

Canada's International Education Policy Landscape

CBIE

Canadian Bureau for
International Education



BCEI

Bureau canadien de
l'éducation internationale

Janine Knight-Grofe

Membership, Public Policy and Communications
Canadian Bureau for International Education

Synergy Education Conference: Canada-India
Toronto, November 1, 2012

CBIE vision & mission

Vision:

Canada – a global leader in international education.

Mission:

CBIE is the national voice promoting Canadian international education on behalf of members by mobilizing **expertise, knowledge, opportunity and leadership.**



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

CBIE - Introduction

- Established in 1966, CBIE is a non-profit, non-governmental membership organization engaged in international education policy, practice and advocacy.
- Members include some 150 colleges, cégeps, institutes, universities, school boards, language schools, government departments, provincial organizations and businesses.
 - Coast to coast to coast, all levels (K-12 through post-secondary, bilingual)
- Dedicated to the internationalization of education and the expansion of educational partnerships between Canada and countries across the globe.
- CBIE is the leading Canadian organization dedicated exclusively to international education.



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

What CBIE Supports

CBIE supports members in achieving objectives shared across the spectrum of education, from school boards to universities:

- Welcoming greater numbers of international students
- Ensuring international students' academic success
- Enhancing Canadian students' learning experiences
- Creating effective international / intercultural environments
- Engaging effectively with educational institutions around the world
- Promoting international research collaboration
- Developing international education opportunities off-shore
- Enhancing capacity abroad through high-quality development projects and programs



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

CBIE Programs and Services

- CBIE currently manages the following scholarship programs:
 - Canada-Brazil Science without Borders Scholarship Program
 - Department of Foreign Affairs and International Trade (DFAIT) International Scholarships Program
 - Export Development Canada (EDC) International Business Scholarship Program
 - Libyan-North American Scholarship Program
 - Kuwait Undergraduate Scholarship Program
 - King Abdullah Scholarship Program for Technical Trainers (Saudi Arabia)
- CBIE services include:
 - Scholarship Management Services
 - K-12 School Design and Management Services
 - Education Sector Capacity Building Services
 - International Project Management
 - Public Sector Capacity Building Services
 - Education Research, Policy and Planning Services
 - Advocacy in and for International Education

Libyan-North American Scholarship Program

البرنامج الليبي للبعثات الدراسية في أمريكا الشمالية



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

Canadian Consortium for International Education Marketing (CCIEM)



Association canadienne des
écoles publiques - International



Association of
Canadian
Community
Colleges (ACCC)

Association des
collèges
communautaires du
Canada (ACCC)



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

About CCIEM

- Established June 2010; Steering Committee meets monthly, chaired by CBIE's President, Karen McBride
- Leading national associations: representing the vast majority of public institutions
 - Collectively over 450 institutions
- Eligible to use ***Imagine Education au-in Canada*** brand



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

About CCIEM: What we Believe

- ***We believe:***

- We can contribute to the national objective of bringing more international students to Canada
- We can contribute to more coordinated national action through structured collaboration among our associations and with stakeholders
- We can highlight pathways between the various parts of the Canadian education system to international students, parents, governments
- Full engagement of institutions and the organizations that represent them is key to achieving sustainable results in education marketing – collective action is required to improve Canadian educational institutions' competitiveness



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

CCIEM: Internationalizing the Education Space

- Meetings with: CMEC, Ministers and Deputy Ministers; DFAIT, Minister of International Trade
- ICEF Berlin 2010 and 2011; ICEF Vancouver 2011 – Key events for Education Advising Agents
- Research: Pathways conducted 2011 – Report due soon
- Webinars for Trade Commissioners 2011
- Advocacy: Federal Budget 2011 – Investment and Expert Advisory Panel
- 2012: Joint response to Advisory Panel report



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

Canada as a welcoming destination

- Second largest country in the world
- 33 million people
- Healthy and safe communities
- Multicultural society
- Officially bilingual (French/English), with more 200 languages spoken
- Top 5 global post-secondary education systems
- Ranked 8th on UN's Human Development Index for Education



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

International Education in Canada

- Number of international students in Canada has increased by 75% between and 2011
- Canada in 7th place behind US, UK, France, China, Australia and Germany
- International students like Canada!
 - 91% satisfied with their decision to study here
 - 94% will recommend Canada as a study destination to others



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

International Education in Canada: Highly Regarded

- Canada ranks high:
 - Best country brand - first place in FutureBrand Index, 2010 and 2011
 - Many Canadian universities in rankings of top schools globally
 - Consistently high PISA scores

All this leads to increasing demand for Canadian education.



