

INTERNATIONAL RECRUITING AT HOME: PATHWAYS AND PARTNERSHIPS

A BCCIE Professional Development Session

- **The presentation was delivered by ICG at UBC Okanagan on 26 February 2015.**
- **The presentation shall be considered incomplete without oral clarification.**
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Housekeeping

A Brief Comment on Pathways and Partnerships

An International Perspective: Australia, New Zealand, and Nova Scotia

K-12 Pathways Data in BC

K-12 Schools-based Matriculation data from GPI

The Business Case for K-12 Pathways and Partnerships

BC in Perspective: Results from ICG Benchmarking

Discussion

- **The presentation is geared for about 50 minutes.**
- **This presentation is intended as a “survey-style” presentation of various different sources of information.**
- **The presentation will be made available as a PDF file.**

- **This presentation offers international, Canadian, and BC data on K-12 students accessing post-secondary education.**
- **Contextual information on the logic of K-12 to post-secondary education pathways is provided as well.**
- **The aim is to provide the best possible system-wide and schools-specific data publicly available, while also pointing to gaps in data and practices.**

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K-12 Pathways Data in BC

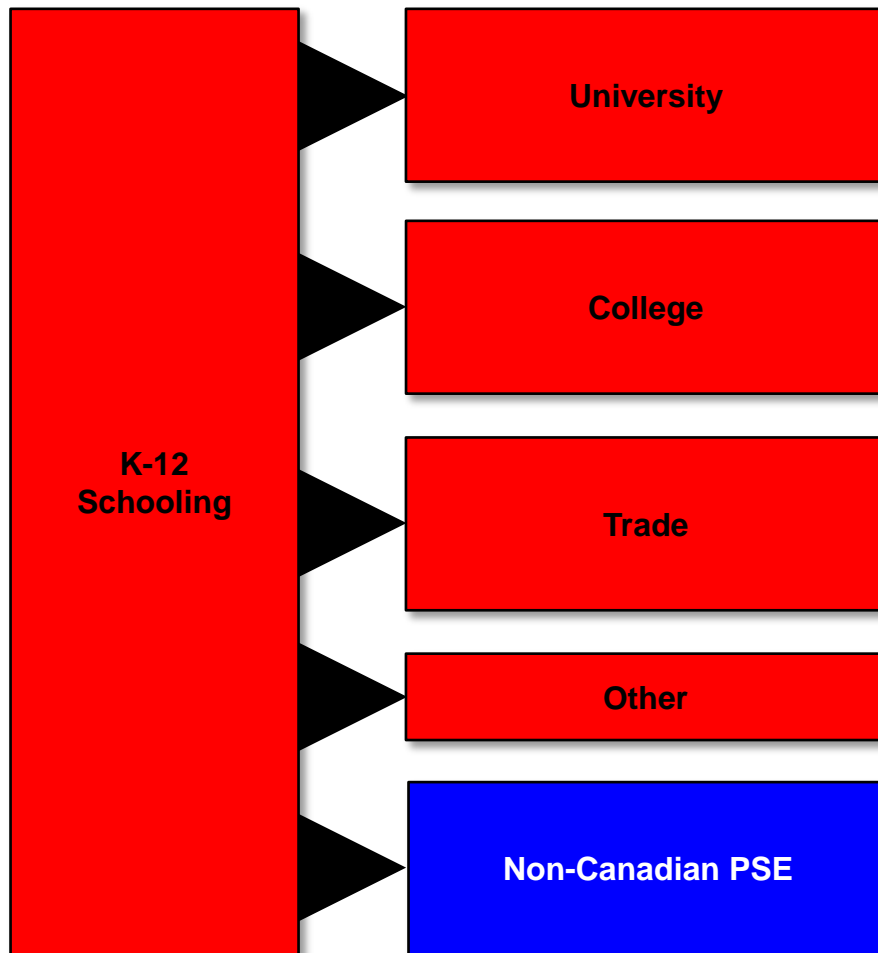
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A SCHEMATIC VIEW ON K-12 TO PSE PATHWAYS



Pathways

- A pathway on a technical level merely denotes the transition from K-12 to a PSE institution.
- Pathways can be actively defined by institutions or be entirely informal.
- Some pathways worked with highly integrated concepts such as guaranteed admissions or assured progression.
- Pathways are always multi-faceted, incorporating market needs with institutional preferences and regulatory requirements.

How well are BC's K-12 and PSE sectors connected?

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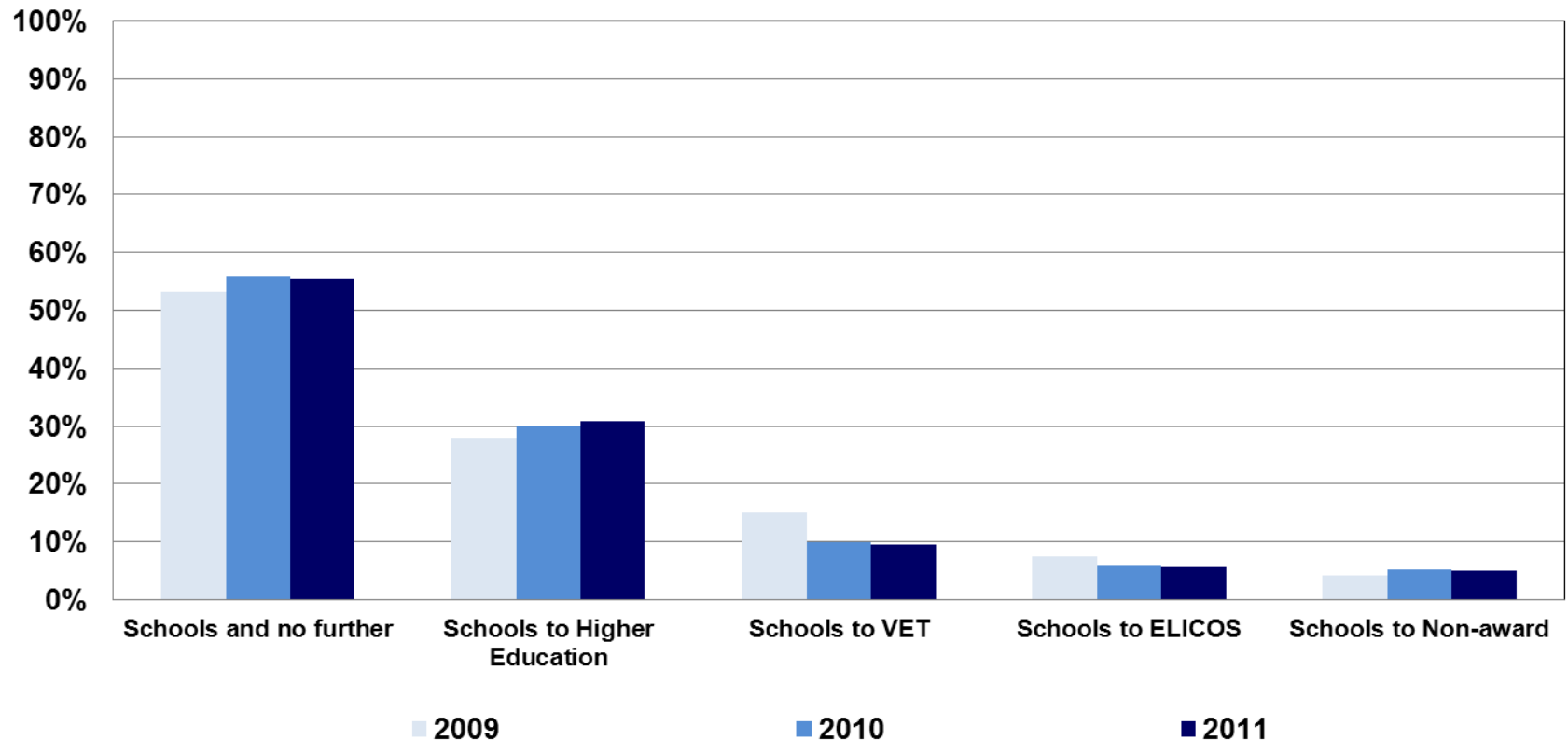
BC in Perspective: Results from ICG Benchmarking

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- **This chapter contains national-level data from Australia and New Zealand. Authors are respective governmental agencies.**
- **Data is based on tracking study permit holders across sectors.**
- **Data reflects a study permit holder's nationality.**

AN INTERNATIONAL PERSPECTIVE ON K-12 TO PSE PATHWAYS: AUSTRALIA

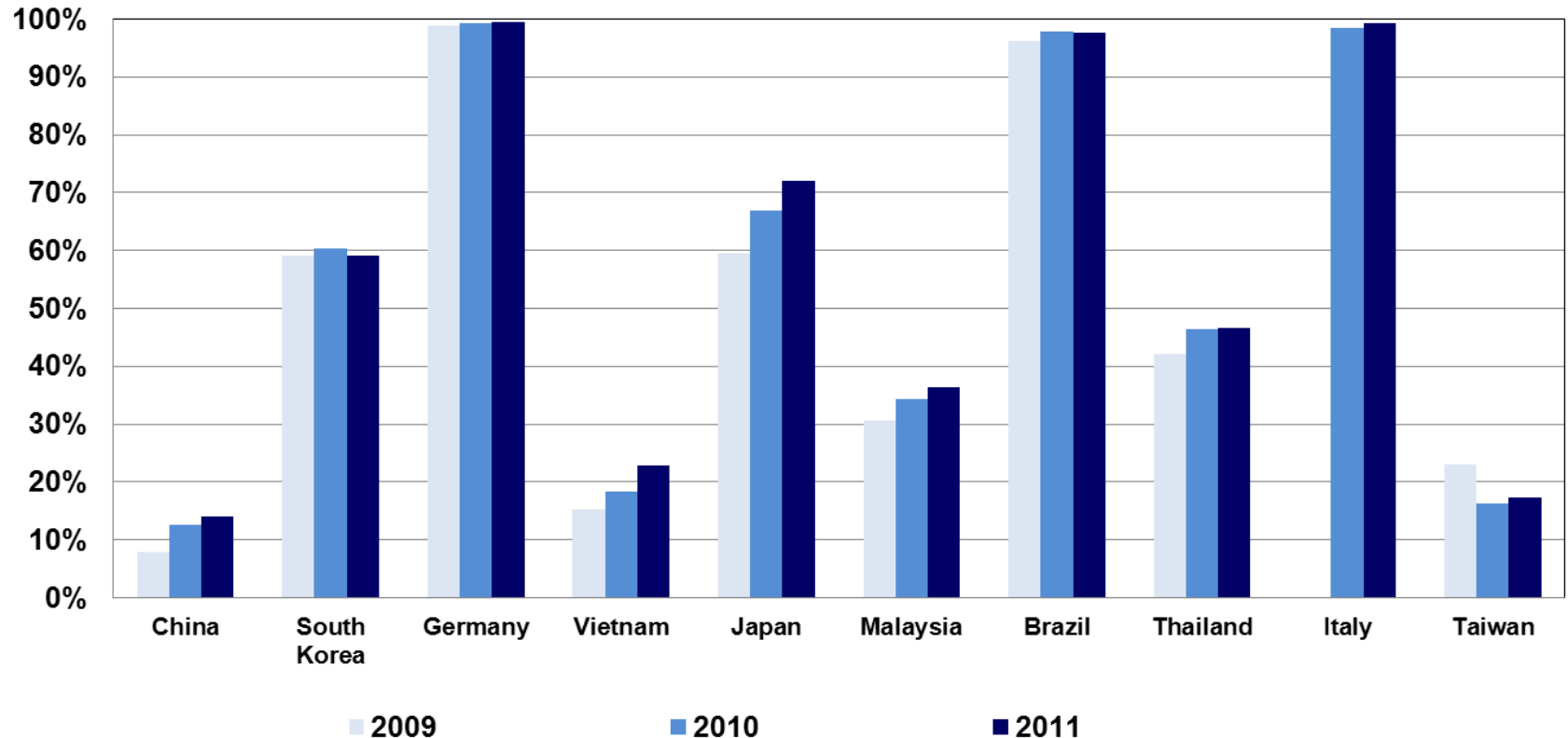
Study Pathways of International Students in Australia After Completing School Level Study (2009-2011)



Higher education entry is the choice of 1/3 of international K-12 students

AN INTERNATIONAL PERSPECTIVE ON K-12 TO PSE PATHWAYS: AUSTRALIA

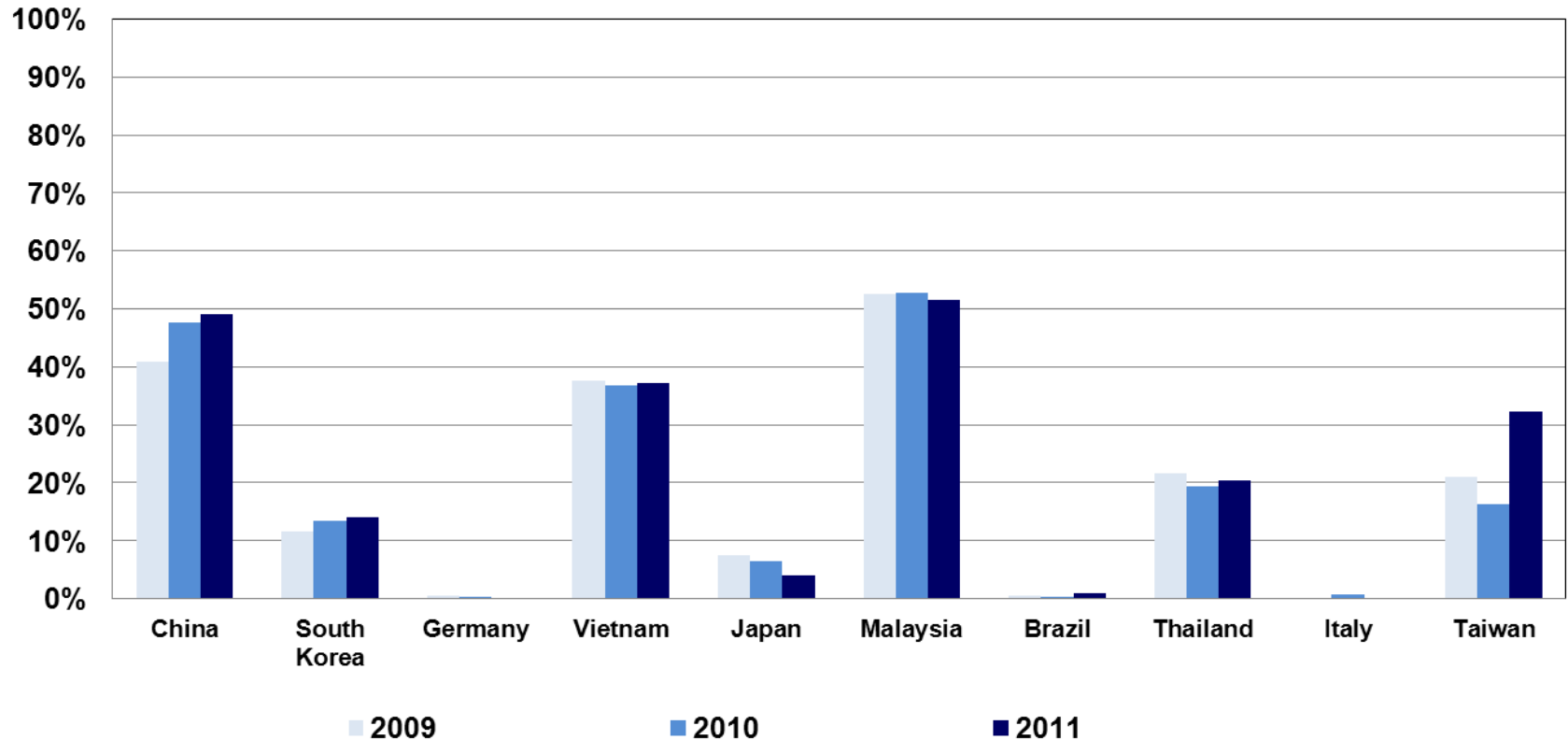
Share of International Students in Australia Completing School Only by Top School Source Countries (2009-2011)



