



Transparent, Accountable, Responsible Recruitment:

Knowing who you work with

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Langara Centre for Entertainment Arts

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ILAC International College



Introductions



ILAC & ILAC International College

- 9 campuses (soon 10) in Toronto & Vancouver
- 15k+ students
- 540+ staff
- 80 partnerships with Canadian colleges & universities
- Academic counselling and & placement
- 1400+ student articulations to Canadian public post-secondary



Langara Centre for Entertainment Arts

DIPLOMAS

Advanced 3D Animation
Advanced Visual Effects
Advanced Game Design

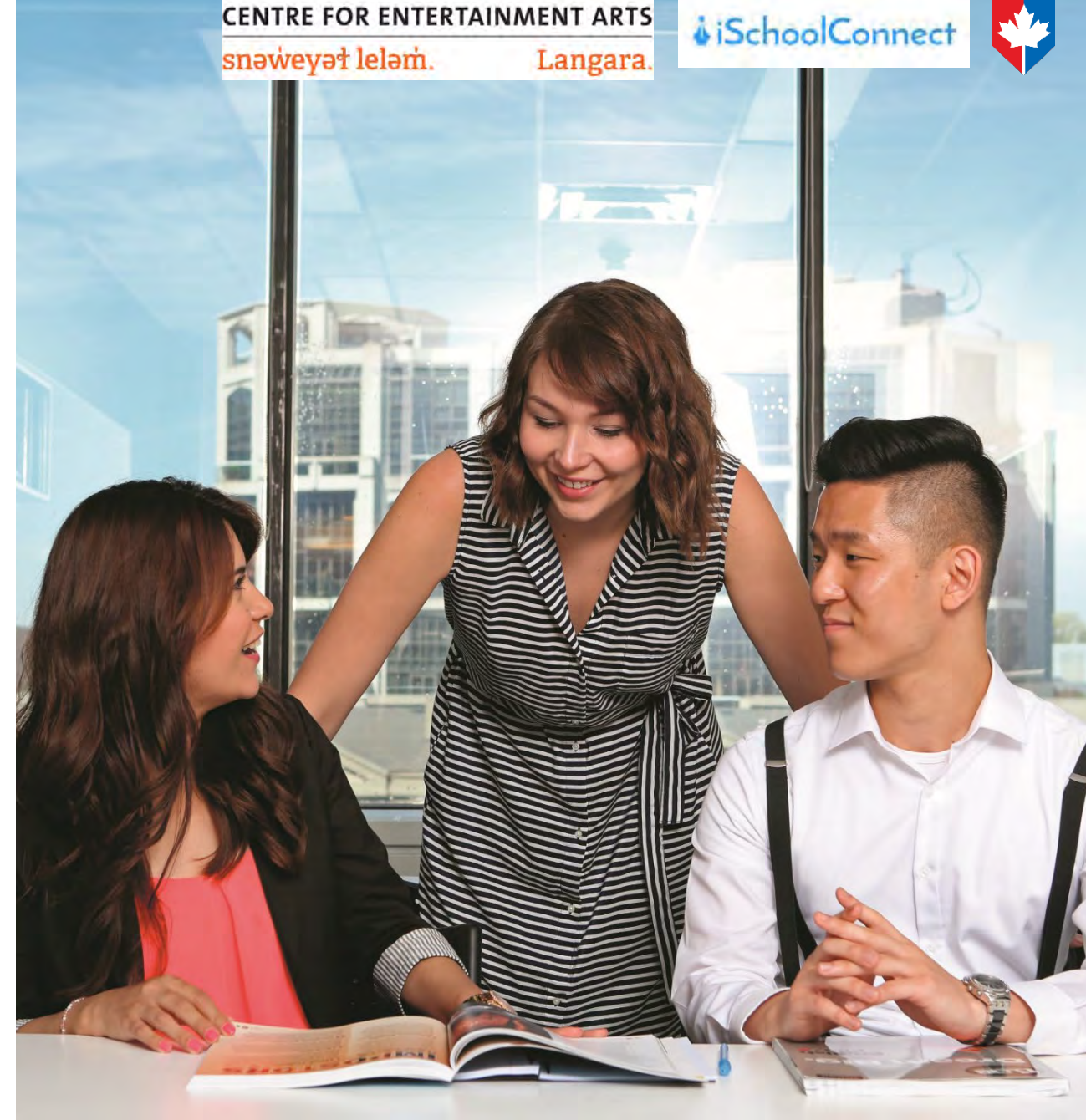
CERTIFICATE

Foundation for Entertainment Arts



Today

- Context – Why This matters
- Accountability, Transparency, Responsibility
- Knowing Your Recruitment Partners
- Knowing Your Students
- Knowing Through Technology
- Remember This





Context – Why This Matters

Context – Why This Matters: Rising Numbers

Another record year for Canadian international education

FEBRUARY 15, 2019 | CBIE-BCEI | PRESS RELEASE

**INTERNATIONAL
STUDENTS IN BC'S
EDUCATION SYSTEMS**

PREPARED BY
JOANNE HESLOP,
STP MANAGER
DECEMBER 19, 2018



