

NOVA NOTES

Volume 8, Issue 2 - January 2013

EduNova
CANADA'S EDUCATION DESTINATION

Our Mission:

"to contribute to the social, educational, and economic development of both Nova Scotia and its international partners by enabling members to form strategic partnerships, build capacity and succeed internationally."

Members of EduNova

- Acadia University
- The Canadian Language Learning College (CLLC)
- Cape Breton University
- Certified Management Accountants, Nova Scotia and the Caribbean (CMA)
- Dalhousie University
- Deloitte Inc.—Halifax
- East Coast School of Languages (ECSL)
- International Language Institute (ILI)
- King's-Edgehill School
- Landmark East
- Mount Saint Vincent University
- NSCAD University
- Nova Scotia Department of Education
- Nova Scotia Department of Labour & Advanced Education
- Nova Scotia Community College (13 campuses)
- Nova Scotia International Student Program (7 English school boards)
- Saint Mary's University
- St. Francis Xavier University
- University of King's College
- Université Sainte-Anne

Associates of EduNova

- Annapolis Basin Conference Centre
- Atlantic School of Theology
- Halifax Global Inc.
- LearnCorp International
- Medavie EMS Inc.
- MindBloom Consulting Limited
- Perennia

A message from the Chair of EduNova's Board of Directors

Welcome to Our New President & CEO, Wendy Luther!

It is a pleasure to welcome Wendy Luther to EduNova as our new President and CEO. Many EduNova members already know Wendy through her work as a Trade Development Executive with Nova Scotia Business Inc. (NSBI) and Nova Scotia's first Private Sector Liaison Officer (PSLO) with the World Bank and Inter-American Development Bank.

Wendy joined EduNova in November 2012 and EduNova's first President & CEO Ava Czapalay has moved into the position of Senior Executive Director, Universities and Colleges with the Nova Scotia Department of Labour and Advanced Education.

Wendy has a compelling vision for a bright future, building on the success that EduNova members have enjoyed over the first eight years of our collaboration in international education, as education has become one of Nova Scotia's most important sectors for economic growth. As we move forward, ensuring that EduNova is continuing to provide value to members is a key priority.

I am delighted to be working with Wendy and all the EduNova members and staff as we chart the course for the next phase in EduNova's evolution.

Yours sincerely,



Katie Orr
Chair, Board of Directors



Wendy Luther, President & CEO (left) and Katie Orr, Chair, Board of Directors (right)

EduNova Projects Update

As part of its mission to promote Nova Scotia's education and training expertise in foreign markets, EduNova has been actively involved in pursuing international projects in the Caribbean and Middle East on behalf of its members. Utilizing a collaborative team of Nova Scotian and Caribbean consultants, EduNova is currently managing the implementation of four multi-year education reform initiatives by the governments of Trinidad and Tobago and the Commonwealth of Dominica. For more information on EduNova's project work, summaries of recent and current projects can be found at EduNova.ca/projects.



EduNova Leads Atlantic Recruitment Mission to China

EduNova led a Recruitment Mission to China from October 17 -26, 2012 with stops in Beijing, Chongqing and Chengdu. Eight post-secondary institutions from all four Atlantic Canadian provinces participated including Acadia University, Cape Breton University and St. Francis Xavier University. Building on an exploratory visit last February, ACOA once again contracted EduNova to lead a recruitment trip that would showcase the Atlantic Region in the important Chinese Market. China is currently the number one source of international students in Canada and Nova Scotia. Last year Nova Scotian universities had 2,369 Chinese students studying at the province's ten universities.

The trip built on existing Canadian Embassy activities in the market. Participating schools attended the Chinese Education Expo in Beijing and Chengdu and created a strong presence by collaborating to promote their schools and the region with an Atlantic Pavilion. During the nine day outreach participants also had the chance to visit seven top Chinese high schools for mini-fairs and presentations. Participating institutions were pleased with the interest and feel they will be able to attract qualified students to their institutions as a result of their participation in these activities.



Chinese Education Expo in Beijing and Chengdu

Sharing International Insights with Nova Scotia's Business Community

Organized by DFAIT and with sponsorship from the Atlantic Canada Opportunities Agency (ACOA) and Nova Scotia Business Inc. (NSBI), members of Nova Scotia's business community met with representatives of the World Bank (WB), Asian Development Bank (ADB), and Inter-American Development Bank (IDB) on November 9th, 2012, at the Halifax Atlantica Hotel for a full-day workshop on doing business with International Financial Institutions (IFI). As one of Nova Scotia's most active organizations within the IFI space, EduNova was invited to participate and share its experience with attendees of the workshop. EduNova's Director of Project Development, Issmat Al-Akhali, joined a panel discussion with representatives from CBCL, Barrington Group, and the Food Economy Group, to share expertise in securing and conducting IFI projects in foreign markets.



