

CBIE
Canadian Bureau for
International Education



BCEI
Bureau canadien de
l'éducation internationale

Expertise
Knowledge
Opportunity
Leadership



2013

Annual Report 2013

Aim Higher: Above and Beyond

CBIE is Canada's national organization dedicated to making Canada a global leader in international education. CBIE's pan-Canadian membership comprises 150 colleges, institutes, universities, school boards and language schools which enrol over 1.2 million students from coast to coast.

The theme for CBIE's 2013 Annual Report is *Aim Higher: Above and Beyond*. It signals our intention to work toward ever-increasing participation in study abroad – Canadian students outbound and international students inbound; continuously augmented engagement of Canadian educational institutions in the many other elements that make up international education; and constantly enhanced access to global learning — at home and abroad.



photo credit: Kwantlen Polytechnic University



© 2013 Canadian Bureau for International Education
 220 Laurier Avenue West, Suite 1550
 Ottawa, ON, Canada K1P 5Z9
 ☎ (613) 237-4820, 📠 (613) 237-1073 www.cbie-bcei.ca



Chair's Message

CBIE is unique in the Canadian landscape, as its members represent the full spectrum of educational opportunities. We aim to further internationalize Canadian education, even as we strive to assist our members in further opening Canada's doors to the world. It is a privilege to serve as Chair of the CBIE Board of Directors.

As a member-driven association, our goal is to ensure that member institutions and organizations see their work and values reflected in all that we do. This past year, the Board has witnessed the advancement of our goals in compelling ways.

CBIE has fully integrated the major Canadian portion of Brazil's *Ciências sem Fronteiras* scholarship program. Through this work, CBIE is enabling Canadian education to deepen connections with an essential partner country. At the same time CBIE is helping bring high quality Canadian education to Brazil in support of its scientific and technological progress.

CBIE has pursued its excellent work on behalf of other important partner governments, playing a critical role in helping Libya develop leaders of tomorrow, and supporting vital initiatives of Kuwait and Saudi Arabia.

Through a host of forums and missions, in Canada and in partner countries, CBIE has helped our members strengthen bilateral and regional relationships: in the Arab world, the Americas, Ukraine, China, and more.

CBIE's advocacy for international education is critical to our success as a country engaging in global learning — for Canadians and for the world.



In the coming year, I challenge all of our members, our board of directors and our staff to aim even higher.

Let's take inspiration from CBIE's four pillars: EXPERTISE. KNOWLEDGE. OPPORTUNITY. LEADERSHIP. Let's find ways to better share all of these nationally and internationally.

As we look forward to identifying new goals to build on our numerous successes, it is also important to remember our roots and reflect on the many milestones we have achieved. The year 2016 will mark CBIE's 50th anniversary. CBIE's — and Canada's — constantly increasing capacity and momentum in our field is a reality because of the contributions of the individuals, institutions and partners who "rolled up their sleeves" over our first five decades. As we approach 2016 we will be reaching out to our alumni, friends, members and supporters to gather your stories. Through engaging with our history, I believe we will see more clearly the path ahead for CBIE and Canada's approach to international education in the coming years. Together we will open doors to global learning for our students, our colleagues, and our partners around the world.

Our work could not be accomplished without the dedication of CBIE's professional staff who serve our members and partners. I am pleased to work with Karen McBride, CBIE's President and CEO whose commitment to international education and whose leadership skills have been recognized nationally with the prestigious Canada's Most Powerful Women: Top 100™ Award in 2012.

On behalf of the board of directors, I thank all of the members, staff, partners and friends who make our achievements possible and with whose help we will aim higher in the coming year.

*Ann Buller
Chair of the Board and
President, Centennial College*



President's Message

It is always a rewarding exercise to reflect on the efforts CBIE has undertaken in a given year, and it is equally gratifying to consider our new and ongoing initiatives, designed to promote global learning for the benefit of

students, members, the education sector as a whole, and Canada on many levels – academically, politically, economically and culturally.