Students from some countries will not stay on for PSE studies

AN INTERNATIONAL PERSPECTIVE ON K-12 TO PSE PATHWAYS: AUSTRALIA

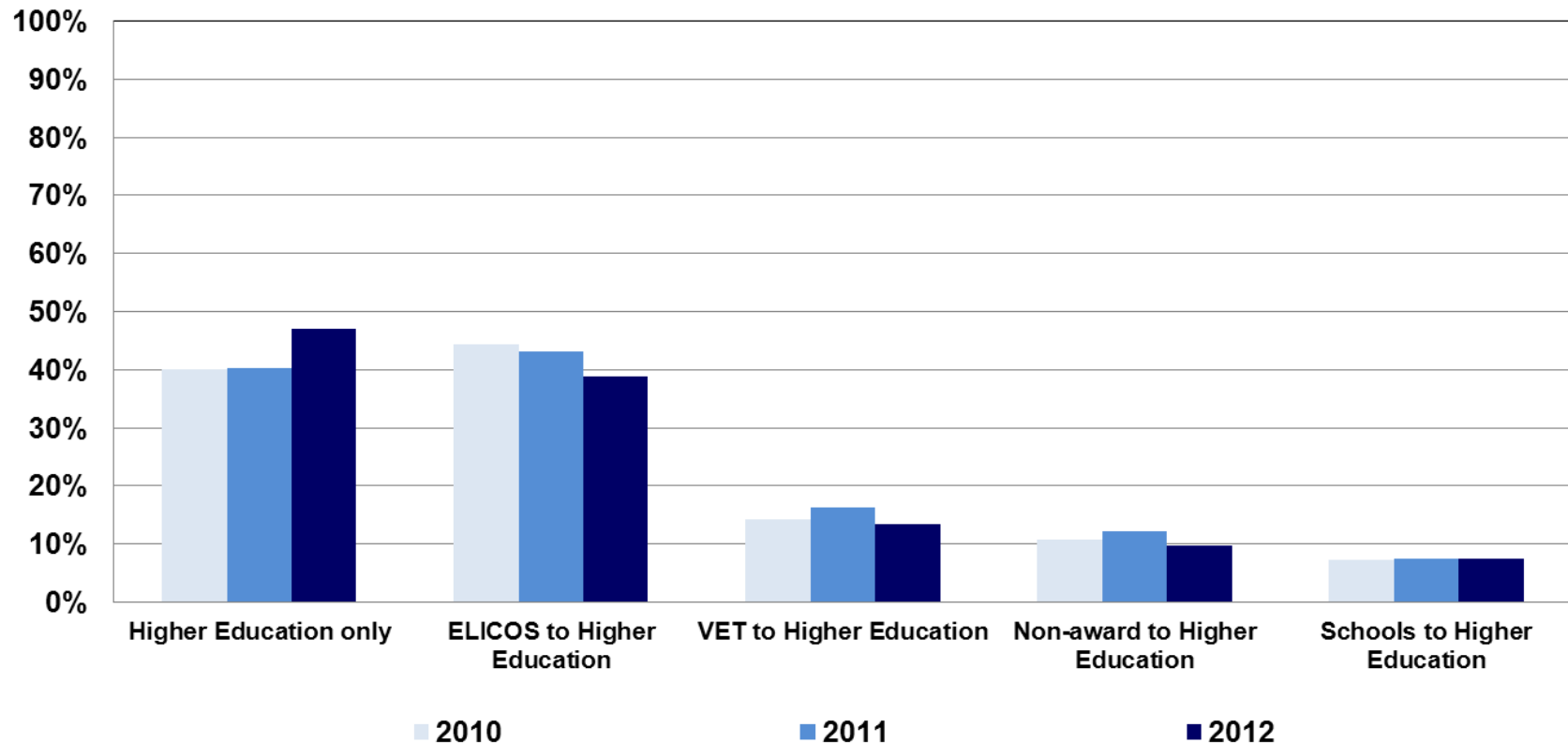
Share of International Students in Australia Moving from Schools to HE by Top School Source Countries (2009-2011)



Asian students are most likely to stay on for higher education, but differences exist

AN INTERNATIONAL PERSPECTIVE ON K-12 TO PSE PATHWAYS: AUSTRALIA

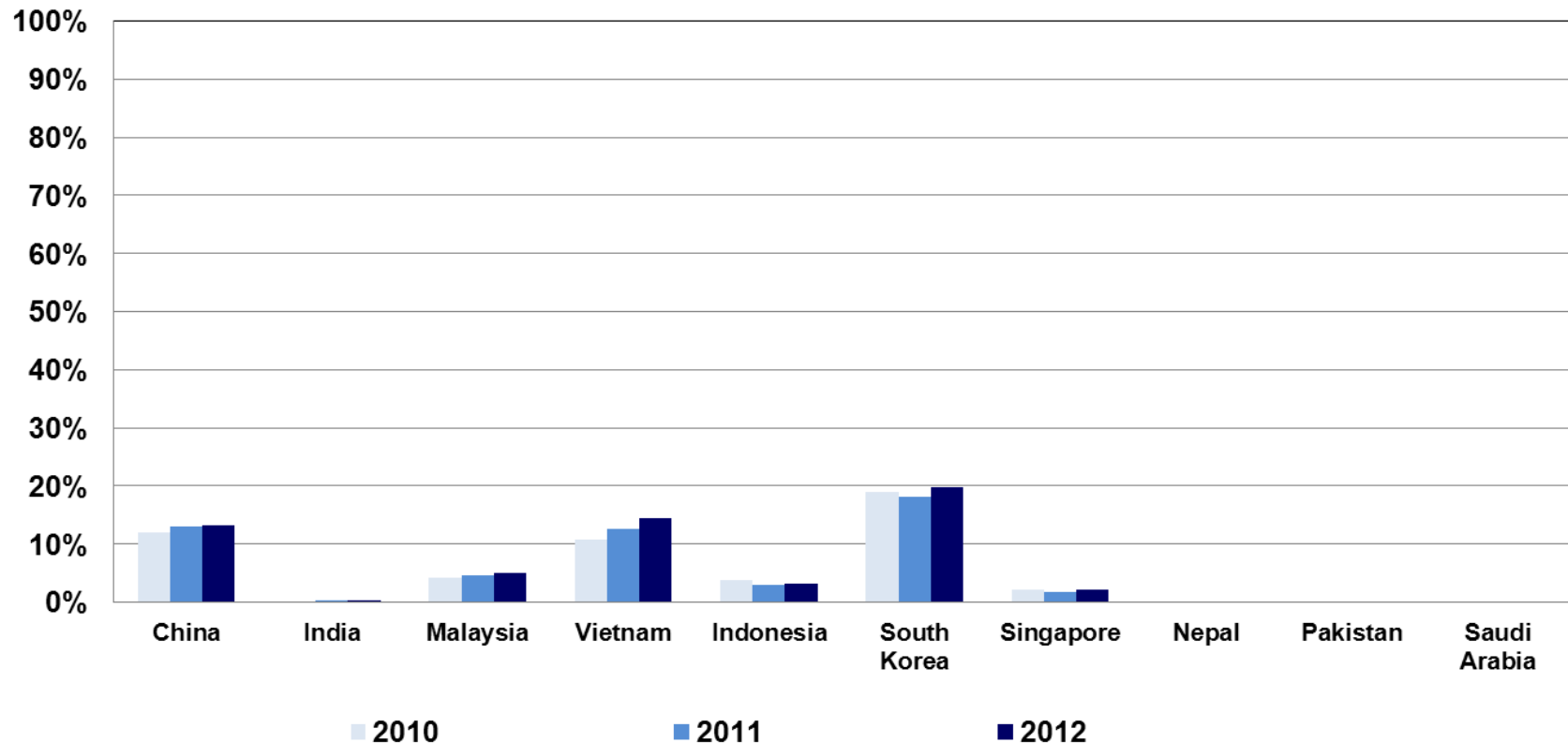
Study Pathways of International Students in Australia Before Commencing Higher Education (2010-2012)



The schools sector accounts for less than 10% of international PSE intake

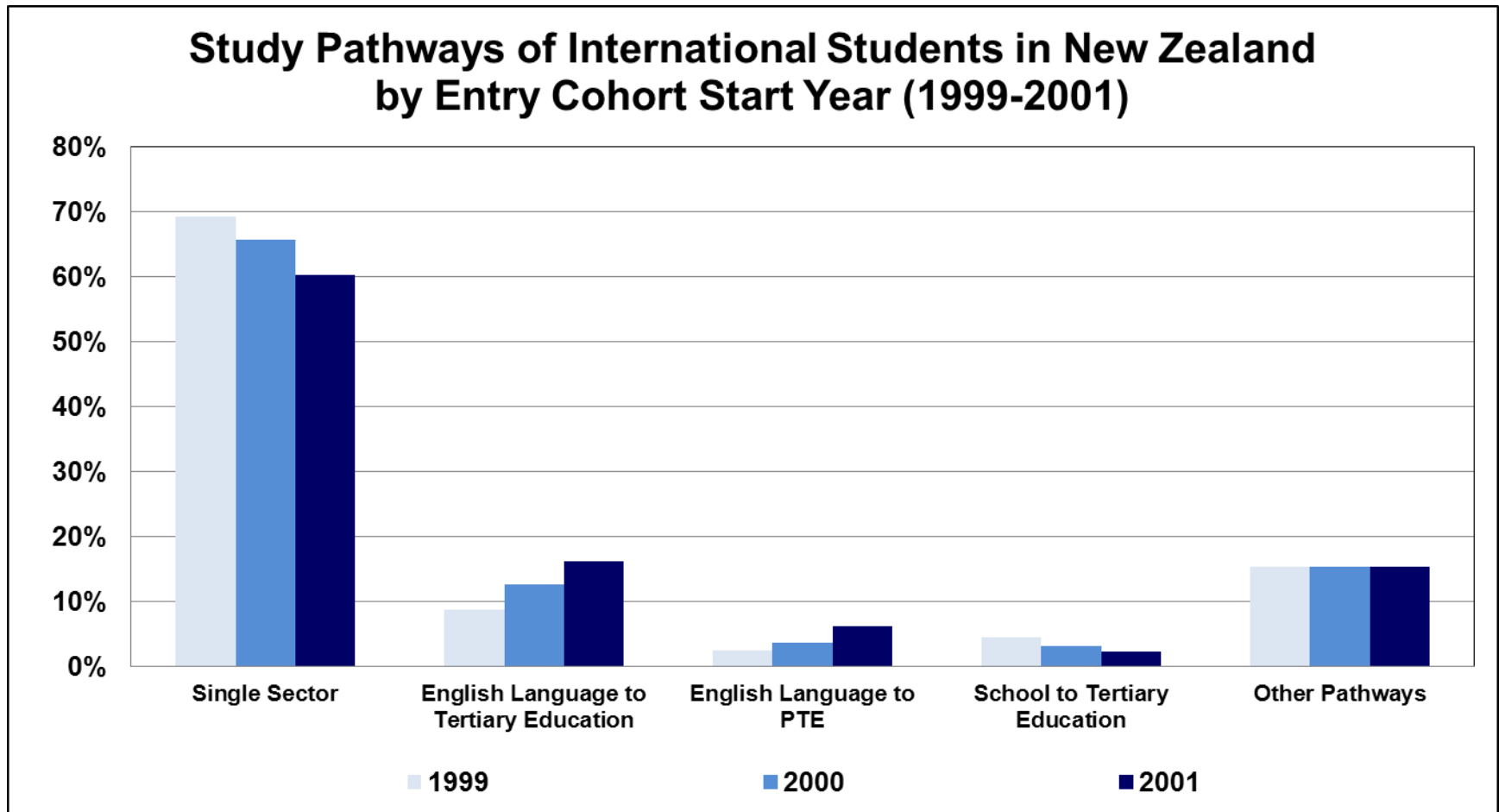
AN INTERNATIONAL PERSPECTIVE ON K-12 TO PSE PATHWAYS: AUSTRALIA

Share of International Students in Australia Commencing in HE from Schools by Top HE Source Countries (2010-2012)



K-12 students from South Korea, Vietnam, and China contribute 10-20% of their respective university enrollment populations

