

The Emerging Roles of an SIO as a Driver for Innovation

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“For the public good”

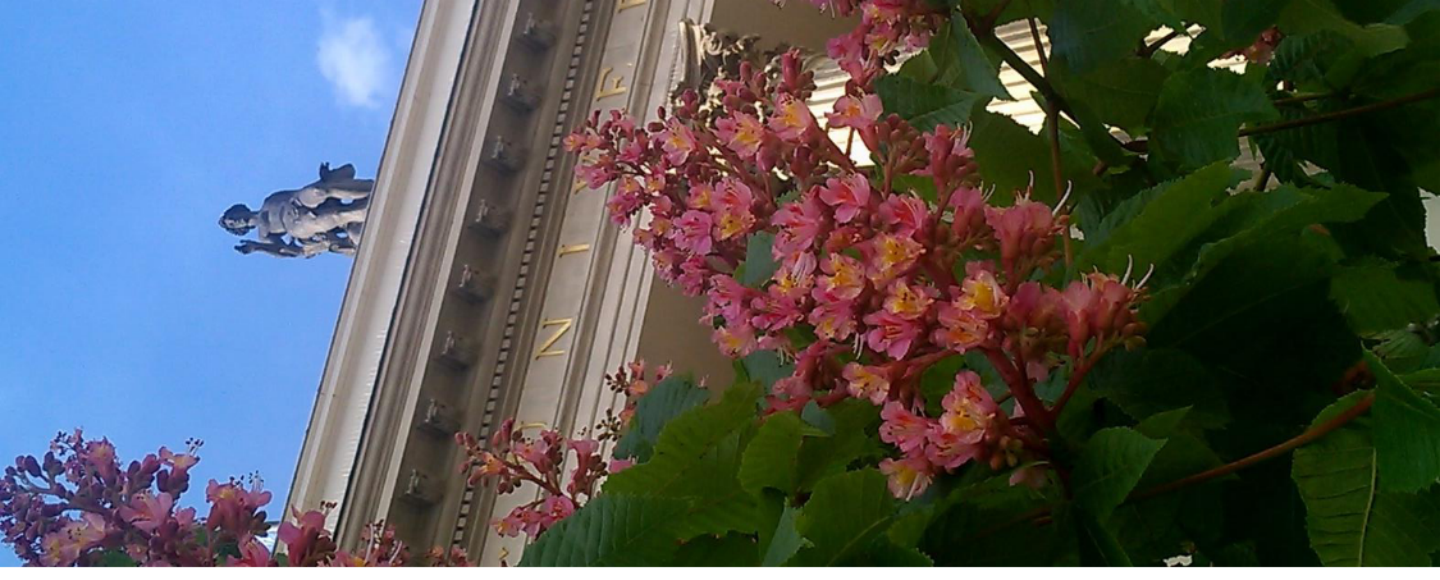


University-government
collaboration

Empower SIOs to
broaden their scope of
action



**Country-specific
differences as to
relationships between
governments and
universities**



**SIOs as stakeholder
managers**

→ Internally

→ Externally



Cultivation and management of stakeholder relations

- Identifying appropriate stakeholder
- Building relationships
- Understanding mutual interests
- Finding alignment of interests
- Managing collaboration



The Emerging Roles of an SIO as a Driver for Regional Innovation

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#AIEA2019

National Context

...alignment?

Impact of International Education Service Exports (Canada - 2017)

494,525 

International students in Canada

Canada is renowned for **science, research, innovation and quality** in its world-leading education institutions



\$18.7B

in exports of educational services

Canada's **economic prosperity** is a top priority for the Government of Canada



200,000 jobs

Canada has a **dynamic and diverse workforce** that supports FDI attraction and strengthens economic growth

