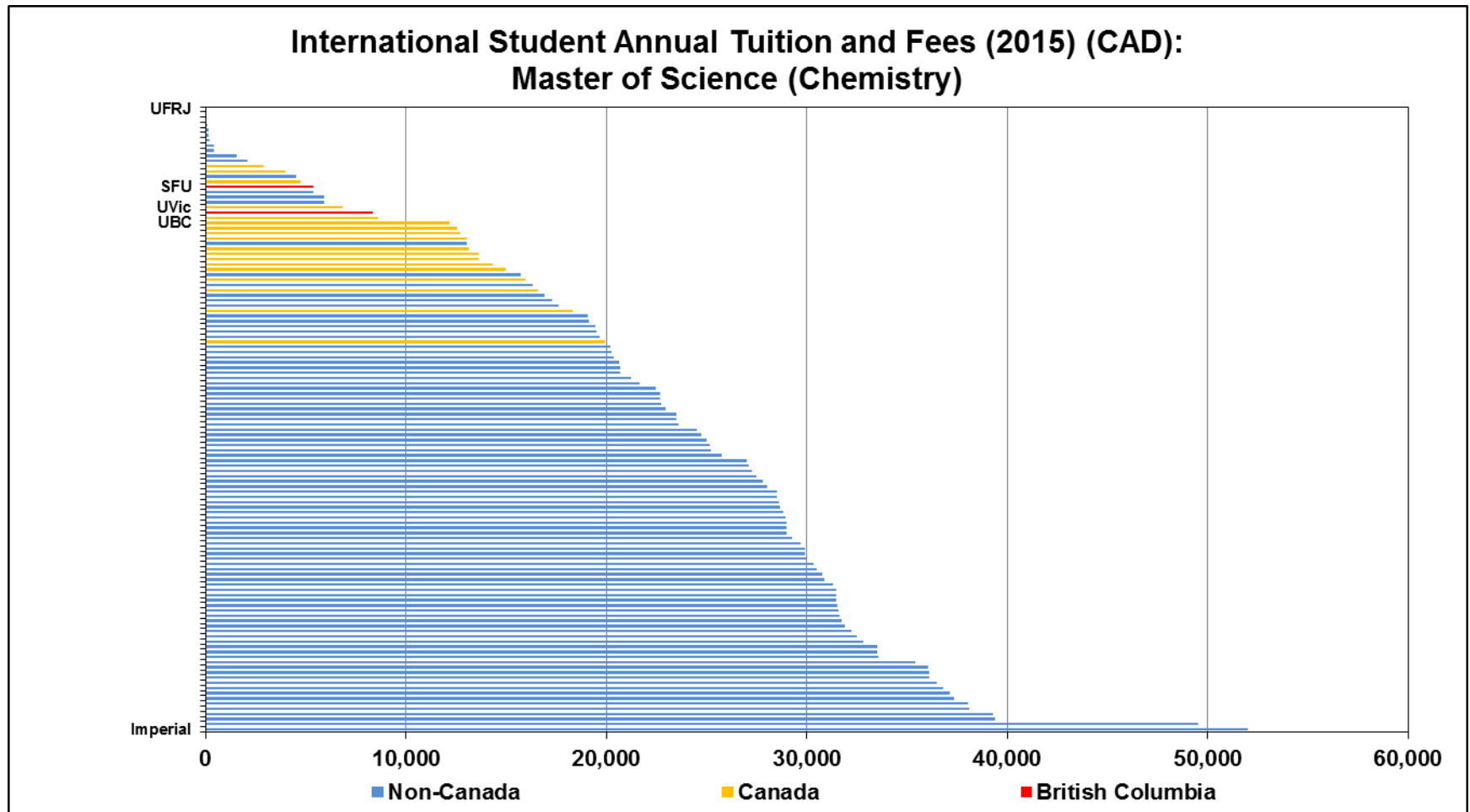
International Student Annual Tuition and Fees (2015) (CAD):
Master of Science (Chemistry)



Low graduate tuition fees levels impair the recruiting of talent - ...

