



B.C.'s International Education Strategy Update



**BRITISH
COLUMBIA**

June 2016

OVERVIEW

- Key Partners
- B.C.'s International Education Strategy
 - Cross-Sector Deliverables
 - Sector Wide Data
- B.C.'s K-12 sector Update
- B.C. Trade and Investment Representatives - Education Marketing Managers
- B.C. Provincial Nominee Program
- B.C.'s International Education Strategy Refresh

Key Partners



B.C.'s INTERNATIONAL EDUCATION STRATEGY

- BC Jobs Plan goal –50% target by 2016
- Two-way global flow

GOALS		
Globally oriented education system	Quality life and learning experiences	Maximize the benefits for B.C.

HIGHLIGHTS OF PROGRESS MADE

- Promoted B.C. as high quality education destination and furthered global relations through government missions
- Added 28 B.C. Certified Offshore schools
- Announced new scholarships increasing mobility with China, Japan and Korea
- Supported schools and institutions to increase mobility and strategic partnerships
- Released K-12 homestay guidelines
- Completed International Student Survey



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INTERNATIONAL EDUCATION DATA IN B.C.

INTERNATIONAL STUDENTS BY SECTOR

SECTOR	2010	2011	2012	2013	2014	2015	% GROWTH SINCE 2010
Public Post-Secondary*	28,490	31,185	33,330	35,845	39,595	45,130	58%
Private Post-Secondary*	49,834	54,697	60,740	67,406	72,767	67,965	36%
K-12*	11,713	11,918	12,588	13,040	14,135	16,958	45%
TOTAL	90,037	97,800	106,658	116,291	126,497	130,053	44%

*Estimate of sector total is subject to change.

INTERNATIONAL STUDENTS BY SOURCE MARKET

SOURCE COUNTRY	2010	2011	2012	2013	2014	2015	% GROWTH SINCE 2010
China	23,660	29,185	35,980	44,170	50,680	51,130	116%
South Korea	20,160	18,225	16,145	14,030	13,255	12,695	-37%
India	3,210	4,425	5,745	6,770	8,705	12,105	277%
Japan	5,670	5,795	6,150	6,475	6,535	6,555	16%
United States	4,595	4,660	4,695	4,620	4,645	4,780	4%
Brazil	1,930	2,275	2,870	3,560	4,350	4,530	135%
Saudi Arabia	5,375	6,035	5,650	4,945	4,645	4,305	-20%
Mexico	2,525	2,895	3,130	3,295	3,375	3,340	32%
Taiwan	3,340	3,150	3,030	3,110	2,860	2,445	-27%
Hong Kong	1,580	1,585	1,570	1,660	1,850	1,960	24%

Role of the Ministry

- Supports school districts, independent schools, and offshore schools
- International Education Branch is organized into 2 units:
 - Offshore School Program
 - International Education (Onshore)



Onshore

18,700 Students
(10% increase from 2014/15)

Offshore

12,000 Students
(9% increase from 2014/15)



2015/16 Enrolment

Key 2015/16 Activities

- **Int'l Education Scholarships & Awards:**
 - B.C. International Student Ambassador Scholarships
 - Exchange & Mobility Awards (Students & Teachers)
 - B.C.- China Award for Excellence in Chinese

- **B.C.'s New Curriculum:**
 - Focus on flexible, personal, and deep learning
 - Maintain emphasis on reading, writing and numeracy
 - 2016/17 for K-9
 - 2017/18 for 10-12