In 2012-13 CBIE proactively continued to pursue our mission to make Canada a global leader in international education. We did so in a range of ways:

- Engaging with members, partners and stakeholders to discuss issues and collaboratively propose solutions
- Working with experts in our various networks to deliver professional development and to structure a professional recognition program in our field, and refreshing our excellence awards to honour the achievements of international education leaders and trailblazers
- Partnering with national and international sister associations to create new opportunities of value to institutions, education systems, students and professionals in international education
- Drawing together groups of members to meet with potential partners abroad
- Reaching out to new countries of engagement such as Ecuador, Peru and Colombia, to explore mutually beneficial relationships for educational institutions and systems
- Conducting important research on the experience of international students and international education issues, and developing a new set of guidelines for ethical practice in support of our members' international education efforts
- Providing insights to government and private sector decision-makers on the importance of international education and what is needed to build Canada's capacity to participate in the multiple facets that our field encompasses
- Engaging in consultations on specific areas critical to Canada's ability to participate such as immigration policy and practice relating to international students

It is over a year since the Advisory Panel on Canada's International Education Strategy, chaired by Dr. Amit Chakma, released its report covering 14 recommendations to position Canada globally as an education partner for the world. In its 2013 budget the federal government responded, providing \$23M over two years to promote Canadian education and investing \$42M to support enhanced processing capacity in Citizenship and Immigration Canada's Temporary Resident Program (which includes international students).

This support is encouraging in a time of fiscal constraint. Nevertheless CBIE will continue to make the case for consistent, long-term investment. Our submission to the House of Commons

Finance Committee, during pre-budget consultations, urges continued focus on the following initiatives:

- Developing an International Mobility Program for Canadians going abroad that will move us toward the vision of the Advisory Panel's report of providing awards to 50,000 outbound students annually by 2022;
- Creating comprehensive bilateral agreements with priority countries with a strong focus on educational partnerships (Canada has already done this with Brazil and India);
- Enhancing further the promotion of Canada's education brand to ensure we are recognized on the world stage as an education leader.

Realizing the Panel's vision — which dovetails in many ways with that of our members — will demand continued effort. Too few Canadian students have an international education experience. We need to improve immigration services for new international students. We need to continue to enhance our services to enable international students to integrate more fully in the life of the campus, school and community. We need to ensure that Canadian education and research is better known and its quality understood internationally. We need to engage more often and more sustainably with international partners. And we need resources to do all of this.

Fortunately, over the past year our work has yielded great achievements.

In August 2013, CBIE and our national association partners renewed our commitment to work together to champion international education. We signed a second three-year memorandum of understanding to continue our coordinated approach with the Association of Canadian Community Colleges (ACCC), the Association of Universities and Colleges of Canada (AUCC), the Canadian Association of Public Schools —International (CAPS-I) and Languages Canada. And we changed the name of our group to the Canadian Consortium for International Education, deleting the word 'marketing,' to reflect our commitment to the broader goal of advancing all aspects of international education.



Karen McBride, President and CEO of CBIE and Leonid Huberskyi, President of the Union of Rectors of Ukraine signed an MOU on Higher Education Cooperation between Canada and Ukraine, February 2013.

A major pillar of our mandate is to build bridges between Canadian educational institutions and their counterparts in key partner countries. In 2013 we strengthened linkages with Ukraine and Brazil through missions comprising senior leaders from Canada and targeted visits and focused workshops in the partner country.

In February, 15 leaders from 12 member institutions visited Kyiv and Lviv to discuss Canadian-Ukrainian educational partnerships. Twenty-four Ukrainian institutions participated in a workshop hosted by the Union of Rectors of Higher Educational Institutions of Ukraine, considering lessons learned from past higher education partnerships and emerging areas for collaboration such as agriculture and energy. A Memorandum of Understanding was signed between CBIE and the Union of Rectors, formalizing our mutual commitment to work to broaden the Ukraine-Canada bilateral relationship in higher education and research.