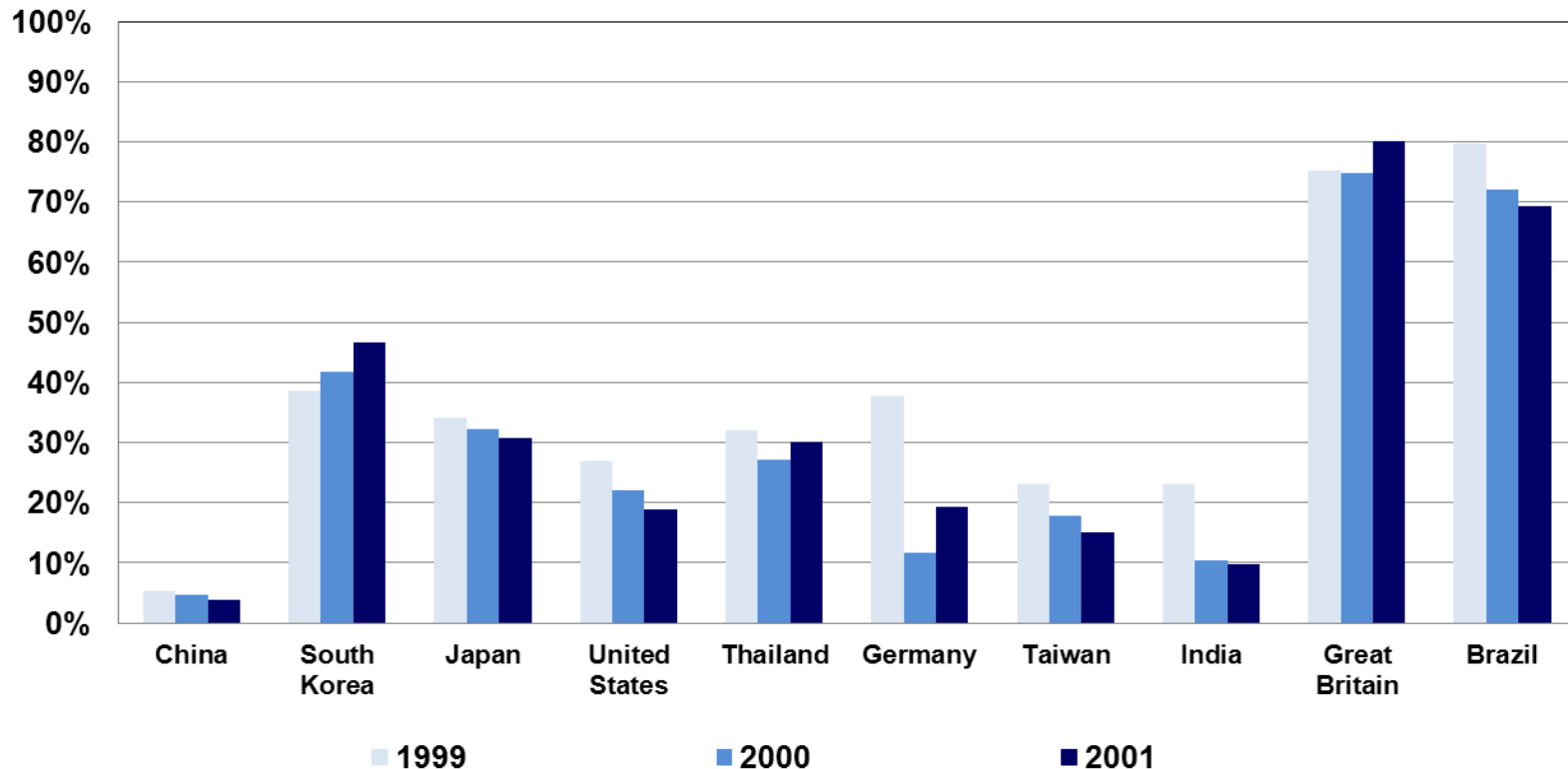
AN INTERNATIONAL PERSPECTIVE ON K-12 TO PSE PATHWAYS: NEW ZEALAND



Intra-NZ post K-12 international student study pathways regressed

AN INTERNATIONAL PERSPECTIVE ON K-12 TO PSE PATHWAYS: NEW ZEALAND

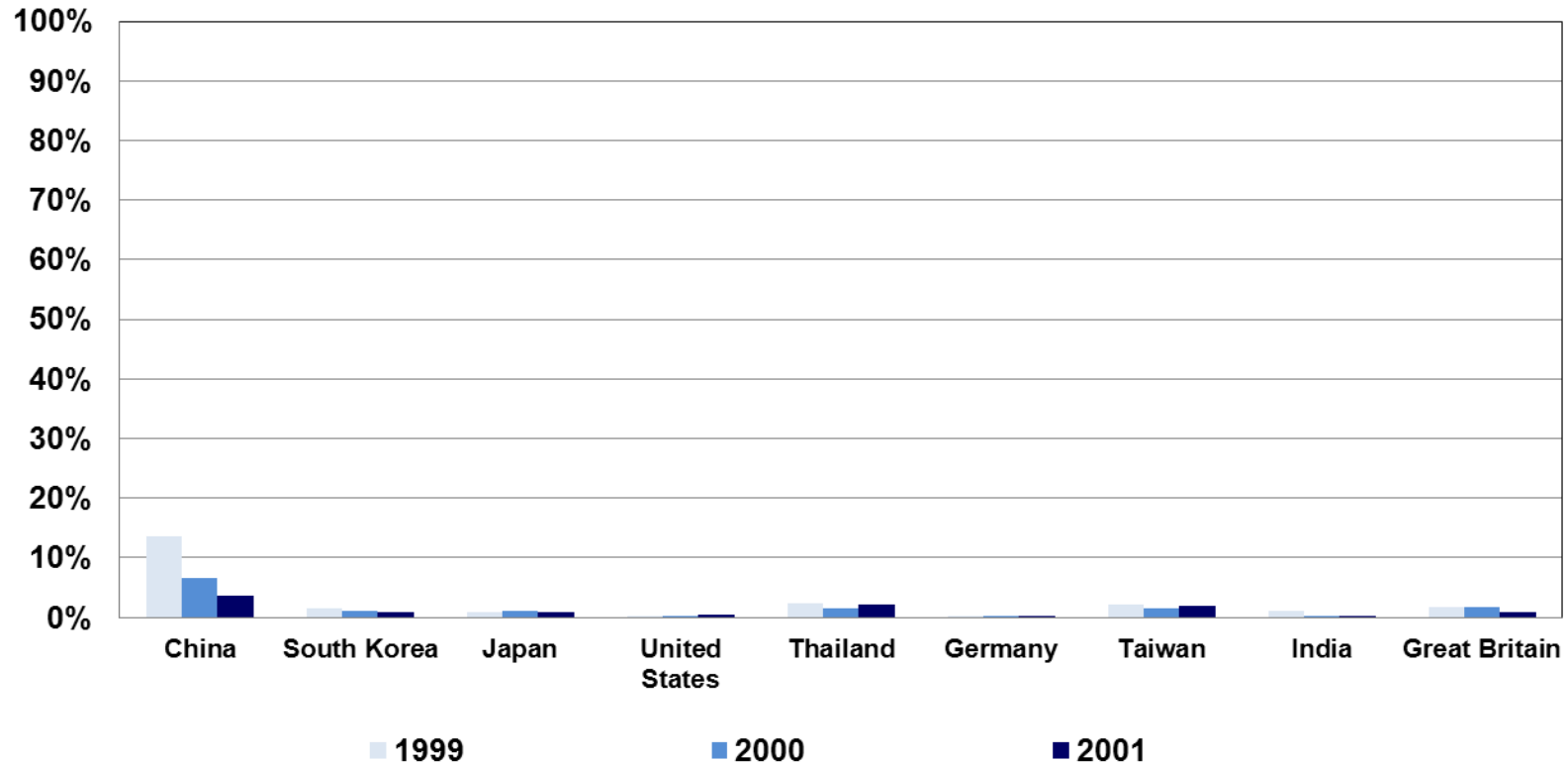
Share of International Students in New Zealand in School Only by Top Source Countries (1999-2001)



Strong differences in post K-12 study location preferences

AN INTERNATIONAL PERSPECTIVE ON K-12 TO PSE PATHWAYS: NEW ZEALAND

Share of International Students in NZ Moving from Schools to Tertiary Education by Top Source Countries (1999-2001)



Only Chinese students moved from K-12 to tertiary studies in discernible numbers

A CANADIAN PERSPECTIVE ON K-12 TO PSE PATHWAYS: NOVA SCOTIA INTERNATIONAL STUDENT PROGRAM (NSISP)

- **Formal pathway model that offers single-semester or full-year study programs, short-term programs, homestays, and summer camps to international students through Nova Scotia Public Schools.**
- **Participation from more than 90 junior and senior high schools in seven school boards across Nova Scotia.**
- **Enrollment of long-term students rose from 696 in 2006-07 to 978 in 2010-11.**
- **Top K-12 source countries (2009): South Korea, Germany, Mexico, UK, Brazil.**
- **Limits the number of international students per country of origin to five per school to encourage diversity and maintain intake patterns.**
- **Annual international student tuition: CAD 8,500 (2013-14) and CAD 600+ per month for homestay accommodations.**

A CANADIAN PERSPECTIVE ON K-12 TO PSE PATHWAYS: NOVA SCOTIA INTERNATIONAL STUDENT PROGRAM (NSISP)

- **NSISP graduates generally guaranteed:**
 - Admission to Nova Scotia universities and colleges with average of 70% in required courses.
 - Waiver of TOEFL exam for applicants with 70% or higher in Grade 12 English.
 - Scholarship to students with an average of 85% or higher.
- **Partner colleges and universities:**
 - Acadia University, Cape Breton University, Dalhousie University, Mount Saint Vincent University, Nova Scotia Agricultural College, Nova Scotia Community College, St. Francis Xavier University, Saint Mary's University, Université Sainte-Anne, University of King's College.

K-12 TO PSE PATHWAYS IN AUSTRALIA, NEW ZEALAND, AND NOVA SCOTIA: PERSPECTIVES

- **Access to deep, recent tracking-based data is critical.**
- **Students exhibit highly specific preferences with regard to their pathways behavior:**
 - **Departure A.** Students depart their K-12 host country in large/overwhelming numbers to return home. Examples: Germany, Italy.
 - **Departure B.** Students depart their K-12 host country in large numbers to return home and access a third country for higher education. Examples: South Korea.
 - **Staging.** Students remain in their K-12 host country in large numbers to access PSE studies. Examples: China, Vietnam.
- **The K-12 sector can be an important feeder into PSE sectors. A share of around 8% is a significant level (Australia).**
- **K-12 to PSE pathways are not a given. Just because all sectors might actively recruit international students, no automatic nexus exists (NZ). NSISP shows how integrated efforts can yield benefits.**

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K-12 Pathways Data in BC

K-12 Schools-based Matriculation data from GPI

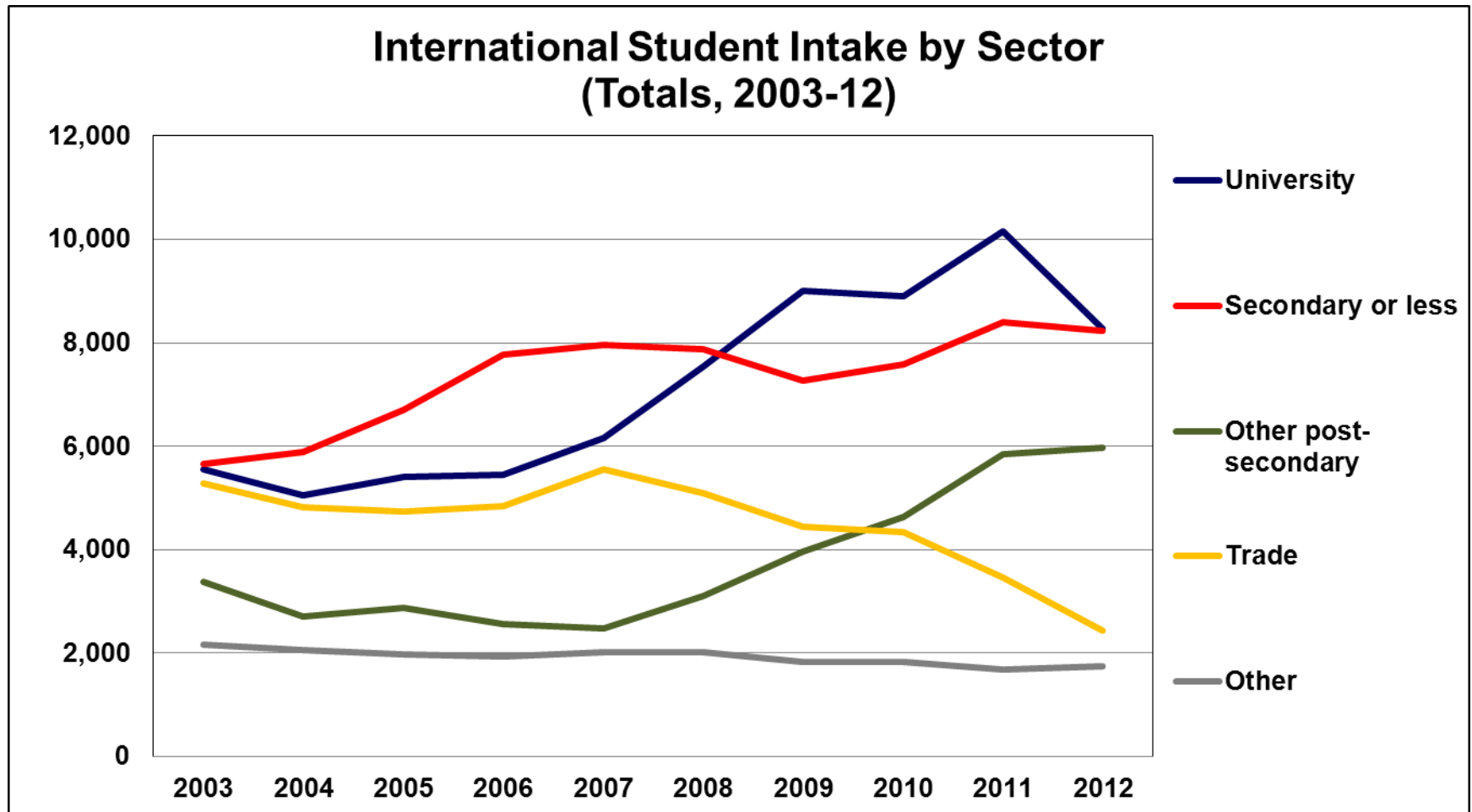
The Business Case for K-12 Pathways and Partnerships