Recent MOUs: Ministries of Education and Advanced Education

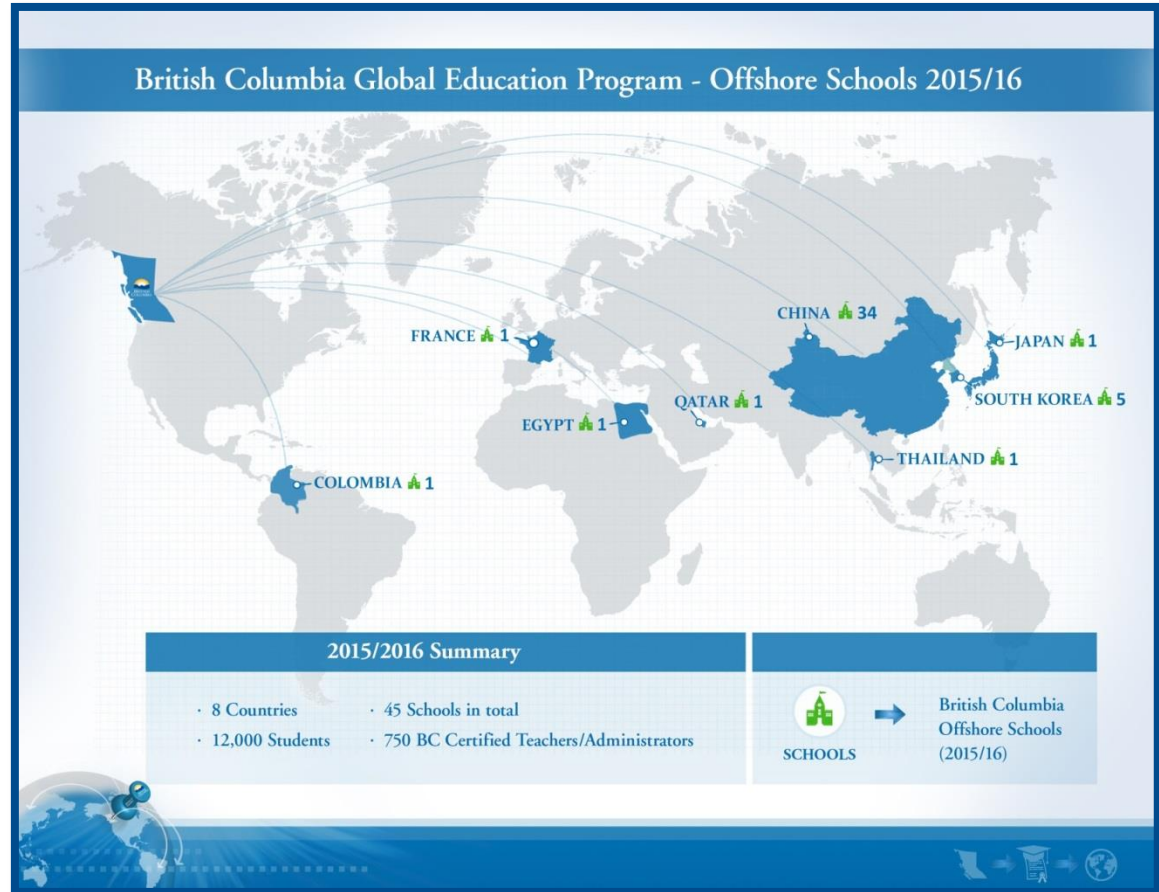
Year	Country	MOU (s) with	Focus
2016	France	National Ministry	K-12
	Italy	National Ministry	K-12
	China	Guangdong	Sector
2015	Japan	National Ministry Tokyo	Sector Sector
	China	National Ministry Beijing Heilongjiang Zhejiang Jiangsu	Sector Sector Sector Sector



*B.C. – Italy MOU signing:
June 2016*

Offshore School Program Update

- Continued growth and expansion into new countries
- 2015 Pathways Workshop to explore transitions into B.C. PSIs



Going forward:

- International Student Orientation Website
- Pilot: Global and Intercultural Focus Program
- 2016 K-12 Pathways Workshop
- Translated information on new curriculum





MINISTRY OF INTERNATIONAL TRADE ROLE

1. Support the International Education Strategy by understanding the needs of Post-Secondary & K-12 Institutions regarding:
 - student attraction
 - strategic institutional partnerships
2. Connect the Education Marketing Managers in key markets to BC Institutions
3. Providing key linkages between BC Institutions & Industry to help forge strategic industry partnerships





EDUCATION MARKETING MANAGERS



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EDUCATION MARKETING MANAGERS ROLE

