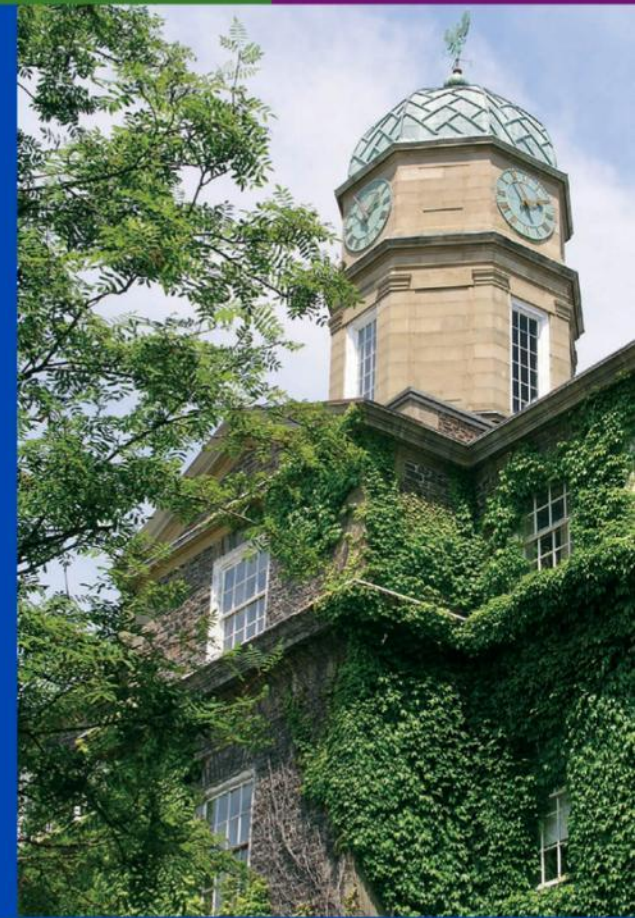


# Best Practices and Unique Models of IE Coordination: Experience from the other coast

A presentation by:  
Wendy Luther, EduNova Co-operative Ltd.



‘International education is critical to Canada’s success. In a highly competitive, knowledge-based global economy, ideas and innovation go hand in hand with job creation and economic growth. In short, international education is at the very heart of our current and future prosperity.’

‘Perhaps most importantly, international education fuels the people-to-people ties crucial to long-term success in an increasingly interconnected global economy.’

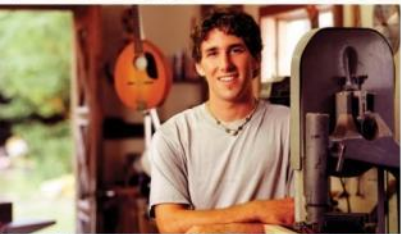
Honourable Minister Ed Fast  
Minister of International Trade  
Canada's International Education Strategy, p.4







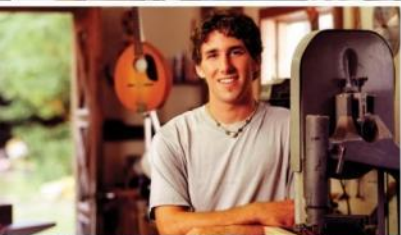
# About EduNova



- Industry association to promote NS' education and training expertise in international markets
- Founded 10 years ago out of a working group of institutions interested in internationalization
- Members include: 10 universities, 13 campus community college system (NSCC), language schools, private high schools, 7 school boards through the NSISP, private consultancies, government departments



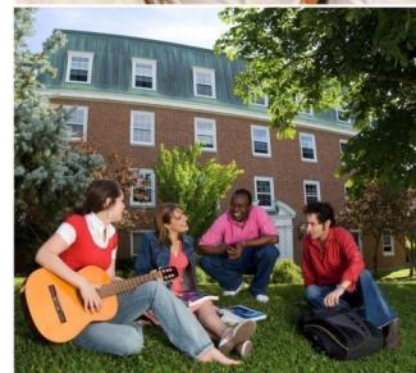
# About EduNova, continued...