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

International Education in Canada: Going Overseas

- 84 Canadian K-12 in Asia, the Americas, Africa and the Middle East
- Most in China, but also in other Asian countries: Hong Kong, India, Japan, Korea, Macau, Malaysia, Singapore and Thailand as well as a few in Egypt, Qatar, United Arab Emirates, Ghana, Europe and the Caribbean.



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

Advisory Panel: Background

- Government of Canada established the Advisory Panel on Canada's International Education Strategy last October
 - Mandate: examine the country's performance in the rapidly expanding field of international education.
- The Advisory Panel consisted of:
 - Amit Chakma (Chair) – President and Vice-Chancellor, Western University
 - André Bisson - Chair of the Board, Centre for Interuniversity Research and Analysis of Organizations; Lead director, Transat A.T.; and Chancellor Emeritus, Université de Montréal
 - Jacynthe Côté - President and CEO, Rio Tinto Alcan
 - Colin Dodds - President and Vice-Chancellor, Saint Mary's University
 - Lorna Smith - Director, Office of International Education, Mount Royal University
 - Don Wright - President, British Columbia Institute of Technology
- The Panel's Final Report, 'International Education, Canada's Future Prosperity' (IES Report) was issued on August 14, 2012.



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

IES Report's Recommendations: Targets for Success

R1: Double the number of international students choosing Canada by 2022

- Increasing the number of full-time international students from 239,191 in 2011 to more than 450,000 by 2022.

R2: Introduce an International Mobility Program for Canadian Students to server 50,000 students per year by 2022

- Creation of a major student mobility program to provide cultural exchanges, service learning and other experiential learning activities for 50,000 Canadian students annually.
- Investment should be matched by institutions / provinces & territories / private donors by a 2:1 ratio, and should be available across the sector (from K-12 through post-secondary institutions).



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

IES Report's Recommendations: Policy Coordination and Ensuring Sustainability

R3: Make internationalizing education in Canada a strategic component of Government of Canada official policy and plans

- The panel see the Prime Minister as a unifying champion for international education.

R4: Create a Council on International Education and Research to provide policy advice to ministers of International Trade, Finance, Citizenship and Immigration, and Industry

- The panel see the overall responsibility for operation management resting with Government (DFAIT), supported by a Secretariat and the creation of small joint working groups as required.



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

IES Report's Recommendations: Other Highlights

PROMOTION OF EDUCATION IN CANADA

R6: Focus Canada's promotional efforts on a limited number of priority markets for targeted resource allocation

- Maintain support to mature markets (South Korea, the US, France and the UK), with an increased focus on growth markets in China, India, Brazil, the Middle East and North Africa, Turkey, Vietnam and Mexico.
- Develop country-specific strategies.

INVESTMENTS

R9: Brand Canada through scholarships for undergraduate students

- Co-fund 8,000 new scholarships for top international undergraduate students to study at Canadian universities, colleges and polytechnics.

R11: Develop comprehensive and multi-faceted bilateral agreements with priority countries that focus on all aspects of graduate education and research, supported by appropriate funding

- The panel sees tremendous strategic value in developing such agreements.

INFRASTRUCTURE AND SUPPORT

R12: Improve education visa processing to provide consistent and timely processing of high-quality candidates

- Increase staffing levels and ensure accurate training.