Promote
BC as a
Study
Destination

Support
Missions
and Trade
Fairs

Share
Market
Trends

Support
Institution
Partnerships





ACTIVITIES IN KEY MARKET 2015/16:

	Missions and Trade Fairs	Institution Visits	Agreements	Industry Agreements
China	5	50+	20+	5
Japan	3	15+	10+	1
Korea	4	25+	10+	3
India	2	20+	15+	2



Immigration Policy & Program Objectives

The right number of people with the right skills in the right place in the province... to meet BC's labour market needs and economic growth potential and to support the successful settlement and integration of newcomers

Pre-
Decision

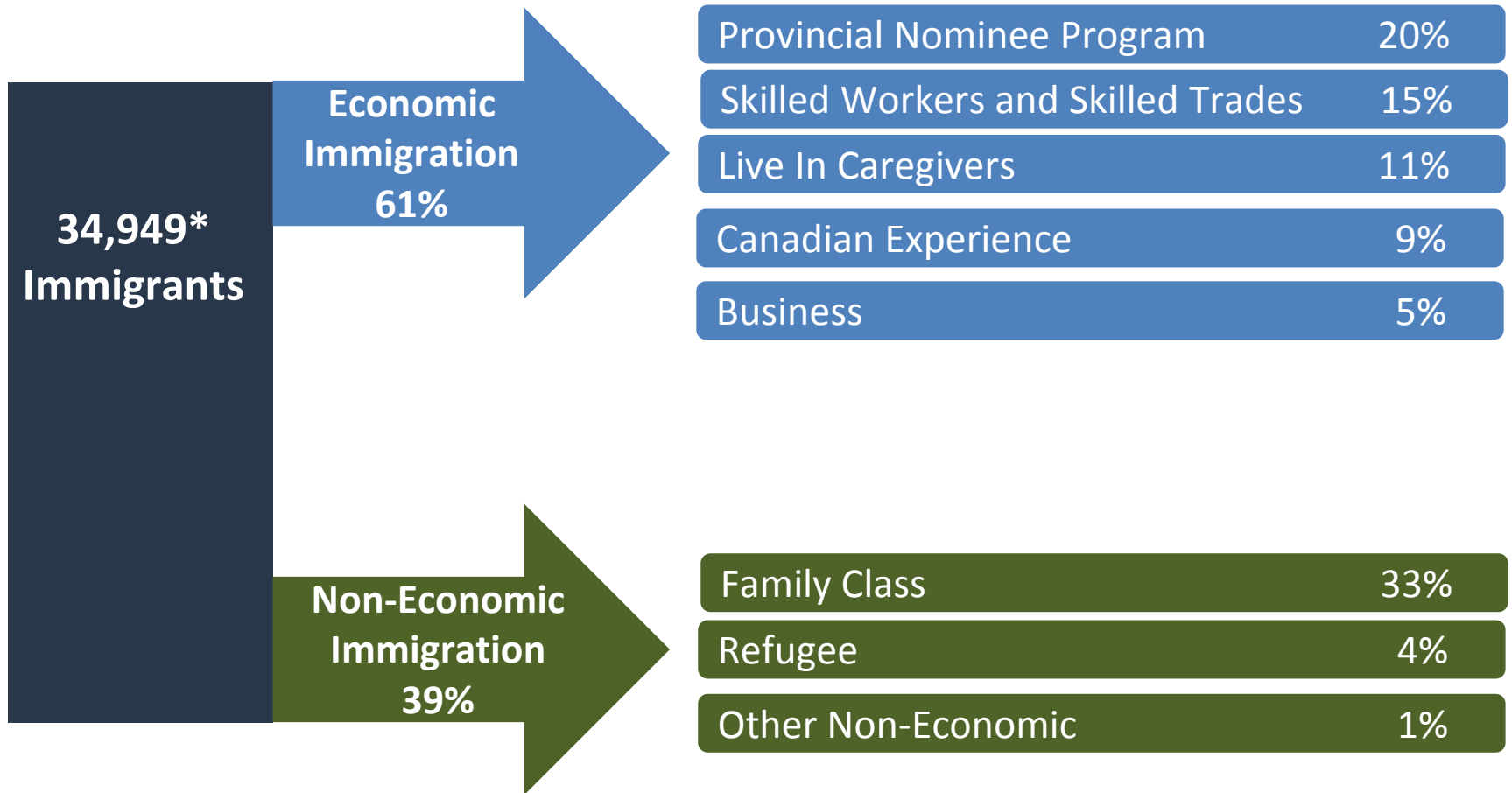
Recruitment