BC in Perspective: Results from ICG Benchmarking

Discussion

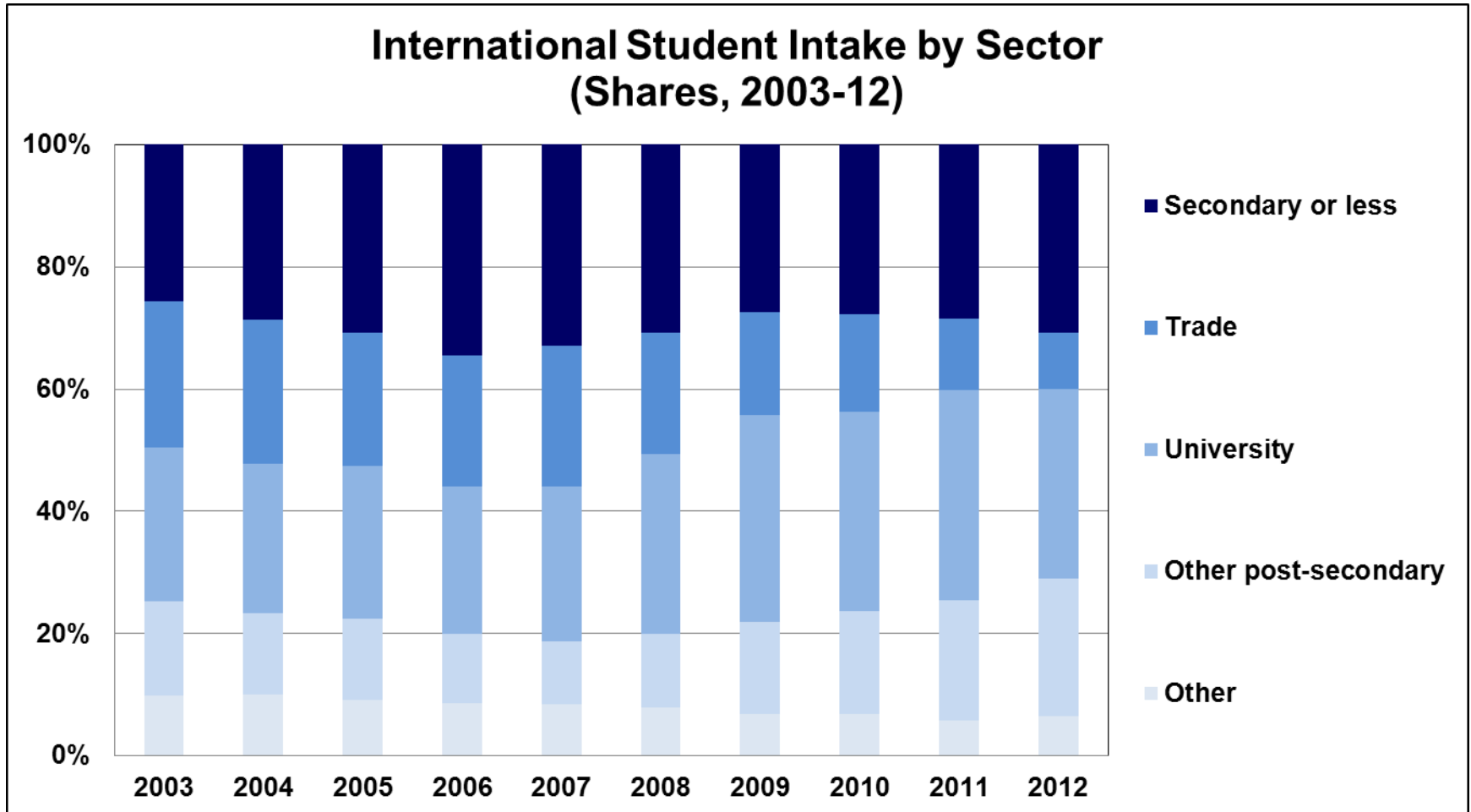
- **This chapter contains provincial data from CIC (i.e. study permit data).**
- **By definition, CIC international student data is subject to a number of methodological limitations.**
- **The 2013 CIC Facts and Figures release uses new data definitions that do not correspond to previous years. The data release does not (to date) include a breakdown of international students by level of study.**
- **CIC data for BC for 2012 shows a significant trend reversal in student intake while adjusting geographic allocation. Both 2012 AVED and ICG data do not map to CIC data.**

INTERNATIONAL EDUCATION STUDENTS IN BRITISH COLUMBIA (INTAKE, ALL SECTORS)



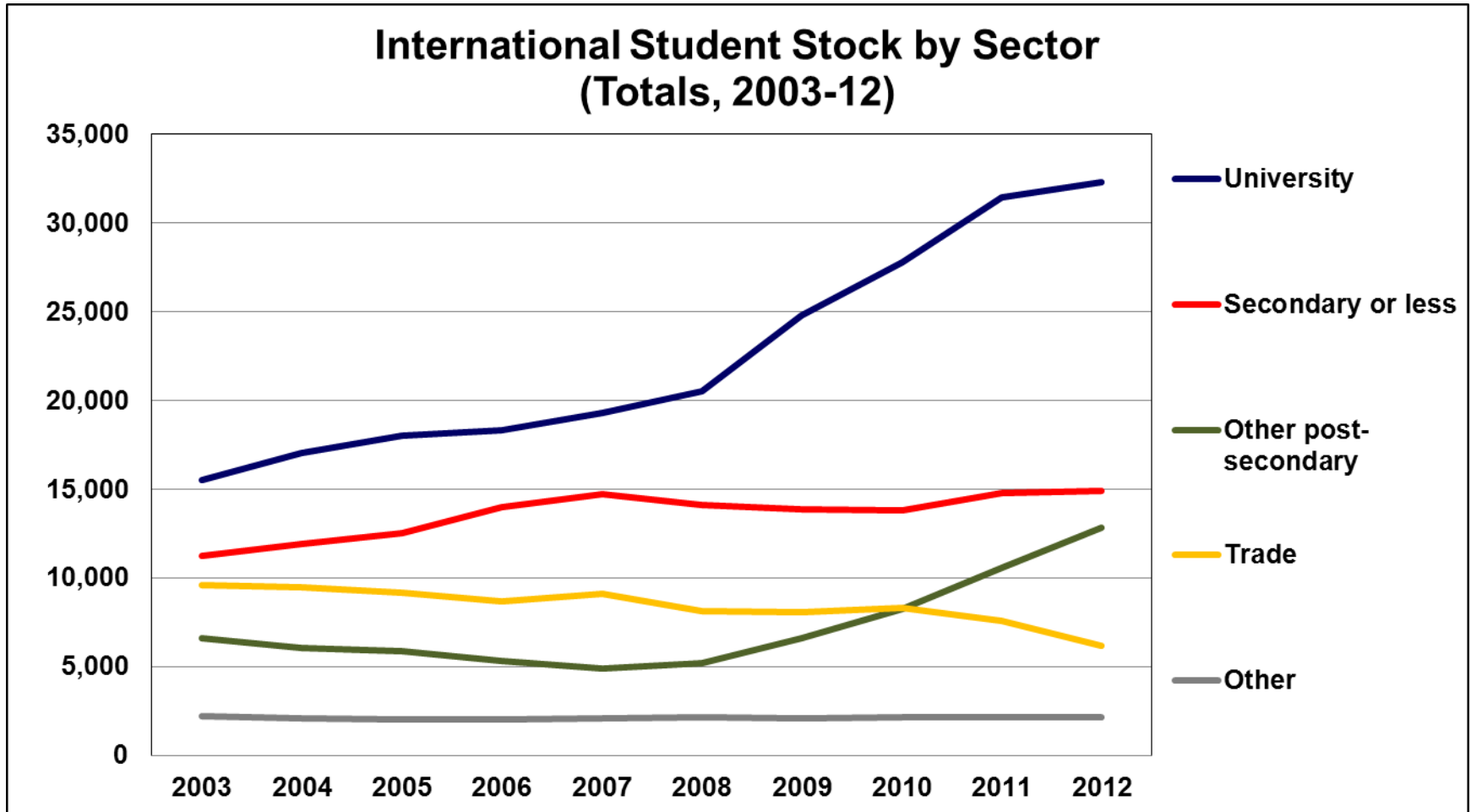
The schools sector has leveled out since 2006 at around 8,000 intake

INTERNATIONAL EDUCATION STUDENTS IN BRITISH COLUMBIA (INTAKE, ALL SECTORS)



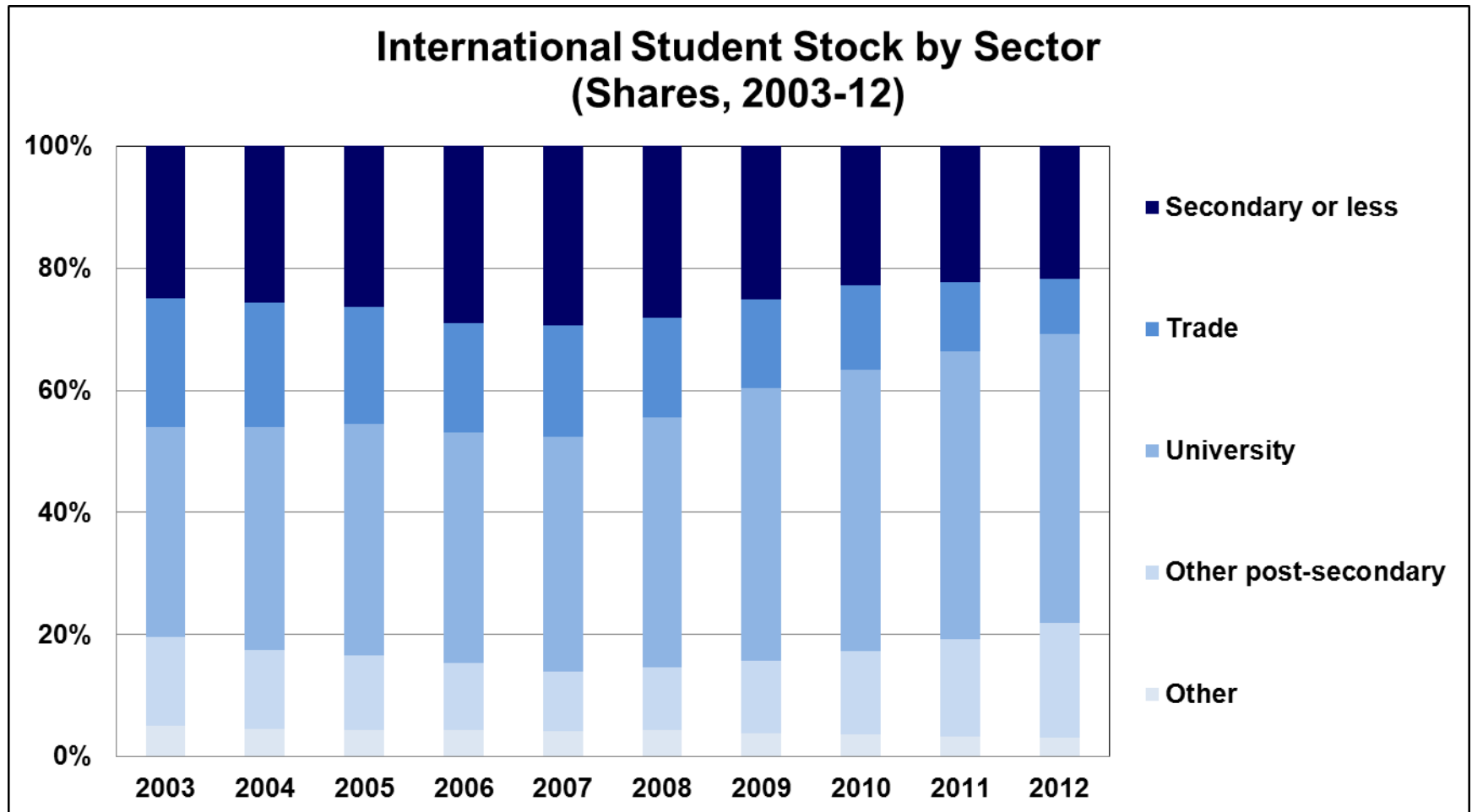
The schools sector has held relatively steady in terms of share

INTERNATIONAL EDUCATION STUDENTS IN BRITISH COLUMBIA (ENROLLMENT, ALL SECTORS)



