



June 19, 2017 – BCCIE Summer Conference



Utilizing Co-operative Program – Sending your best advocates abroad

International Marketing Officer Program

Presenters:

Muriel Klemetski, Acting Executive Director, Student Affairs, Simon Fraser University

Treshia Gunardi, Marketing Manager, Fraser International College

Azmarie Wang, SFU Co-op student/FIC International Marketing Officer (China)



Aishwarya Singh
SFU Fourth year student
Communication Art and Technology





Simon Fraser University
Co-operative Education
Program



40 YEARS

8 FACULTIES

6/7 CONTINENTS

10,000 EMPLOYERS

3,400 ANNUAL WORK TERMS

22% INTERNATIONAL STUDENTS

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%

A stylized black outline map of British Columbia, Canada, is shown. A red box is overlaid on the map, containing text. A red arrow points from the 'SFU' label (located in the southwest of the province) to the red box. Another red arrow points from the red box to the east coast of the province. A thick red line runs horizontally across the bottom of the map.

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

"Working with a dynamic and innovative team at Glentel was one of the best experiences I've had so far!"

- Jane Tran, Marketing Assistant



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

FACULTY OF APPLIED SCIENCE

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

"I started off my internship [at Clearpath] by getting to know Clearpath's newest robot: Jackal."

- Shokoofeh Pourmehr, Mobile Robot
Autonomy Engineer Intern



FIC partnership with SFU Co-op

International Marketing Officer

2016: 6 students – China (3), Hong Kong (1), Indonesia (1), India (1)

2017: 9 students – China (4), Hong Kong (1), Indonesia (1), India (1), Russia (1), Vietnam (1)





**SFU-FIC
INTERNATIONAL MARKETING
OFFICER PROGRAM**

International Marketing Officer Program

- Program to place Simon Fraser University students in FIC overseas offices over summer recruitment period as a part of Co-op program
- Students to assist with conversion and promote studying at Fraser International College, Simon Fraser University and British Columbia.
- Students complete the program in 4 months and went through debriefing upon returning for the Fall semester.
- First successfully trialled in China in 2015



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.



The background of the slide is a photograph of a classical building facade with columns and a red flag hanging from a pole. The flag features the Simon Fraser University logo. The text is overlaid on a semi-transparent dark grey rectangle.

Azmarie Wang

- Born and raised in Liaoning, China
- 2014 Fall- 2015 Summer | Fraser International College, Burnaby BC Canada
- 2015 Fall- 2018 (expected) | Simon Fraser University, Burnaby, BC Canada
 - Joint Major in Business and Computing Science
 - 2016 Summer International Co-op work term in Beijing
 - 2016 Fall on exchange in Bocconi University (Italy)

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



A woman in a dark dress is standing at the front of a meeting room, presenting to a group of people seated around a large table. A large projector screen displays a presentation slide with a cityscape and the Chinese characters '世界一流' (World-Class). A projector is mounted on the ceiling. The room has large windows on the left side, offering a view of a city skyline. The overall atmosphere is professional and collaborative.

My Role and Responsibilities

- Execute pre-departure and student follow-up events
- Deliver presentations to a variety of audience
- Attend educational exhibitions and visit education agents
- Prepare content for team's social media channel (WeChat)
- Contribute to design of student brochures and event hangouts using Adobe Suite

A photograph of three people (two women and one man) standing in front of a large white banner. The banner features the SFU logo, the FIC logo, and the text "Celebrating 10 Years of Partnership". The banner is covered in signatures and drawings. The three people are also signing the banner. The woman on the left is wearing a white blouse and black pants. The woman in the middle is wearing a white blouse and a black skirt. The man on the right is wearing a dark suit, white shirt, and red tie. The background is a white banner with repeating logos and text. The text on the banner includes "SFU SIMON FRASER UNIVERSITY ENGAGING THE WORLD", "Celebrating 10 Years of Partnership", "fic", and "10". There are also handwritten signatures and drawings on the banner, including the name "Celia" and a drawing of a heart with the word "Vibes" written next to it.

My Learning from this Experience

Professional:

- Customer relationship management
- Social media management
- Event management
- Presentation skills
- Professional connections and network

Personal:

- Confidence boosting
- Development of my Professional image
- New international connections and friends

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SFU

SIMON FRASER UNIVERSITY
ENGAGING THE WORLD