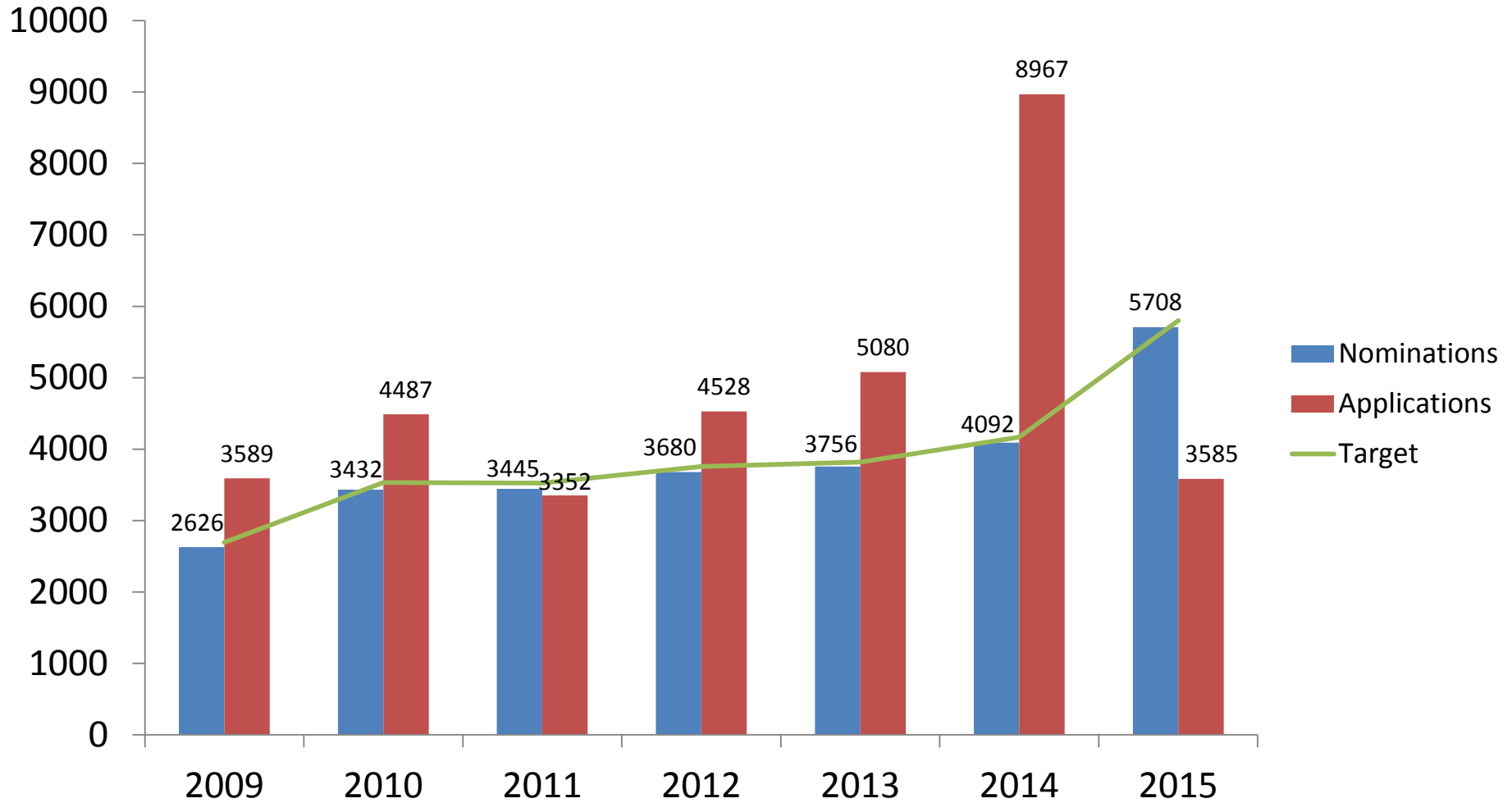
Selection

Integration

Citizenship

Immigration to BC - 2014





Skills Immigration Registration System

Points for:

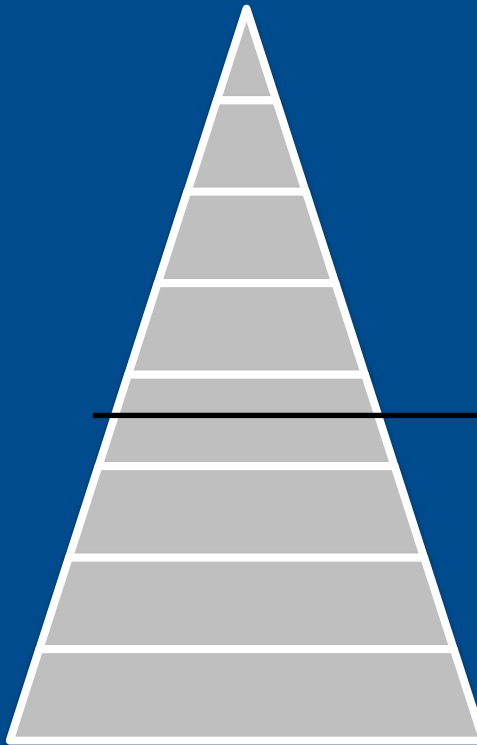
- ✓ Skill level of job (NOC)
- ✓ Wage level
- ✓ Job in the region
- ✓ Work experience
- ✓ Education
- ✓ Language

Bonus points:

- ✓ BC/Cdn education & work experience



Ranked Applicant Pool

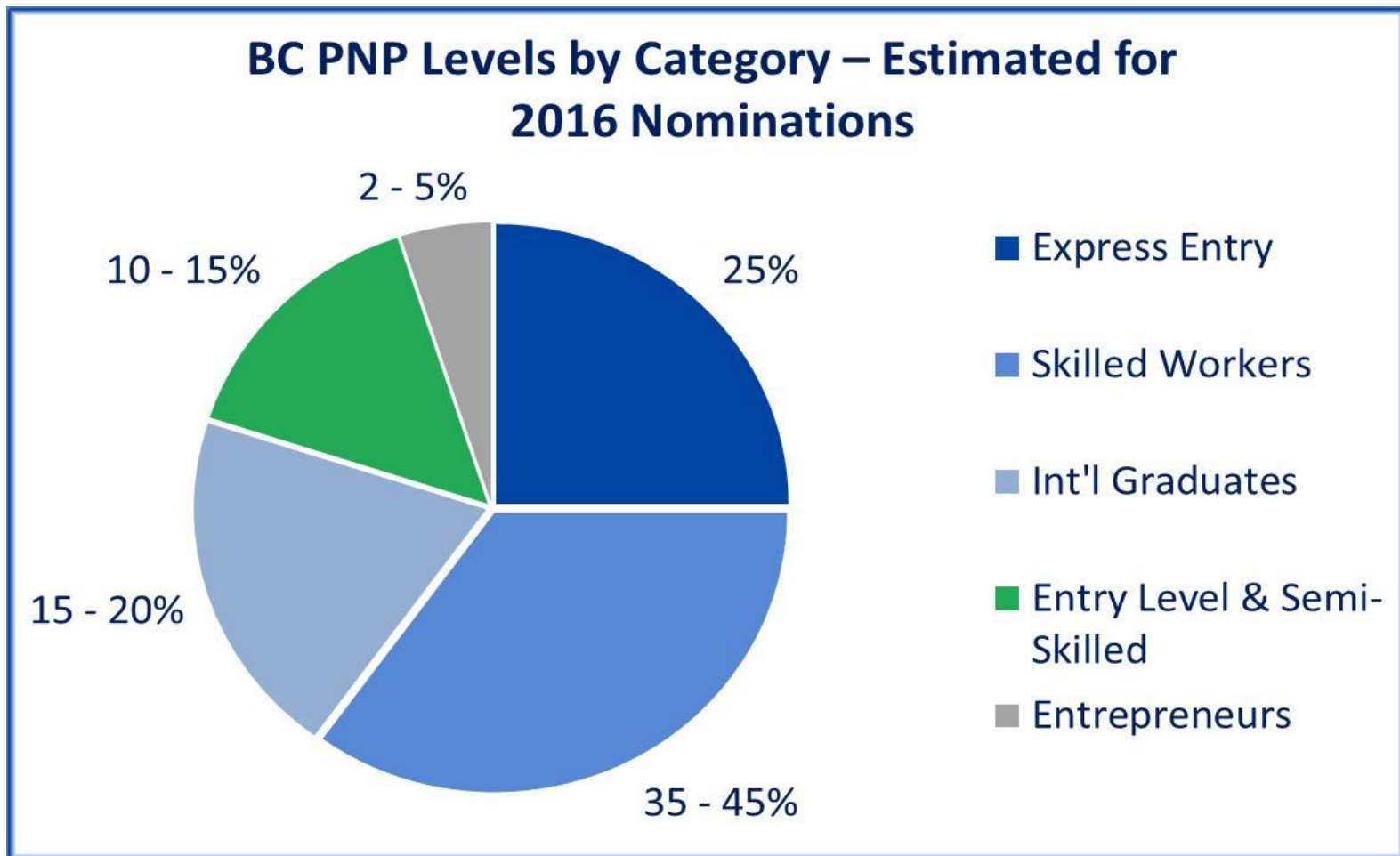


- ✓ Different points thresholds for different categories
- ✓ Highest scoring registrants from each category invited to apply