School sector enrollments have leveled out at about 15,000

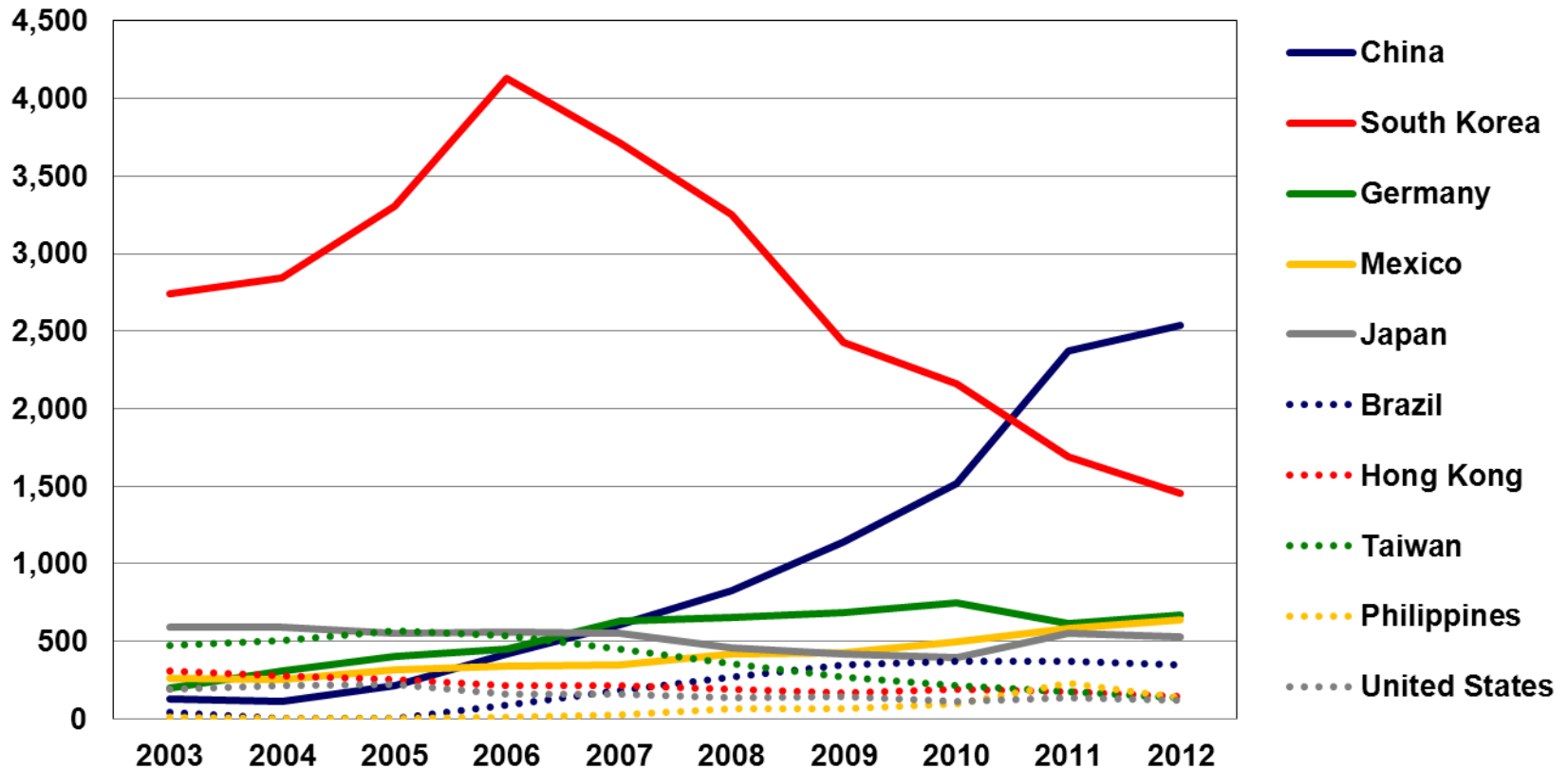
INTERNATIONAL EDUCATION STUDENTS IN BRITISH COLUMBIA (ENROLLMENT, ALL SECTORS)



School sector enrollment share has slightly receded

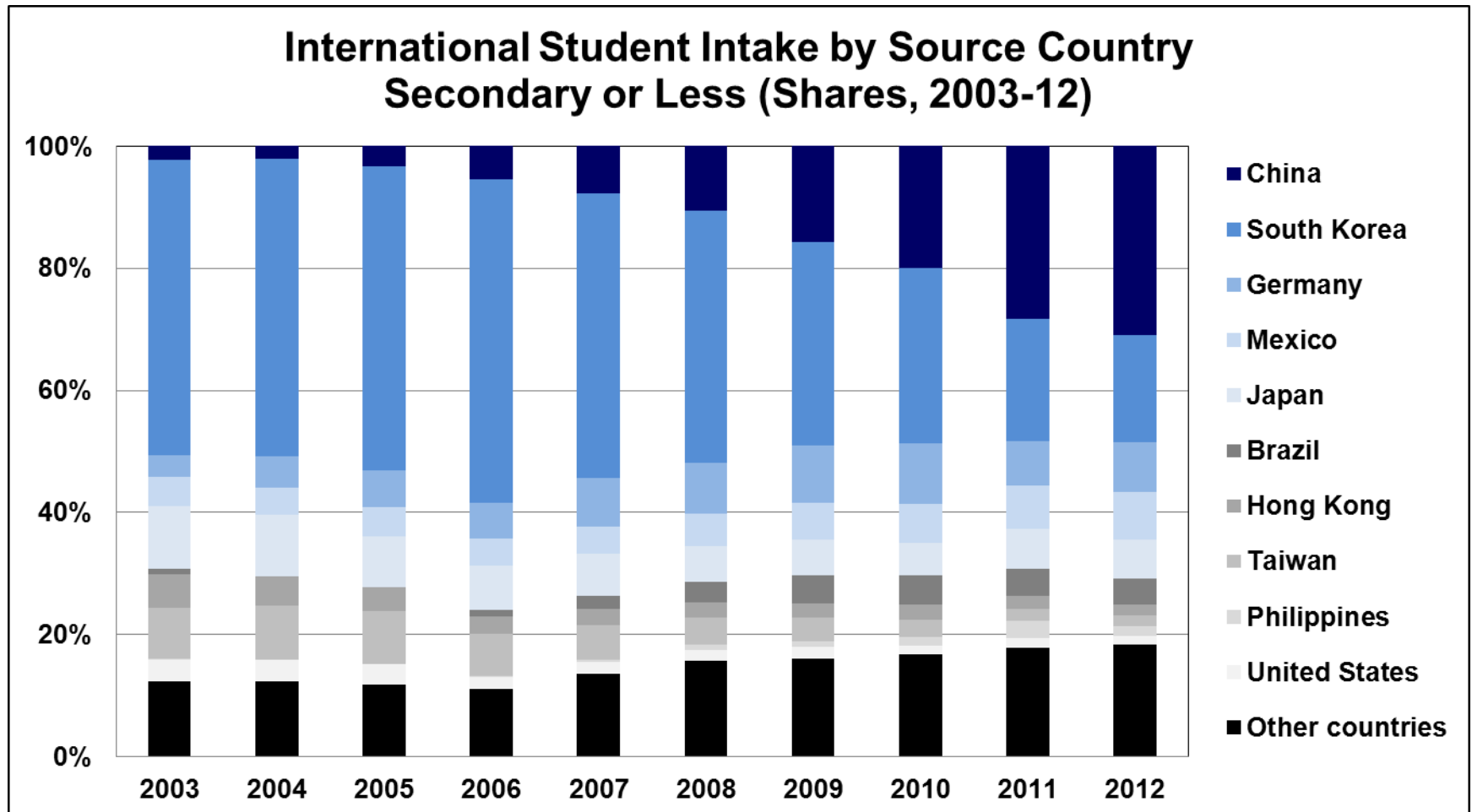
INTERNATIONAL SECONDARY EDUCATION STUDENTS IN BRITISH COLUMBIA (INTAKE)

International Student Intake by Source Country Secondary or Less (Totals, 2003-12)



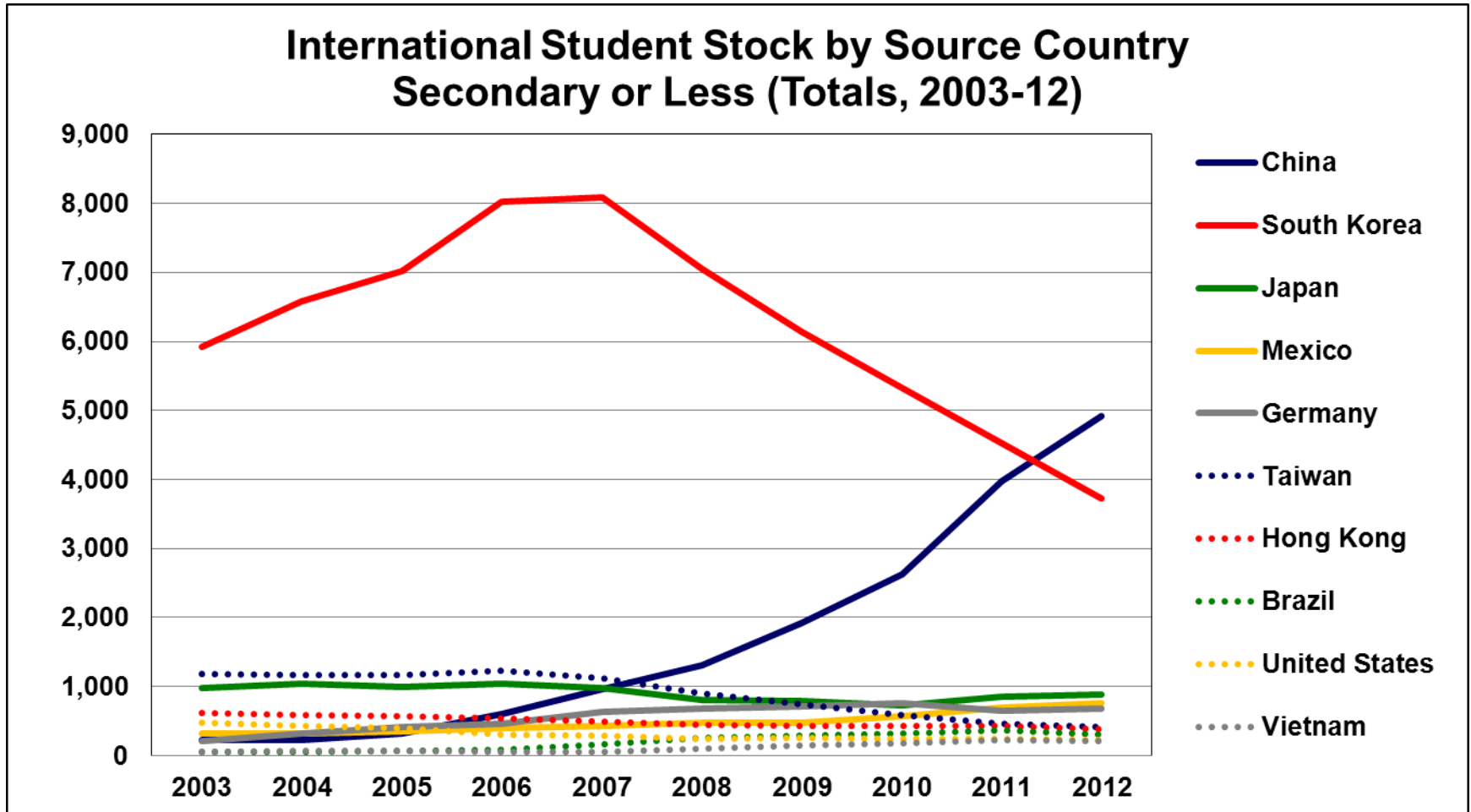
A sharp decline of South Korean intake is only partially offset by China

INTERNATIONAL SECONDARY EDUCATION STUDENTS IN BRITISH COLUMBIA (INTAKE)



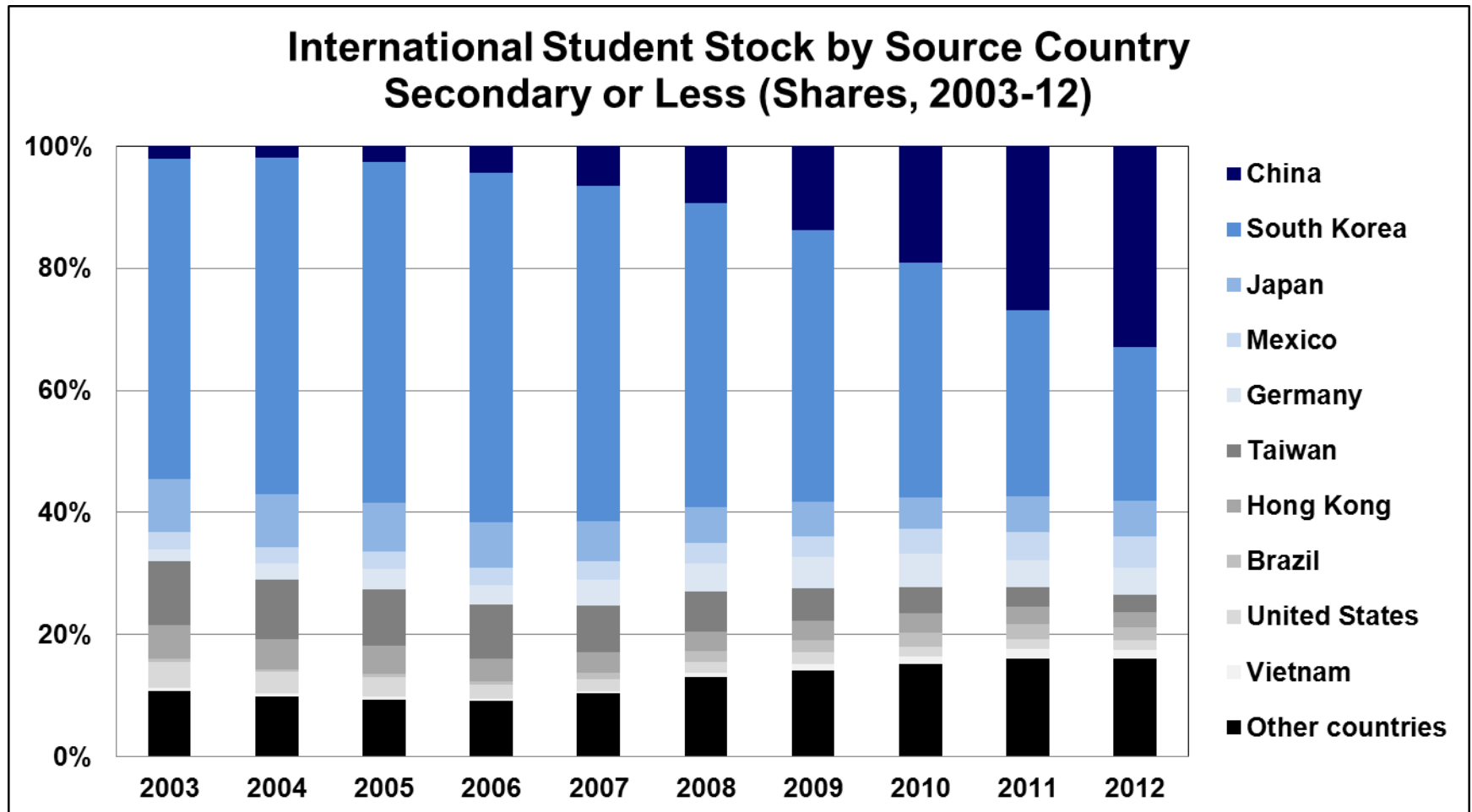
Two source countries account for about half of the schools sector intake

INTERNATIONAL SECONDARY EDUCATION STUDENTS IN BRITISH COLUMBIA (ENROLLMENT)



