

RAISING THE BAR: THE CASE FOR AGENT TRAINING IN BC

FRIDAY, JANUARY 28, 2011

2:00 - 3:00 PM

BCCIE WEBINAR SERIES

Agents and education consultants play a critical role in the international student recruitment process for many districts and institutions in British Columbia. Across the sector, effective agent relationships often make the difference between exceeding enrollment targets or falling short, particularly in agent-driven student markets such as India, Korea, Brazil, Germany, and China. While most districts and institutions have programs in place for training new agents, standards of delivery vary widely, and appropriate screening, training, and annual reviews may be difficult for some smaller institutions.

Other jurisdictions, such as Australia and New Zealand, have more formal and often sector-wide training and agent accreditation schemes in place. Join BCCIE staff as we explore the successful 'New Zealand Specialist Agent' training module and present highlights from the experiences of other jurisdictions in formal agent training.

Over the past two years, BCCIE has piloted a number of agent training formats during Team BC Missions and other marketing events. Based on broad stakeholder feedback, and the advice of international partners, we are now in the planning stages of developing a more robust, integrated BC recognition scheme for agents who work with BC districts and institutions.

This event is free and open to BC international educators at recognized districts and institutions. It is part of the BCCIE 2011 Webinar Series. Note that this presentation is a reprise of the January 14 professional development event held in Vancouver. Highlights of feedback from the January 14 small group discussions will be shared with webinar participants.

Registration for this webinar is open until January 27, 2011. Visit the BCCIE website's professional development section to register: <http://www.bccie.bc.ca/educators/professional-development>.