Context – Why This Matters: Scrutiny of Student Experience

INVESTIGATION

Employers taking cash from foreign workers seeking permanent resident status in Canada

KATHY TOMLINSON >
VANCOUVER
PUBLISHED MAY 31, 2019



Visiting Irish students struggle to find housing in Vancouver's market

Waves of Irish youth are making Vancouver the new centre of Irish immigration to Canada.

ZAK VESCERA Updated: June 18, 2019



LOCAL NEWS
© Douglas T
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Tens of thousands of students on student visas primarily to work in the service sector and in other countries for their money.

Vancouver 2020 launches at APAIE 2019

MARCH 28, 2019

Source: Chelsea Dibble

...an student visas
...nations — some of whom are using student visas to study in Canada — are being exploited in both ways as cheap labour.

Context – Why This Matters: The Wo

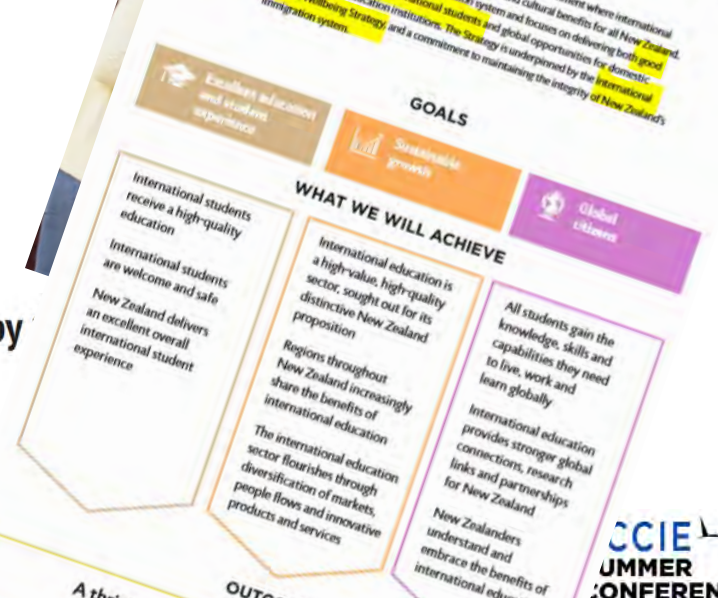
**Will declare war': Philipp
gives Canada 1 week to take
garbage**
By Staff The Canadian Press

**If China orders international students
home, some Canadian schools face
money trouble: agency**
Updated: February 8, 2019
By Staff The Canadian Press

Malaysia PM kicks off new marketing campaign
Posted on Jun 20, 2019 by Anton Crace

