



Annual Report

2012

Expertise

Knowledge

Opportunity

Leadership

Gaining Momentum

Over the past year, the Canadian Bureau for International Education (CBIE) has been engaging with decision-makers and practitioners, capitalizing on a wealth of opportunities in Canada and abroad, and building on the major changes initiated by our membership task force in 2011.

The theme of this annual report is *Gaining Momentum*, chosen to reflect CBIE's increasing strength, breadth and visibility as an organization, as well as the expanding awareness and support for international education across Canada — in educational institutions, governments, business, media, and the general public. While focal points and terms may differ — study abroad, international student mobility, education exports, internationalization — overall recognition of the value of international education is clearly gaining momentum. CBIE will continue to play a central role in expanding knowledge of and support for international education over the coming years.

In 2011-12, we advocated for greater focus on international education, and were gratified at the appointment of the Advisory Panel on Canada's International Education Strategy by the federal government. We provided substantial input to the Panel, participating in the majority of its consultations and engaging with the Panel's Chair and members at our 2011 conference.

We continued to build the Canadian Consortium for International Education Marketing (CCIEM), comprising the five leading organizations representing the vast majority of the education sector in Canada. We worked to raise the profile of CCIEM with senior leaders and with the public, making the case for a key role for CCIEM in action plans pertaining to international education.

Since the 1970s, CBIE has made connections internationally in support of our member institutions across Canada. This year, we deepened partnerships in a range of countries, with a particular focus on Brazil, China, Libya, Saudi Arabia and Ukraine.

We developed a new brand, launched an informative website showcasing that brand, and created a membership database and communications platform. Through the platform — our Members Only Area — members can share documents easily, connect with each other through discussion forums, and provide feedback to CBIE. We expanded our reach in social media, adding a YouTube channel to feature international education themes and highlights of our annual conference.

The theme for our 2012 conference, "A Fine Balance: Harmonizing International Education Policies and Practices," emphasizes CBIE's role in drawing together the full range of stakeholders in our field to create pathways and processes that facilitate international mobility nationally and internationally.

Working with our members, our clients, our counterpart organizations in Canada and worldwide, and with government and private sector stakeholders, CBIE's team of committed professionals is continuing to provide ideas and expertise to enhance the connections among all who are directly and indirectly engaged in international education.



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Chair's Message

Serving as CBIE's Chair of the Board is highly gratifying for many reasons.

First, our field is exciting and dynamic by nature. It creates opportunities for people-to-people connections that can change the world. It helps societies

develop. It catalyzes the generation of new knowledge. It creates momentum for developments in numerous fields of human endeavour and enterprise.

Second, CBIE is central to Canada's engagement with the world. Everything CBIE stands for and undertakes is aimed at fulfilling the promise of international education. CBIE's Board of Directors plays an important role in positioning CBIE for success and therefore in ensuring Canada's full and effective participation in international education. As Board members, we develop and monitor policies and the strategic plan, ensure the quality and soundness of CBIE's management systems, and provide insights and guidance to the management team. Thanks to the professionalism, experience and expertise of CBIE's President and her team, this work is a true pleasure.

The past year has been both challenging and exciting for CBIE. We have managed the Libya-North America Scholarship Program through crisis, securing a positive relationship with the new leadership in Libya and stabilizing support for their scholars in Canada and the United States. We have participated effectively in dialogues and consultations with the federal government's Advisory Panel on Canada's International Education Strategy, a development we had urged and welcomed.

Working with the Advisory Panel was incredibly important, because this is a crucial time for international education. Its profile is rising, and world leaders are expressing interest as never before. CBIE has played a leading role in generating this momentum and, I am certain, will continue to do so in the years to come.

Within our sector, we have long known the benefits of welcoming international students to Canadian institutions, enabling our domestic students to study abroad, and partnering with foreign governments to deliver capacity-building projects both at home and abroad. These benefits can be seen at the individual, institutional, and national levels — and we continue to communicate them widely. During the past year, the media, educational institutions and all levels of government have been participating in a bigger conversation about Canada's long-term objectives for international education. CBIE's advocacy and communications have helped shaped this conversation, and as we go forward, CBIE will increase its efforts to engage a broader public in the dialogue, aiming to achieve our collective vision of making Canada a global leader in international education.

It is a pleasure to see CBIE thrive and grow, creating new opportunities for members, and engaging with partners effectively and in ways that support our members.