In April, leaders from 14 Canadian institutions joined a mission to Brazil organized by CBIE in partnership with the Association of Universities and Colleges of Canada (AUCC). Over a highly productive week of meetings, the group promoted higher education in Canada and held discussions with partner institutions and government agencies in order to strengthen research collaboration between the two countries, especially university-industry partnerships.

CBIE fosters connections between Canada and other countries through management of scholarships on behalf of the Canadian and international governments. In 2012-13 we integrated management of the largest in-Canada component of Brazil's Ciência sem Fronteiras Scholarship Program (Science without Borders). This major program aims to provide international scholarships to over 100,000 students by 2016, of whom 12,000 are expected to come to Canada. In our first year of work with the CsF Program, CBIE facilitated placement of 2,700 Brazilian undergraduate students in universities nationwide. These students are undertaking two semesters of academic study and a practical internship. To date, CBIE and our partners have arranged 1,120 internships in industry and in institutional research. We have received excellent support and positive feedback from students, member institutions, and other stakeholders about this program. The internships not only benefit the students, they also help build links between Canadian and Brazilian business and industry.

CBIE strengthened relationships with leaders in the government of Libya. On behalf of the Libyan Ministry of Higher Education



Libyan delegation visit to CBIE in January 2013

and Research, CBIE manages over 2,500 scholarships for Libyan graduate students, including medical and dentistry students, studying across Canada and the United States. CBIE also manages important scholarship programs for the government of Kuwait and of Saudi Arabia.

Our relationships internationally include a broad range of partner and sister associations. Over the past year I was pleased to represent Canada at a dialogue on transnational education hosted by Universities UK and the UK government. I was also pleased to speak at the 30th anniversary conference of the European Association of International Education and at key events of the International Association of Universities. My colleagues represented CBIE at the Annual Conference of NAFSA: Association of International Educators in St. Louis, Missouri, and the Conference of the Americas on International Education (CAIE) in Monterrey, Mexico. CBIE is a founding member of the CAIE Steering Committee and hosted the inaugural CAIE in Calgary in 2010. In all of these events CBIE profiles Canada's education system to international audiences and opens doors to future partnerships.

As I write, CBIE is poised to introduce our newest communications resource. IStudentCanada.ca will be officially unveiled at our 2013 conference. Developed by CBIE with input from members and colleagues from across the education sector, this website will serve as a hub for outbound Canadian students and international students seeking Canadian study options. More than that, it will be a platform for peer-to-peer discussion and advice, with expert support offered by our International Student Adviser and Education Abroad Adviser community across the country. IStudentCanada.ca will be a companion to our corporate website, www.cbie-bcei.ca, which provides a wealth of information about CBIE and international education matters. During International Education Week 2012, our corporate site was bolstered with the launch of our "Without Borders" guest blog — inaugurated by our Patron, His Excellency the Right Honourable Governor General of Canada, David Johnston.

At our 2013 conference on the theme of Education for a Better World: Our Global Social Responsibility, we will have an opportunity to connect with the essential reasons for doing international education. I believe that this will be an exciting experience and one that will lead us to paths and explorations previously uncharted.

All of our success would not be possible without the hard work and dedication of our members, partners, and the team of committed professionals at CBIE. I thank you all for your support and encouragement. CBIE's Board of Directors deserves particular recognition, as its strategic and wise governance continues to strengthen the organization and to push CBIE "above and beyond."

Karen McBride, President and CEO



Study mission hosted by CBIE and our sister organization, China Education Association for International Exchange (CEAIE); Northern Collegiate Institute and Vocational School in Sarnia, Ont.