COST COMPETITION IN THE UNIVERSITY SECTOR

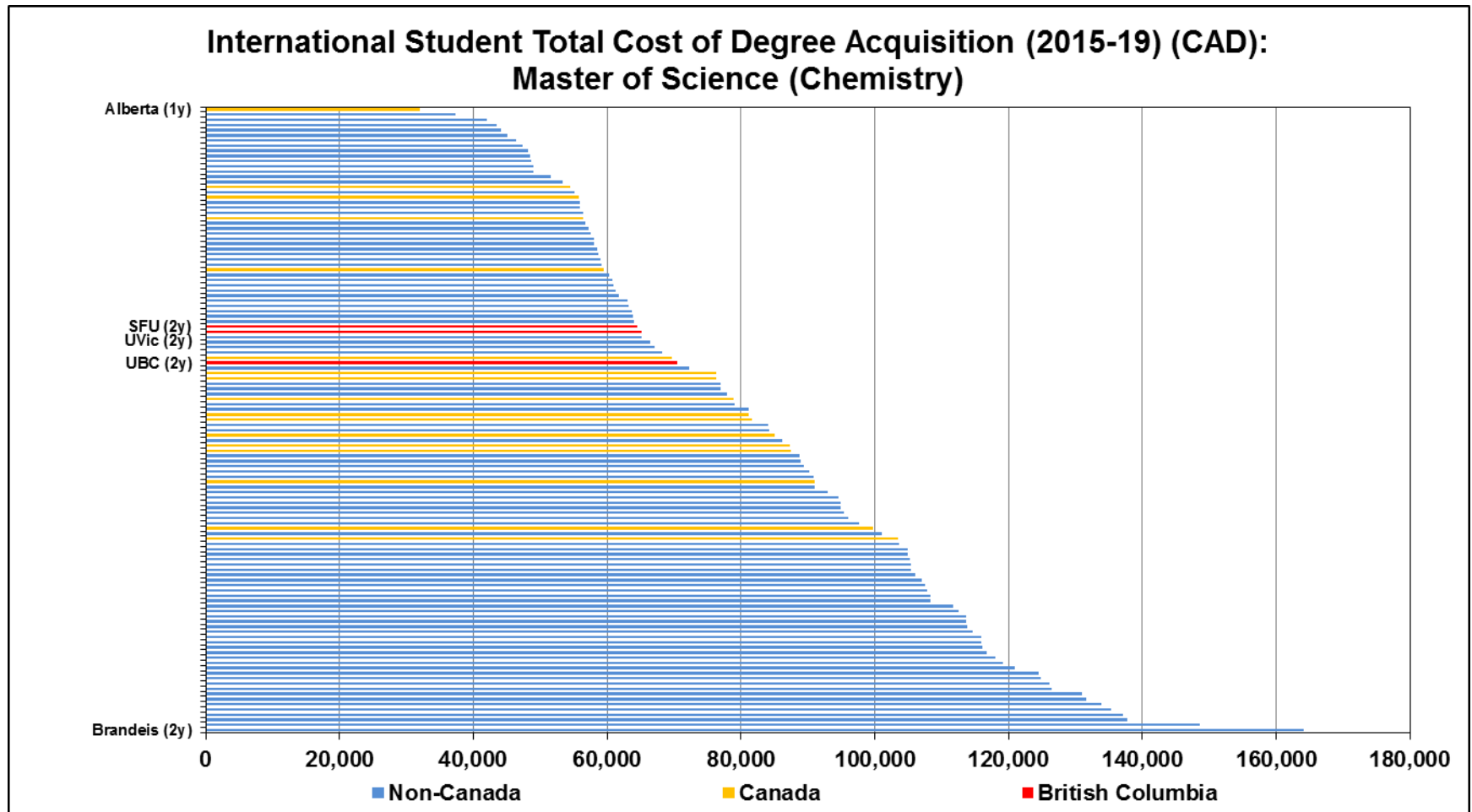
2015 Annual Tuition Fees Cost: Bachelor of Economics



