

## INSIDE THIS ISSUE:

- 02 BCCP IN BEIJING
- 03 RECENT VISITORS
- 04 BCCIE AND VANOC
- 04 TEAM B.C. MISSION TO CHINA 2009
- 05 EMERGING MARKET CORNER
- 06 EAIE HIGHLIGHTS
- 07 INTERNATIONAL EDUCATION WEEK
- 08 BCCIE PROFESSIONAL DEVELOPMENT

british columbia centre for  
international education



# PASSPORT

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## message from executive director

Welcome to the inaugural newsletter from a renewed British Columbia Centre for International Education. It arrives coincidental to the launch of our updated web site, and we are determined to ensure that both the newsletter and web site become regular and useful parts of your working lives.

We remain proud to represent the international education sector in British Columbia and to support its initiatives locally and internationally. As a sector of international educators passionate about their vocation, BCCIE membership has a tradition of sharing its wealth of talent without precondition. Our membership shares common values, a common purpose, a dedication to professionalism and the student experience, and a collegiality unsurpassed in our profession.

We have had a good year. The sector is receiving more widespread and positive attention. We have been working closely with colleagues in the new Trade Commission for Education and Skills, as well as with the Ministry of Advanced Education and Labour Market Development and the Ministry of Education.

As an organization we have recently welcomed Trevor Corkum back to British Columbia as our Associate Director. In terms of the Board composition, we thank outgoing members and are delighted that Stephen Owen, Vice President External, Legal and Community Relations at UBC has accepted an appointment to the Board effective immediately. Additionally we have just undertaken an election and I am happy to report that our Board for 2009 also includes Ms. Patricia Bowron from College of the Rockies and Okanagan College President Dr. Jim Hamilton. We thank them in advance for their interest and support and look forward to working closely with them.

It is our good fortune to work with such dedicated professionals in support of the international education sector in one of the world's premier post-secondary systems. We firmly believe it the best place in the world to study and we look forward to working with you to keep it that way and to get the word out.

We enjoy a privileged role as a champion for the international education sector of British Columbia and we look forward to working with membership and the community as we continue to be a primary resource for activities, information, services, and inclusive models of professional development.

Dr. Randall Martin, PhD  
Executive Director, BCCIE



*Premier Gordon Campbell launches the B.C. Alumni Ambassadors Network in South Korea, inviting Alumni of B.C. post-secondary institutions living in Korea to become Ambassadors for British Columbia. May 20, 2008.*

## B.C. research delegation to Korea

A post-secondary research university delegation joined Premier Campbell on his Green Technology Mission to Korea in order to celebrate existing and new connections with major Korean Universities, joined by representatives of Advanced Education and The University Presidents' Council. Fundamental to the success of the mission was the signing of new research and collaboration agreements, as well as connections pursued through Korea's Ministry of Education, Science and Technology.

The Education delegation's objectives were to formalize new research relationships and to meet with Ministry of Education, Science and Technology (MEST) to pursue discussions about international research collaboration and funding. The briefing there included discussion on international research collaboration and how to encourage the same in key areas such as materials science, nanotechnology and nanomedical technologies.

UBC, SFU and UVic have long been active in Korea, and Korea is a growing source of immigrants to B.C. as well as students at the K-12 and post secondary levels. There remains great potential in Korea and with Korean partners and institutions for both the K-12 sector (teacher training, student recruitment) and the PSE sector (student recruitment and mobility, contract training, joint research). The Education delegation also participated in sister province discussions and celebrations recognizing the sister province signing between B.C. and Gyeonggi Province.

The successful visit was punctuated by an Alumni Network reception which marked the Seoul launch of the B.C. Alumni Network by Premier Gordon Campbell on May 20.



## British Columbia – Canada pavilion (BCCP), Beijing

After the success of the B.C. Pavilion at the Winter Olympic games in Torino, Italy, the BCCP was established in Beijing to showcase and promote British Columbia and Canada before and after the Summer Olympics and in anticipation of the 2010 Games in B.C. The second floor Business Centre of the Pavilion has widely been viewed as a success, and the two Education Summits we held there have helped to create contacts and strengthen linkages between B.C. institutions and partners in China.

BCCIE helped to coordinate the China-B.C. Research and Innovation Summit from May 26th to 28th and the China-B.C. Teaching and Learning Summit from June 26th to 30th. Additionally we supported two B.C. Alumni Network events at the BCCP,

on May 23rd hosted by Premier Gordon Campbell and on June 27th hosted by Deputy Premier and Minister of Education Shirley Bond.