Half of South Korea K-12 students have rolled out in just five years

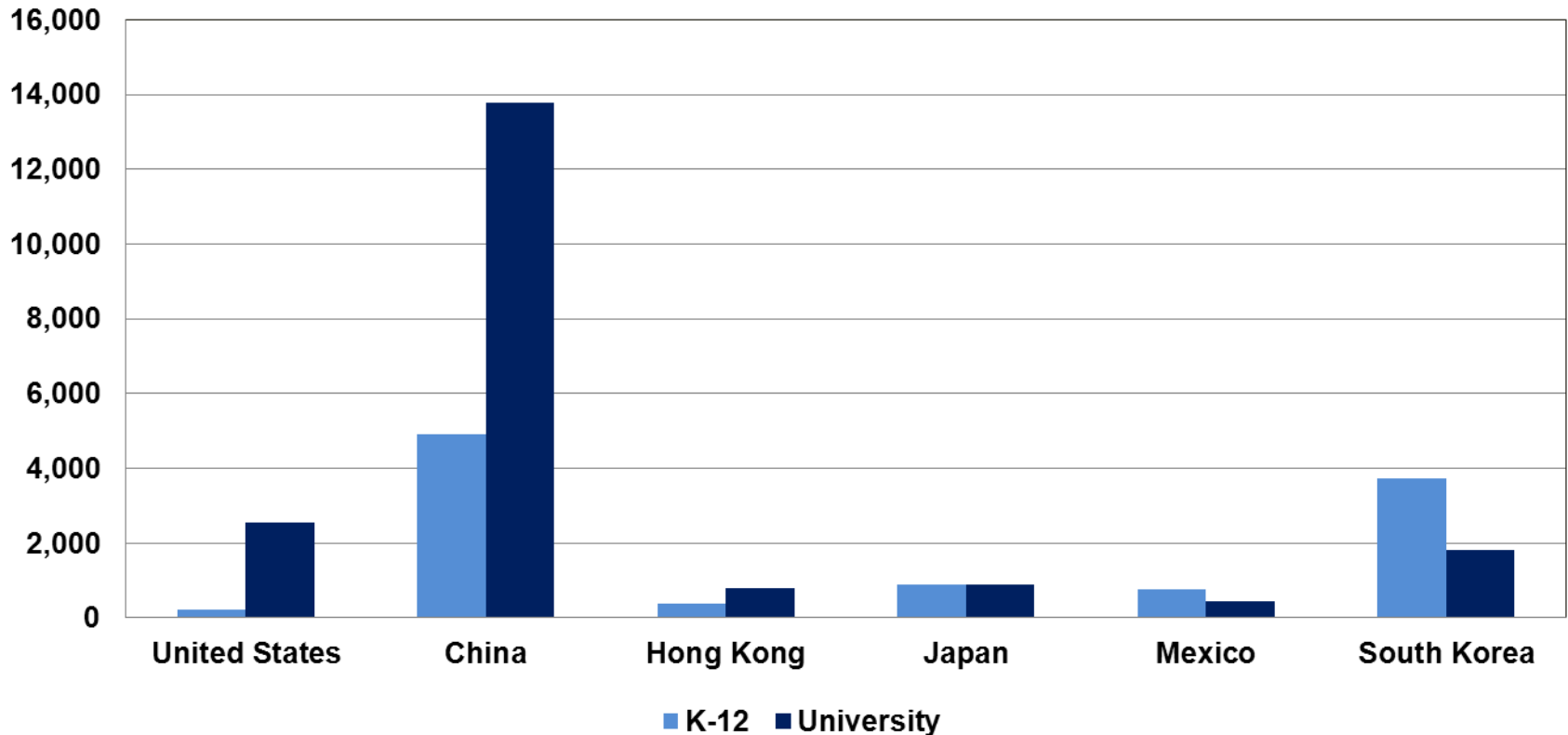
INTERNATIONAL SECONDARY EDUCATION STUDENTS IN BRITISH COLUMBIA (ENROLLMENT)



China and South Korea display “longer” enrollment patterns

INTERNATIONAL HIGHER EDUCATION STUDENTS IN BRITISH COLUMBIA (K-12 AND UNIVERSITY SECTOR)

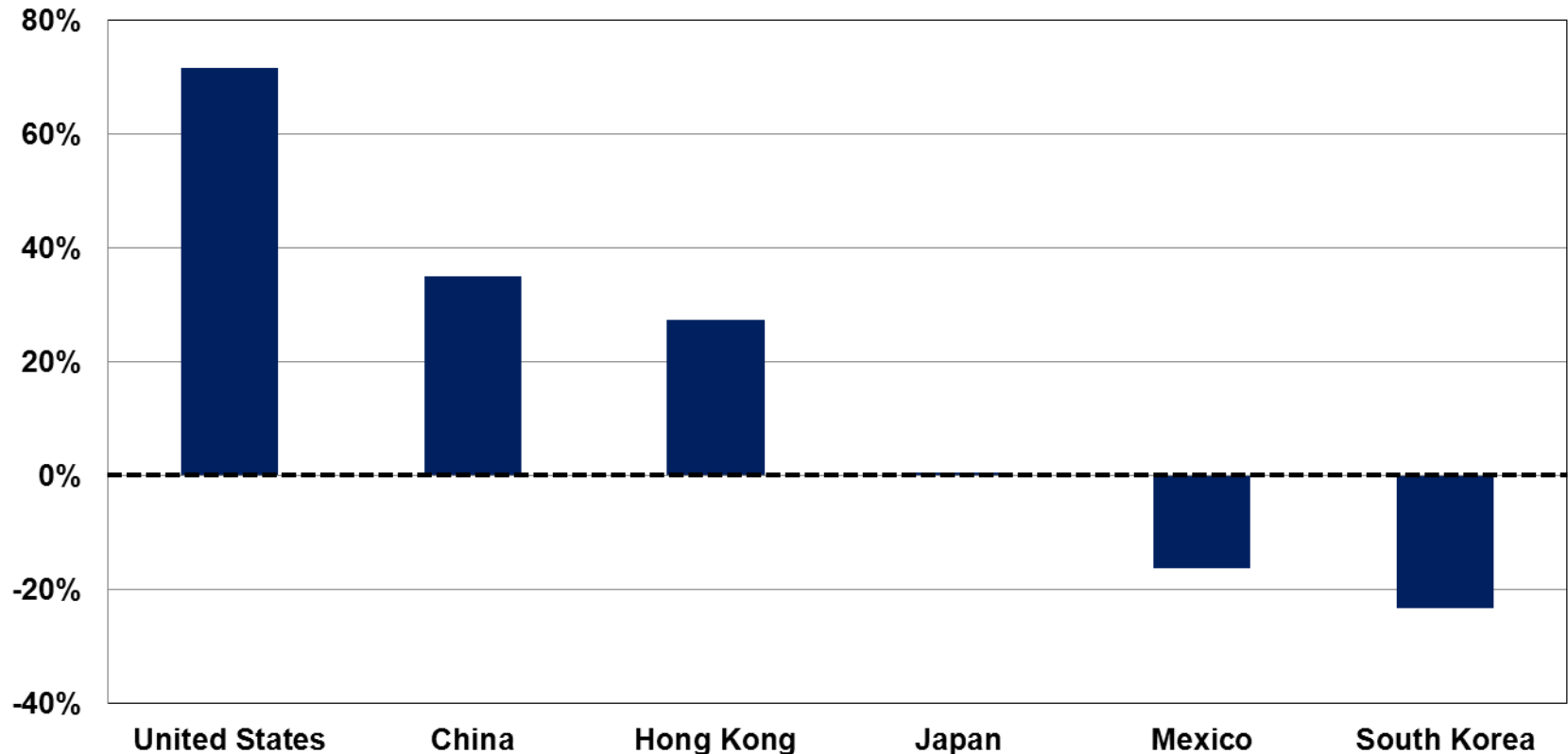
International Students in BC by Source Country: K-12 and University (2012)



**BC's K-12 sector is comparatively strong
regarding China, Japan, Mexico, and South Korea**

INTERNATIONAL HIGHER EDUCATION STUDENTS IN BRITISH COLUMBIA (K-12 AND UNIVERSITY SECTOR)

Share of International Students in BC in University vs. K-12 by Source Country (Over-Under, 2012)



Transitions of Mexican and South Korean students are under-performing

- **The BC schools sector has levelled out with regard to intake and enrollments.**
- **A key driver has been the notable drop of South Korean enrollments, which has been partially offset by the growth of Chinese enrollments.**
- **The K-12 sector has been disproportionately successful in attracting students from China, Japan, Mexico, and South Korea (relative to PSE sectors).**
- **K-12 students from Japan, Mexico, and South Korea remain in BC at much lower rates than desirable. Reasons might include intent and relative age.**
- **New emerging markets include: Brazil and the Philippines. Where are Kazakhstan, Vietnam, etc.?**

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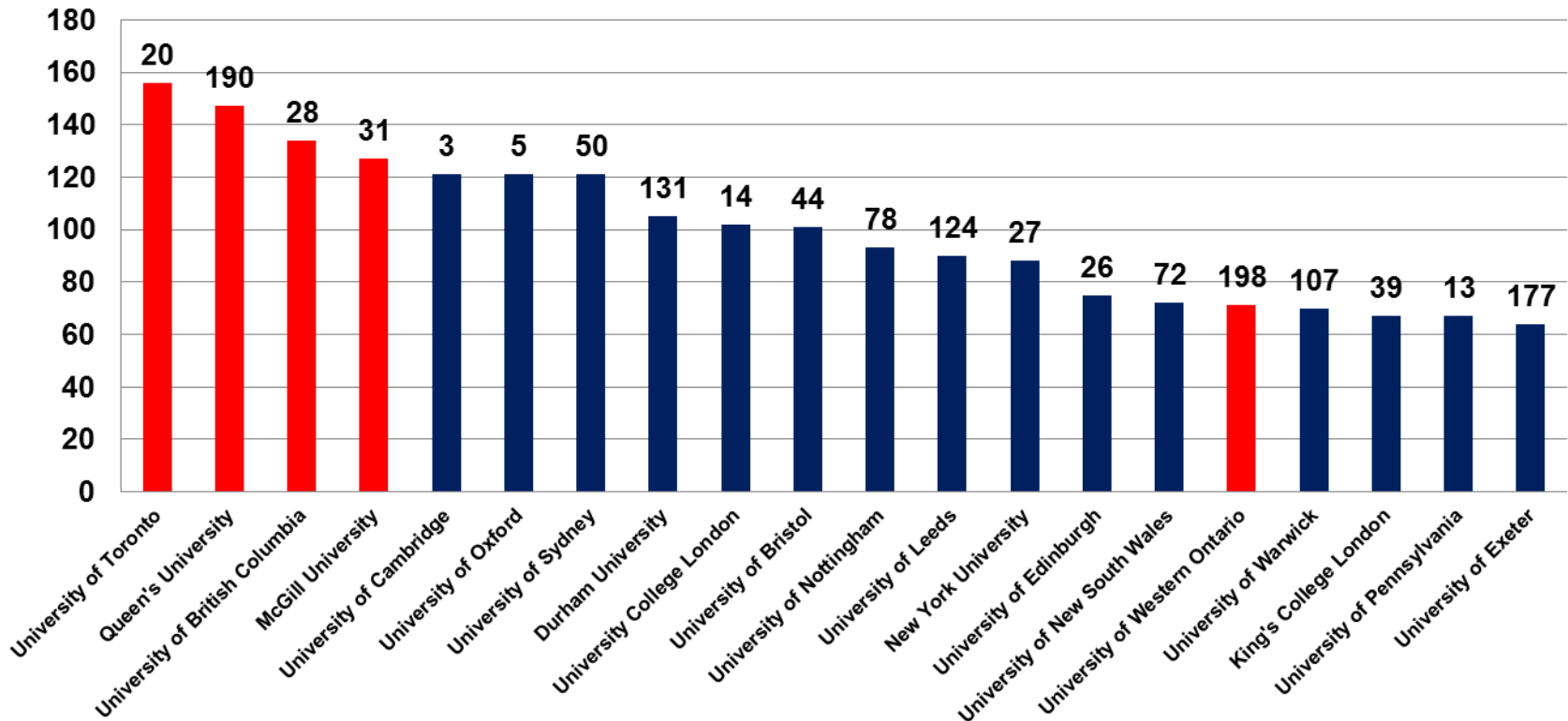
Discussion

WHERE DO CANADIAN / BC SECONDARY STUDENTS GO TO STUDY?