... by being significantly underpriced in global comparison

COST COMPETITION IN THE UNIVERSITY SECTOR

Total Cost of Degree Acquisition: Master of Chemistry

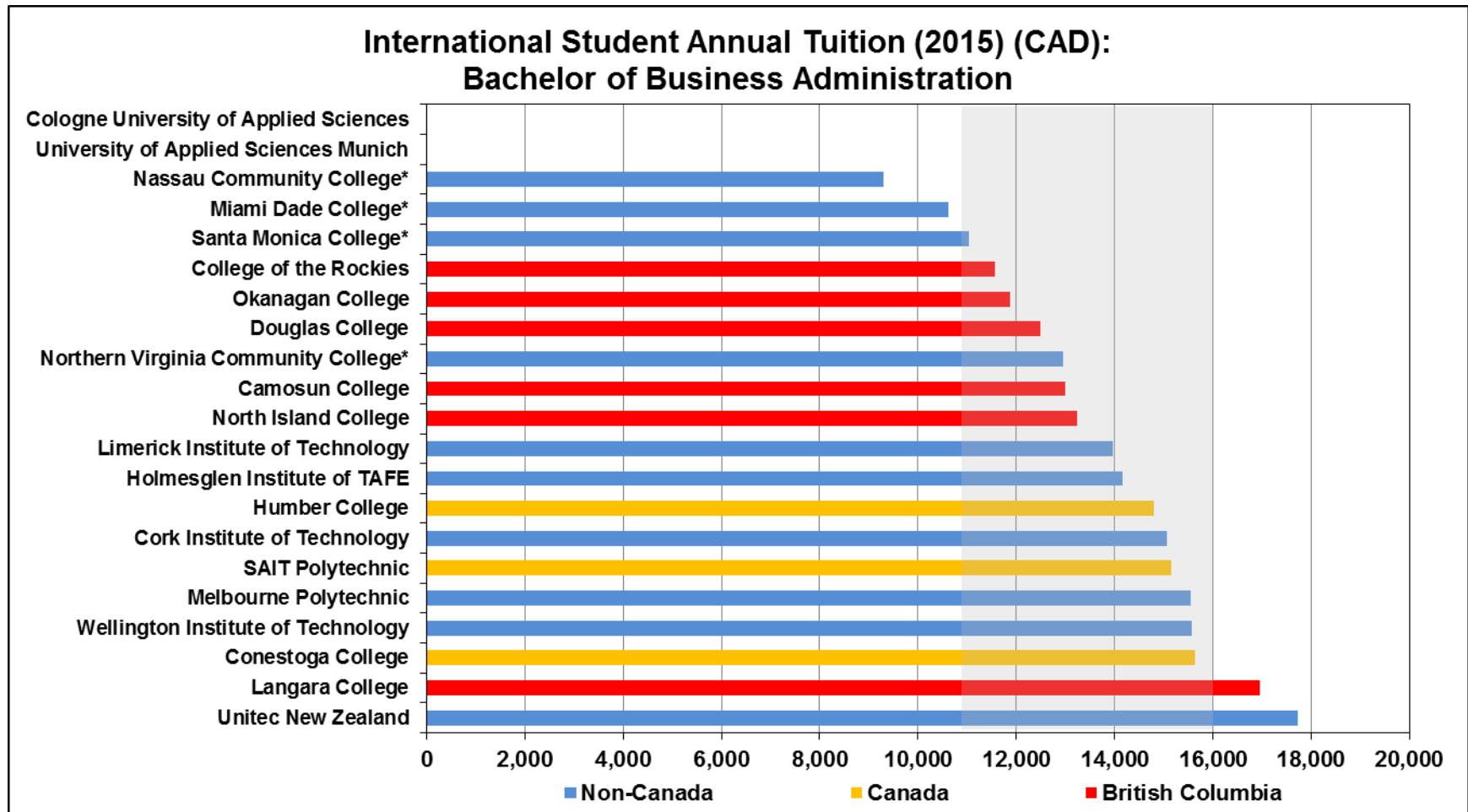


Least costly program in the sample: University of Alberta

Cost Competition in the College/Institute/Polytechnic Sector

COST COMPETITION IN THE COLLEGE SECTOR

Annual International Tuition Fees: Bachelor of Business Administration



The majority of college-type institutions price at CAD 11-16,000

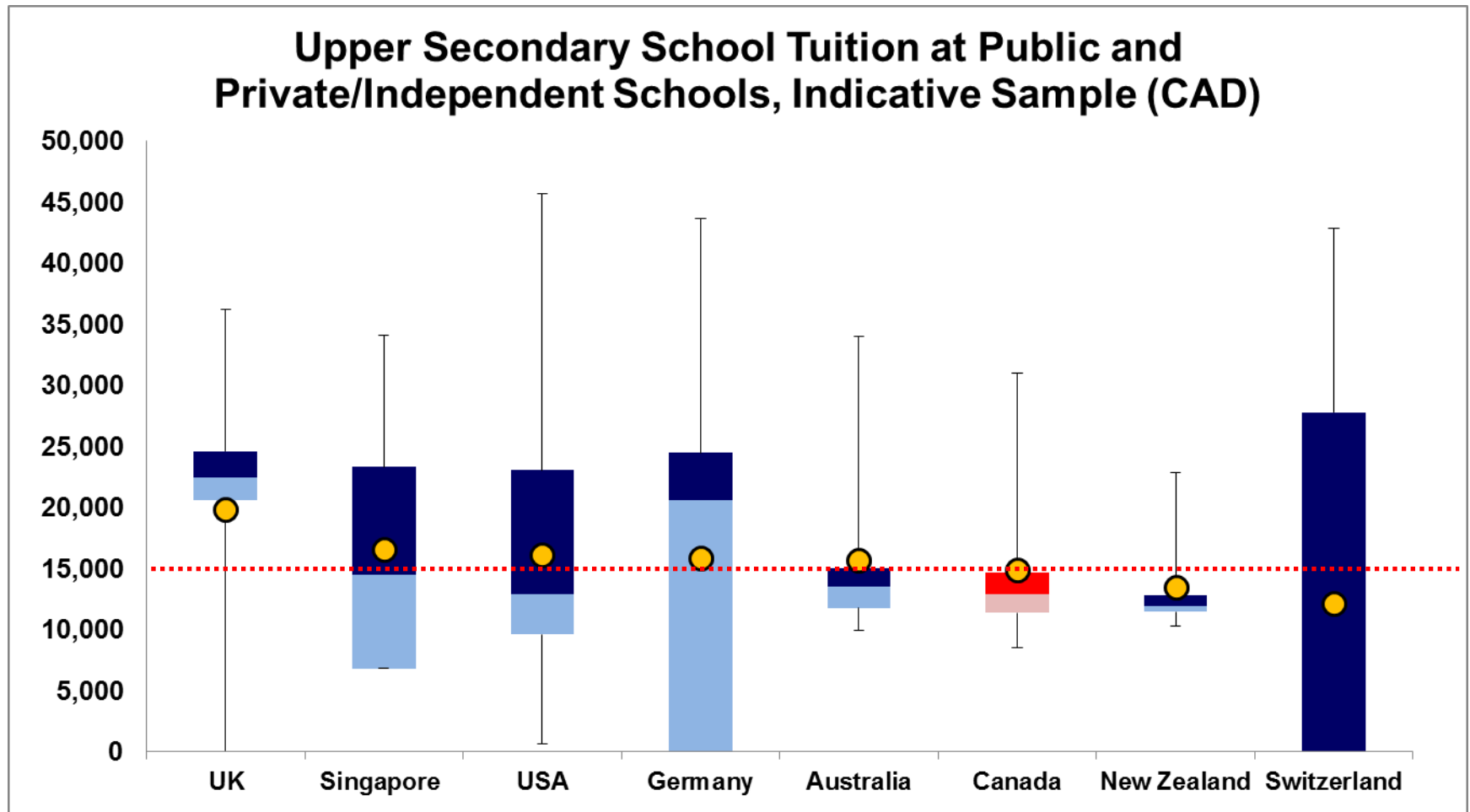
Notes: (*) Associate degree transferable to a Bachelor's degree program at the university level.

Source: ICG.

