

# Canadian perspectives on Issues & Trends in International Education

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## Four major issues/trends

- Think globally, Act locally: the role of sub-national entities in international education
- “I am a professional”: dedicated staff for internationalization
- Increased regionalization in choosing academic partners
- Prove your worth: need to demonstrate results



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## Think globally, Act locally: role of sub-national entities

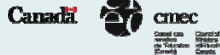
### Canada's Provincial governments

- ✿ Have the Exclusive power to regulate Education.
- ✿ Manage and fund the education systems in Canada.
- ✿ Have varying interests in terms of retention of talent and filling labour market gaps

### Canada's Federal government

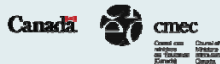
- ✿ Responsible for International affairs
- ✿ Regulates & manages entries into the country (study permits or visas)
- ✿ Canada is a known "brand" in major recruitment markets

**International Education is of common interest to both levels of government.**



## Think globally, Act locally: role of sub-national entities

- ✿ In the last two years, every province of Canada has either launched or reviewed an international education policy.
- ✿ CMEC Policy on International Education adopted in 2009
- ✿ Some provinces have made significant investments in international education (AB, QC, BC, ON)
- ✿ Using International education as a tool to recruit talent (QC, et al).
- ✿ Provincial NGOs launched/funded by provincial governments : EduNova, BCCIE, MCIE, CREPUQ, CEGEP Int'l, Colleges Ontario
- ✿ Municipalities now getting into the game: "Study in Montreal"
- ✿ Increasing focus on regional clusters: Toronto Financial Services Association
- ✿ Regional consortia: Edu-Québec, Northern Ontario, ACOA



## “I am a professional”: dedicated staff for internationalization

### Phases of Internationalization of institutions

- ✦ Phase I: Internationalization by faculty
- ✦ Phase II: low level staff hired in Registrar offices (first recruiters, then partnerships)
- ✦ Phase III: Directors of international offices
- ✦ Phase IV: VP or Associate VP for International leading an Internationalization strategy
- ✦ Phase V: International institutions
  - Campuses abroad
  - International Consortia
- ✦ Phase VI → Mergers & Acquisitions?



## “I am a professional”: dedicated staff for internationalization



- Select your market of interest
- Contacts for officers handling education promotion
- Market intelligence reports
- Listing of events
- Education news from market or from newsfeeds
- Education in list of sectors



## Increased regionalization in Partnership efforts

- ✿ Early efforts at internationalization were one way  
Developing countries → Developed (English-speaking) countries
- ✿ US & UK take early lead + France & Germany as niche destinations
- ✿ Efforts by other English-speaking countries to “get in the game”  
(Canada, Australia, New Zealand)
- ✿ 1980s – Europe leads in efforts @ internationalization;  
EAIE founded in 1987; First signs in Latin America / IOHE founded 1980
- ✿ 1990s – Asia struggles; Mexico in NAFTA / CONAHEC founded 1994; EU makes efforts (even before creation of European Higher Education Area aka Bologna)
- ✿ 2000s – Asia catches up, APAIE founded 2006, + QS/APPLE but where is Latin America?

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## Increased regionalization in Partnership efforts

- ✿ First Conference of the Americas on International Education
- ✿ Convened by Canada October 20-23 in Calgary, Alberta
- ✿ Co-organized by CBIE, IOHE & CONAHEC
- ✿ Goal is to create a new space & provide opportunity for inter-American collaboration
- ✿ Sustainable, ongoing, regular conferences

The poster for the 2010 Conference of the Americas on International Education is set against a globe background. It features the year '2010' in large white numbers and the location 'Calgary Canada' in white text. The dates 'October 20-23' are written in multiple languages: English, French ('20-23 octobre'), Spanish ('20-23 octubre'), and Portuguese ('Outubro 20-23'). The event title is also provided in four languages: English, French, Spanish, and Portuguese. At the bottom, logos for the organizing bodies (CBIE-BCEI, CONAHEC, and OUI-IOHE) are displayed, along with a note of support from the Government of Alberta and the Ministry of Education of the Province of Ontario.

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## Prove your worth: the need to demonstrate results

- ✳ Internationalization for its own sake (as public policy) no longer an option.
- ✳ Decision-makers demand results → Performance measurements
- ✳ Reports on the Economic Impact of international students issued in almost every major country receiving large numbers of international students
- ✳ Canada's report issued in October 2009, international students
  - Contributed total of **over \$6.5 billion** to the economy
  - Contributed over **\$291 million in government revenue**
  - Created economic activity that sustained **83,000 jobs**
- ✳ The value of international students to Canada now surpasses the exports of coniferous lumber (\$5.1 billion) and even coal (\$6.07).
- ✳ Education was a top Canadian export in key markets:
  - Largest export sector to China
  - 2<sup>nd</sup> largest export to Korea, Saudi Arabia
  - 3<sup>rd</sup> largest export to France, Taiwan



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## Long-Term International Students

- ✳ 178,227 long-term international students in Canada in 2008 (more than double the 1998 figure) contributed \$5.5 billion to the economy
- ✳ 66% of international students are in Ontario or BC (65,833 and 50,221, respectively)
- ✳ Each student spends an estimated \$30,860 per year. Costs vary by education level and province, but average breakdown for a university student is:
  - Room and meals: \$10,971
  - Transport: \$688
  - Discretionary spending: \$2,500
  - Tuition: \$14,487
  - Other fees/books: \$1,628



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## Top Source Countries - 2008

Country	Students	Expenditure
China	42,154	\$1,300,856,778
Korea	27,440	\$846,788,205
USA	11,317	\$349,238,415
France	8,553	\$263,942,402
India	7,314	\$225,707,322
Japan	6,627	\$204,506,758
Saudi Arabia	4,672	\$144,176,184
Taiwan	4,127	\$127,357,687
Hong Kong	4,126	\$127,326,827
Mexico	3,853	\$118,902,148

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## Short-Term International Students

- ✳️ Difficult to measure number of short-term students and their economic impact. Lack of data
- ✳️ Conservative estimate of 101,943 short-term students in Canada. Statistics from Languages Canada.
- ✳️ Contributed \$746 million to the economy
  - 1,054,664 study weeks of short-term study
  - \$707/week for tuition fees and living expenses
- ✳️ Gaps: measuring numbers of students on exchanges and school trips

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## Indirect Revenue

- Number of family and friends visiting international students is estimated at 109,502 people
- Value of related tourism activities (family, friends, international students) is \$285 million

	Students with study permits	Students without study permits	Total for all students
Students	\$130,462,164	\$74,622,276	\$205,084,440
With family visiting	\$39,138,649	\$7,462,228	\$46,600,877
With friends visiting	\$26,092,433	\$7,462,228	\$33,554,660
Total	\$195,693,246	\$89,546,731	\$285,239,977

**Full report is available on the DFAIT website**

English: <http://www.international.gc.ca/education/reports-rapports.aspx?lang=eng>

French: <http://www.international.gc.ca/education/reports-rapports.aspx?lang=fra>



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