**China boosts international student budget by
student target nears**
Posted on Aug 28, 2018 by Kerrie Kennedy

**INTERNATIONAL
EDUCATION
STRATEGY
THE RAUTAKI
MĀTAURANGA
A O
AN INTERNATIONAL EDUCATION STRATEGY
for New Zealand 2018 - 2030**



Context – Why This Matters: The World



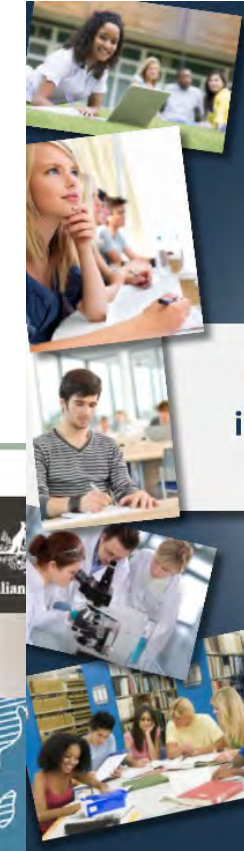
Landmark 'International Code of Ethics' for education agents

Thursday 26 April 2012
A group of countries that are some of the most popular destinations for international students are acting to improve the integrity of education recruitment agents.

The move aims to ensure that students receive a better service when they use agents to help them apply for school, college or university places overseas.

Education officials from the UK, Australia, Ireland and New Zealand have issued a joint statement of principles for ethical international student recruitment, following talks in London in March 2012 hosted by the British Council.

The **"London Statement"** stresses the need for professionalism and ethical responsibility on the part of the commission-based agents who help many schools, colleges and universities to recruit international students.