CBIE Members

Alberta

- Calgary Board of Education
- Concordia University College of Alberta
- Edmonton Public Schools
- Grant MacEwan University
- Lakeland College
- Lethbridge College
- Mount Royal University
- NorQuest College
- Northern Alberta Institute of Technology
- Olds College
- Red Deer College
- Southern Alberta Institute of Technology
- The Banff Centre
- University of Alberta
- University of Calgary
- University of Lethbridge

British Columbia

- British Columbia Institute of Technology
- Camosun College
- Capilano University
- College of New Caledonia
- College of the Rockies
- Coquitlam School District
- Douglas College
- Emily Carr University of Art and Design
- Fraser International College
- Kwantlen Polytechnic University
- Langara College
- North Island College
- Okanagan College
- Quest University Canada
- Royal Roads University
- Selkirk College
- Simon Fraser University
- Surrey School Board
- Thompson Rivers University
- University of the Fraser Valley
- University of British Columbia
- University of Northern British Columbia
- University of Victoria
- Vancouver Community College
- Vancouver Island University

Manitoba

- Assiniboine Community College
- Brandon University
- International College of Manitoba
- Red River College
- Université de Saint-Boniface
- University of Manitoba
- University of Winnipeg

New Brunswick

- Mount Allison University
- New Brunswick Community College

- Université de Moncton
- University of New Brunswick

Newfoundland & Labrador

- College of the North Atlantic
- Memorial University of Newfoundland

Nova Scotia

- Acadia University
- Cape Breton University
- Dalhousie University
- Mount Saint Vincent University
- Nova Scotia College of Art and Design University
- Nova Scotia Community College
- Saint Mary's University
- St. Francis Xavier University

Ontario

- Algoma University
- Algonquin College of Applied Arts and Technology
- Brock University
- Cambrian College
- Canadore College
- Carleton University
- Centennial College
- Conestoga College
- Confederation College
- Durham College
- Fanshawe College
- George Brown College
- Georgian College
- Humber Institute of Technology and Advanced Learning
- La Cité collégiale
- Lakehead University
- Lambton College
- Laurentian University / Université Laurentienne
- Loyalist College
- McMaster University
- Mohawk College of Applied Arts and Technology
- Niagara College
- Nipissing University
- Ontario College of Art and Design University
- Queen's University
- Ryerson University
- Sault College
- Seneca College of Applied Arts and Technology
- Sheridan College
- Sir Sandford Fleming College
- St. Clair College
- St. Lawrence College
- Toronto District School Board
- Trent University

- Tyndale University College & Seminary
- University of Guelph
- University of Ontario Institute of Technology
- University of Ottawa / Université d'Ottawa
- University of Toronto
- University of Windsor
- University of Waterloo
- Western University
- Wilfrid Laurier University
- York University

Prince Edward Island

- University of Prince Edward Island

Québec

- Collège Montmorency
- Bishop's University
- Cégep Gérald-Godin
- Cégep Heritage College
- Cégep John Abbott College
- Cégep de l'Outaouais
- Collège LaSalle College
- Collège Saint-Charles Garnier
- Concordia University
- École de technologie supérieure
- École Polytechnique de Montréal
- HEC Montréal
- Lester B. Pearson School Board
- McGill University
- Université de Montréal
- Université de Sherbrooke
- Université du Québec à Montréal
- Université du Québec à Trois-Rivières
- Université du Québec en Outaouais
- Université Laval

Saskatchewan

- Saskatchewan Institute of Applied Science and Technology
- University of Regina
- University of Saskatchewan

Yukon

- Yukon College

Associates

- CultureWorks

Partners

- British Columbia Council for International Education
- Cégep International
- International Consultants for Education and Fairs (ICEF)
- Navitas

Board of Directors 2012-2013

Board Officers

Chair — Ms. Ann Buller

President, Centennial College

Past Chair — Dr. Vianne Timmons

President and Vice-Chancellor, University of Regina

Treasurer — Mr. Brian Burns

Vice-president, Chief Financial Officer, Almonte General Hospital and Fairview Manor