- **The following data is abstracted from ICG’s Global Academic Placement Index. The Index contains matriculation data from 100+ schools in a dozen countries.**
- **The Index gathers concise, detailed, cohort-based matriculation data from schools (i.e. “class of 2012” matriculations in higher education institutions in the fall of 2012). Total post-secondary institutions covered: 1,002.**
- **The Index scores matriculation information on an amalgamated ranking scale, covering 820 universities worldwide. Separate scales exist for select countries, as well as U.S. liberal arts colleges.**
- **Each school is awarded a score, ranging from 1 to 12. This score signals the “placement ability” of a given school.**
- **The Index eventually will include matriculation data from 2,000+ schools worldwide which are thought to supply the majority of international students to ranked universities.**

INTERNATIONAL HIGHER EDUCATION STUDENTS IN BRITISH COLUMBIA (K-12 AND UNIVERSITY SECTOR)

Leading Destination Institutions by Number of Students Attending from Select Secondary Schools (2012)



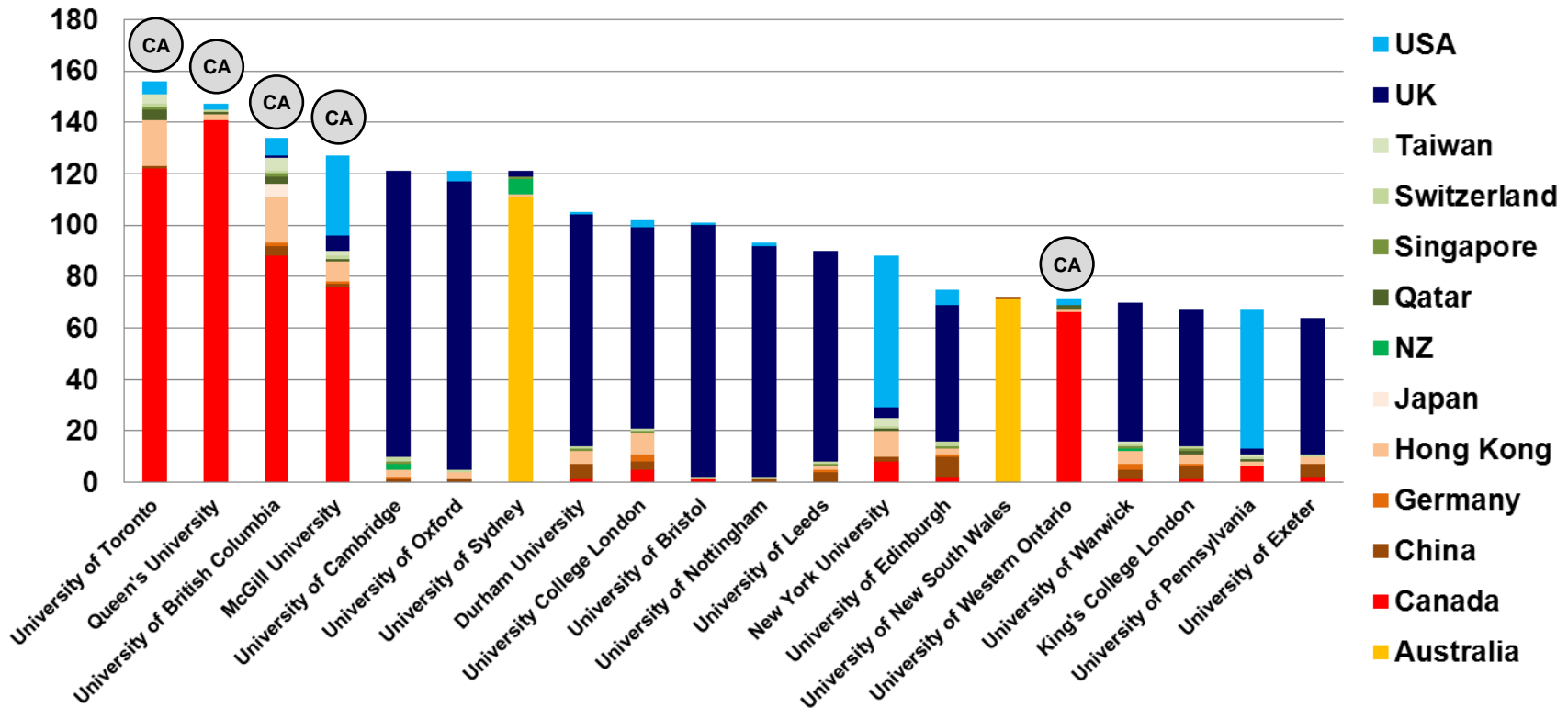
UBC and UVic are the most popular BC destinations by far

Notes: Sample size is 100 secondary schools. Numbers above bars indicate each institution's ICG rank..

Source: ICGPS.

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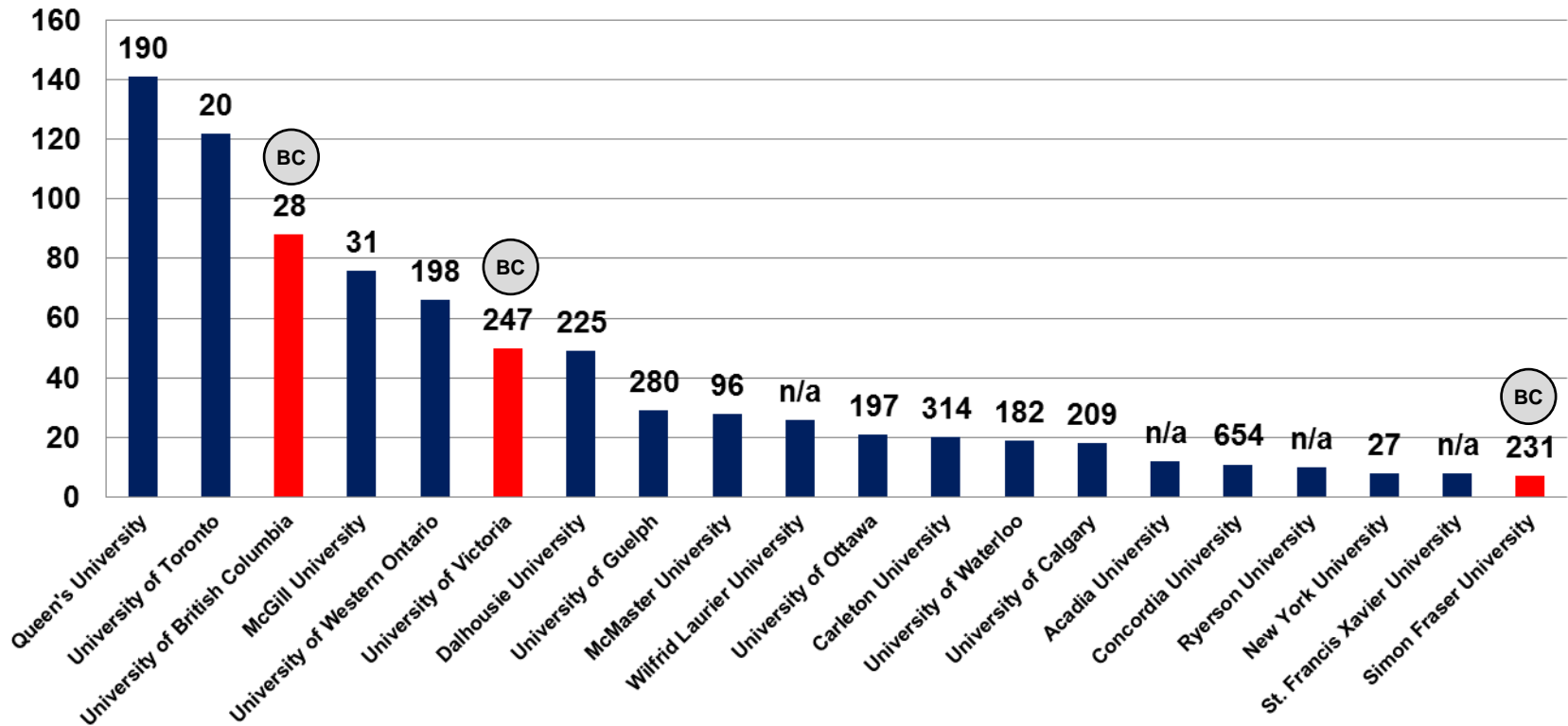
Source: ICGPS.

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BCCIE: Recruiting at Home – 26 February 2015

INTERNATIONAL HIGHER EDUCATION STUDENTS IN BRITISH COLUMBIA (K-12 AND UNIVERSITY SECTOR)

Leading Destination Institutions by Number of Students Attending from Select Canadian Secondary Schools (2012)



UBC and UVic are the most popular BC destinations by far

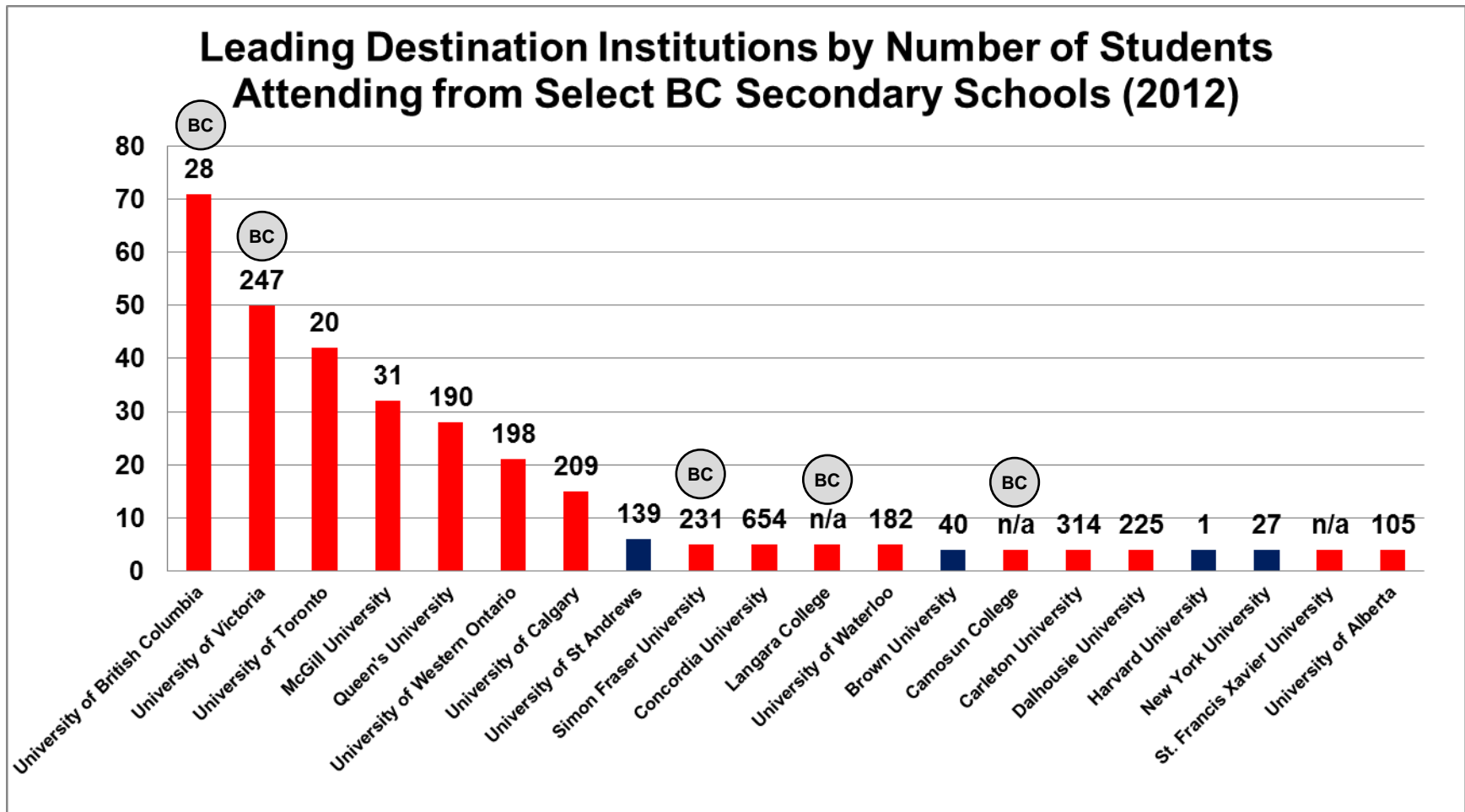
Notes: Numbers above bars indicate each institution's ICG rank. Based on data from 17 Canadian secondary schools.

Source: ICGPS.

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INTERNATIONAL HIGHER EDUCATION STUDENTS IN BRITISH COLUMBIA (K-12 AND UNIVERSITY SECTOR)



UBC and UVic are the most popular BC destinations by far

Notes: Numbers above bars indicate each institution's ICG rank. Based on data from five BC secondary schools.

Source: BCED/CIC.

- **Canadian research universities (ranked in the Top 500 globally) have become major destinations for international students.**
- **UBC and McGill are the most globalized universities with regard to international K-12 students (as opposed to Queen's and Western which recruit more from within Canada).**
- **UBC, UVic, and SFU to a lesser degree are key BC-based destinations.**
- **Camosun and Langara act as university pathways institutions.**
- **International rankings matter. Top ranked research universities are by far the most sought after targets (however, the GPI sample conditions this dynamic in a significant way).**
- **Many Canadian universities focus disproportionately on recruiting international students abroad relative to recruiting at home – it is time to revise this approach somewhat.**

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- **Pathways versus double direct recruiting – clear economic benefits exist for recruiting once rather than “all over”.**
- **An integrated pathways value proposition is better tailored to parents’ expectations – parents ultimately look for a PSE degree outcome.**
- **The high quality of BC’s schools sector can serve as an amplifier for PSE recruiting efforts.**
- **Academic performance: BC K-12 educated students should be better integrated and better prepared than most international applicants. Challenges include “stagers” and students from schools teaching Canadian curricula abroad.**
- **Overarching policy goals: Skilled immigration. The longer a student stays within an education system, the more likely a student typically is to stay on for work/immigration purposes.**

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BC IN PERSPECTIVE: RESULTS FROM ICG BENCHMARKING

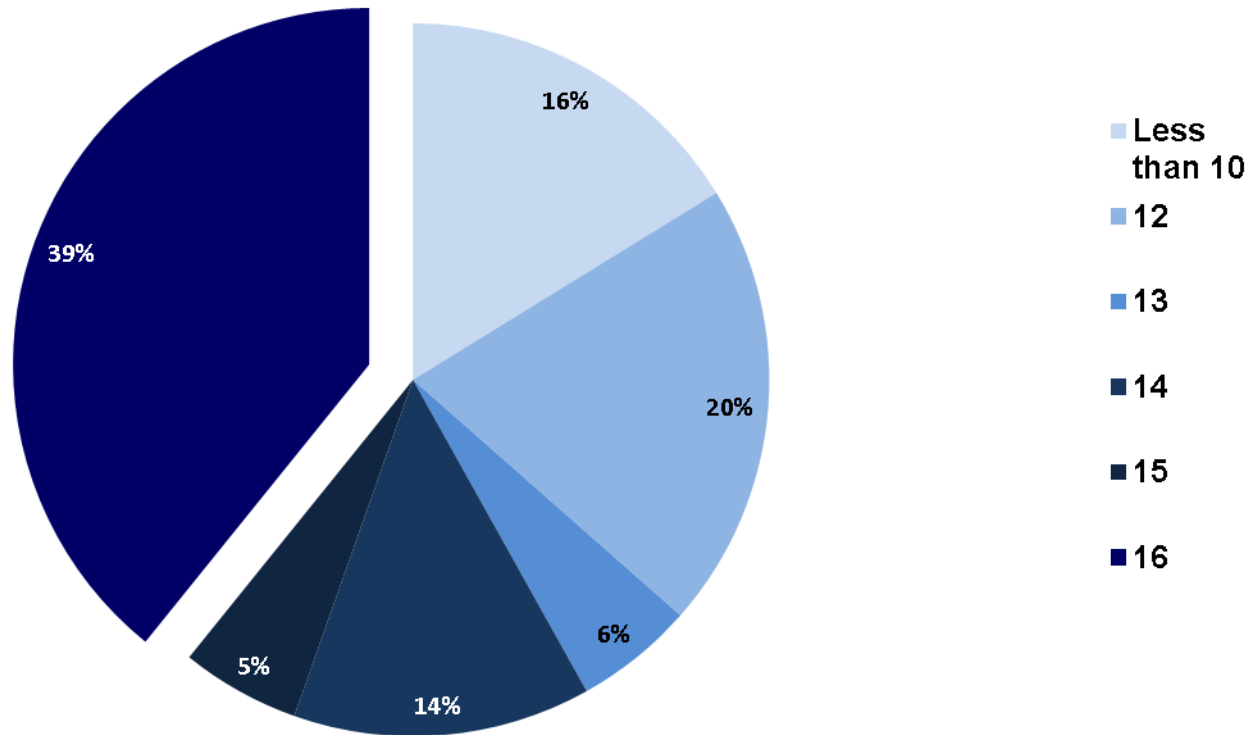
Overview

ICG just concluded the benchmarking of 75 pathways programs in Canada. Programs are being offered by universities, colleges, and private language schools. Of these 75 programs, 18 are located in BC:

| | |
|--|--|
| Alexander College | English for Academic Purposes |
| British Columbia Institute of Technology | International Student Entry Program PLUS (ISEP Plus) |
| Camosun College | English Language Development (ELD) |
| Capilano University | EAP - Business Administration Pathway |
| | EAP - Early Childhood Care and Education Pathway |
| College of New Caledonia | English for Academic Purposes |
| ELS Vancouver | English for Academic Purposes |
| Eurocentres Vancouver | University & College Pathways Program |
| Global Village English Centre | English for Academic Purposes |
| Kwantlen Polytechnic University | English Language Proficiency Diploma |
| Langara College | Langara English for Academic Purposes (LEAP) |
| Royal Roads University | English for Academic Purposes |
| Simon Fraser University | FIC University Transfer Program |
| Thompson Rivers University | Academic ESL |
| University of British Columbia | Vantage College |
| | Intensive English Program (IEP) |
| | English for Academic Purposes |
| University of Victoria | University Pathways Program for International Students |