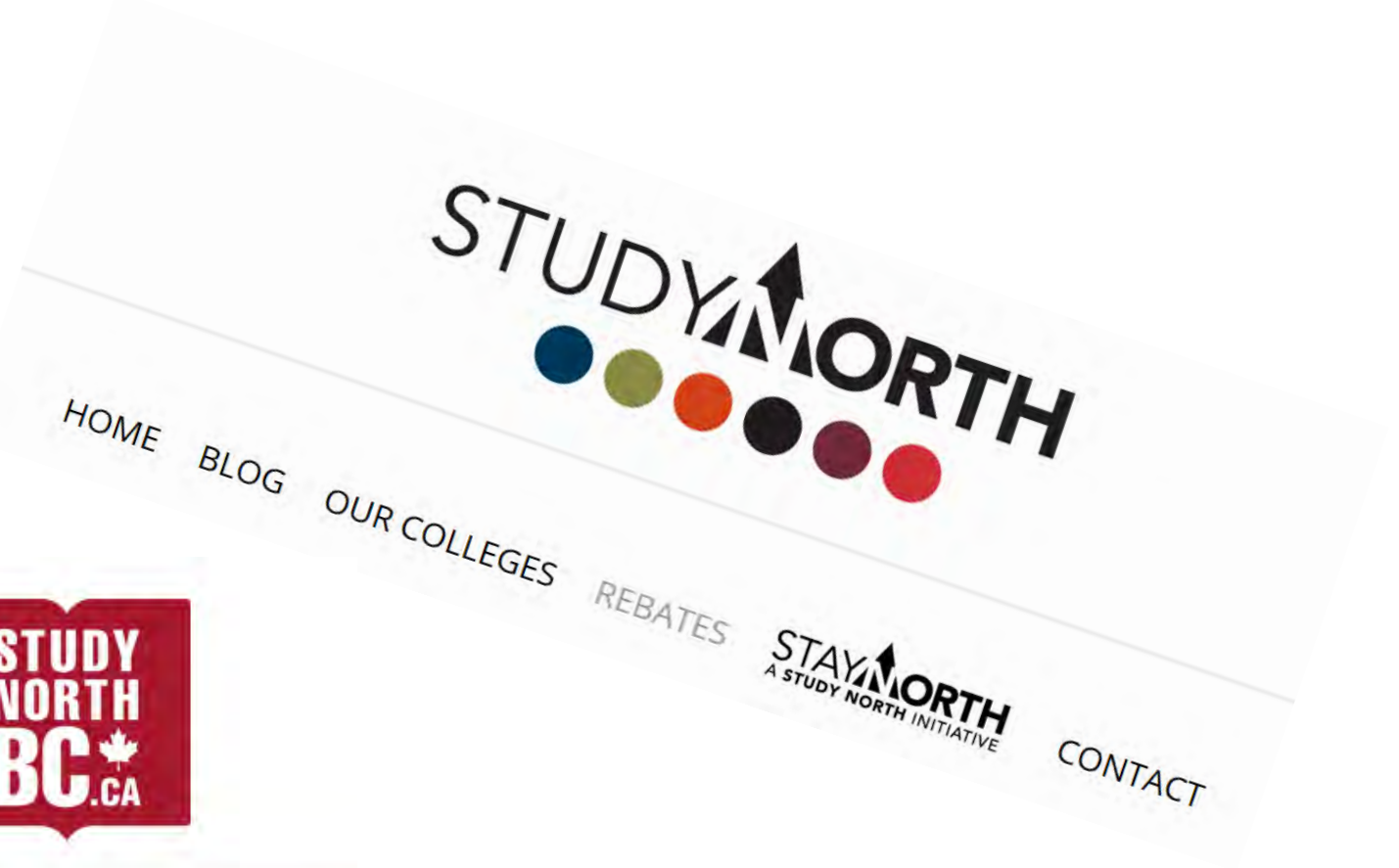


The Role of Education Agents in Canada's Education Systems

December 2013



Context – Why This Matters: Canadian Provincial Efforts



Opportunity. Lifestyle. Adventure.



Accountability, Transparency, Responsibility



Accountability, Transparency, Responsibility

- Moral obligations
- Taking ownership of our practices, and those of our institution, province, and country
- Diversity-driven strategic enrolment practices – transparency within institutions, within communities, and to agents and students
- Are there responsible limitations to transparency?



Knowing Your Recruitment Partners



Knowing Your Recruitment Partners: an ILAC model

- Dispersed recruitment teams
- Reinvestments in relationships (CPF, Pathways)
- Scaled admissions & student-service teams
- Accommodation to regional differences, application timelines, communication timelines
- Quick response, turn-around, & problem resolution
- Hiring from within



Relationship Ownership & Assessment

- Standardized agreements (BC government oversight)
- How are relationships assessed and what kind of reporting goes back and forth
- Assessment cycle & who initiates
- Formal student and agency surveys
- Face-time, training schedule, and documentation



Data & Documentation

- Evolving CRM usage and success
- Per-agent tracking conversion, retention, GPA
- Onshore vs. offshore
- Online portals with standard agent codes (OCAS)
- Tracking in sub-agent / portal environment



Problem Resolution

- Service-level agreement (SLA) on response times
- Escalation protocols: is there someone agents can call? Do you know who to call?
- In what cases do we proactively share information on struggling students with parents / agents