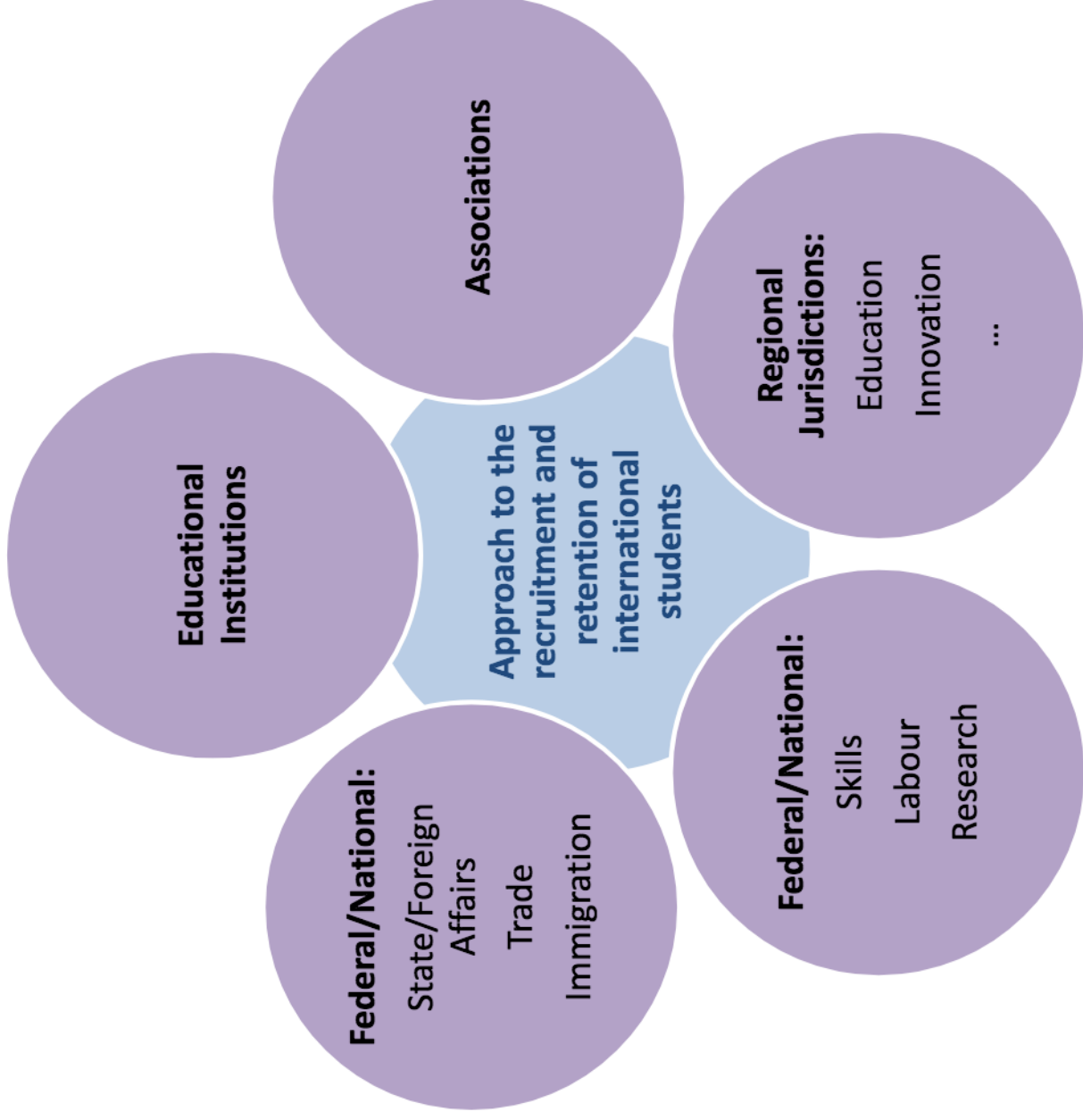
**Canada-Mexico Partnership - Human Capital Working Group
Ottawa, Canada, October 2018**



Engagement

...important?