On behalf of the Board of Directors, I would like to thank our members, staff, partners and friends for their ongoing support. Together, we will continue to gain momentum toward achieving our educational goals.

*Dr. Vianne Timmons
Chair of the Board, and
President and Vice-Chancellor, University of Regina*



President's Message

This year, CBIE has made great progress towards our overarching goals. These successes have been achieved thanks to the hard work and dedication of our members, Board of Directors and staff, for which I am deeply grateful.

International education affects us all — not just those who work in the education sector. Throughout 2012, there have been several in-depth media reports on the role international students and internationalization of education can play in shaping Canada's future and our society. We have commented on these issues in *The Globe and Mail* and *Embassy Magazine*. We are pleased to see our interests resonate with the Canadian public and to note the deepening awareness that international education is an essential element of Canada's international relations and national prosperity agenda.

Over the year CBIE has played a major role, with the Canadian Consortium for International Education Marketing (CCIEM), in providing policy options to the Advisory Panel on Canada's International Education Strategy appointed by the Ministers of Finance and Trade, the Hon. Jim Flaherty and the Hon. Ed Fast in October 2011. CCIEM advocated that a full-fledged strategy should aim to build Canada's brand abroad, as well as attracting international students, and to provide opportunities for Canadians to study internationally. The Panel's report was released in August 2012. Its excellent recommendations include a Council on International Education and Research to guide Canada's action plan; work to double our international student population within 10 years; a mobility program to provide support for 50,000 Canadians to study abroad annually by 2022; and improvements to visa processing for international students. CBIE and CCIEM applaud these recommendations, urge a substantial investment to action them, and look forward to working with government, members and partners to achieve our common goals.

During 2011-12 I have had the privilege of guiding CBIE's ongoing work on many successful programs and helping to launch more. In the aftermath of the Libyan revolution, I participated in a trade

mission to Tripoli, led by the Hon. Ed Fast, Minister of International Trade and Minister for the Asia-Pacific Gateway, to deepen ties with Libya's interim government and explore opportunities for Canada-Libya cooperation. CBIE manages Libya's North-American Scholarship Program, providing services to the Ministry of Higher Education and Scientific Research of Libya in support of 2,500 scholars in Canada and the United States. The Ministry of Higher Education and Scientific Research indicated that it remains strongly committed to the Libyan-North American Scholarship Program and hopes to expand participation in the Program to provide more qualified Libyan scholars with the opportunity to study at higher education institutions in North America.

In April, I was a member of the delegation accompanying His Excellency the Right Honourable David Johnston, Governor General of Canada, on his official visit to the Federative Republic of Brazil; his working visit to Barbados; and his State visit to the Republic of Trinidad and Tobago.

In Rio de Janeiro, Brazil, His Excellency spoke at the Conference of the Americas on International Education, an event that CBIE pioneered in Calgary in 2010 and for which we serve on the Steering Committee. His remarks cited the "diplomacy of knowledge," a concept that resonates with leaders in education, government and other spheres, and attests to his deep belief in international education as a game-changer for the world.



(left-right) Margaux Béland, VP Canadian Partnerships, His Excellency the Right Honourable David Johnston, Governor General of Canada, Karen McBride, President and CEO, and Jennifer Humphries, VP Membership, Public Policy and Communications at the Conference of the Americas on International Education (CAIE)

Photo credit: MCpl Dany Veillette, Rideau Hall
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CBIE, partnering with the Association of Universities and Colleges of Canada and Languages Canada, has taken the lead in developing Canada's approach to Brazil's Science Without Borders (SWB) scholarship program. The goal of this program is to ramp up Brazil's expertise in science and technology through international exchange. Over the next four years, more than 100,000 Brazilian undergraduate and graduate students will be studying abroad under SWB. During his Brazil visit, our Governor General gave a strong boost to Canada's role in this program: following his meeting with her, President Dilma Rousseff announced that 12,000 scholars would go to Canada, an extraordinary proportion of the overall program given that it includes several large host countries.

During the official visit to Trinidad and Tobago, we celebrated the 50th anniversary of bilateral relationship between our two countries. In Barbados I was privileged to participate in a panel discussion on educational linkages.

