

2025-2028

# Strategic Plan

## Vision

BCCIE advances and supports international education in and for British Columbia.

## Mission

BCCIE positions British Columbia as an education destination of choice and promotes two-way mobility.

## Our Commitments

Collaboration • Putting people first • Respect

### Strategic Priorities

### Key Strategies

### Desired Outcomes

Support implementation of BC's International Education Framework



- Promote strategic dialogue among key stakeholders.
- Develop leadership and expertise in international education.

- Assistance with the development and operationalization of a cohesive and actionable International Education Strategy aligned with provincial and sectoral priorities.
- Enhanced leadership capacity across BC's regions and institutions, supporting equitable and sustainable international education.
- Tangible progress towards reconciliation through meaningful engagement and education initiatives.

Foster strategic partnerships and market diversification



- Create platforms and opportunities to develop and maintain strategic international partnerships.
- Strategic market diversification.

- More diverse international partnerships and market representation for BC institutions.
- Increased global visibility and competitiveness of BC's education sector.
- Stronger alignment between education programming and labour market needs to support student success and regional development.

Disseminate information, best practices, and standards to drive system integrity



- Share best practices and standards to ensure international students are well supported in BC.
- Promote and expand the StudyinBC brand internationally.
- Share best practices and benefits of study abroad.

- BC's international education system is recognized globally for its integrity, quality, and inclusiveness.
- The StudyinBC brand becomes synonymous with excellence and attracting a diverse range of students and partners.
- Students and practitioners in BC are informed and equipped with the knowledge and resources needed to succeed, ensuring a positive and lasting impact on the province's educational and economic landscape.