Multiple players with shared and diverse goals regarding International Students & Internationalization



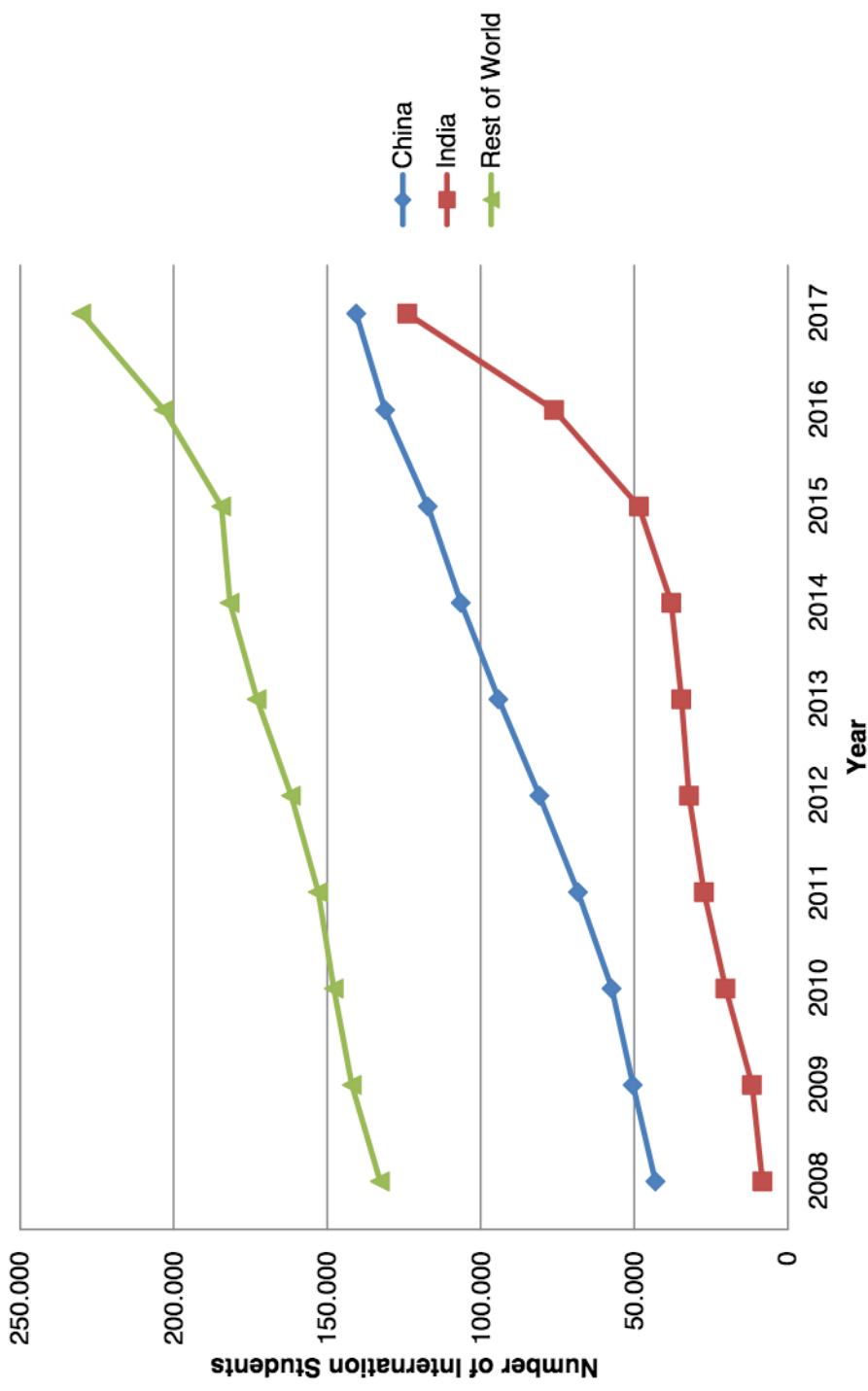
**Canada Day in May @ NAFSA
Philadelphia, May 2018**



Strategic Role

...manage risks?