In May I had the rewarding opportunity to visit Ukraine. I met with CBIE partners of long standing, as well as new partners seeking our help to connect with our member institutions. CBIE's engagement in Ukraine over the past two decades has focused on capacity building in the public sector and in civil society organizations, which we look forward to pursuing. At the same time we wish to deepen education-based relationships. I am delighted to be leading a group of Canadian institutions on a mission to Ukraine later this year, which will entail substantive meetings with education leaders in institutes, universities and government, to discuss a range of institutional partnership opportunities.

CBIE is honoured to continue administering Foreign Affairs and International Trade Canada's International Scholarships Program. Since 2005, CBIE has had the privilege of facilitating both inbound and outbound international education experiences on behalf of the Government of Canada, involving Canadians and students from every corner of the globe.

We also marked our sixth year of work on behalf of Export Development Canada, providing management services for EDC's International Business Scholarships. This excellent program helps to build the next generation of international business leaders.



Libyan delegation visit CBIE's offices in June — Karen McBride (centre left), Dr. Naim Al-Ghariani, Libya's Minister of Higher Education and Scientific Research (centre right) and Dr. Basel Alashi, Vice-president, International Partnerships (second from right)

CBIE is increasingly the go-to-place in international education, leveraging the expertise of our members to provide information for students, researchers, government and the public. Working with members, we organize events and conference presentations that enhance knowledge of Canadian education internationally. Our research illuminates Canadian views and trends, drawing useful comparisons and making helpful recommendations for practitioners and decision-makers alike. This year we are forging a new path, with our first annual report on Canada's performance and potential in international education in development as I write this message. By consolidating research, data and analysis into a unified document, we hope to catalyze our sector and offer a resource of value to our membership, provincial and federal governments, and stakeholders and partners across Canada and beyond our borders.

I value your commitment to international education and keen support of CBIE's work. More than that, your dedication inspires me. I thank you for taking time to be in touch with me over the past year, as well as for conveying your comments through my excellent staff.

As we gain momentum toward our goal of making Canada a global leader in international education — through a wide array of initiatives and endeavours — to the benefit of Canadians and partners worldwide, I thank you for your sustained support.

Karen McBride, President and CEO

CBIE Members

Alberta

- Alberta College of Art & Design
- Athabasca University
- Bow Valley College
- Calgary Board of Education
- Edmonton Public Schools
- Grant MacEwan University
- Lakeland College
- Lethbridge Community College
- Medicine Hat College
- Mount Royal University
- NorQuest College
- Northern Alberta Institute of Technology
- 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
- 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 District
- 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 Agricultural College
- 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
- Seneca College of Applied Arts and Technology
- Sheridan Institute of Technology and Advanced Learning
- Sir Sanford Fleming College
- St. Clair College
- St. Lawrence College
- The Michener Institute
- 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

- Bishop's University
- Cégep de l'Outaouais
- Cégep de Saint-Hyacinthe
- Cégep Saint-Jean-sur-Richelieu
- Collège LaSalle College
- Collège Saint-Charles Garnier
- Concordia University
- École de technologie supérieure
- École Polytechnique de Montréal
- HEC Montréal
- Heritage College
- Cégep John Abbott College
- 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

Partners

- British Columbia Centre for International Education (BCCIE)
- Cégep International
- International Educators Association of Canada (IEAC)
- International Consultants for Education and Fairs (ICEF)
- Navitas

Associates

- Agence universitaire de la Francophonie
- AustraLearn, AsiaLearn and EuroLearn
- Canadian Virtual University
- CultureWorks
- EduNova Cooperative
- EF International Language School
- Government of Newfoundland and Labrador - Department of Education
- International Language Institute
- International Language School of Canada
- Manitoba International Education Branch
- Ontario Principals Council
- Polytechnics Canada

Board of Directors 2011-2012

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The Canadian Bureau for International Education 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 enroll over 1.2 million students from coast to coast.

Financial Statements

CANADIAN BUREAU FOR INTERNATIONAL EDUCATION
Year ended March 31, 2012

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 statement of financial position as at March 31, 2012, the statements of operations, changes in net assets and cash flows for the year then ended, 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 generally accepted accounting principles, 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 audit. We conducted our audit 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 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, 2012 and its results of operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Report on Other Legal and Regulatory Requirements

As required by the Canada Corporations Act, we report that, in our opinion, these principles have been applied on a basis consistent with that of the preceding year.

