

## **IN YOUR OWN BACKYARD: RECRUITING INTERNATIONAL STUDENTS LOCALLY**

### **A BCCIE PROFESSIONAL DEVELOPMENT EVENT**

**Thursday, December 9, 2010  
1:00 - 4:00 pm**

**Room 1400, Harbour Centre  
Simon Fraser University  
515 West Hastings Street, Vancouver, BC**

One of the strategic goals of the BC Council for International Education (BCCIE) is to encourage more international students already in British Columbia (BC) to remain in the province for the duration of their studies. Without a concerted effort to establish strong links among peer and feeder institutions, we risk losing students to other competing Canadian provinces or countries.

At the district or institutional level, many recruitment efforts and budgets are focused on meeting with students, parents, and agents 'in-market', often at the expense of lower budget local campaigns. As the number one destination for international students in Canada, BC has over 15000 international students in the public K-12 system and an estimated 80000 students annually in short-term language and career training programs. How can your district, post-secondary institution, or language school create effective connections with international students already in BC? If your district or institution is not in a position to travel internationally, how can you use local agent networks, diaspora communities, recent alumni, and community networks to build linkages with your target international markets?

Join a panel of your colleagues from the K-12, post-secondary, and language sectors for a broad discussion on best practice approaches to recruiting international students locally. Please come prepared to share ideas and case studies. Topics covered include developing local pathway programs, working with BC-based agents and consultants, social media marketing, offering incentive programs to locally-based students, and outreach to local networks.

This BCCIE event is free and is open to all education professionals in K-12 public districts and independent schools and all EQA-designated post-secondary institutions in BC. To register for this event, please visit <http://www.bccie.bc.ca/educators/professional-development> before **Tuesday, December 7, 2010**.

Please note that following this event, BCCIE is pleased to invite you to our special holiday Open House. **Celebrate the Holiday Season with BCCIE** is a reception open to international education stakeholders and partners. It will be held from **4:00 to 6:00 pm, in Room 1420, Harbour Centre, SFU**. As space is limited, pre-registration is required at <http://www.bccie.bc.ca/educators/professional-development>.