

# Establishing an In-country Presence with Low Front-end Investment

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# **Establishing an In-country Presence with Low Front-end Investment**

## **Agenda**

- **The Model - Danny**
- **Design, Development and Implementation - Donna**
- **Benefits and Rewards - Danny**
- **Opportunities and Challenges - Donna**
- **Participants Share Other Models**
- **Q and A**



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# The Model

- **Establishing a country office – first contact**
- **Local company acts as your in country office**
- **Commission based**
- **Separate teams**



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# Designing the Model at CapU

- Research other institutions
- Benchmark current market
- Determine current market state
- Determine university capacity
- Introduce Executive to the model



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# Developing the Model at CapU

- Establish an offshore office
- Develop policy and procedures
- Create promotion and resource tools
- Define recruitment strategy
- Train the team(s)





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# Implementing the Model

- Engage stakeholders
- Evaluate the program
- Manage results



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# Benefits

- **Financial**
- **Local company with expertise and “inside” knowledge**
- **Constant presence**
- **Team of country office staff manage the recruitment**
- **Unparalleled growth in recruitment**



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# Opportunities

- Increase I-student numbers
- Focussed large nation attention
- Market expertise
- Other initiatives and support

# Participants Share Other Models



# Challenges

- **Rapid growth**
- **High Study Permit Refusals**
- **Student expectations**
- **Faculty adjustment**



# Q & A



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**Thank You – for letting us share  
the fruits of our labor**



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