BC IN PERSPECTIVE: RESULTS FROM ICG BENCHMARKING Program (session) Durations

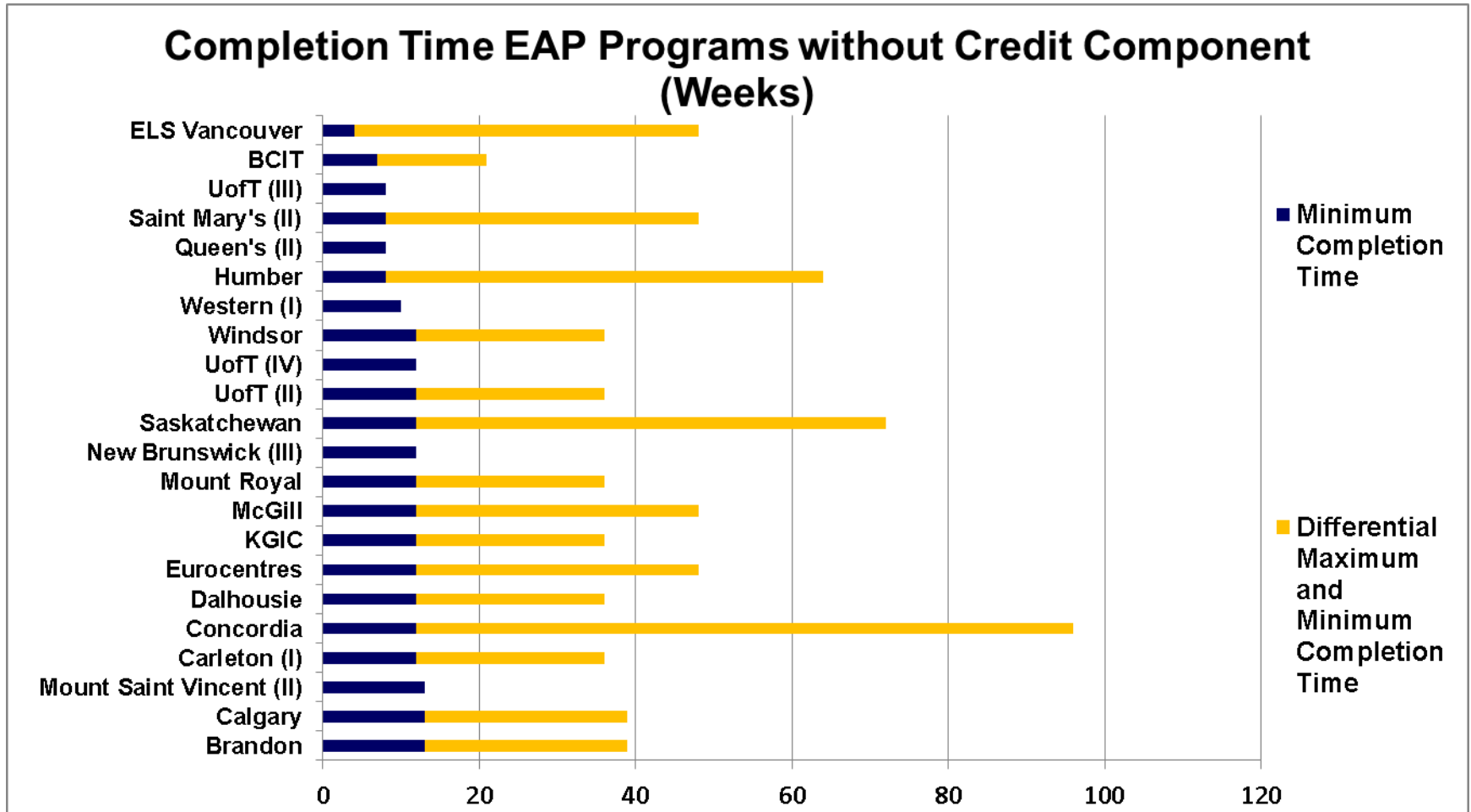
Program Level Duration (Weeks)



Longer term programs are most prominent (but consider session length)

BC IN PERSPECTIVE: RESULTS FROM ICG BENCHMARKING

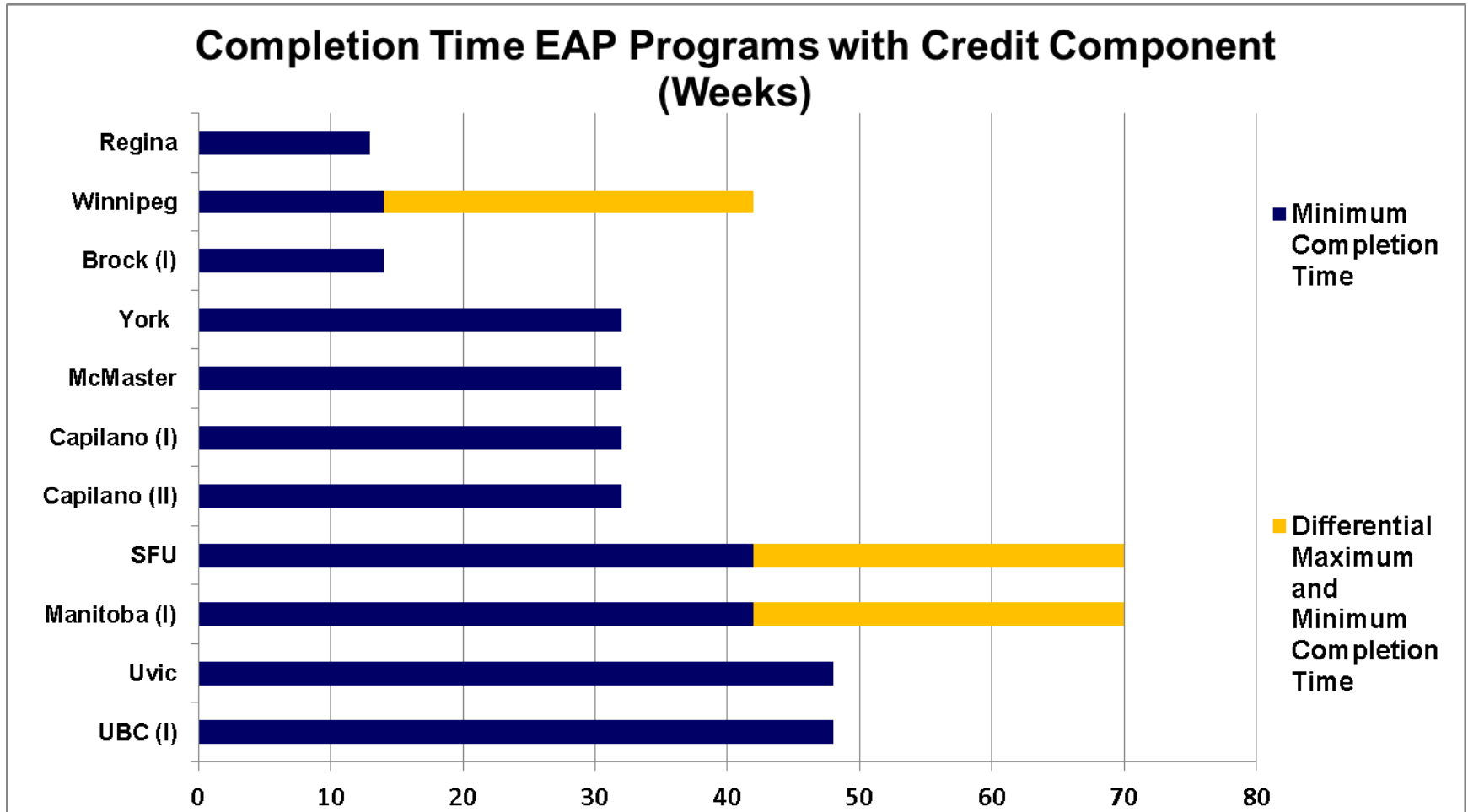
EAP without Credit Completion: Duration



Wide array of program durations

BC IN PERSPECTIVE: RESULTS FROM ICG BENCHMARKING

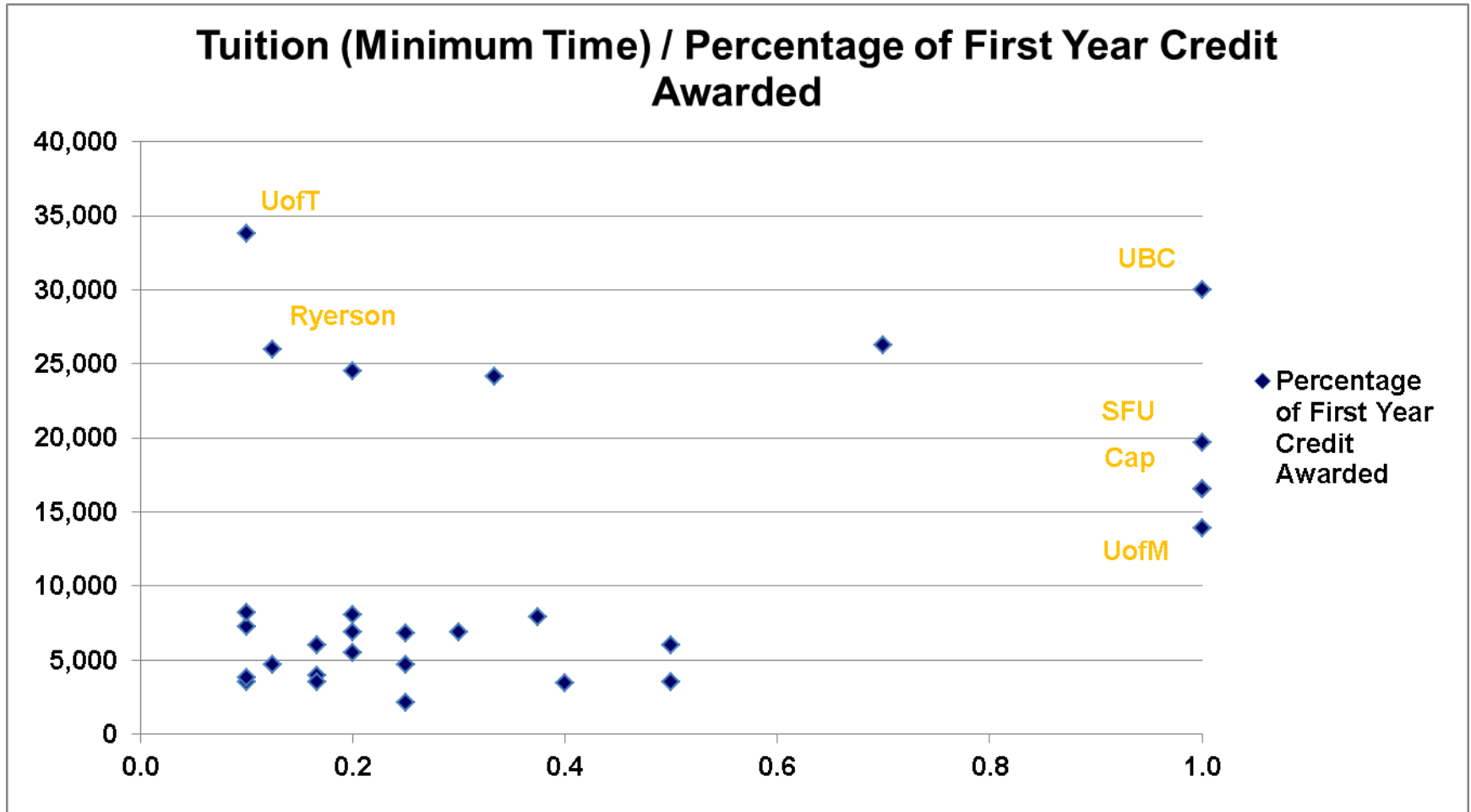
EAP with Credit Completion: Duration



Clear duration “blocks” are evident

BC IN PERSPECTIVE: RESULTS FROM ICG BENCHMARKING

Tuition and Credits Awarded



Costs per forward credit differ significantly

- **The report containing analysis and benchmarking on 75 pathways programs covers universities, colleges, and private providers across Canada.**
- **It will contain enrollment sizing information across programs (2015), as well as a modeling of pathways seats required by 2020 across four program levels:**
 - **ESL (academic)**
 - **EAP (with/without credit)**
 - **Foundation**
 - **Award/second year**
- **Other analysis will comment on entry requirements, costs, duration, and curricular models.**
- **The report will be commercially available in April 2015.**

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