

Imagine

Sustainable International Enrollment Growth: Insights from Canada

Association of International Education Administrators Annual Conference
February 17, 2014

Paul Bailey

Deputy Director

Department of Foreign Affairs, Trade and Development Canada

Canada



cmeC

Conseil des
ministres
de l'Éducation
(Canada)

Council of
Ministers
of Education,
Canada



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

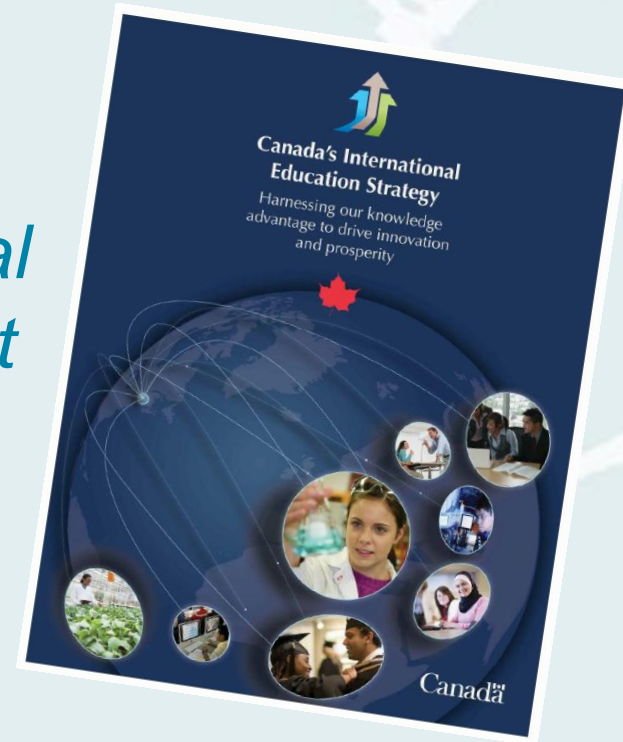
Where did we come from?



Small Funds, Big Impact!

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.

Strengthening Partnerships, Exchanges, and People-to-people Ties

- 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.

Supporting Activities and Leveraging Resources

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

Re-launch of dialogue and consultation among F/P/T and stakeholders

More support for international partnerships

More cross promotion with economic sectors and scholarships

Market intelligence gathering and dissemination

Communication plans for each target audience in priority markets

Enhanced communications channels

A sophisticated web marketing strategy, including Social Media

Refreshed Brand graphics

Contacts

Chris Greenshields

Director, International Education and Youth
Chris.Greenshields@international.gc.ca

Julia Drew-Watt

Deputy Director
Scholarships and Policy and Planning Unit
Julia.Drew-Watt@international.gc.ca

Paul Bailey

Deputy Director, Edu-Canada
Paul.Bailey@international.gc.ca

Geneviève Gougeon

Brand Manager
Genevieve.gougeon@international.gc.ca

Stéphanie Mercure

Signature Events & Partnerships
Stephanie.mercure@international.gc.ca

Nora Villarreal

Research Officer
Nora.villarreal@international.gc.ca

Nancy Hector

Mission Liaison Officer for United States, English-speaking
Caribbean and Europe
Nancy.Hector@international.gc.ca

Jimena Jimenez

Mission Liaison Officer for Asia (excluding India, Pakistan,
Bangladesh and Sri Lanka)
Jimena.jimenez@international.gc.ca

Holly Skelton

Mission Liaison Officer for the Middle East, India, Pakistan,
Bangladesh and Sri Lanka
Holly.skelton@international.gc.ca

Jaqueline Aguilar

Mission Liaison Officer for Latin America including Mexico and
Spanish-speaking Caribbean
Jaqueline.aguilar@international.gc.ca

Thank You!

Questions?

Paul Bailey
Deputy Director, Edu-Canada
Paul.Bailey@international.gc.ca

Visit.....www.educationau-incanada.ca
Contact us.....edu-canada@international.gc.ca



MC
TM

IMAGINE

Education au/in Canada