- This type of sector collaboration is Unique in Canada...and perhaps the World
- Governance model – current and future Board of Directors
- Recruitment Committee – 17 members/5 meetings per year/consensus on collaborative activities
- Projects Committee

# EduNova Activities To Date

- Organized over 21 incoming and 65 outgoing delegations
- Secured over \$16 million in international projects and sourced many millions more
- Sourced over \$6 million in government support for collaborative activities
- Activities include: FAM Tours, recruitment missions, marketing materials (video, web, print, digital), sector capacity building, collaborative project bids

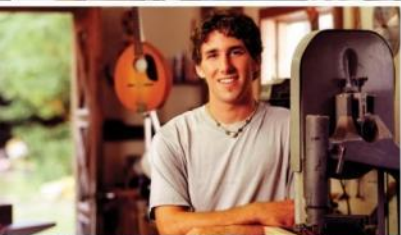








# Education and Training Sub-Sectors in Nova Scotia



- University
- College (public and private)
- Language (public and private)
- K-12 (public and private)
- Consultants



# Business Development Activities of the Education & Training Sector

- International student recruitment
- Out-of-province student recruitment
- International partnerships/linkages
- International projects
- International student exchange
- Academic research



# Overview of Nova Scotia Universities

Nova Scotia is home to some of the country's earliest established universities - 10 located in 6 communities

## **Nova Scotia 2014-2015 Stats as of October 1, 2014 (AAU)**

- Full-time visa students: 7,127 (up 5.5% from previous year)
- Full-time Undergraduate Enrolments (all students): 34,030
- Full-time Undergraduate & Graduate Enrolments: 38,321 (visa students make up 18.6% of this total)

## **Economic Impact:**

- Nova Scotia's universities generate \$840 million (est.) in annual export revenue, placing the university sector second when compared to the province's traditional top exporting sectors (CONSUP 2012)





# Overview of Nova Scotia's Community College System



## **Nova Scotia Community College (NSCC):**

- 13 campuses
- Limited international student recruitment with the potential for growth
- Active student exchange and international project office
- Building a strong base to service current and future international students – focused on understanding the int'l student experience and continuous improvement in student services

# Nova Scotia's Language Education Sector



- 11 Languages Canada approved programs in Nova Scotia
- Languages sector recently legislated in NS
- Major focus on int'l student recruitment in non-Anglophone/Francophone markets
- Focus on pathway partnerships with universities/colleges
- Some pursuing project opportunities, offshore and remote delivery of programming
- **Economic Impact: Bringing over 3,200 students to NS in 2013, contributing over \$2,800,000 in export revenues, employing approximately 230 full- and part-time teachers and staff members.**



# Nova Scotia's International K-12 Sector

- 916.8 full time equivalent (FTE) international students in communities throughout Nova Scotia at public and private high schools
- \$21,700 (av.) spent by each student per school year (= \$8,500 tuition + \$7,000 homestay + \$5,200 discretionary spending)
- If the NSISP were a private business...71st largest company on Atlantic Progress Magazine's top 101 list (2013), with revenues of \$14,465,179
- 42% of NSISP students who graduate from Nova Scotia High Schools plan on attending a University in the region (ex. Limestone District School Board and Queens partnership)
- **Economic impact: \$25,152,401 (2013-14)**



# Nova Scotia's Education & Training Consultants

- Private firms and individual consultants sharing Nova Scotia's education and training expertise around the world.
- Project areas of focus include: distance learning, capacity building, teacher/principal training, education reform, education policy and governance, curriculum design, and school design
- Much of this work is funded by foreign governments including the International Financial Institutions (IFIs)