EduNova's Director of Project Development, Issmat Al-Akhali, at IFI Workshop

EduNova presents at Edu-Canada's National Education Marketing Roundtable

On September 26, 2012, EduNova and Halifax Global Inc. presented their work on Nova Scotia's and Atlantic Canada's Education and Training Asset Map to a group of national representatives of Canada's Education and Training sector during Edu-Canada's National Education Marketing Roundtable (NEMR). Financed by the International Business Development Agency (IBDA), the Atlantic Asset Map is a unique effort by Canada's four Atlantic provinces to take account of their exportable education and training resources. The asset mapping effort was initiated by Education and Training/Formation Atlantic (ET/FA), the sector's regional collaboration body.



EduNova hosts Counsellors from around the world in July for annual Nova Scotia Familiarization Tour

Sixteen guidance counsellors representing schools from 5 countries and 6 US states participated in the 2012 Nova Scotia Counsellors' Tour from July 18-25, 2012. During the course of their week in the province the Counsellors visited 10 Nova Scotian universities and traversed the province making new friends and discovering 'hidden gems' at every stop. Highlights of the trip included wine tasting in the valley, a lobster dinner at Sainte Anne, highland dancing classes in Cape Breton and a Tall Ship sail in Halifax.

The participants all indicated they were impressed with the quality of educational opportunities available in the province and would be promoting Nova Scotian universities to their students when returning home. Several even indicated they would like to study in the province themselves. Laura Seese, a Counsellor from Connecticut described her experience on the tour as follows: "Nova Scotia is the place to be. We were welcomed with open arms and introduced not only to the fabulous universities, but to the provincial culture as well. I can confidently say that there is a university in Nova Scotia that would be a great fit for any student."



Nova Scotia Counsellors' Tour participants enjoy some leisure time, during their week long busy schedule, at beautiful Peggy's Cove.

Brazilian Rock Band visits Nova Scotia

In many schools across the province the month of October was alive with the sounds of Brazilian rock music as the rock band Hai Kai travelled throughout most of the province teaching students about different forms of Brazilian music.

Hai Kai, named after the Portuguese word for “haiku” (the Japanese three-line form of poetry), is comprised of three sisters, TeTe Braga (singer), Cacou (drummer) and Renata (bass player), and lead guitarist Lucas Lessi. The quartet performed and hosted workshops for junior and senior high school students. Included on the tour was the manager of the band and videographer.

During their presentations the group used video to share the historic origins of various types of Brazilian music, including bossa nova and samba. The group performed live for students as well.

The visit was made possible through the help of the Nova Scotia International Student Program (NSISP). Executive Director, Paul Millman, and colleague Dan Walsh had met the band while travelling in Brazil this past spring. Millman summarized the tour by saying “When you have an international student program cool things happen. Hai Kai has given the students a base to understand there all kinds of music in the world and we hope this has opened their eyes and ears and they explore this genre of music.”

For more information on Hai Kai visit their website: <http://www.myspace.com/bandahaikai>



Brazilian Rock Music Band—Hai Kai

EduNova Secures Five Projects in Trinidad, Dominica, and Saint Vincent

During the months of April and May, 2012, EduNova won two international project bids to deliver education consulting services to the Ministry of Education and Human Resource Development of the Commonwealth of Dominica. EduNova consulting teams are currently implementing the two projects, which are expected to conclude by August 2013. The projects are components of a US\$4 million loan provided by the Caribbean Development Bank towards enhancing Dominica's education system.

During the same period, EduNova's teams commenced work on two additional education consulting projects in the Republic of Trinidad and Tobago. The projects, valued at US \$1.15 million, were procured by Trinidad's Ministry of Education in an international competition as part of a US\$48 million funding package by the Inter-American Development Bank. EduNova's engagement in Trinidad is expected to conclude by August 2013, along with its engagements in Dominica.

In June, 2012, EduNova was selected by the Government of Saint Vincent and the Grenadines for a seven-month consulting engagement to assist the Ministry of Education in developing K-9 curriculum guides. The project is valued at \$200,000 USD and is financed by the Caribbean Development Bank as part of a US \$17.6 million loan package to improve the delivery of basic education in the country.