Cost Competition in the International K-12 Sector

COST COMPETITION IN THE INTERNATIONAL K-12 SECTOR

Upper Secondary School Tuition Fees

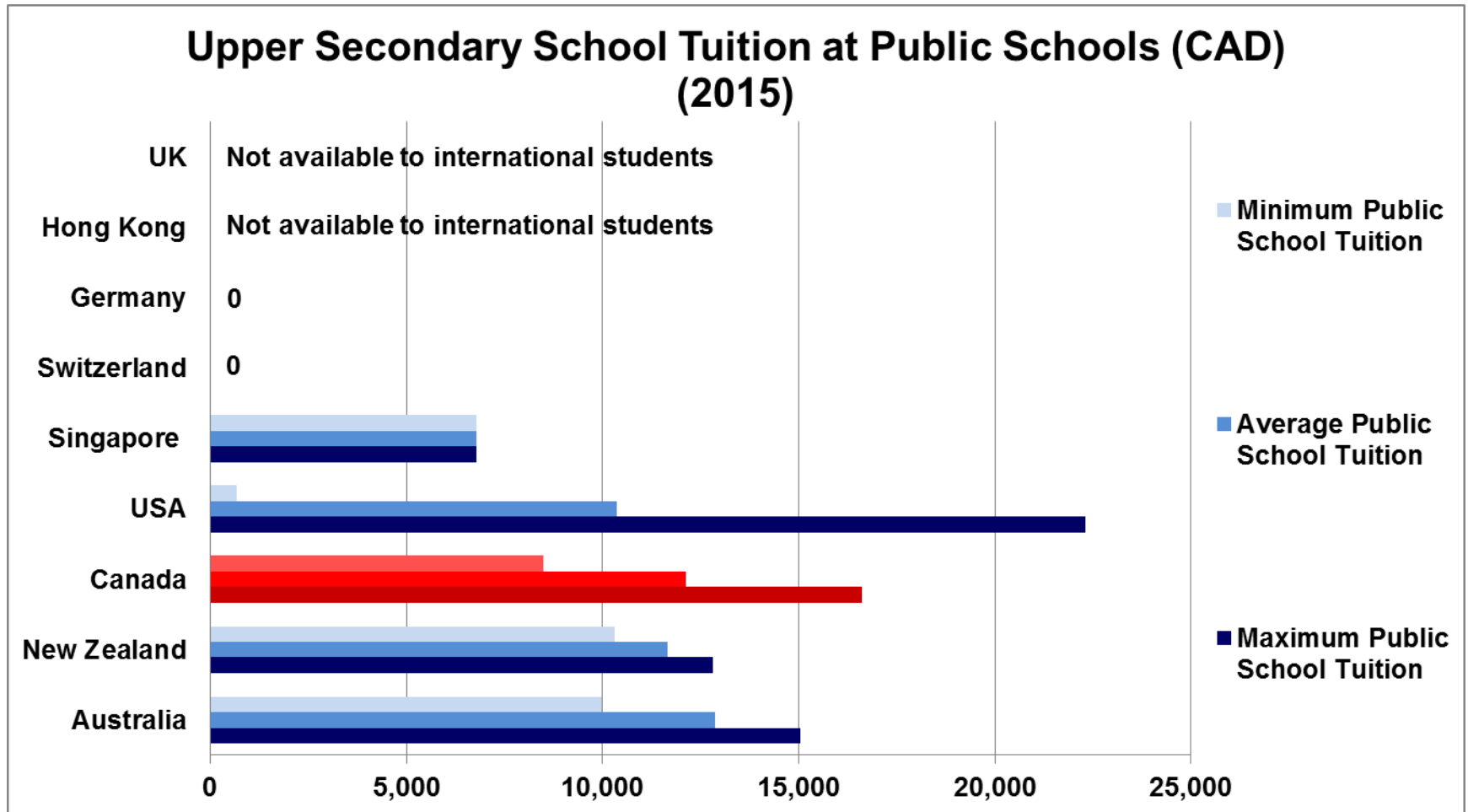


Indicative sample of 210 schools from 8 countries

Notes: Graph indicates the minimum, first quartile, median, third quartile, and maximum cost