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

IES Report: CBIE and CCIEM Reactions

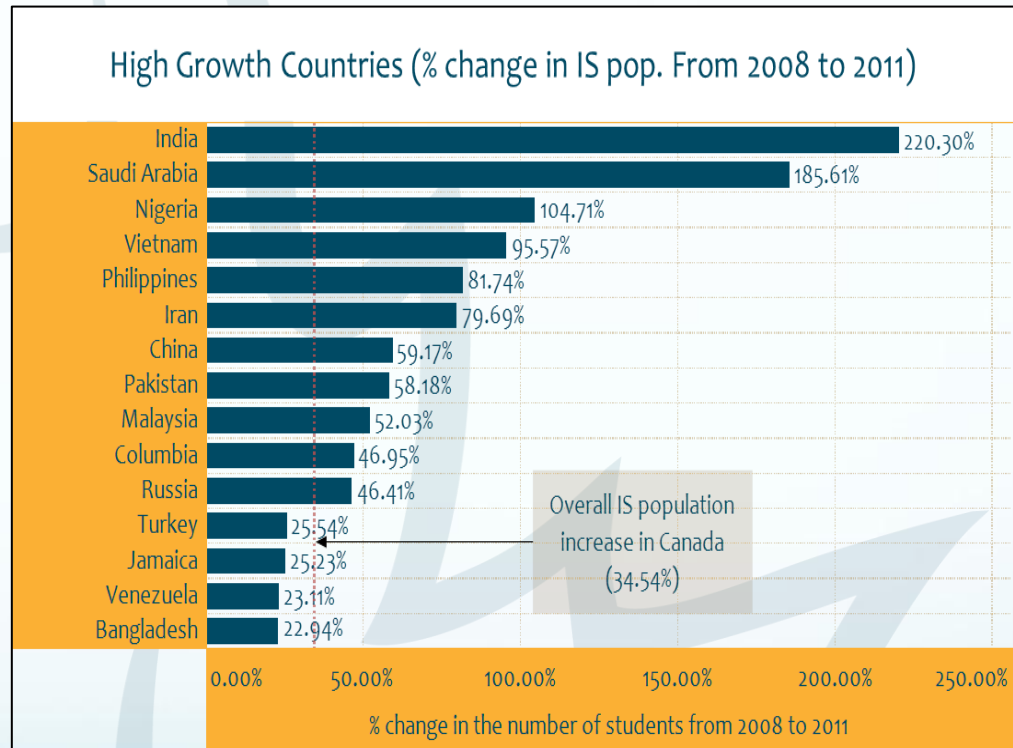
Whole-of-sector approach is essential
Engagement of sector is key!



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

Canada-India Education Relationship

- Indian students in Canada
 - Showed 220% increase from 2008-2011
 - Highest growth rate of all countries



Canada-India Education Relationship

International students in Canada: Top 30 sending countries		
Country	% of total IS population in Canada	Number of students
China	28.04 %	67,047
India	9.79 %	23,401
Republic of Korea	9.12 %	21,806
Saudi Arabia	5.56 %	13,298
United States of America	4.88 %	11,659
France	4.12 %	9,862
Japan	2.47 %	5,914
Mexico	1.89 %	4,511
Iran	1.63 %	3,892
Hong Kong	1.59 %	3,812
Nigeria	1.53 %	3,648
Vietnam	1.24 %	2,957
Taiwan	1.20 %	2,881
Germany	1.17 %	2,801
Brazil	1.05 %	2,501
United Kingdom	1.04 %	2,485
Pakistan	1.03 %	2,455
Morocco	.87 %	2,073
Russia	.82 %	1,956
United Arab Emirates	.75 %	1,795
Malaysia	.75 %	1,794
Bangladesh	.72 %	1,731
Turkey	.68 %	1,627
Thailand	.53 %	1,262
Philippines	.50 %	1,194

- Nearly 25,000 Indian students in Canada, almost 10% of total
- Moved from 3rd to 2nd place in one year



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

Canada-India Education Relationship

Study Permit Approval Rates and Processing Times by Points of Service				
Points of Service	2010		2011	
	Approval Rate	80% of Cases Finalized in "X" Days	Approval Rate	80% of Cases Finalized in "X" Days
Tokyo	97.40%	14	98.24%	21
Sao Paulo	88.74%	35	98.17%	21
Riyadh	82.24%	35	95.07%	28
London	82.77%	42	93.58%	49
Mexico City	92.36%	42	90.35%	28
Seoul	88.82%	28	89.91%	35
Berlin	98.01%	14	87.62%	42
New Delhi	59.84%	28	85.25%	49
Taipei	99.13%	21	80.90%	70

- Big increase in approval rates



Canada-India Education Relationship

- Increasing interest in the transnational delivery of education by Canadian institutions
 - Challenges include:
 - Involves significant investment
 - Bureaucracy
 - Risk with a lack of regulation currently in the Indian market



Canada-India Education Relationship: Canadian High Commission

- Broad approach being taken by Canadian High Commission to raise Canada's profile.
 - High Commission launched art competition on "The Future of Mobility"
- Webinars about the Canadian market in India, and plans for webinars on the Indian market in Canada



Expertise. Savoir. Poss
Expertise. Knowledge. Opportunity. Leadership.

Canada-India Education Relationship: CBIE Conference

- CBIE 2013 conference
 - November 3-6 in Vancouver
 - Will feature Asia – in particular, India, China and Vietnam



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

What's Happening at CBIE: I-Student Canada Portal

- Online meeting centre for potential, current and former international students
- What can students find on the site?
 - Information relevant to their experience living and studying in Canada
 - A place to obtain support from ISAs and their peers
- Advisory Panel report recommendation:
 - “Develop a sophisticated and comprehensive e-communication system that will serve as a national portal for international students interested in education in Canada”



Hi David, welcome to the I-Student Canada Portal

Resource centre

Join the Community



[My profile](#)

[My scholarships](#)

How do you pay
for your education?