# A Decade of Growth for Nova Scotia

Private Language Training

31%

Universities

104%

members achieved  
TREMENDOUS  
GROWTH  
in the past  
10 YEARS

Public High Schools

217%

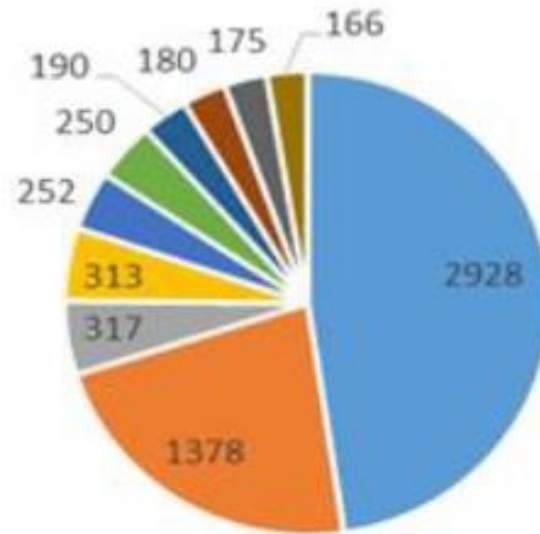
61%

Private High Schools

\*Growth in international student numbers as reported by member institutions and CONSUP statistics.

# International Student Enrolment 2013-14

International Students in Nova Scotia  
Top Ten Countries



- China
- Saudi Arabia
- Korea, South
- Brazil
- United States
- Japan
- Germany
- Mexico
- Bahamas
- Bermuda