levels. The yellow line represents the average of the indicative sample. Source: ICG.

COST COMPETITION IN THE INTERNATIONAL K-12 SECTOR

Upper Secondary School Tuition Fees at Public Schools



Common range of CAD 10,000-15,000

Notes: Sample of 114 public schools.

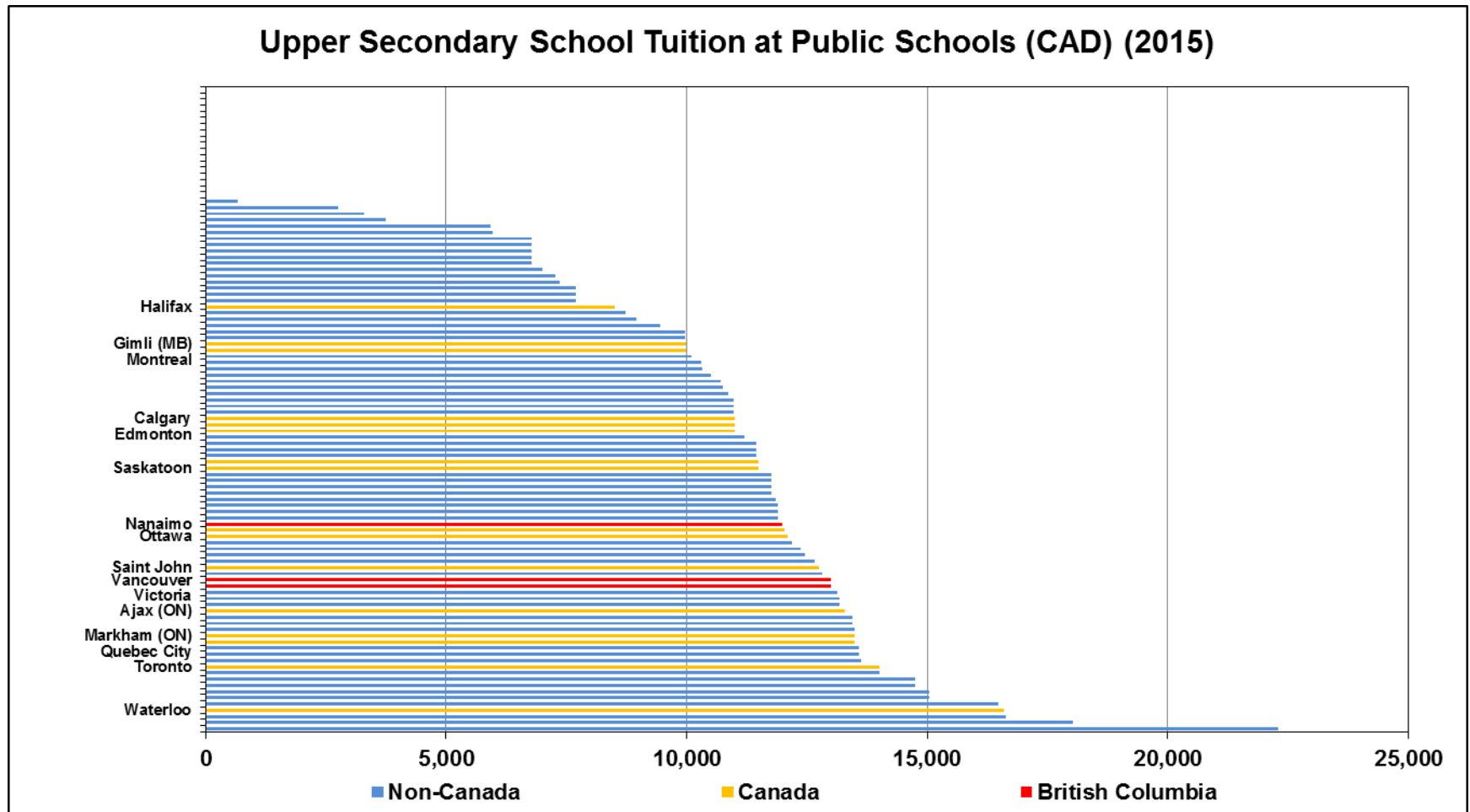
Source: ICG.