- ☐ Family helps out
- ☐ Scholarship
- ☐ Student loan

Interested in writing
for the I-Student
Portal?

Let us know at
info@cbie.ca

What's new in the I-Student Canada Portal

CBIE interviews international students from Carleton University

Author: CBIE



How to make the most of orientation week

Author: Michael Bluth (Dalhousie University)

Orientation week is a big deal! It can set the tone for
your entire educational experience.

[\[Continue reading\]](#)

Must read posts

Changes to Student loan
repayment program: what
you need to know

Global cook book project:
contribute one of your
favorite recipes!

From student to permanent
resident: key steps in the
process

Have a question?

Ask it in the...

[Student
Discussion
Forum](#)



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

What's Happening at CBIE: Conference 2012



**A FINE
BALANCE**
HARMONIZING INTERNATIONAL EDUCATION
POLICIES AND PRACTICES

46th ANNUAL CONFERENCE
NOVEMBER 4-7, 2012
LE CENTRE SHERATON, MONTREAL

FORUM:
CANADA AND LA FRANCOPHONIE
NOVEMBER 4, 2012

CBIE
Canadian Bureau for
International Education

BCEI
Bureau canadien de
l'éducation internationale

IMAGINE
Education au/in Canada

For more info or to register visit www.cbie-bcei.ca |  Follow us on twitter @
twitter.com/cbie_bcei



**UN
ÉQUILIBRE
DÉLICAT**
HARMONISER LES POLITIQUES ET PRATIQUES
EN ÉDUCATION INTERNATIONALE

46^e CONGRÈS ANNUEL
DU 4 AU 7 NOVEMBRE 2012
LE CENTRE SHERATON, MONTRÉAL

FORUM:
LE CANADA ET LA FRANCOPHONIE
LE 4 NOVEMBRE 2012

BCEI
Bureau canadien de
l'éducation internationale

CBIE
Canadian Bureau for
International Education

IMAGINE
Education au/in Canada

Pour plus d'info ou pour vous inscrire consultez www.cbie-bcei.ca |  Suivez-nous sur twitter
@ twitter.com/cbie_bcei

Conference attendees:

- 600 participants
 - University, institute and college presidents, vice-presidents and associate vice-presidents responsible for international relations;
 - School district directors of education and international education;
 - International liaison officers, international student advisors and exchange directors;
 - Professors and teachers engaged in collaborative activities or research in the realm of internationalization;
 - Professionals at colleges, universities, school boards and schools, CÉGEPS, national and regional organizations, and government ministries;
 - Non-government organizations;
 - Home and international students.



