



International Student Growth:



Communications Opportunities, Challenges, and Implications for PSE

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Agenda



- *a romp through the headlines*
- *some original research*
- *discussion implications for PSE*
- *discussion MarCom strategy*

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Record International Enrolments: 2017



- 2017 - a year of record international enrolments in Canada, beginning with a massive surge in online inquiries on the heels of Trump and Brexit publicity.
- 86% of US colleges say that Trump's statements & policies were negatively influencing IS recruitment.



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Growth...Ripped from the headlines...



Canada's status as destination for international students on the rise while US, UK slip
University World News, March 20, 2018

International enrolments in Canadian universities rise 11%
Times Higher Education, March 5, 2018

2022 goal of 450,000 achieved 2018, Conference Board of Canada, 2018.

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Reactions \$\$...Ripped from the Headlines...



UPEI, Holland College get \$1.5M for international recruitment
 CBC, October 12, 2018

Loss of international students would have major impact on BC economy: BCFS
 CBC | BCFS report July 17, 2018

International students face steep tuition increases at BC universities
 Globe & Mail, April 26, 2018

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Record International Enrolments: 2017/18



Despite the record-setting year, experts advise Canadian institutions to plan for uncertainty in enrolment.

- US-based analyst Rahul Choudaha advises BC to broaden its recruitment efforts.
- Australian expert Andrew Barkla advises Canada to invest more on branding.

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Reactions ...Ripped from the headlines...



City of Windsor struggles with influx of international students
 CBC, May 18, 2018

Publicly-funded institutions should prioritize domestic students to meet future challenges: Francis
 Financial Post, March 20, 2018

KPU closes applications from international students, citing at-capacity enrolment,
 Richmond News, January 30, 2018

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Reactions -
 Negatives Ripped from the headlines...



Fraudsters target international students in Peterborough with "Welcome to Canada" tax
 Peterborough Examiner, October 15, 2018

Police warn that international students are being targeted for virtual ransom scheme
 CBC, June 5, 2018

UPEI international students want more support services – CBC The Guardian,
 CBC | The Guardian October 18, 2018

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Reactions Supportive – Ripped from the headlines...



How international students can survive, thrive while studying in Canada,
CBC, April 17, 2018

Recognizing the value of international students, improving the student experience:
CASA report, September 6, 2018

BC announces subsidized international student health care,
The Prince George Citizen October 25, 2018

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Ripped from the headlines...
 Evolving Trends Policy...Internationalization



Canada will not produce “next generation of leaders” without bolstering study abroad: report
The PIE News, November 17, 2017

Fund program to send students abroad, report urges federal government
Globe & Mail, November 9, 2017

CBIE calls on Canada to invest \$10M in outward student mobility,
The Pie News | CBIE, August 21, 2017

ON releases new internationalization strategy
The Pie News | Strategy Document July 4, 2018

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Evolving Trends Policy...Internationalization



Reaching Across Borders, Building a Better World this November 5-7 in Montreal. Hosted by *Academics Without Borders*,

Experts from around the world gather to explore the transformative role that academia has to play in the economic and social well-being of all the world’s citizens.

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Discussion

Your experiences

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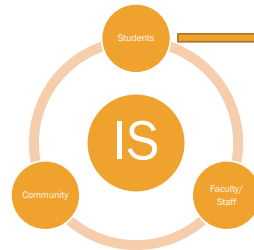
Implications for PSE

Discussion

- How many have an explicit internationalization strategy ?
- How comprehensive is this strategy?
- Have you aligned communications plans?

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Integrated Comms Plan



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Academica Original Research

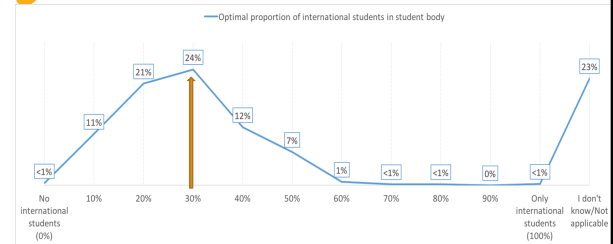
Students weigh in on international students

- We asked 1,400 StudentVu panelists what they thought about the growing presence of international students on campus...

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Academica Original Research

(56%) said that a student body comprised of between 20% and 40% international students was appropriate.



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Concerning Fees...

- 54% of surveyed students argued that tuition should be equal for both groups.

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Concerning Integration...

- 37 % said there are social divisions between international and domestic students on campus

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Concerning Integration behaviours...

- 61% said they had introduced themselves to an international student within the past 3 months
- 63% had socialized with an international student within the past 3 months.

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Integrated Comms Plan: tactics in action



UBC responds to economics prof's claim that international students are displacing domestic peers
Vancouver Sun | UBC November 2, 2018

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Integrated Comms Plan: tactics in action




Reactions ...Ripped from the headlines...

- The Indo-Canadian community is in turmoil over a recent surge in foreign students from India, allegations:
 - financial exploitation,
 - Indian brain drain,
 - exam cheating,
 - mistreatment of young women,
 - employer abuse and "stealing" of South Asians' jobs.

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Integrated Comms Plan: tactics in action

International students speak up against treatment at CNC cbc, July 18, 2018

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When & How to Communicate

- Majority of international students are first generation foreign travelers
- What do they worry about the most before they come to Canada ?
 - Visa > housing > language > unknown?
- What is on their mind once here ?
 - Grades > fitting-in > finances, > jobs
- In between ?
 - arrival services > getting phone/internet > making new friends
- What email do they read and how often?
- Do we have the right email?

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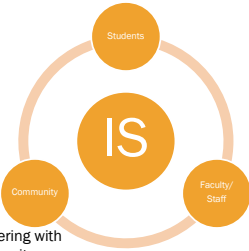
Institutional Self-Actualization

- How is your brand being communicated in a foreign country?
- What are the Cultural barriers in communication?
- How is Canada (your institution) more welcoming to international students than our competitors?
- What do they need to know and who is providing this information?

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Integrated Comms Plan: tactics in action

Internationalization Strategy ?



Partnering with community on Permanent Res programming.

International PhD students at U of T to pay domestic tuition fees
Toronto Star, January 19, 2018

Brock introduces intercultural communications coordinator,
Brock, March 1, 2018

UWindsor offers counselling for international students in their own language,
CBC, December 5, 2017

UCalgary, Mitacs, Kerui Group partner to expand energy research opportunities in China
Ucalgary, October 30, 2017

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Integrated Comms Plan: Strategy



2 modes of communication

Strategic | Reactionary



Purpose - Clarity - Framework

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