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COST COMPETITION IN THE INTERNATIONAL K-12 SECTOR

Upper Secondary School Tuition Fees at Public Schools



BC schools price in the third quartile

Notes: Sample of 114 public schools. Schools/districts are identified by their cities.

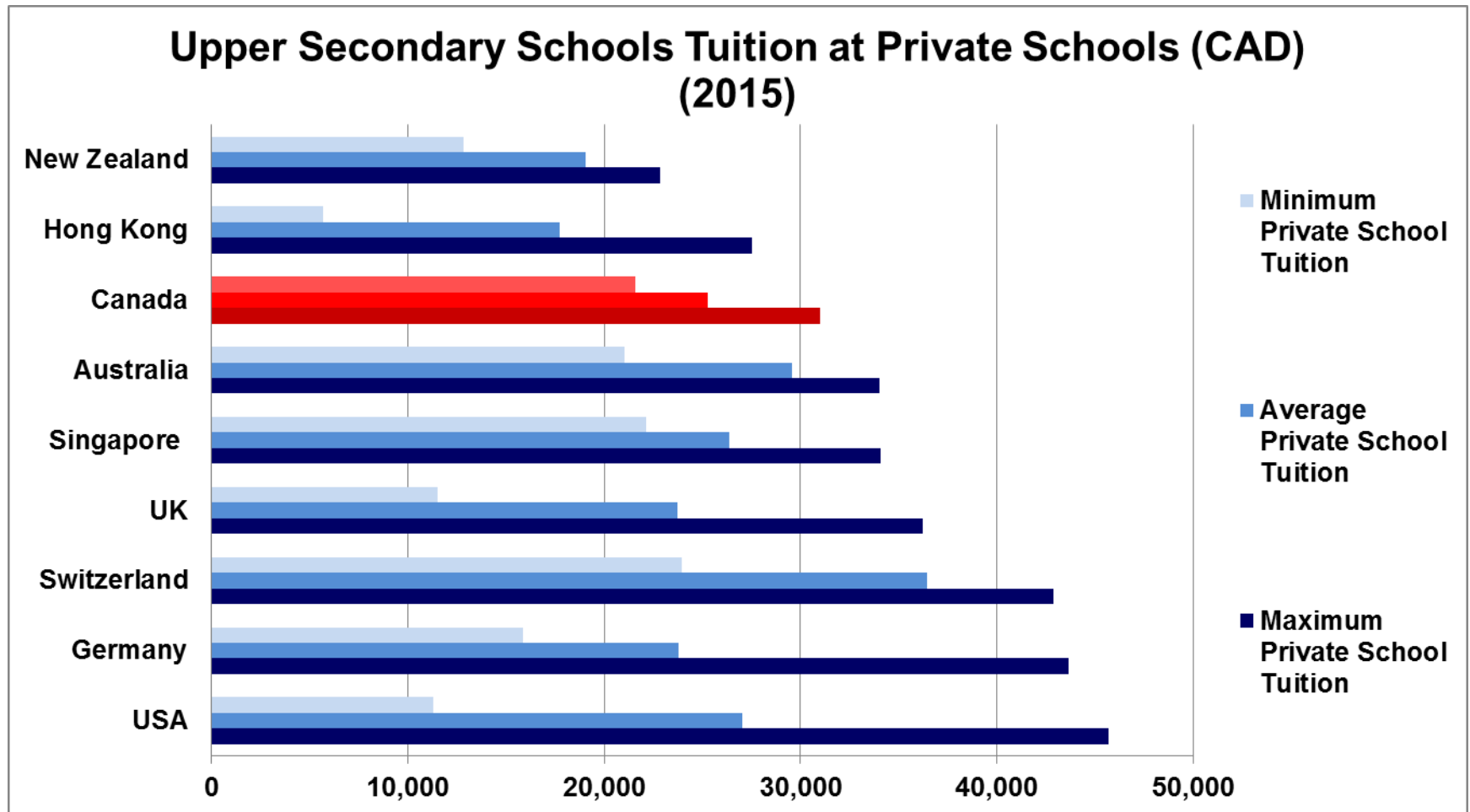
Source: ICG.