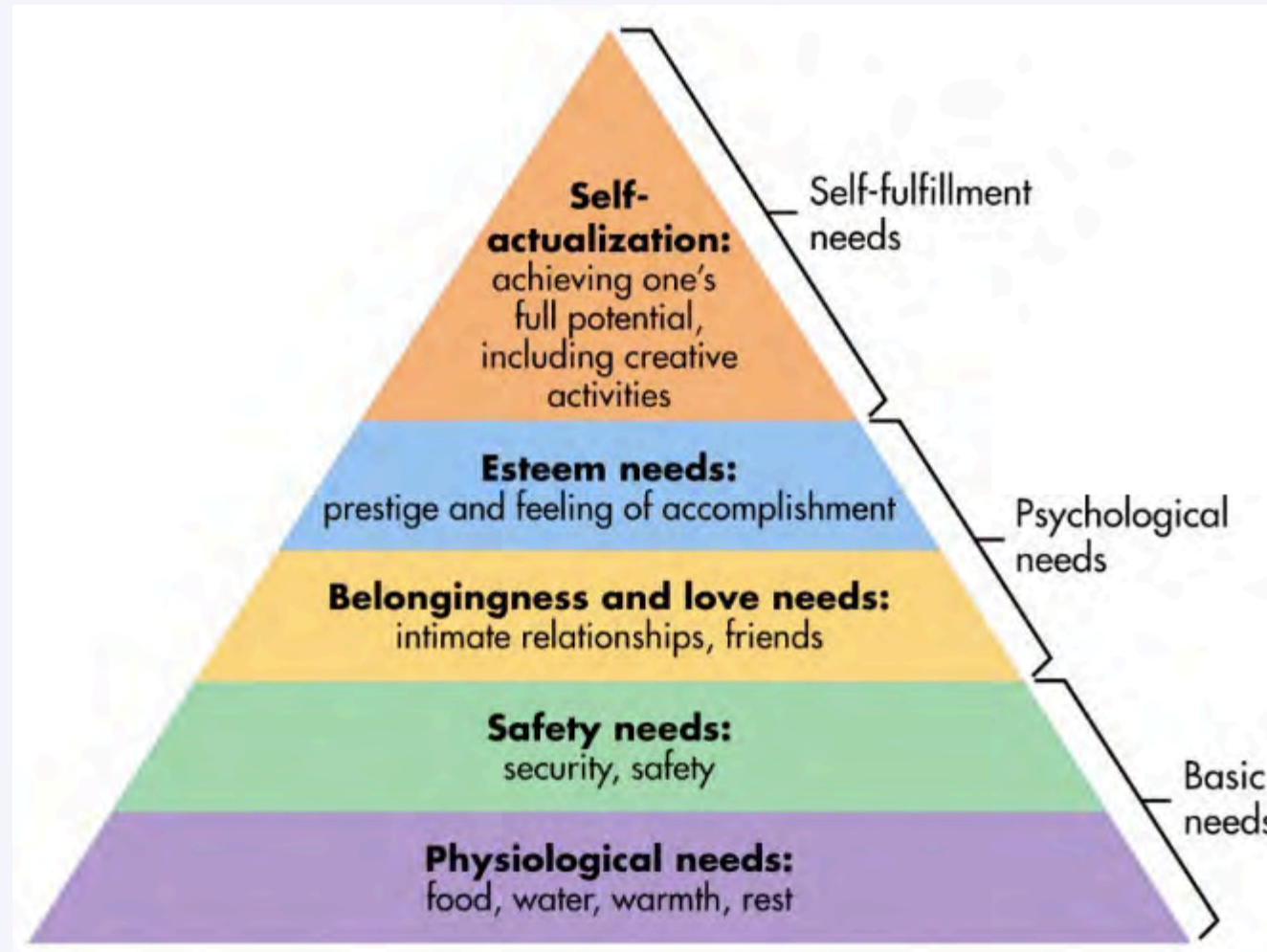


Knowing Your Students



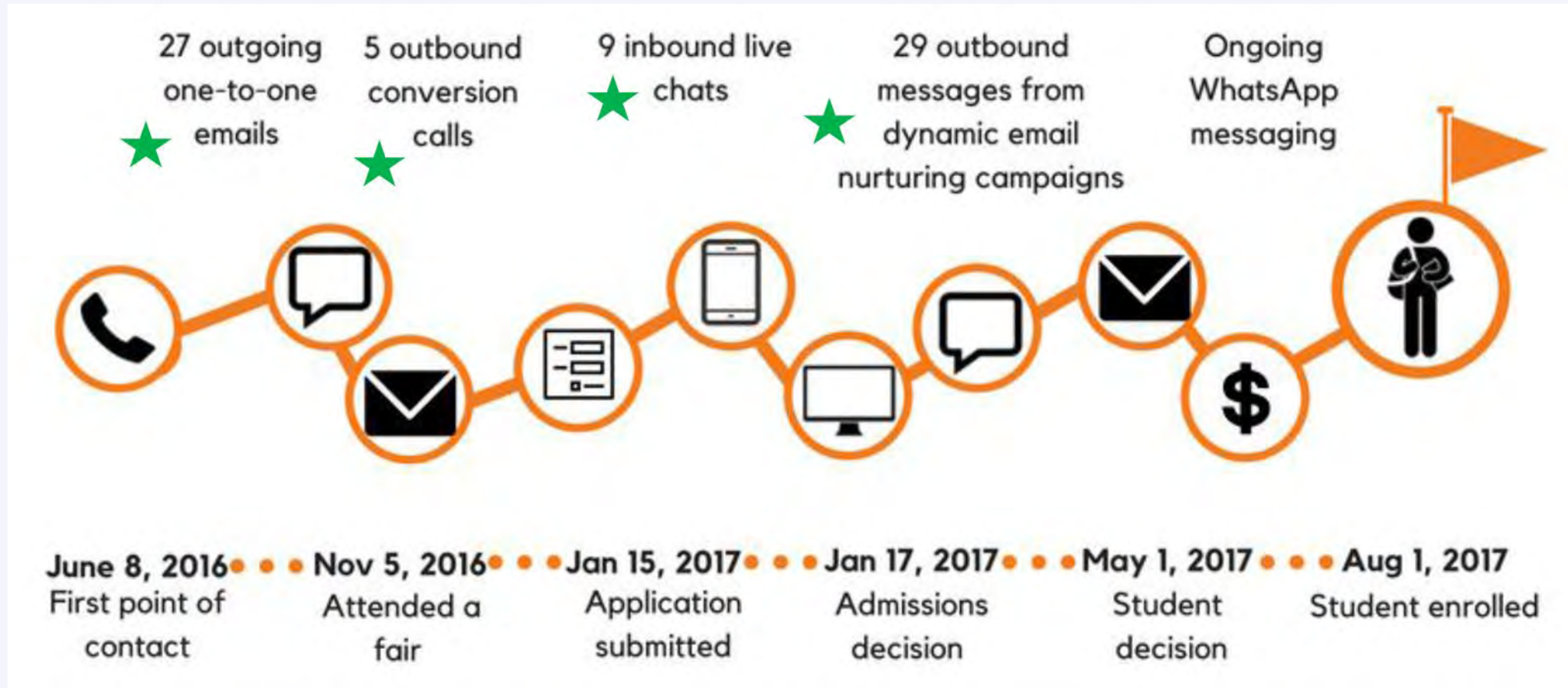


Maslow's Hierarchy of (student) Needs





Indian Student Journey for Fall 2017



The Human Connection

“Customer service” becomes the differentiation for prospective students

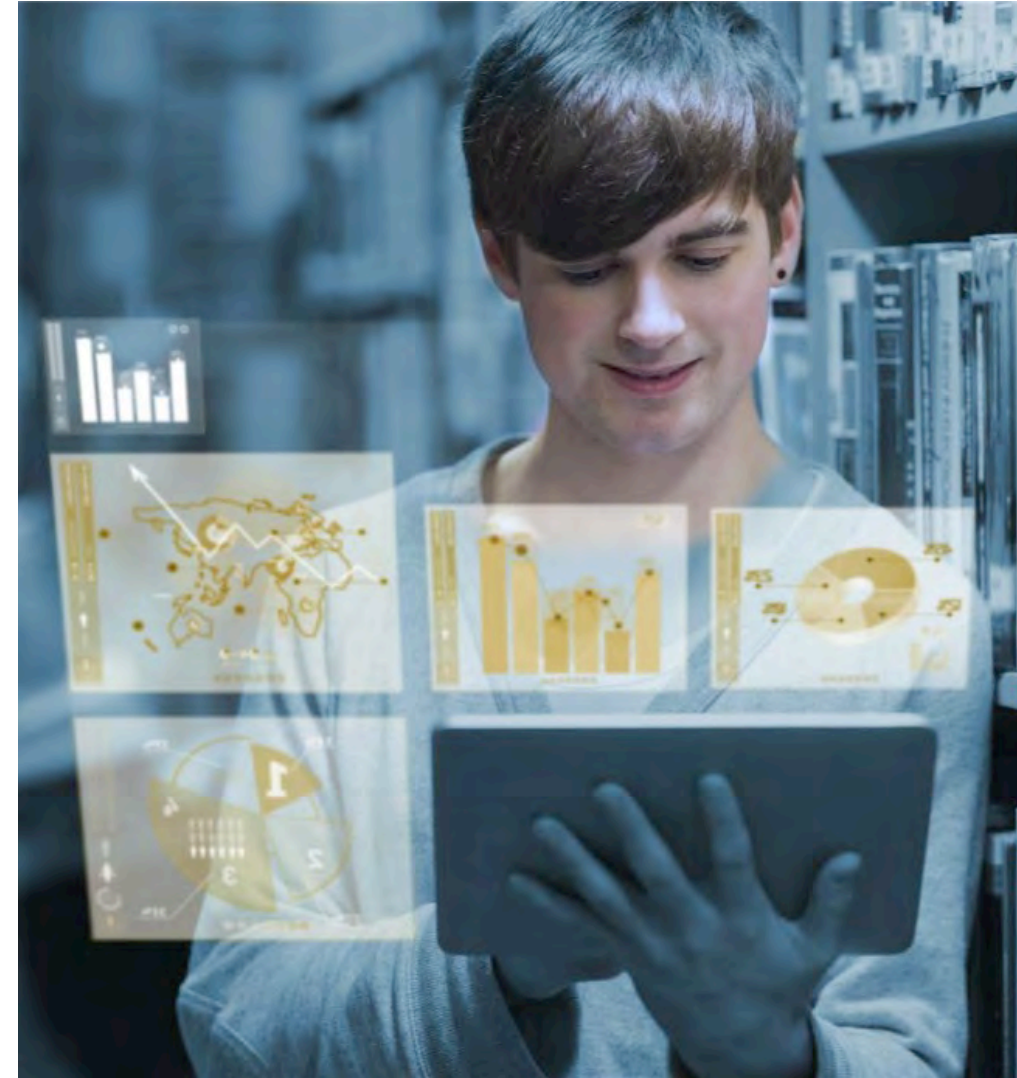
- Personal relationships
- Interactive experiences
- Personal connections
- A standard of service that has a broad reach and a personal touch

Maintaining the Human Connection

How do we provide better service while ensuring accountability?

- We know who we work with
- Recruitment efforts are intentional
- We invest in people
- We invest in technology

Working with Technology





How can Technology Help?

Your institution's ability to harness the potential

Impact potential of technologies like
AI

Adoption Gap

Technology Transformations at your institution can lead to...



Better understand and engage students



Find and Retain High Value Students and Staff



Improve Operating Efficiency



Reduce Risk for your institution

NYU Travel Monitoring Program

Developing an auto-intelligent travel monitoring chatbot to help traveling students

Problem Context

The travel ban caused widespread anxiety, confusion, and logistical problems to students entering the United States.