The platform of the business program at the BCCP provided our public post-secondary sector the opportunity to showcase the diversity and strength of research and programming in which B.C. institutions engage, and assisted many in the process of establishing or strengthening educational linkages or partnerships with their Chinese counterparts.

Planning and delivery for these events were time consuming and arduous tasks, and I want to highlight the contributions of colleagues from institutions and organizations across the province. Support from

our sector in the planning of events, and participation in the delivery of activities, were appreciated and extremely helpful. Any successes we enjoyed were due to the hard work of professionals working off the side of their desks to make these events productive for both B.C. and Chinese participants.

We at BCCIE look forward to engaging more with you and your institutional colleagues as we continue to revitalize the organization to better champion and support international education initiatives in the province.

## news from the ministry of Advanced Education and Labour Market Development (ALMD)

IN LATE JUNE 2008, THE MINISTRY OF ADVANCED EDUCATION BECAME THE MINISTRY OF ADVANCED EDUCATION AND LABOUR MARKET DEVELOPMENT (ALMD).

This change also brought a new Deputy Minister, Robin Ciceri, and the inclusion of several new functions transferred from other ministries, including the following: Immigration Policy and Immigration Settlement Branches, WorkBC, the Provincial Nominee Program, the International Qualifications unit, and other labour market programs.

### INTERNATIONAL STUDENT SURVEY

After extensive consultation with post-secondary institutions, TUPC and B.C. Stats, the International Student Survey—the first ever system-wide survey of international students in B.C.—is taking place October to December 2008 with 23 institutions participating. The final report will be distributed in January 2009.

### ONE WORLD SCHOLARSHIPS

Four Chinese students were awarded \$10,000 each for undergraduate studies under the One World International Scholarship for Study in B.C. An additional five outstanding students from B.C.'s public institutions were awarded \$20,000 each under the Premier's Scholarship for study abroad. Thank you to those who served on the adjudication committee. A number of institutions did not use their disbursements of the One World and Pacific Horizon Scholarships. One World and Pacific Horizons scholarships are available directly from participating institutions. This process will be reviewed by the Irving K. Barber B.C. Scholarship Society in the spring of 2009.

### OFF-CAMPUS WORK PERMIT PROGRAM (OCWPP)

In June 2008 11 private degree-granting institutions in B.C. signed agreements with ALMD to participate in Citizenship and Immigration Canada's pilot program to expand the OCWPP. At these institutions, only degree programs that have received Minister's consent under the Degree Authorization Act are eligible for the OCWPP. Thank you to the Designated Institutional Representatives from the public post-secondary institutions who made presentations and provided advice to the new participants at an orientation session on June 19.

BCCIE continues to receive visitors from around the world interested in establishing and developing links with B.C. institutions. Recent visitors include the following.

## RECENT VISITORS

*Dr. Gunn Mangerud from the Norwegian Centre for International Cooperation in Higher Education (SIU).* Dr. Mangerud was part of a delegation from SIU visiting local research universities. Her office is working to promote Canada as a destination of choice for Norwegian students seeking study abroad opportunities. Norway has strategic plans to double the number of Norwegian students studying in Canada (to 600 total) by 2010. New initiatives will be launched in the lead-up to the 2010 Winter Olympics.

*Krista Northrup from the University of Melbourne* was in Vancouver as part of the Go Abroad Fair. She visited the office to learn more about recent changes to the B.C. post-secondary system and to share information about the newly launched "Melbourne model" of undergraduate study in Australia, which offers undergraduates greater choice and flexibility in their undergraduate program.

*Terry Hood and Terry Bubb from Link B.C.* were in our offices to discuss ways to collaborate on promoting Hospitality and Tourism programs internationally. Link B.C. represents partner schools across the province who offer these programs, and are in the process of developing strategic marketing plans in support of this sector.

*Yen-Heng Ouyang and Hsiu-Chuan (Linda) Chen from the Taipei Economic & Cultural Office* in Vancouver stopped by to look at ways to attract more B.C. students to short-term summer program and undergraduate programs in Taiwan. The Taiwan government currently offers several Mandarin-language and full undergraduate scholarships for Canadian students to study in the country. For more information, visit [www.edu.tw](http://www.edu.tw).

*Jim Mah from the China Scholarship Council* in Beijing also visited recently to discuss a proposal for collaborative recruitment possibilities in China.