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COST COMPETITION IN THE INTERNATIONAL K-12 SECTOR

Upper Secondary School Tuition Fees at Private Schools



Private schools' fees vary notably – prep academies to parochial schools

Notes: Sample of 116 private schools.

Source: ICG.

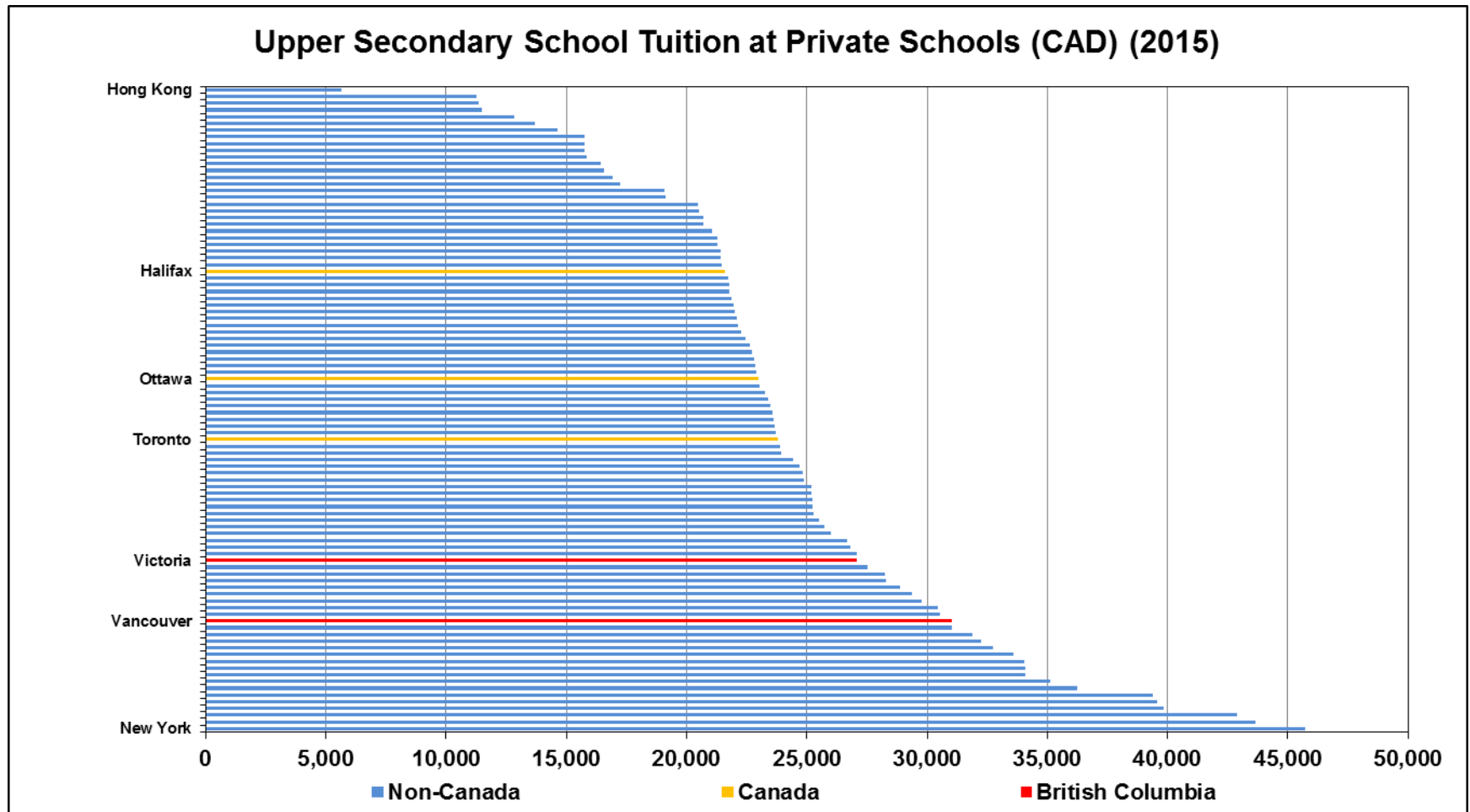
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COST COMPETITION IN THE INTERNATIONAL K-12 SECTOR

Upper Secondary School Tuition Fees at Private Schools



BC private schools are costly

Notes: Sample of 116 private schools. Schools are identified by their cities.