Board Members

<p>Mr. Ron Byrne <i>Vice-President, International and Student Affairs</i> Mount Allison University</p>	<p>Mme Anne-Marie Lemay <i>Responsable mobilité internationale</i> Cégep International</p>
<p>Ms. Ann Calverley <i>Supervisor, International Programs</i> Edmonton Public Schools</p>	<p>Dr. Scott McAlpine <i>President and CEO</i> Douglas College</p>
<p>Mr. William Cheaib <i>Chief of Staff</i> <i>Office of the President and Vice-Chancellor</i> Concordia University</p>	<p>Dr. Richard Poulin <i>Directeur du bureau international</i> Université Laval</p>
<p>Dr. Patrick Deane <i>President & Vice-Chancellor</i> McMaster University</p>	<p>Ms. Sandra Schinnerl <i>Director</i> Office of International Students and Scholars</p>
<p>Dr. Joy McKinnon <i>Vice President, Academic</i> Seneca College of Applied Arts & Technology</p>	<p>Ms. Catherine Vertesi <i>Vice-President International</i> <i>External Relations and New Initiatives</i> Capilano University</p>
<p>Ms. Sonja Knutson <i>Acting Director, International Centre</i> Memorial University of Newfoundland</p>	<p>Mr. Doug Weir <i>Director, International Student Services</i> University of Alberta, International Student Centre</p>

Patron

His Excellency the Right Honourable Governor General of Canada

David Johnston

C.C., C.M.M., C.O.M., C.D.

CBIE is Canada's national organization dedicated to making Canada a global leader in international education by mobilizing expertise, knowledge, opportunity and leadership. CBIE's pan-Canadian membership comprises 150 colleges, institutes, universities, school boards and language schools which enrol over 1.2 million students from coast to coast.

Financial Statements

CANADIAN BUREAU FOR INTERNATIONAL EDUCATION
Year ended March 31, 2013

INDEPENDENT AUDITOR'S REPORT



To the Members of the Canadian Bureau for International Education

Report on the Financial Statements

We have audited the accompanying financial statements of the Canadian Bureau for International Education, which comprise the statements of financial position as at March 31, 2013, March 31, 2012 and April 1, 2011, the statements of operations, changes in net assets and cash flows for the years ended March 31, 2013 and March 31, 2012, and notes, comprising a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on our judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained in our audits is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Canadian Bureau for International Education as at March 31, 2013, March 31, 2012 and April 1, 2011, and its results of operations, changes in net assets and cash flows for the years ended March 31, 2013 and March 31, 2012 in accordance with Canadian accounting standards for not-for-profit organizations.

Report on Other Legal Requirements

As required by the Canada Corporations Act, we report that, in our opinion, the accounting principles in Canadian accounting standards for not-for-profit organizations have been applied on a consistent basis.

Chartered Accountants, Licensed Public Accountants

June 24, 2013 Ottawa, Canada

Statements of Financial Position March 31, 2013, March 31, 2012 and April 1, 2011

	March 31, 2013	March 31, 2012	April 1, 2011
Assets			
Current assets:			
Cash and cash equivalents (note 2)	\$ 929,512	\$ 1,330,282	\$ 4,675,593
Restricted cash for projects (note 3)	15,949,497	136,713,295	32,158,448
Accounts and contributions receivable	840,867	1,033,722	649,135
	17,719,876	139,077,299	37,483,176
Investments (note 4)	2,984,234	2,766,942	1,654,904
Tangible capital assets (note 5)	365,799	215,890	85,141
	\$ 21,069,909	\$ 142,060,131	\$ 39,223,221

Liabilities and Net Assets

Current liabilities:			
Accounts payable and accrued liabilities (note 6)	\$ 1,371,759	\$ 740,324	\$ 674,185
Deferred contributions	126,153	910,513	3,316,568
Deferred contributions relating to restricted cash for projects (note 3)	15,949,497	136,713,295	32,158,448
	17,447,409	138,364,132	36,149,201
Net assets:			
Unrestricted	2,556,701	2,780,109	2,288,879
Invested in tangible capital assets	385,799	215,890	85,141
Internally restricted (note 7)	700,000	700,000	700,000
	3,622,500	3,695,999	3,074,020
Contingencies and guarantees (note 9)			
Commitments (note 10)			
	\$ 21,069,909	\$ 142,060,131	\$ 39,223,221

See accompanying notes to financial statements.