# Partners

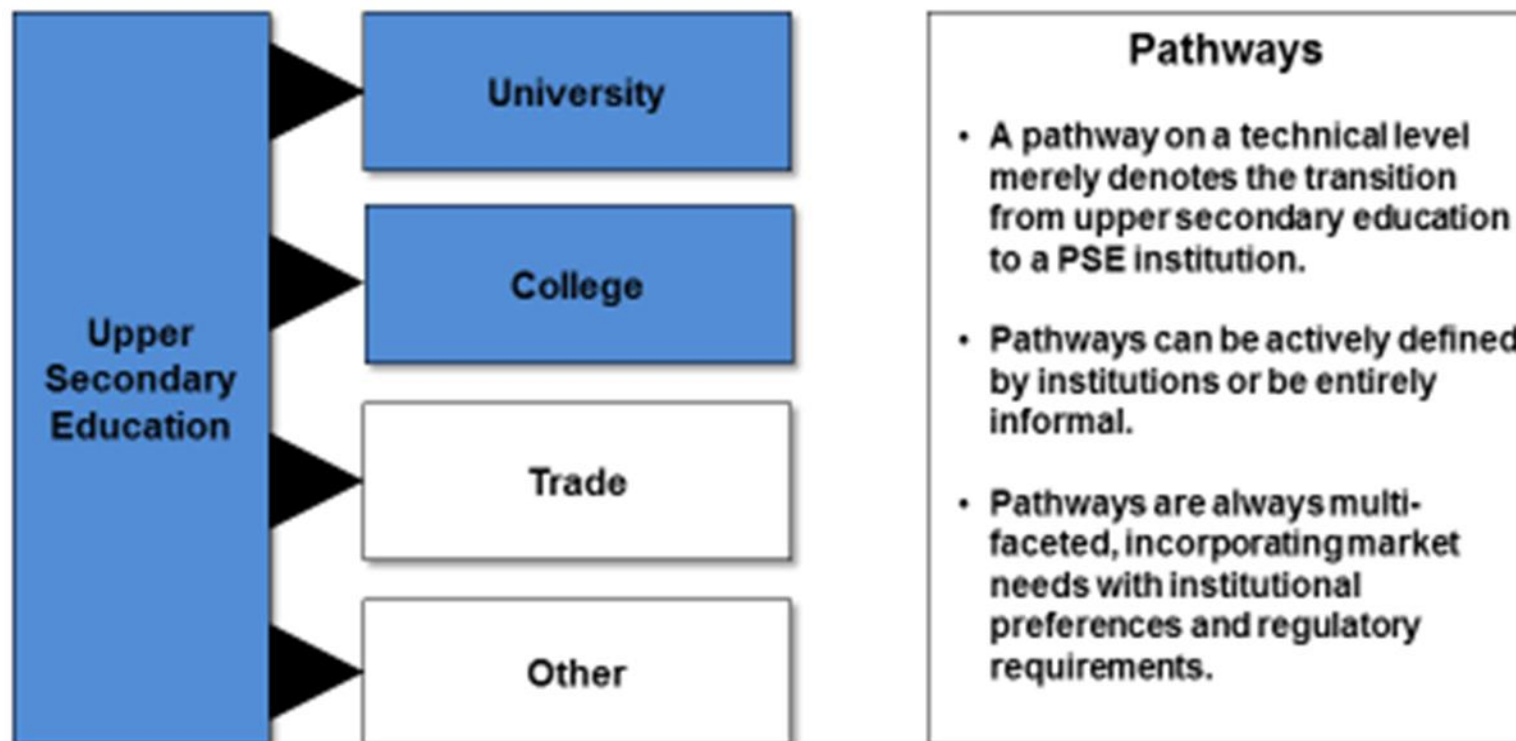


- **Provincial** – Labour and Advanced Education, Department of Education and various departments
- **Federal** – Pan-Atlantic
- **Federal** – Nova Scotia
- **Federal** – Ottawa
- Education and Training/Formation Atlantic (ET/FA)



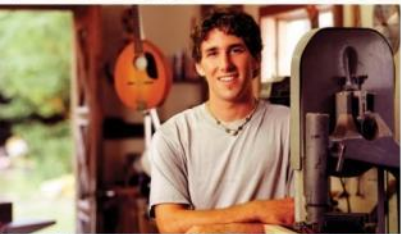


# EduNova's Focus on Education Pathways



**How do students move from secondary to post-secondary education?**

# Pathways in the Nova Scotia Context



- K-12
- Language Schools
- Nova Scotia Community College (NSCC)
- Universities

We are great at  
relationship building 😊



# Successful Pathway Partnerships – Key Themes

- Team approach for student success
- Constant communication among partners
- Ensuring pathways are **SMOOTH**, **CLEAR** and **SIMPLE** for students and their families
- The pathways approach helps all partners



# Successful Pathway Partnerships – Best Practices



- Joint marketing materials and collaborative student recruitment initiatives
- All partners celebrating student successes along the way
- Tours for K-12/language/NSCC students on partner university campuses
- Visits from university partners at language/K-12/NSCC schools
- Quality partnerships vs the quantity of partnerships
- Creating partnerships in high demand areas of study



# Pathway Partnerships – Additional Benefits

- Improved relationship with agents – “one-stop-shop”
- Vetting students for university partners
- Language skills are a part of it, but it’s not the whole piece – 1<sup>st</sup> intro to new learning styles, NS culture, and post secondary content



# Pathways – NS Examples

## Language School to University:

- No TOEFL or IELTS test required

## NSCC to University to NSCC

- 50% of students are coming or going between college and university

## K-12 to University

- Clear criteria for international students moving from NS' K-12 providers to NS universities...





# LIVE AND STUDY IN NOVA SCOTIA, CANADA.

We are Canada's Education Capital.



# THIS IS YOUR GUIDE TO FINDING THE SCHOOL OR INSTITUTION THAT IS RIGHT FOR YOU IN NOVA SCOTIA.



Come and discover Nova Scotia. We offer a tradition of education excellence for over 200 years. Choose from Nova Scotia's high schools, colleges, and universities and find your pathway to success.



