



Canadian  
Bureau for  
International  
Education

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internationale

**ANNUAL CONFERENCE | CONGRÈS ANNUEL | OTTAWA 2016**

# Regional Collaboration: Victoria

## A City-Wide Approach to International Recruitment



**INTERNATIONALIZATION FOR ALL | L'INTERNATIONALISATION POUR TOUS**



# Presenters

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# Presenters

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**Royal Roads University**

# Victoria Collaboration

## Overview

1. Why collaborate?
2. Market selection
3. Event development and promotion
4. Event overview and results
5. Lessons learned

# Why Collaborate?

- Desire to work together
- K-PhD offerings, something for everyone
- Strength in numbers
- Learn together to explore untapped markets

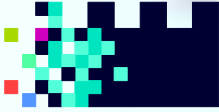




BRITISH COLUMBIA



University of Victoria



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CANADA

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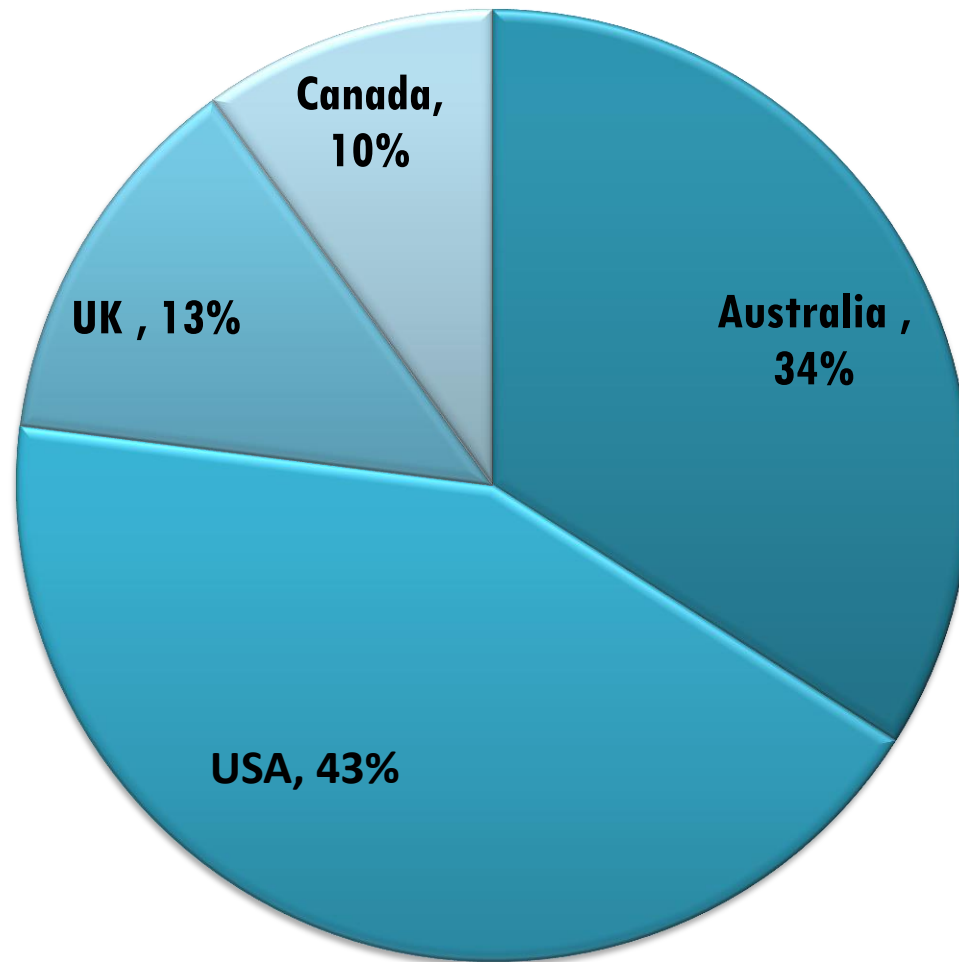