Approved by the Board of Directors:

Director Director

Statements of Operations Years ended March 31, 2013 and 2012		
	2013	2012
Revenue:		
Gross projects contributions	\$ 158,336,255	\$ 164,106,837
Less: direct project expenses	151,402,009	157,267,658
Net project contribution	6,934,246	6,839,179
Conference	560,287	490,553
Membership	168,808	154,835
Interest and investment	99,187	84,434
Miscellaneous	462,113	491,780
	8,224,641	8,060,781
Expenses:		
Books, subscriptions and memberships	12,210	16,940
Conference/workshop facilities	202,880	194,072
Equipment rental and maintenance	103,733	51,522
Grants, fees and awards - projects	10,225	14,848
Insurance	29,281	34,956
Postage and courier	30,405	20,038
Printing and photocopying	78,714	163,604
Professional fees:		
Contracts	1,138,769	1,386,296
Legal and audit	64,302	86,524
Promotion	51,221	34,260
Rent	459,562	343,944
Salaries and benefits	5,505,353	4,482,750
Supplies and sundry	136,879	96,558
Telephone	60,484	46,802
Translation	53,598	33,420
Travel (note 8)	354,757	404,870
Amortization of tangible capital assets	131,247	60,064
	8,423,620	7,471,468
Excess (deficiency) of revenue over expenses before the undernoted	(198,979)	589,313
Net unrealized gain on investments	125,480	32,666
Excess (deficiency) of revenue over expenses	\$ (73,499)	\$ 621,979

Statements of Changes in Net Assets Years ended March 31, 2013 and 2012				
March 31, 2013	Unrestricted	Invested in tangible capital assets	Internally restricted	Total
Net assets, beginning of year	\$ 2,780,109	\$ 215,890	\$ 700,000	\$ 3,695,999
Deficiency of revenue over expenses	(73,499)	-	-	(73,499)
Amortization of tangible capital assets	131,247	(131,247)	-	-
Tangible capital asset acquisitions	(281,156)	281,156	-	-
Net assets, end of year	\$ 2,556,701	\$ 385,799	\$ 700,000	\$ 3,622,500
March 31, 2012	Unrestricted	Invested in tangible capital assets	Internally restricted	Total
Net assets, beginning of year	\$ 2,288,879	\$ 85,141	\$ 700,000	\$ 3,074,020
Excess of revenue over expenses	621,979	-	-	621,979
Amortization of tangible capital assets	60,064	(60,064)	-	-
Tangible capital asset acquisitions	(190,813)	190,813	-	-
Net assets, end of year	\$ 2,780,109	\$ 215,890	\$ 700,000	\$ 3,695,999

Statements of Cash Flows Years ended March 31, 2013 and 2012		
	2013	2012
Cash provided by (used in):		
Operations:		
Excess (deficiency) of revenue over expenses item not involving cash:		
Amortization of tangible capital assets	131,247	60,064
Net unrealized gain on investments	(125,480)	(32,666)
Change in non-cash operating working capital	39,930	(2,724,503)
	(27,802)	(2,075,126)
Investments:		
Tangible capital asset acquisitions	(281,156)	(190,813)
Additions to investments	(91,812)	(1,079,372)
	(372,968)	(1,270,185)
Decrease in cash and cash equivalents	(400,770)	(3,345,311)
Cash and cash equivalents, beginning of year	1,330,282	4,675,593
Cash and cash equivalents, end of year (note 2)	\$ 929,512	\$ 1,330,282