International Students in Canada (as of December 31, 2017)



Trends: International Students in Canada

Country of Citizenship	2011	2016	2017	% change from 2016-2017	% change from 2011-2017
China	68,315	131,135	140,530	7%	106%
India	27,305	76,075	123,940	63%	354%
South Korea	22,630	21,175	23,050	9%	2%
France	12,735	20,605	21,925	6%	72%
Vietnam	3,110	7,470	14,095	89%	353%
USA	12,095	12,760	13,975	10%	15%
Brazil	3,265	9,200	11,775	28%	261%
Nigeria	4,425	10,640	10,880	2%	146%
Japan	5,995	7,770	7,950	2%	32%
Saudi Arabia	14,155	9,075	7,640	-16%	-46%
Total	248,585	410,400	494,525	20%	99%

IRCC December 31st, 2017 data

Merci

► EduCanada.ca





INTERNATIONALIZATION AS A DRIVER FOR INNOVATION:

*Senior International Officers
(SIOs)*

SIO - CURRENT ROLES

- International Student Recruitment Efforts
- Campus Services for International Students
- Study Abroad Programming
- International Research Partnerships
- International Development
- Other International Contracts/Initiatives (i.e. Off-shore campuses)



ECONOMIC CHALLENGES

- Talent Shortages
- Building an Innovation
Eco-system
- Investment Attraction

SIO
LEADERSHIP
+ AND SKILLS

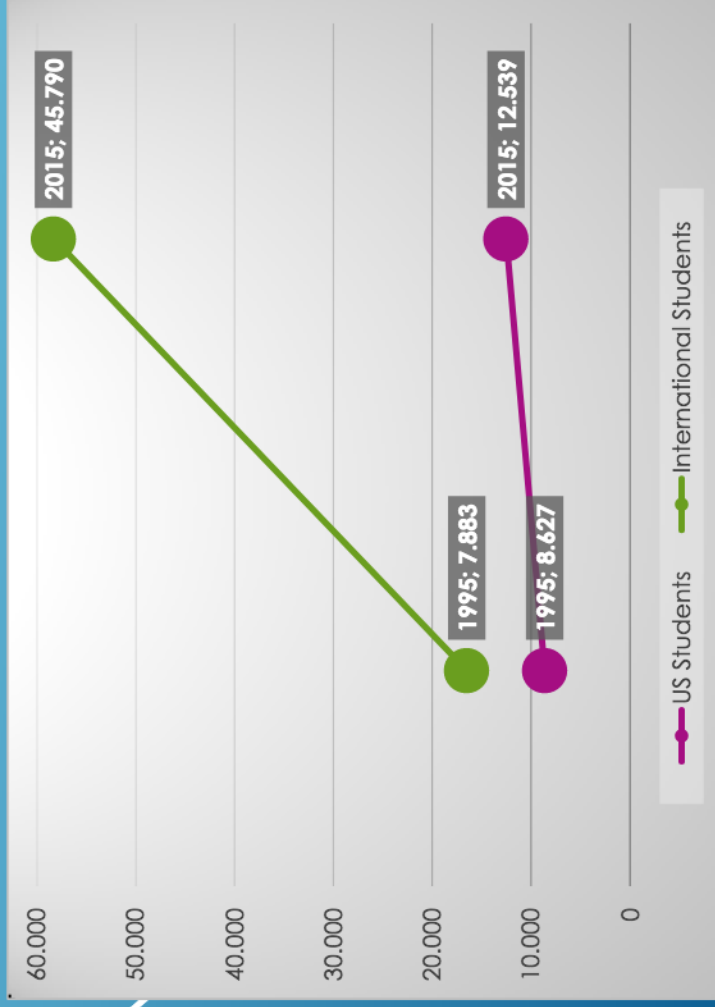
= **Economic Growth and Diversification**

IS THERE AN EXPANDED SCOPE FOR THE SIO ROLE

- Global research and Innovation Talent Scout
- Facilitator and Architect of International Research Networks
- Government to Government Relationship “Broker”
- Contributor to Industry Capacity: International Trade and Investment Attraction

International Students in STEM – Computing Science

- International Students dominate STEM graduate programs (National Foundation for American Policy)



How are PSI's and
SIO's uniquely
positioned to assist
local, state, and
provincial
economies in
addressing talent
shortages?