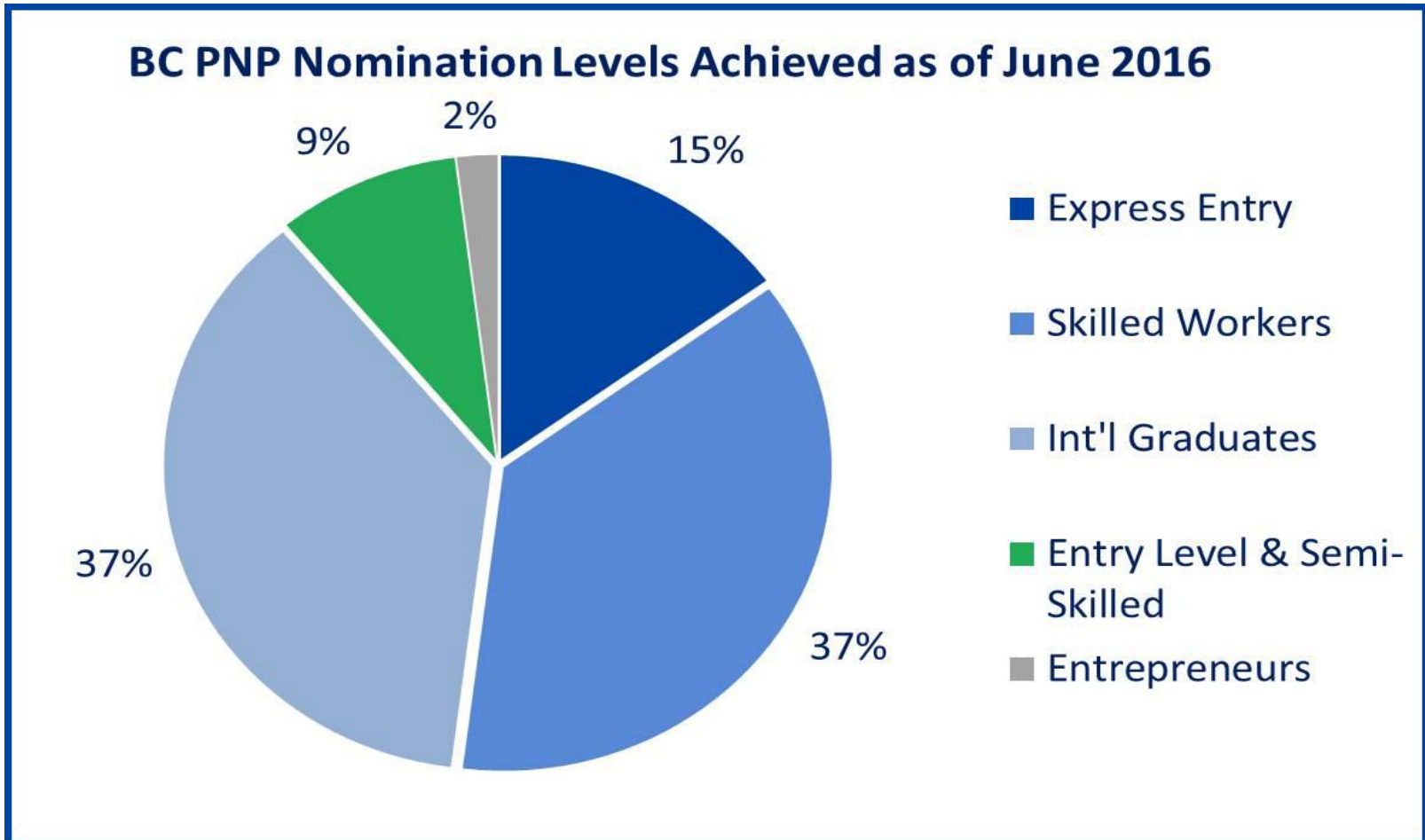
Minimum scores = guaranteed invitation to apply.

Lower scoring applicants not selected will be removed from pool after 12 months

Estimated BC PNP Levels by Category - 2016



Nominations (actual)



REFRESH OF B.C.'S INTERNATIONAL EDUCATION STRATEGY

- Working with partner ministries and BCCIE to develop refreshed Strategy to remain competitive
- Building on progress, lessons learned, and reflecting current international education landscape
- Capitalizing on British Columbia's strengths

PROPOSED THEMES AND AREAS OF FOCUS

- Promoting British Columbia's competitive advantage
 - EQA, marketing, expanding global relationships
- Enhancing pathways to learning, working and community
 - Increasing transitions (e.g. K-12 offshore and onshore into B.C. post-secondary, B.C. post-secondary to post-graduation employment)
- Building a globally oriented province
 - study abroad, intercultural skills & understanding, global competencies

CONSULTATIONS

- Key education stakeholders – public and private post-secondary sectors; private language providers & K-12
- Students – post-secondary domestic students; K-12 international students
- B.C. Education Marketing Managers in key markets
- Regional economic managers; industry and employers
- Federal government

EXAMPLES OF KEY FINDINGS

Opportunities

- Provide robust market intelligence to the education sector
- Develop a coordinated marketing campaign highlighting EQA, BC Transfer System and trade opportunities
- Strengthen relationships between all sectors to improve transitions

Challenges

- Federal study permit approval process
- Capacity within school, institution and community
- Faculty and staff with limited intercultural communication skills to welcome/teach international students

LOOKING AHEAD

- Launch refreshed B.C. International Education Strategy including potential areas of focus such as:
 - Continue to promote B.C.'s competitive advantages in international education (e.g. the BC Transfer System)
 - Enhance pathways to learning, working and community
 - Collaborate with federal partners to alleviate challenges in study/work permit processing issues
 - Work to address barriers to study abroad opportunities for B.C. students
 - Strengthen integration of international and domestic students



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Questions?

Thank you.