Challenges

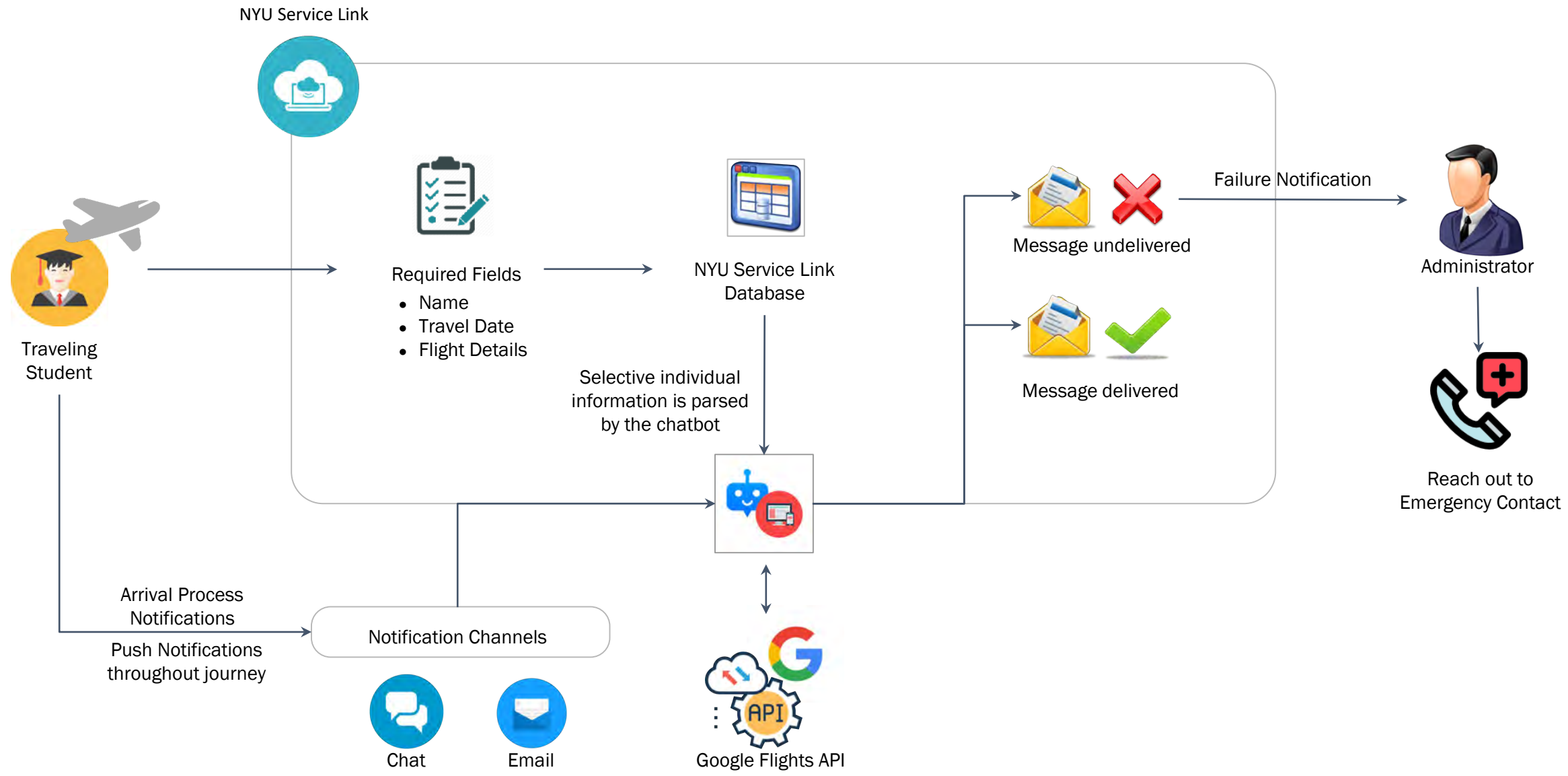
NYU students have been detained at airports, without systematic and immediate access to the right people.



The Need

A solution to help NYU track internationally traveling students, to help them in case of any such emergencies, and to provide assurance of support to anxious travelers.

Travel Monitoring Chatbot Architecture





Remember this...

- Growth in student numbers implies greater levels of accountability and scrutiny
- Greater levels of difficulty
- Systems quality depends on effective management of human relationships – recruiting partners, students
- Technology can be used to augment our best intentions





We're here together (questions) and thank you



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