BIG
DATA

New Platform
Technologies

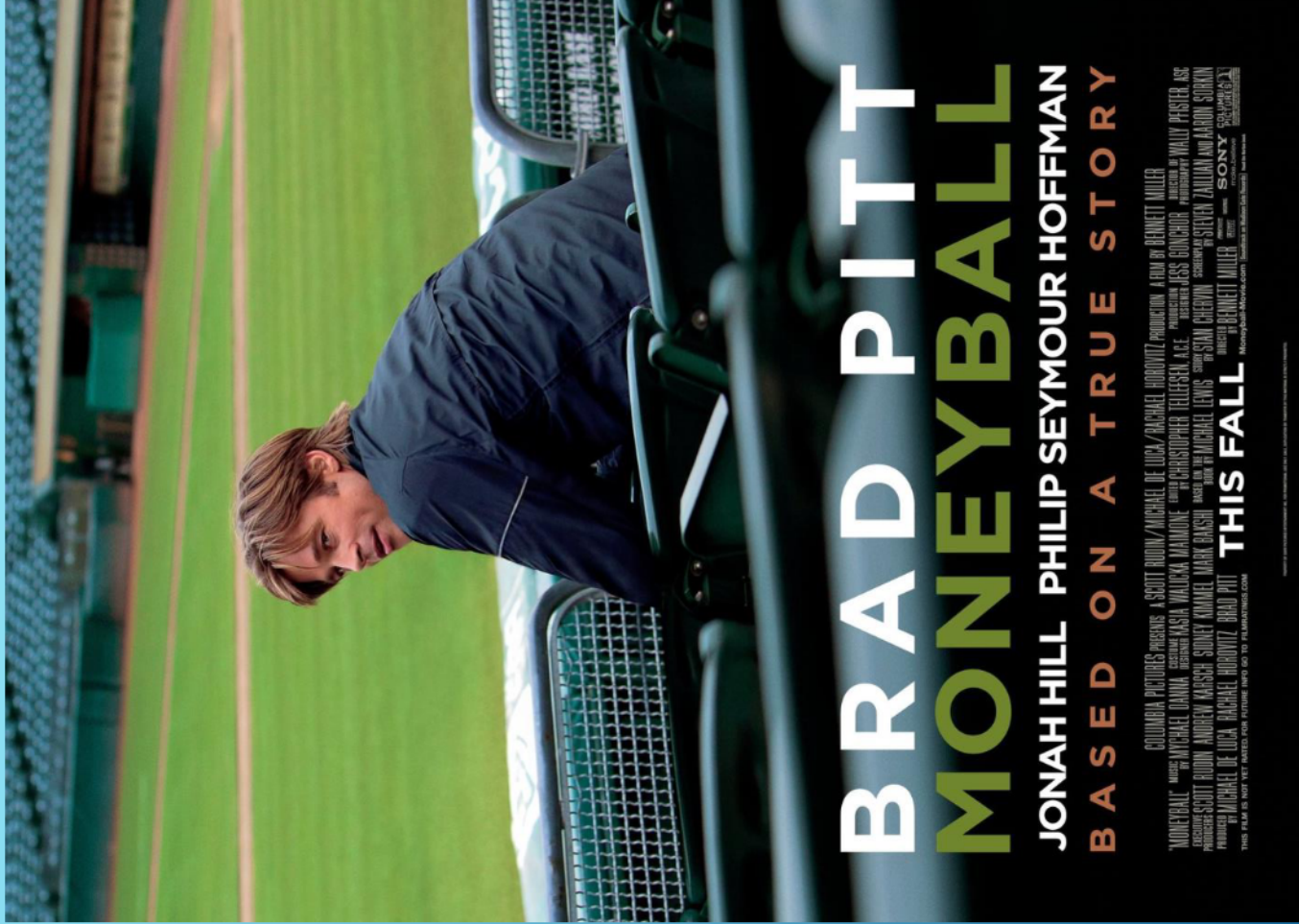
AI

MACHINE
LEARNING

How could SIO's
take advantage
of new
technologies to
advance talent
attraction
efforts?



