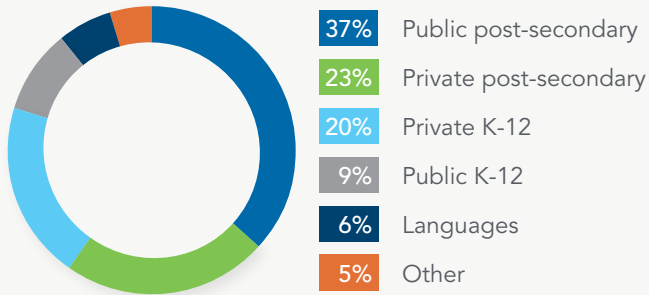


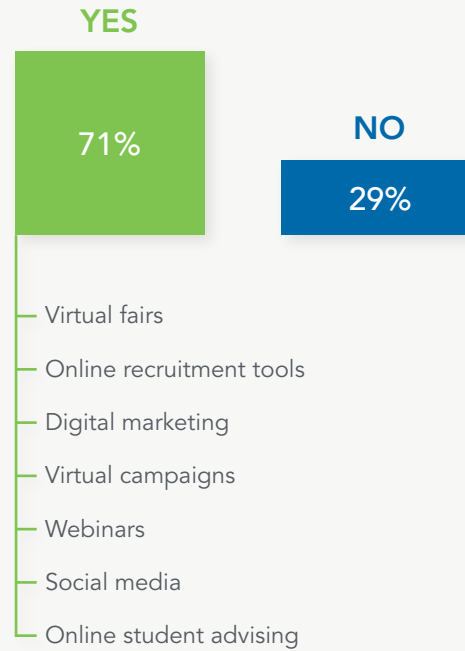
# IMPACT OF COVID-19 IN THE INTERNATIONAL SECTOR IN BC

SURVEY CONDUCTED APRIL 2-8 2020 | RESPONSES FROM 65 UNIQUE INSTITUTIONS

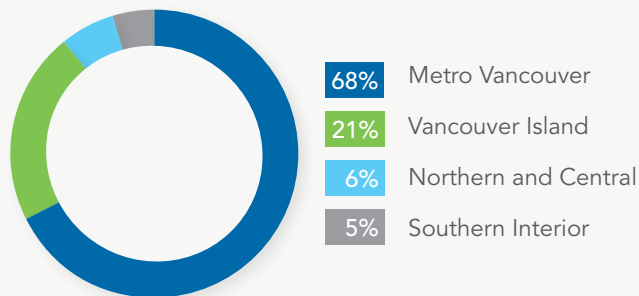
## Which sector do you work in?



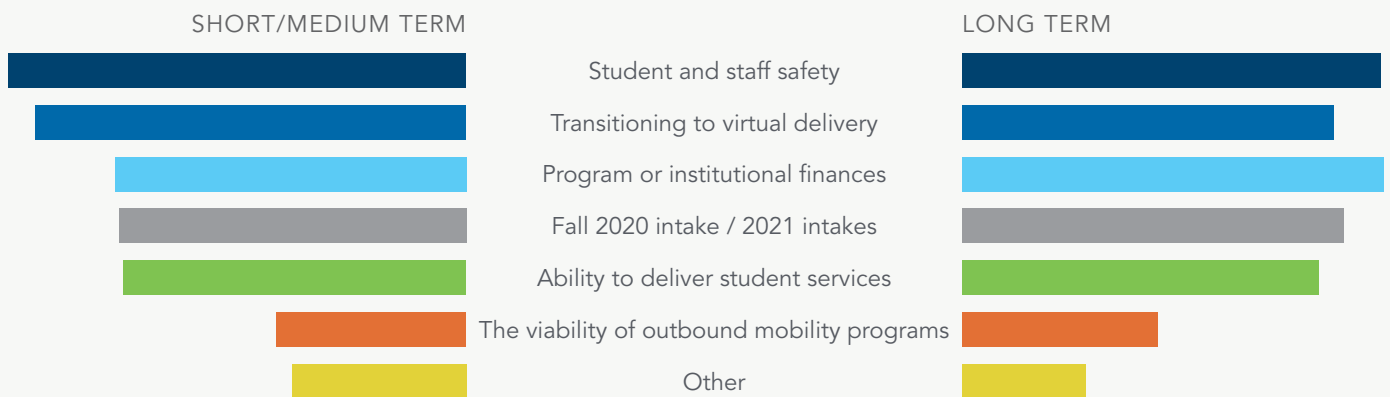
## In response to the pandemic, is your school or institution considering new models and/or platforms for student recruitment?



## Which part of the province is your school or institution located in?



## What are your school's or institution's concerns in reference to COVID-19 impacts?



# IMPACT OF COVID-19 IN THE INTERNATIONAL SECTOR IN BC

BC schools and institutions are shifting their international recruitment activities towards the following approaches:

Establishing their own online marketing & recruitment campaigns

Participating in virtual fairs and agent training

Hiring in-country recruitment officers

And in the following markets:



## Share knowledge, information and expertise

Scan best practices and engage with international, national and provincial partners to share and the disseminate leading strategies.

## Provide support for market diversification

Facilitate Virtual student attraction and Virtual Team BC Fairs in select markets and provide BC with strategic market information to support diversification.

## Provide sector capacity building support

Share common/best practices regarding virtual recruitment, online delivery of academic content, student services, etc. with regions, smaller and rural institutions to articulate and address local needs.

## Support Strategic Partnership Building

Forge new strategic partnerships and strengthen current partnerships to leverage exponential growth in the provincial sector.

How can BCCIE help?

STAY CONNECTED

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