**EduNova**  
CANADA'S EDUCATION CAPITAL

[www.edunova.com](http://www.edunova.com)



# Our education benefits.

Nova Scotia Universities and the Nova Scotia Community College offer graduates of the EduNova member high schools:

1. Guaranteed university admission with an average of 70% on required courses.\*
2. Guaranteed waiver of the TOEFL (or equivalent) exam for university applicants with 70% or higher in Nova Scotia grade 12 academic English (or equivalent).
3. Guaranteed scholarship to students with an average of 85% or higher.\*

\*Certain institutions differ in admission and scholarship requirements. See inside for details on institutional requirements.







# National Economic Impact

'International students in Canada provide immediate and significant economic benefits to Canadians in every region of the country.'

Data for 2012 show that 265,400 international students spent a total of some \$8.4 billion in communities across Canada, helping sustain 86,570 Canadian jobs. Additionally, the activities of international students helped generate more than \$455 million in federal and provincial tax revenues.'

Canada's International Education Strategy, p.7

Doubling to more than **450,000** international students in Canada by 2022 will:

- Create at least **86,500 net new jobs** for a total of **173,100 new jobs** in Canada sustained by international education;
- See international student expenditures in Canada rise to over **\$16.1 billion**;
- Provide an annual boost to the Canadian economy of almost **\$10 billion**; and
- Generate approximately **\$910 million** in new tax revenues.\*

Canada's International Education Strategy, p.11

\* Economic Impact of International Education in Canada – An Update, Roslyn Kunin & Associates, Inc., May '12



# But Wait, There's More....

Elevating the conversation  
on international education  
and training in Nova Scotia.



**NOW OR NEVER:**

---

AN **URGENT** CALL TO

**ACTION**

FOR **NOVA SCOTIANS**



**NOVA SCOTIA**  
SHAPING OUR NEW  
ECONOMY TOGETHER

[oneNS.ca](http://oneNS.ca)



# Education and Training Sector – Link to One NS Goals

Attracting international students predisposed to immigration.

- Relevance to the student - a major reason why students choose to study in Canada
- It directly aligns with the one NS report-to dramatically increase immigrants
- Open an entrepreneurial stream
- Study permit applications - could identify as wanting to immigrate (dual intent)
- Educate the community and business about the potential of international students



# Education and Training Sector – Link to One NS Goals

## Retention of international students post-graduation.

- Retention currently at 2%-3% - Goal 10% (50% want to stay)
- Firms want access to talent, addressing demographic challenges
- Need to create opportunities and incentives to stay - recruiting linked to job prospects.
- Lobbying is a priority – need a pilot program with CIC that is region specific



# Education and Training Sector – Link to One NS Goals

Influencing attitudes toward internationalization and international students in our communities.

- If attitudes and awareness don't change conflict + issues within our communities
- Communicating why immigration is important to everyone





# Examples of Current Initiatives

- LAE Sub-Table on Recruitment and Retention: Recruitment – Retention – Residence pilot
- MSVU's 'NS Scholars' program: 10 graduating students to participate in workshops, coaching, immigration counselling, career counselling sessions to give them the skills/knowledge/network to succeed in the NS labour market.
- NSISP Campeche Leadership Camp: 21 NS students raise funds for and participate in social justice projects in Campeche.
- The NSISP Global Leadership Certificate
- Halifax Mayor's Welcome for Int'l Students





# Successes and Challenges to the Collaborative Model

## SUCCESSSES

- Allows individual institutions do more than they could do alone
- Strong relationships with government partners
- Repository of knowledge and relationships
- Efficient use of funding resources
- Promoting Nova Scotia, Canada as a study destination
- Creating community among sector members in NS





# Successes and Challenges to the Collaborative Model – Cont...

## CHALLENGES

- Measurement and attribution of the collaborative work
- Decisions by committee may stifle creativity and bold action
- Members at different stages of their internationalization evolution
- Individual interests vs the collective interest
- Collaborating with competitors





# THANK YOU!



## Any Questions?

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902-424-4058



See you in Halifax, NS  
at  
CBIE's National Conference  
November 2017