Major League Baseball
Sports analytics:



BRADY PITT
MONEYBALL
JONAH HILL PHILIP SEYMOUR HOFFMAN
BASED ON A TRUE STORY

COLUMBIA PICTURES PRESENTS A SCOTT RUDIN/MICHAEL DE LUCA/RACHAEL HUBOWITZ PRODUCTION A FILM BY BENNETT MILLER
"MONEYBALL" WRITTEN BY MICHAEL DANNA, BASED ON PASTIA, VALUICKA, MANOLINI, AND CHRISTOPHER TELEPSEN, A.C.E. PRODUCTION DESIGNER JESS GONCHAROFF DIRECTOR OF PHOTOGRAPHY WALLY PFISTER, A.C.S.
EXECUTIVE PRODUCERS SCOTT RUDIN ANDREW WARSCHER PRODUCED BY MICHAEL LEWIS STYLING BY STAN CHERWIN COSTUME DESIGNER STEVEN ZANILIAN AND BARBARA SOROKIN
EDITED BY MICHAEL DE LUCA RACHAEL HUBOWITZ BRAD PITT "THIS FALL" BASED ON THE BOOK BY MICHAEL LEE WITH ILLUSTRATIONS BY BENNETT MILLER
THIS FILM IS NOT YET RATED FOR FUTURE INFO GO TO FILMRAISINS.COM

SONY PICTURES CLASSICS

IS THERE AN EXPANDED SCOPE FOR THE SIO ROLE

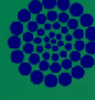
- Global research and Innovation Talent Scout
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- Contributor to Industry: International Trade and Investment Attraction



University of Alberta-Mexico Energy Partnership

MEXICO ENERGY REFORM

- December, 2013 Mexican Government
- Need to address country's declining oil production.
- Mexican Energy Reform goals:
 - Increase production through new exploration and development
 - Increase and attract private investment
 - Strengthen oil and gas sector through promotion of technological innovation



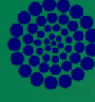
UALBERTA RESEARCH STRENGTH IN ENERGY AND ENVIRONMENT



- Basic and applied research generate close to \$500 million in sponsored research funding annually (strengths: Energy and Environment, Health and Life Sciences, Food and Agriculture)
- 200 senior faculty members and 1000 researchers (including graduate students) focused on energy research
- Ranked #6 in the world for Energy Research Publications
- Major energy partnerships : Helmholtz-Alberta Initiative & China's Tsinghua University
- UAlberta awarded \$75 million from Canada First Research Excellence Fund (CFREF) for new research initiative: Future Energy Systems

CHRONOLOGY OF UALBERTA- MEXICO PARTNERSHIP

- **November, 2015:** Hosted Mexican delegation of 25 on UAlberta campus. Ensured key UAlberta energy experts/infrastructure was on display.
- **December, 2015:** a Letter of Intent that was signed by the Ministry of Energy (SENER) and the University of Alberta in the presence of Secretary Joaquin.
- **December, 2016- January 30, 2017:** CONACYT-SENER Hydrocarbon Fund call for proposals is launched.
- **March 1, 2017:** Results announced
- **March 8-10, 2017:** President Turpin visits Mexico City and hosted by Secretary Joaquin and President of UNAM (Dr. Enrique Graue Weichers)
- **April 2017 to present:** budget adjustment and formalization process with CONACYT

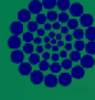


RATIONALE OF UALBERTA- SENER PARTNERSHIP

- Changing Alberta economy to more diversified and knowledge based profile
- Building on UAlberta brand in energy and environment, expanding into low carbon renewables and smart grids
- Mexico is a country of strategic interest to our Federal and Provincial governments
- Canadian Energy Industry has growing interests in the Mexican Market (Syncrude, TransCanada, ATCO)
- Partnership had possibility of significant funding (research and education)

INTERNATIONAL STUDENT GROWTH: UALBERTA (5/2017)

Students from Mexico						
	2016 Applications	2017 Applications	% Change in Applications	2016 Admissions	2017 Admissions	% Change in Admissions
Undergraduate	19	32	+68%	0	2	+200%
Graduate	20	66	+230%	1	16	+1500%



Thank you!