BCCIE was invited to consultations with *Canada's new High Commissioner to India, Mr. Joseph Caron*, who is arguably Canada's most experienced diplomat, certainly in Asia. He was most recently Canada's ambassador to Japan, after a posting in China, and only in September of this year did he assume his position in Delhi. He is currently on a fact-finding mission across Canada.

## APAIE 2010

The first APAIE conference was held in Seoul in 2006, with subsequent conferences in Singapore, Tokyo, and Beijing (2009). BCCIE, with the support of Edu-Canada, and on behalf of the sector, has submitted a proposal to host the 2010 conference in Vancouver. BCCIE envisions a compact, pedestrian-friendly event in the heart of downtown Vancouver. We hope to build on the momentum of the 2010 Olympics and the excitement surrounding the 2011 NAFSA conference to assist the B.C. sector develop strategic and lasting relationships with Asia-Pacific partners. The host city for 2010 will be decided later this fall.

THE ASIA-PACIFIC ASSOCIATION OF INTERNATIONAL EDUCATORS (APAIE) IS A RELATIVELY NEW ORGANIZATION, AFFILIATED WITH NAFSA, DESIGNED TO PROMOTE CLOSER LINKS AMONG ASIA-PACIFIC INTERNATIONAL EDUCATORS.

## BCCIE and VANOC

BCCIE has been holding discussions with VANOC around VANOC's workforce needs leading up to the 2010 Winter Olympics and Paralympic Games. VANOC anticipates a need for short-term workers with specialized skills, such as language. Under the arrangement, BCCIE will work with member institutions to promote such short-term openings and help VANOC identify qualified international applicants with specialized credentials.

## team B.C. mission to China 2009

Plans are now underway to build on the momentum of last year's Team B.C. mission to China with a repeat mission in February and March 2009.

BCCIE, with consultation across the sector, will organize a Team B.C. pavilion to take part in the spring CIEET fairs in Shanghai, Beijing, Nanjing, and Guangzhou. To add value to Team B.C. members, BCCIE will collaborate with partners on the ground to organize school visits, agent seminars, prospective partner meetings, and other avenues for collaboration and engagement. A full itinerary of events will be released in the near future, but here are the current planning dates.

### BEIJING FAIR

Feb. 28 - March 1

### ADDITIONAL TEAM B.C. EVENTS IN BEIJING AND SHANGHAI

March 2 - 6

### SHANGHAI FAIR

March 7 - 8

### NANJING FAIR

March 10 - 11

# UPCOMING CONFERENCES

Nov 1-4

CBIE  
St. John's  
[www.cbie.org](http://www.cbie.org)

Nov 19 & 20

CIS FORUM  
Monaco  
[www.cois.org](http://www.cois.org)

April 15-17

APAIE  
Beijing  
[www.apaie.org](http://www.apaie.org)

May 24-29

NAFSA  
Los Angeles  
[www.nafsa.org](http://www.nafsa.org)

July 9-11

QS APPLE  
Seoul  
[www.qsapple.org](http://www.qsapple.org)

# EMERGING MARKET CORNER

## VIETNAM

Vietnam offers enormous opportunities for Canadian education institutions. By the end of 2006, an estimated 50,000 Vietnamese students were studying overseas; in 2007 alone, 20,000 Vietnamese were granted student visas to study abroad. Pop-

ular destinations for Vietnamese students include the United States (7,303 Vietnamese students received visas for the U.S. in 2007); Australia (3,779 Vietnamese students); the UK (1,735); Singapore (data unavailable), and France (approximately 1,000). In 2007, Canada issued 264 visas to Vietnamese students, up slightly from a low of 214 in 2006.

In early 2007, the Canadian government, in cooperation with the Canadian Education Centre, launched a coherent and sustained national education campaign in Vietnam to encourage more Vietnamese students to select Canada as a study destination. This strategy includes increasing the profile of Canadian education institutions in Vietnam and making visa processing procedures faster and more transparent.

The campaign has produced some encouraging results:

23 percent increase in Vietnamese students obtaining visas for Canada in 2007, compared to 2006 (following three consecutive years of decline);

30 percent increase in student visa applications for Canada in the first six months of 2008, compared to the same period in 2007; and

78 percent increase in the number of student visa applications granted in the first six months of 2008, compared to the same period in 2007.

These positive developments can be partly attributed to the growing number of Canadian education institutions that are visiting Vietnam to promote Canadian education. In 2007, 60 Canadian schools came to Vietnam and in the first six months of 2008, 58 schools have visited.

