

For Immediate Release

BC COUNCIL FOR INTERNATIONAL EDUCATION ANNOUNCES PILOT MODEL TO FORECAST INTERNATIONAL STUDENT GROWTH IN BC

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International education is now a leading export for British Columbia (BC) and there is an urgent need for clean, long-term data to accurately predict growth and respond to shifts and trends. The BC Council for International Education (BCCIE) has engaged the services of Illuminate Consulting Group (ICG) to help develop the International Student Analytics and Forecasting Model (ISAFM) for BC, a pilot project to accurately predict long-term international student flows to the province. Working with three public post-secondary institutions in a pilot project, the model will allow BCCIE, the province, and the pilot institutions to make strategic, long-term recruitment and policy decisions in the field of international education. Simon Fraser University, Capilano University, and Okanagan College all took part in the project.

In 2010, BC welcomed an estimated 94000 international students to the province, resulting in 21450 direct jobs and an economic impact of \$1.8 billion to the provincial economy. ICG's forecasting model incorporates a number of variables including market by market demographic trends, potential currency fluctuations, economic growth and the potential for unforeseen catastrophic events. Using long-term international student data from the pilot institutions, the ISAFM can uncover long term flow trends and will be a useful market planning tool for BC's post-secondary institutions.

Steven Robinson, Director of International at Okanagan College suggests that, "In the increasingly competitive and complex environment of international education, making key decisions on where and how to invest limited marketing resources based on hunches and past practices just does not cut it. This forecasting model will help us make strategic marketing decisions based on sound data and analysis, and enable us to gain the best returns on our finite marketing budget."

"We have been successful in terms of attracting large numbers of quality students to participate in our post-secondary education system," says Randall Martin, Executive Director of BCCIE, "but we often work in a vacuum or without fully appreciating global trends and issues as we pursue our marketing strategies. ISAFM will better allow us to identify gaps in our data collection, anticipate emerging and growth student markets as well as better reconcile provincial labour market needs and demands with the programs we attract students into."

About BCCIE

The BC Council for International Education (BCCIE) is a learner-driven, non-government Society funded by the Province of British Columbia (BC). We support the province's public and recognized

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independent K-12, post-secondary, career college and language institutions in their engagement in the arena.

BCCIE is committed to advancing the international education interests of the province and takes an active role in helping to coordinate the province's international education sector.

About ICG

The Illuminate Consulting Group (ICG) is an international academic consulting firm advising the leadership of teaching and research institutions, foundations, and public agencies on institutional, science, and policy strategy issues.

ICG is organized as an expert network of academics, administrators, consultants, and entrepreneurs with headquarters in Silicon Valley and a Berlin-based research team. Since our founding in 2003, we have grown to encompass more than 50 members in eight countries.

ICG is firmly embedded in the academic world: More than 20 of our members hold doctoral degrees and a similar number have served as faculty members or administrators, respectively. Our members are connected to eight of the world's Top 10 universities and have published more than 90 books and 900 journal articles.

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