# Vietnam Quick Facts

- Population: 90 million (45% > 25 years old)
- GDP per capita: USD \$1,960
- 100K Vietnamese students studying in 49 countries in 2012 (90% self-financing)
- Growing middle and upper class with an interest in international education
- 12 year general education system
- Identified as one of 6 priority markets in Canada's International Education Strategy
- Market size potential: min. 400K over 10 years

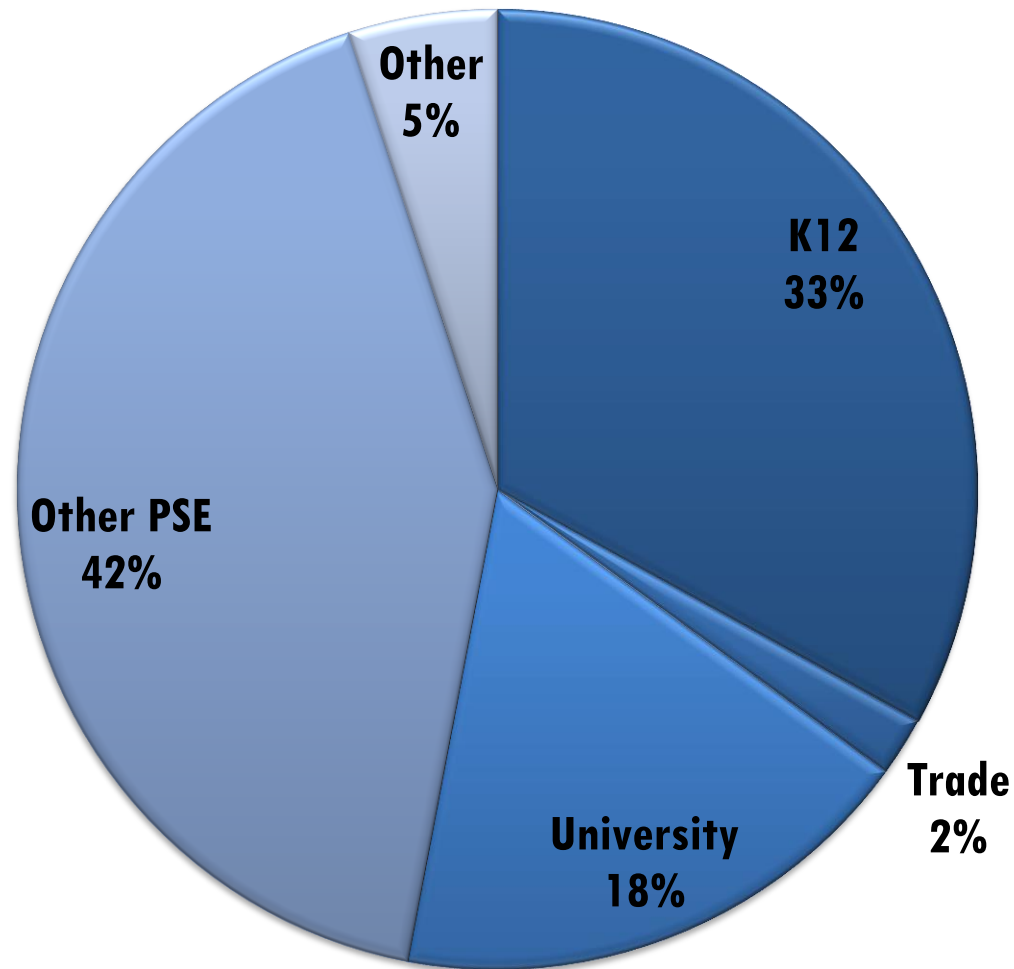


# Vietnam Student Mobility





# Vietnam Sector Student Mobility



The background of the slide is a vibrant collage of Chinese New Year decorations. It features numerous colorful lanterns in shades of red, yellow, purple, and green, some with intricate patterns and floral designs. Interspersed among the lanterns are strands of multi-colored tinsel and other festive ornaments, creating a rich and celebratory atmosphere.

# Market Selection

- Trade commissioner feedback
- Fair overload
- New and emerging market with little Canadian presence
- Overlapping recruitment activities and interests amongst Victoria institutions
- Decision: events that would promote Victoria as a study destination for any student from K to PhD

# Exploring the Market

- Can we do this alone?
- How do we choose an agent?
- Why AIT: what did they bring to the table?
- Do we sacrifice anything by committing the event to one agent?