Enormous opportunities exist in Vietnam for Canadian education institutions to recruit students. Canadian schools that are experiencing an increase in their Vietnamese student enrolments recommend the following: (1) leverage the extensive agent network across Vietnam; (2) visit the market frequently (not only Ho Chi Minh City, but other cities such as Hanoi and Danang); (3) engage in government-sponsored graduate programs; and (4) take advantage of the services provided by the Canadian government and the CEC (e.g. events, network of contacts, and market intelligence).

*This profile is an abridged version of a market report prepared by The Consulate General of Canada in Ho Chi Minh City. Full education marketing reports are available from Edu-Canada, Department of Foreign Affairs on the Virtual Trade Commissioner. Register online at [www.infoexport.gc.ca](http://www.infoexport.gc.ca).*

AS PART OF OUR NEWSLETTER, BCCIE WILL SPOTLIGHT ONE EMERGING MARKET FOR INTERNATIONAL EDUCATION PROFESSIONALS. A BRIEF SNAPSHOT OF THE POTENTIAL TO ENGAGE WITH THE MARKET WILL BE PRESENTED, ALONG WITH A BRIEF OVERVIEW OF THE COUNTRY'S EDUCATION SYSTEM AND A RESOURCE OF HELPFUL LINKS.

## BCCIE member survey

BCCIE is currently planning its 2008-09 series of professional development events, and looking forward to possibly reinstating the BCCIE Summer Institute in 2009. We would like to identify professional development topics that are relevant and beneficial to members. Your feedback and suggestions are an important part of the process and help direct our choices when planning future events. If you haven't done so already, please take a moment to complete the online survey. You can also be in touch with Trevor at any time with your ideas.

## USEFUL LINKS:

**CANADIAN EMBASSY IN HANOI / CONSULATE GENERAL OF CANADA IN HO CHI MINH CITY:**  
[www.international.gc.ca/asia/vietnam/menu-en.asp](http://www.international.gc.ca/asia/vietnam/menu-en.asp)

**CANCHAM IN VIETNAM:**  
[www.canchamvietnam.org](http://www.canchamvietnam.org)

**EDC COUNTRY PROFILE VIETNAM:**  
[www.edc.ca/english/docs/gvietnam\\_e.pdf](http://www.edc.ca/english/docs/gvietnam_e.pdf)

**STUDYCANADA:**  
[www.studycanada.ca/vietnam](http://www.studycanada.ca/vietnam)

**VCCI (VIETNAM CHAMBER OF COMMERCE AND INDUSTRY):**  
<http://vibforum.vcci.com.vn> (English)

**VIETNAM DEVELOPMENT FORUM:**  
[www.vdf.org.vn/index.html](http://www.vdf.org.vn/index.html)

**VIETNAM EDUCATION FOUNDATION:**  
<http://home.vef.gov>

## Nigeria education roundtable

During his first visit to Vancouver, Nigeria's new High Commissioner to Canada, His Excellency, Professor Iyorwuese Hagher, hosted an Education Roundtable at the Marriott Pinnacle.

Welcoming remarks were offered by Mr. Emery Dosedall, Deputy Minister for the Office of the B.C. Trade Commissioner for Education and Skills. BCCIE was also offered the chance to provide an official overview of how we might assist B.C. institutions interested in working more closely in Nigeria. His Excellency made it clear that education was an important priority for his government. Mrs. Ifeoma Akaogu-Chinwuba, Minister for Information, Culture, Education and Visa at the High Commission in Ottawa, made a commitment to provide an easier visa process for international educators and recruitment professionals seeking to travel to Nigeria. A number of B.C. post-secondary institutions took part in the roundtable. Widespread concerns were raised about delays and the high refusal rates for Nigerian students applying for study permits to Canada.

## the Virtual Trade Commissioner (VTC)

Did you know that the Canadian Trade Commissioner Service provides an online resource to prepare for international markets, access key contacts or to seek support in resolving export problems? If you are not currently registered, consider taking a tour and registering at [www.infoexport.gc.ca](http://www.infoexport.gc.ca). Stay tuned as education will soon become its own sector on the VTC. Upon launch of this service you will receive access to an Edu-CanadaPRO portal posting key information you can use in your international education initiatives.

## EAIE highlights

Gordon Shuster of Okanagan College attended the recent 2008 EAIE Conference in Antwerp and has the following to share with members.

