

Muriel Klemetski, Acting Executive Director, Student Affairs, Simon Fraser Universit Treshia Gunardi, Marketing Manager, Fraser International College Azmarie Wang, SFU Co-op student/FIC International Marketing Officer (China)







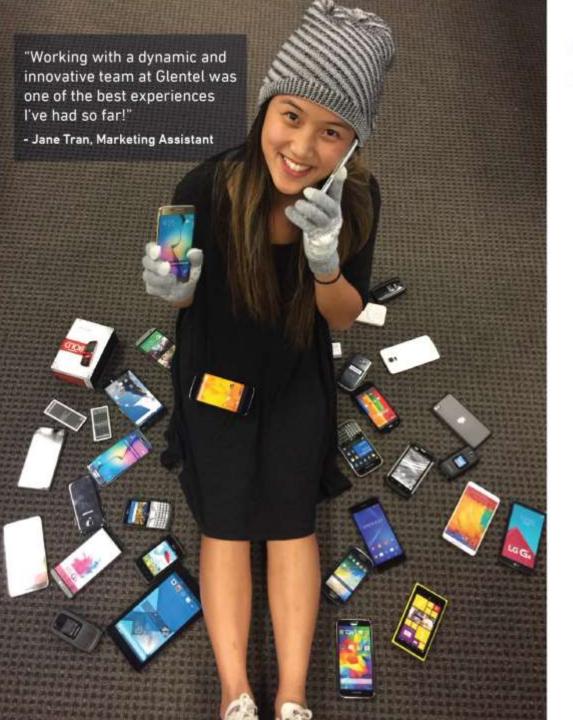


FIC students and Co-op

- Total FIC students at SFU: 3,887 (2016/2017)
- FIC students in co-op: 928
- 24% of FIC students participate in Co-Op

Discipline	FIC students at SFU	FIC students in Co-op (%)
Science	27	27%
Health Science	18	15%
Environment	12	9%
Communication, Art and Technology	87	20%
Applied Science (Eng., Mech., C.Sc.)	443	68%
Business	249	30%
Art	96	6%

International Co-op Stats 332 international work terms in 2016/17 Business, Engineering, Mechatronics and Arts & Social Sciences students make up the top disciplines the students are from Countries hiring the most students: - China - USA - Republic (South) of Korea - Hong Kong 6 of 7 continents



SFU CO-OP FACULTY OF BUSINESS

Sample Employers:

PricewaterhouseCoopers (PwC)
Canada Revenue Agency (CRA)
TELUS
Goldcorp Inc.
Adidas
BlackBerry
SAP Canada Inc.
Google
Facebook

Sample Jobs:

Digital Experience Assistant
Human Resources Assistant
Junior Accountant
Marketing Coordinator
Business Analyst
Business Technology Manager
Technical Writer
Research Assistant
Operations Support Analyst

SFU CO-OP

Sample Employers:

Kardium
Teradici
PMC Sierra
Tesla Motors
Intel
Sierra Wireless
Polycom Canada
StemCell
Ericsson

Sample Jobs:

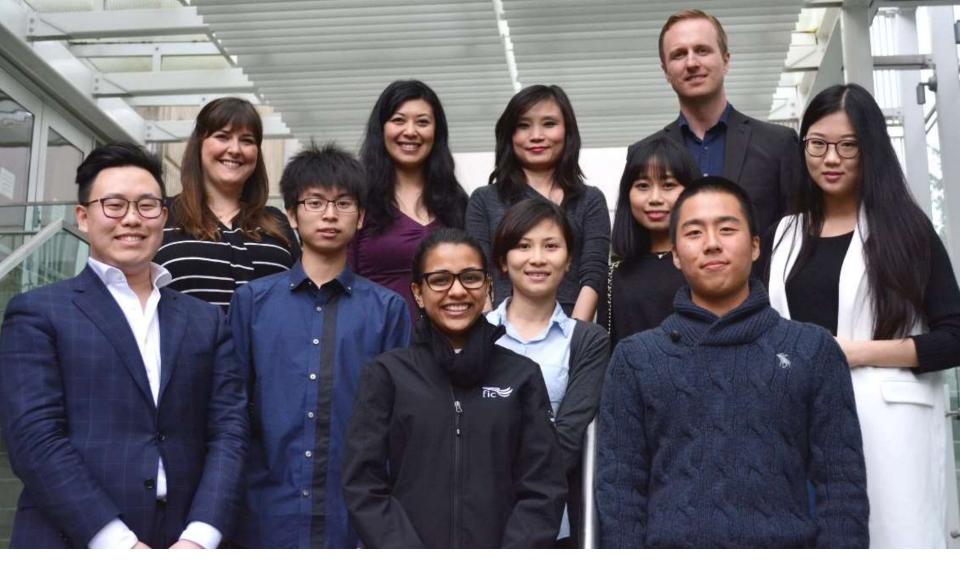
Application Software
QA Test Platform
Software Quality Engineer
Software Developer
System Engineer/HW
Hardware IC Design
Control Systems Specialist
Mechanical Designer











Following Offices hosted Co-op students in 2016:

Beijing, Shanghai, Guangzhou, Hong Kong, Jakarta, New Delhi, Moscow



Following Offices hosted Co-op students in 2017:

Beijing, Shanghai, Guangzhou, Chengdu, Hong Kong, Jakarta, New Delhi, Moscow, Ho Chi Minh City

Program Set Up

- Reached out to overseas offices in late 2015
- Positions advertised with SFU Co-op in early 2016
- Interviews done by overseas offices staff and FIC staff
- Not restricted to FIC alumni
- Intensive Bootcamp held before students departed for overseas offices with FIC and SFU
- Overseas offices need to provide office space, computer and supervisor
- Provided with FIC email, business cards, position description and title of International Marketing Officer
- Following the success of 2016 placement, program is repeated and expanded in 2017.





Responsibilities and Activities in the Overseas Offices

- Follow-up with offer holders by phone with a focus on sharing experience at FIC/SFU to increase conversion
- Agent office visits to meet with offer holders and parents
- Joint presentations with overseas staff members at international schools
- Attended agency recruitment fairs with overseas staff to build new applications
- Hosted webinars focused on conversion
- Delivered pre-departure sessions
 - Webinar
 - In person at key agent offices
- Creation of a Parents' Guide flyer (India) to answer key questions that parents were asking during phone follow ups with students
- Provide content for social media to the FIC Marketing Team, highlighting experience on Co-op



Contributions

- Promote FIC and SFU to relevant stakeholders (students, parents, agents, local high schools), highlighting advantages of studying in FIC/SFU based on personal experience.
- Promote BC as a study destination on social media (blogs of their experience)
- Program helps in increasing the understanding of Co-op programs among key stakeholders abroad which is a feature that a lot of BC institutions offer.
- Help students develop an understanding of the international education sector which can subsequently lead to them pursuing a career in international education in BC and Canada.
- The opportunity for students to return to their home country and showcase their skills and confidence and inspire future students.





My Interest in the Co-op Position

- Improve marketing and communication skills
- Gain insights and experience in social media marketing
- Explore the industry of international education in China







TRESHIA GUNARDI **MURIEL KLEMETSKI** ACTING EXECUTIVE DIRECTOR, MARKETING MANAGER STUDENT AFFAIRS treshia.gunardi@fraseric.ca klemetski@sfu.ca **AZMARIE WANG** THIRD YEAR SFU STUDENT azmarie.yx@gmail.com SIMON FRASER UNIVERSITY ENGAGING THE WORLD