EduNova's consulting teams in the Caribbean include experts from EduNova's member organizations such as Mount Saint Vincent University, Acadia University, Saint Francis Xavier University, MindBloom Consulting, the Nova Scotia Department of Education and the Nova Scotia College of Art and Design. Experts from Jamaica, Trinidad, Dominica, and



Saint Vincent complement the team, including consultants from the University of Trinidad and Tobago (UTT) and the University of the West Indies (UWI).

EduNova Attends Awards Ceremony Honouring Trinidad Primary Students

During a November visit to Trinidad, EduNova's President and CEO, Wendy Luther, and Director of Project Development, Issmat Al-Akhali, were invited to join Trinidad and Tobago's Minister of Education, Hon. Minister Tim Gopeesingh, in attending the Ministry's annual Secondary Entrance Assessment Award Ceremony honouring the country's highest achieving students. EduNova received honourable mention during the Minister's speech to hundreds of students, parents, senior Ministry staff, principles, and educators at the St. George Center of Excellence, who noted EduNova's involvement in the Ministry's efforts to transform Trinidad's education system.



Wendy Luther, EduNova President & CEO, Hon. Minister Tim Gopeesingh, Trinidad & Tobago Ministry of Education, and Issmat Al-Akhali, EduNova's Director of Project Development

Upcoming Events and Dates to Remember

- Executive Committee Meeting, February 7, 2013, 10:00 p.m.—12:00 p.m. at EduNova
- Recruitment Committee Meeting, February 8, 2013, 1:00 p.m.—3:30 p.m. at NSCC, Leeds Street
- EduNova Speaker & Networking Series, February 28, 2013

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Membership in EduNova

For information about joining EduNova, as a member or associate, please contact: Wendy Luther at Wendy@edunova.ca.

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To submit material to **Nova Notes** or send a letter for publication, send a fax to 424-8134, e-mail EduNova at: newsletter@edunova.ca or use the mailing address above.
(Submissions may be edited)

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Meet the 2012 Premier Agency Business Award Nominees

The anticipation continues to grow as we announce the 2012 Premier Agency Business Award nominees! Only the highest standards have guided the judges on their quest to recognize the leaders in international education. Ethical business practices, integrity, strategic vision and innovation are the hallmarks of those chosen to represent the best in the industry. On May 11th, 2013, the city of Toronto will play host to the first annual Premier Agency Business Awards. Be a witness as your industry reaches new heights.

An elegant evening of entertainment and decadent food has been dedicated entirely to celebrating the nominees and their businesses. Join us, for what promises to be a memorable event as well as an industry first. This event is open to all. Please visit www.CLLC.ca/aboutus/paba for ticket information. Seats are limited. All educational agencies are now welcome to apply for the 2013 Premier Agency Business Awards. Don't miss out on the opportunity to gain worldwide recognition and prestige. 2013 applications and sponsorships are now open.

Reaching abroad by fostering connections on the home front Ariane Madden, Communications Assistant, Mitacs Inc.

Earlier this year, members of the CALDO Consortium — the University of Alberta, Laval University, Dalhousie University and the University of Ottawa — made a special trip to Brazil with Governor General David Johnston in the hope of strengthening ties to the growing nation's university community. Similar partnerships have been forged in recent years with India and other up-and-coming economies whose students represent multi-million dollar connections to cutting-edge research around the globe.

This summer, three international students were placed at Dalhousie University to take part in research internships through Mitacs Globalink under Dr. Evangelos Milios of the Department of Computer Science and Dr. Jeannette Janssen of the Department of Mathematics and Statistics at Dalhousie.

Mitacs Globalink is an international internship program which brings top students from Brazil, India, China and Mexico to Canada for summer research placements with some of Canada's best academics. The students also take part in Mitacs Step workshops, which help to build essential project management skills, which they can then use in the laboratory.

Under Dr. Milios, Indian student Ajitesh Srivastava and Brazilian student Filipe de Lima Arcanjo contributed to a project about visual text analytics, parsing online libraries to determine the contexts and sentiments of specific words in given time periods. Shreya Kedia, also of India, studied with Dr. Janssen to apply graph theory concepts to the brain networks of animals.

The students were impressed by the research environment and support they were given from academics and from Mitacs in becoming acquainted to Dalhousie's many research facilities. So much so, that both Shreya and Ajitesh intend on returning to Dal for their undergraduate thesis projects, while Filipe is considering returning for later studies.

Mitacs Globalink is showcasing the high-quality research environments of our universities, drawing students such as Ajitesh, Filipe and Shreya to return and helping to build important research connections around the globe.



Brazilian student Filipe de Lima Arcanjo, and Indian students Ajitesh Srivastava & Shreya Kedia

Executive Committee:

Chair:	Katie Orr, Nova Scotia Community College
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