This year's 20th Annual EAIE Conference was held in Antwerp, Belgium September 10-13 at the University of Belgium. Over 3000 delegates from around the globe gathered for the largest International Education Conference in Europe. As with International Education conferences, there were sessions and opportunities for learning for everyone from newcomers to the most seasoned International Educator. The conference had sessions and pre-conference workshops on topics ranging from the Bologna process, Mobility, Internationalization, Trends in Higher Education, Best Practices, Recruitment, Management issues, National Education Systems. British Columbia was well represented once again and I know all the B.C. delegates came away with new ideas, renewed partnerships and friendships and pride in what we all do. Edu-Canada hosted a booth in the exhibit hall which provided a great space for Canadian delegates to meet with colleagues, exchange partners and potential partners. Next year's EAIE is in Madrid Spain, September 16-19—so mark your calendars!

## CIC stats released

Citizenship and Immigration Canada has recently released statistics for the year 2007. British Columbia has edged out Ontario as the number one destination province for entering international students. B.C. continues to see healthy incremental increases in both the overall number of entering foreign students and the total "stock" of foreign students as well. For a complete overview of 2007 CIC numbers, visit their website at: <http://www.cic.gc.ca/english/resources/statistics/facts2007/index.asp>

## international education: Canada partnering with the world november 17–21, 2008

CANADA IS JOINING OVER 85  
COUNTRIES AROUND THE GLOBE  
TO CELEBRATE INTERNATIONAL  
EDUCATION (IE) ON NOVEMBER  
17–21, 2008.

International Education Week (IEW) is designed to showcase the significant contribution that international education makes in preparing Canadians for the global

world and supports Canada's efforts to engage effectively on the international stage.

Promoting Global Citizenship is the theme for Canada's 2008 International Education Week. International and intercultural knowledge, skills, abilities and attitudes are increasingly important for students to develop in order to live and work in a complex but increasingly interdependent world. School boards, colleges, institutes and universities are providing a range of opportunities for students to develop these competencies through such programs as study abroad, internationalized curricula, and service learning.

The IEW initiative is a reflection of the spirit of cooperation and collaboration from the various stakeholders across Canada to join forces to highlight the importance of international education. Activities undertaken by individuals, schools, colleges, universities, associations, businesses, governments and non-governmental organizations will help collectively strengthen the understanding of international education and its importance.

## brand Canada update

The new Imagine Canada federal brand was officially launched by Edu-Canada partner the Council of Ministers of Education Canada (CMEC) on September 22, 2008. However due to the federal election, the NEMR meeting scheduled for October has been postponed until December, at which time discussions around brand usage and governance will continue. The new brand will receive limited use in select international events with a federal presence throughout the fall. To view the CMEC press release, visit their website at [www.cmec.ca](http://www.cmec.ca). We hope to have up to date information regarding the brand in our next newsletter.

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## new BCCIE website ready for launch

BCCIE is about to launch its sleek new website, the culmination of many months of hard work. Co-op student Karen Yuen has worked closely with BCCIE to develop a site that reflects the current needs of the sector and membership. BCCIE's new site will serve as a gateway to member institutions, continue to act as a search vehicle for international students through the StudyinBC.com site, and will also act as a hub for professional development, conference and institutional news. Please bookmark the site and check back often as news, events and employment opportunity listings will be updated on a regular basis.

## BCCIE professional development

On September 26, close to 30 international education professionals from across the province gathered at UBC Robson Square to discuss the topic Supporting International Field Schools and Short Term Programs: Idea to Implementation.

Glynn Hunter from the University of Calgary and Gordon MacNeil from Langara College were the afternoon's featured speakers. Presentations ranged from how to plan, implement and market international field schools to a discussion around recent literature highlighting learning outcomes among shorter and longer term outward bound students. The afternoon finished with a presentation by BCCIE Executive Director Randall Martin outlining BCCIE's proposal, supported by BCCAT, to develop a province-wide study abroad transfer grid.

Dates for future professional development events are listed on the right. Please mark your calendars. Topics will be finalized by the end of October, once survey results are complete.

**PROFESSIONAL DEVELOPMENT EVENT**  
*Vancouver*  
January 23, 2009

**PROFESSIONAL DEVELOPMENT EVENT**  
*Vancouver*  
April 24, 2009

**BCCIE SUMMER SEMINAR**  
*Victoria*  
June 17, 18, 19

**BCCIE AGM / PRO-D EVENT**  
*Vancouver*  
October 2, 2009

# BCCIE BOARD

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