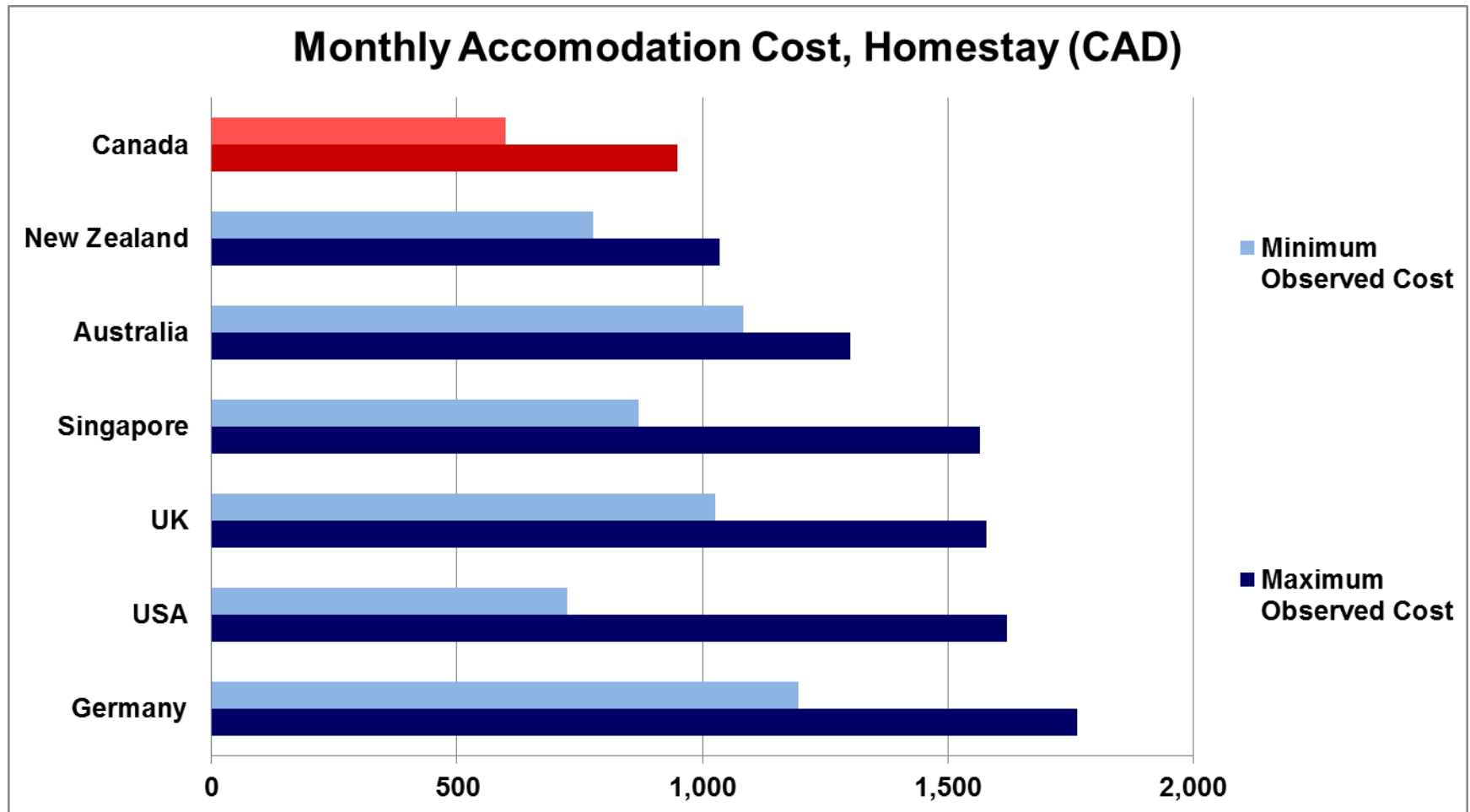
Source: ICG.

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COST COMPETITION IN THE INTERNATIONAL K-12 SECTOR

Monthly Homestay Costs



Canadian homestay programs are quite affordable

Notes: Scope of services included in home stay programs differs.

Source: ICG.

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- **Value.** Fees are only one component that shapes value for a student. Competing on value thus entails taking a holistic approach to tuition fees, offsets tools (scholarships, internships, etc.), and cost of living.
- **Competition.** The above must take place before the backdrop of local, national, and international competitors, depending on the respective student segment.
- **BC fees.** BC institutions' often low(er) tuition fees levels are competitively upended by BC's high cost of living.
- **Programs.** Some programs remain underpriced. Yet just raising fees is not the point – higher fees require a rebalancing of the overall value proposition.
- **Trends.** BC has become less cost competitive over the last five years. Research and structural realignments are needed.

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Dr. Daniel J. Guhr
Managing Director

Phone +1 619 295 9600

Fax +1 650 860 6109

E-mail guhr@illuminategroup.com

Web www.illuminategroup.com

Illuminate Consulting Group

P.O. Box 262

San Carlos, CA 94070

USA