Imagine

Sustainable International Enrollment Growth: Insights from Canada

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DFATD’s Role in International Education

Canada’s economic prosperity is the center of the Government of Canada’s priorities.

International education is a key driver of Canada’s future innovation and prosperity.

Education in Canada is of exclusive provincial and territorial jurisdiction.

DFATD is responsible for international policy and promotion.
Foreign Affairs, Trade and Development

International Education Division:

- International Education Policy and Planning
- Scholarships
- Edu-Canada
Mandate: Promote Canada as an international study destination by marketing our education opportunities and building partnerships for study and research.

Role:
- Position Canada as a desirable destination for study and research
- Support and implement the International Education Strategy (IES)
- Increase international collaboration through education partnerships for study, research and commercialization
Where did we come from?

2007
- Edu-Canada Initiative
- $1M each year over 5 years

2008-2010
- OCWP/PGWP
- Vanier Graduate Scholarships
- Imagine Education au/in Canada Brand
- Canada Experience Class
- Research Chairs
- Banting Postdoctoral Fellowship

2011
- $10 million over 2 years pending Advisory Panel recommendations

2012
- Panel’s IES recommendations

2013
- Budget 2013 $10 million over 2 years for the IES

Small Funds, Big Impact!
The Future

The International Education Strategy

Canada’s International Education Strategy, a key element of the Global Markets Action Plan, is our blueprint to attract talent and prepare our country for the 21st century.
Purpose of the IES

Creating Jobs, Economic Growth and Long-term Prosperity
• Provide immediate and significant economic benefits to Canadians in every region of the country.

Addressing Skilled Labour Shortages
• Address the shortage of skilled labour that diminishes Canada’s long-term capacity for research and innovation.

Relieving Demographic Pressures and Helping Ensure Long-term Labour-force Vitality
• Secure Canada’s long-term prosperity and economic success.

Creating New Opportunities for Canadians by seizing the Moment
• The OECD estimates that the number of post-secondary students enrolled abroad will grow from 3.7 million in 2009 to 6.4 million by 2025.
A Comprehensive International Education Strategy

- Focusing on Priority Markets
- Branding Canada to Maximize Success
- Setting Targets to Attract International Students
- Strengthening Partnerships, Exchanges, and People-to-people Ties
- Supporting Activities and Leveraging Resources
Focusing on Priority Markets

- The Strategy focuses on 6 priority markets but provides flexibility to accommodate innovative programs in both mature and developing markets.

Branding Canada to Maximize Success

- A new refreshed “brand” look will strengthen Canada’s perception as a leading destination for study and research.

Setting Targets to Attract International Students

- Double the size of our international student base from 239,131 in 2011 to more than 450,000 by 2022.
• Deeper links between research institutes and the attraction of researchers will help strengthen Canada’s innovation edge and competitiveness.
• The Government of Canada will support institutional partnership-building by collaborating with stakeholders on various activities and initiatives such as:

  • Student and faculty exchanges and mobility;
  • Joint research;
  • Joint curriculum development;
  • Joint course delivery; and
  • Joint academic and skills-development programs.
CIC’s International Student Program
• Economic Action Plan 2013 invested $42 million over two years to increase the capacity of the Temporary Resident Visa Program and meet growing demand from visitors, temporary workers and international students coming to Canada for both short-term training and long term degree and diploma programs.

Scholarships and Bursaries
• Economic Action Plan 2013 allocated $13 million over 2 years to the Mitacs Globalink Program, which attracts promising international students to Canadian universities and enables Canadian students to train abroad.

New Support for Canada’s International Education Strategy
• As approved in Economic Action Plan 2013, funding of $5 million a year ongoing will be dedicated to supporting the objectives of the International Education Strategy
## Edu-Canada Initiatives

### Implementing the IES

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<th>Initiative</th>
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<td>Re-launch of dialogue and consultation among F/P/T and stakeholders</td>
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<td>More support for international partnerships</td>
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<td>More cross promotion with economic sectors and scholarships</td>
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<td>Market intelligence gathering and dissemination</td>
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<td>Communication plans for each target audience in priority markets</td>
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<td>Enhanced communications channels</td>
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<td>A sophisticated web marketing strategy, including Social Media</td>
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<td>Refreshed Brand graphics</td>
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Thank You!

Questions?

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