KPMG LLP

Chartered Accountants, Licensed Public Accountants
May 10, 2012 Ottawa, Canada

Statement of Operations

Year ended March 31, 2012, with comparative figures for 2011

	2012	2011
Revenue:		
Gross projects contributions	\$ 163,765,394	\$ 166,359,478
Less: direct project expenses	157,267,658	160,386,008
Net project contribution	6,497,736	5,973,470
Conference	490,553	575,371
Membership	154,835	163,534
Interest and investment	84,434	49,818
Miscellaneous	833,223	548,081
	8,060,781	7,310,274
Expenses:		
Books, subscriptions and memberships	16,940	8,701
Conference/workshop facilities	194,072	171,004
Equipment rental and maintenance	51,522	108,855
Grants, fees and awards – projects	14,848	36,500
Insurance	34,956	21,430
Postage and courier	20,038	25,554
Printing and photocopying	163,604	153,709
Professional fees:		
Contracts	1,386,296	1,245,272
Legal and audit	86,524	59,358
Promotion	34,260	22,861
Rent	343,944	283,744
Salaries and benefits	4,482,750	3,755,087
Supplies and sundry	96,558	103,457
Telephone	46,802	47,477
Translation	33,420	51,016
Travel (note 7)	404,870	306,490
Amortization of capital assets and prepaids	60,064	195,902
	7,471,468	6,596,217
Excess of revenue over expenses before the undernoted	589,313	714,057
Special projects (note 6(b))	–	67,000
Excess of revenue over expenses	\$ 589,313	\$ 647,057

See accompanying notes to financial statements.

Statement of Changes in Net Assets

Year ended March 31, 2012, with comparative figures for 2011

	Unrestricted	Invested in capital assets	Internally restricted	Total 2012	Total 2011
Net assets, beginning of year	\$ 2,288,879	\$ 85,141	\$ 700,000	\$ 3,074,020	\$ 2,427,403
Excess of revenue over expenses	589,313	–	–	589,313	647,057
Amortization of capital assets	60,064	(60,064)	–	–	–
Capital asset acquisitions	(190,813)	190,813	–	–	–
Change in cumulative unrealized gains (losses) on investments (note 4(b))	32,666	–	–	32,666	(440)
Net assets, end of year	\$ 2,780,109	\$ 215,890	\$ 700,000	\$ 3,695,999	\$ 3,074,020

See accompanying notes to financial statements.

Statement of Cash Flows

Year ended March 31, 2012, with comparative figures for 2011

	2012	2011
Cash provided by (used in):		
Operations:		
Excess of revenue over expenses	\$ 589,313	\$ 647,057
Item not involving cash:		
Amortization of capital assets	60,064	127,615
Change in non-cash operating working capital	(2,724,503)	3,710,693
	(2,075,126)	4,485,365
Investments:		
Capital asset acquisitions	(190,813)	(28,323)
Additions to investments	(1,079,372)	(451,242)
	(1,270,185)	(479,565)
Increase (decrease) in cash and cash equivalents	(3,345,311)	4,005,800
Cash and cash equivalents, beginning of year	4,675,593	669,793
Cash and cash equivalents, end of year (note 2)	\$ 1,330,282	\$ 4,675,593

See accompanying notes to financial statements.

Statement of Financial Position

March 31, 2012, with comparative figures for 2011

	2012	2011
Assets		
Current assets:		
Cash and cash equivalents (note 2)	\$ 1,330,282	\$ 4,675,593
Restricted cash for projects (note 3)	136,713,295	32,158,448
Accounts and contributions receivable	1,033,722	649,135
	139,077,299	37,483,176
Investments (note 4)	2,766,942	1,654,904
Capital assets (note 5)	215,890	85,141
	\$ 142,060,131	\$ 39,223,221
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 740,324	\$ 674,185
Deferred contributions	910,513	3,316,568
Deferred contributions relating to restricted cash for projects (note 3)	136,713,295	32,158,448
	138,364,132	36,149,201
Net assets:		
Unrestricted	2,780,109	2,288,879
Invested in capital assets	215,890	85,141
Internally restricted (note 6)	700,000	700,000
	3,695,999	3,074,020
Contingencies and guarantees (note 8)		
Commitments (note 9)		
	\$ 142,060,131	\$ 39,223,221

See accompanying notes to financial statements.

Approved by the Board of Directors:

[Signature] Director *[Signature]* Director