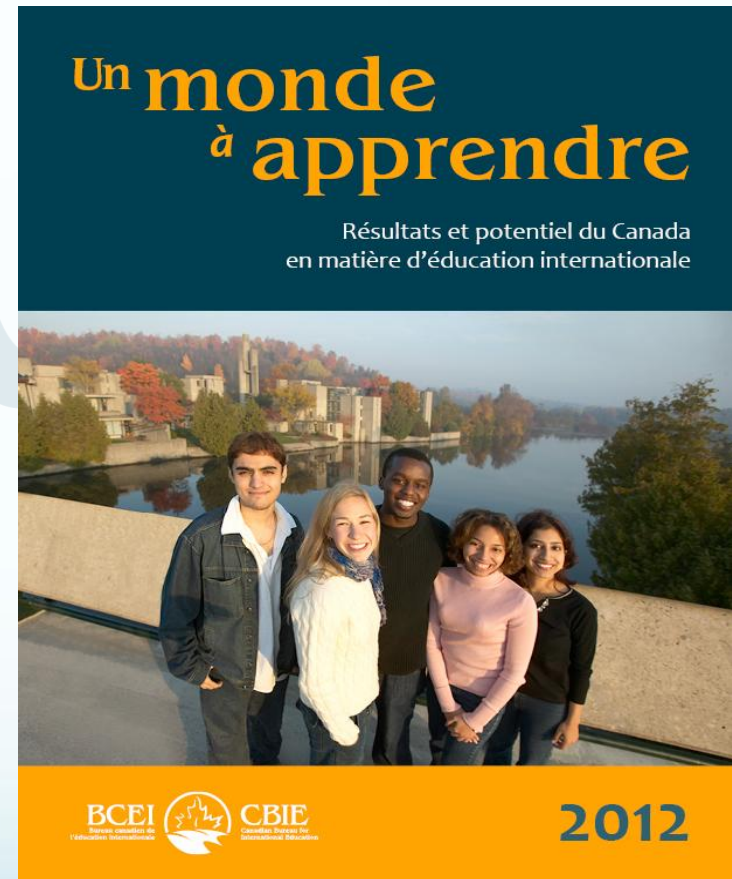
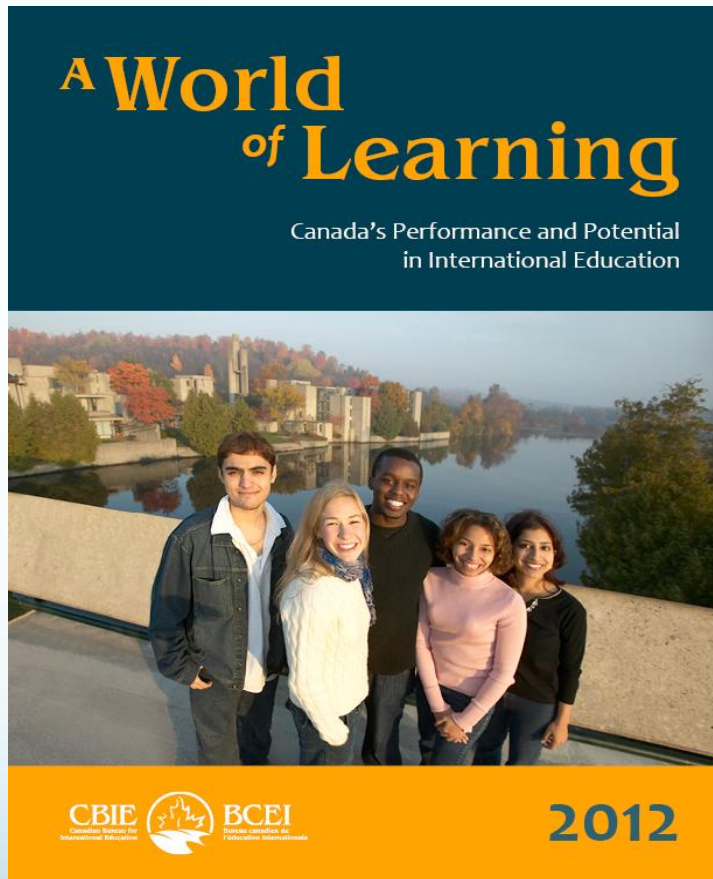
Conference highlights:

- **Plenary - Debate**
 - Be it resolved that enhanced harmonization among international education stakeholders is ideal, achievable and vital to fulfilling shared international, national and regional goals and objectives.
- **Plenary - Research Panel**
 - Featured speakers: Dr. Darla Deardorff, *Executive Director, Association of International Education Administrators (AIEA)*; Warwick Freeland, *Chief Strategy Officer, IDP Education Pty Ltd*; Ken Steele, *Co-Founder and Senior Vice-President, Academica Group*
- **Concurrent Sessions**
 - Program features almost 50 different concurrent sessions.
 - Featured themes:
 - Best Practices in Harmonizing Policy and Practice
 - Education's Role in Delivering Economic and Social Benefits
 - Responding Effectively to Evolving International Student Needs
 - Enhancing the Learning Experience of Home Students
 - Maximizing Potential through Innovative Partnerships
 - Improving Our Competitiveness in the Global Education Market
 - Building and Sustaining Successful Partnerships between Canada and Members of La Francophonie



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

Flagship Report



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

Conference highlights, cont'd:

- **International Education Fair**
 - 30 to 40 exhibitors representing a wide range of organizations
- **Professional Development Sessions**
 - 1- Workshop for International Educators: An Introduction to the Profession
 - 2- Canadian Education Pathways: A Collaborative Community Approach
 - 3- Always on Time for the Bus: Developing Successful Study Tours for Faculty and Post Secondary Leaders
 - 4- Intercultural Communication 101: What every IE Professional Needs to Know
- **Social Program**
 - Conference Opening Reception
 - Cocktail and Gala Dinner



Expertise. Savoir. Possibilités. Leadership.
Expertise. Knowledge. Opportunity. Leadership.

CBIE

Canadian Bureau for
International Education



BCEI

Bureau canadien de
l'éducation internationale



+1-613-237-4820
www.cbie-bcei.ca