# Building Collaboration

- Presentation development
  - General introduction to Canada and BC education systems
  - Focus on Victoria
  - Minimal but balanced institution information
- Municipal involvement (Tourism Victoria, DVBA, City Hall)



# Promotions by AIT

- Online ads in magazines and local newspapers
- Social media outreach
- Banners in main streets of HCMC
- Posts on educational forums and high school websites
- E-newsletters and mobile messages to AIT databases
- Posters and leaflets for high schools, universities, and English centres
- Outreach to local student clubs

# Promotions – sample online ads

The screenshot shows the VNEXPRESS website with a prominent advertisement for AIT Victoria 2016. The ad features a banner with the text "NGÀY HỘI ĐU HỌC VICTORIA 2016 THÀNH PHỐ ÁM AN NHẬT CANADA". Below the banner, there are several articles and smaller ads. A blue arrow points from the banner to a sidebar article titled "Premier 'ƯỚC ĐÓ MẮT GỐC TÊN ANH'". Another blue arrow points from the banner to a sidebar article titled "Thư tài của bạn: 'Please' hay 'Police'".

The screenshot shows the website "Người tạo động" with a prominent advertisement for AIT Victoria 2016. The ad features a banner with the text "NGÀY HỘI ĐU HỌC VICTORIA 2016 THÀNH PHỐ ÁM AN NHẬT CANADA". Below the banner, there are several articles and smaller ads. A red arrow points from the banner to a sidebar article titled "TP Hồ Chí Minh". Another red arrow points from the banner to a sidebar article titled "Vấn đề mới thì trực nghiệm toán?".

# Promotions – social media

**Canada**

Thích Nhắn tin Lưu Khác

Viết bình luận...  
Nhấn Enter để đăng.

**Consulate General of Canada in Ho Chi Minh City** ✓  
@CanadainHoChiMinhCity

Trang chủ  
Giới thiệu  
Ảnh  
Bài đánh giá  
Lượt thích  
Français  
Video  
Travel

**Consulate General of Canada in Ho Chi Minh City** đã thêm 2 ảnh mới.  
28 Tháng 9 lúc 9:00 ·

Have you ever heard of Victoria, which is considered a city with one of the mildest climates in Canada?

You are invited to join the 5th “Victoria Education Day” in Ho Chi Minh City on October 1 and in Hanoi on October 2, 2016 to meet representatives from the group of 7 universities, colleges, and high schools located in Victoria and its neighbour city Nanaimo and to learn more about study options as well as about the cities themselves. The event will be organized by AIT International Education Services. Visitors are invited to register at <http://victoriafair.duhoccanadachuyennghiep.com/>.

Xem bản dịch

Canada

**The American Center** Local Business Thích

**Canada-Vietnam Alumni** Tổ chức phi lợi nhuận Thích

Tổ chức Chính phủ tại Thành phố Hồ Chí Minh

TRANG NÀY ĐÃ THÍCH

**Mission of Canada to Vietnam** Thích

**Embassy of Canada in Hanoi** Thích

**Consulat général du Canada à Hanoi** Thích

Trò chuyện (1)

# Promotions – banners





# Victoria Day Fair

- **Twice a year**
- **Two major cities**
- **Online advance registration**
- **One hour presentation followed by mini-fair**
- **Quizzes with prizes**

# HCMC March 2015





University of Victoria



University of Victoria  
Continuing Studies



# Ha Noi March 2015

NGÀY HỘI DU HỌC VICTORIA

*Thành phố ấm áp nhất Canada*

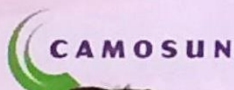
Hà Nội, 29/03/2015



# HCMC Nov 2015

## VICTORIA Canada Education Day

Ho Chi Minh, November 14<sup>th</sup>, 2015



# HCMC Oct 2016

AIT  
International Training



NORTH ISLAND  
COLLEGE

University  
of Victoria



SUN



## VICTORIA

### NGÀY HỘI DU HỌC CANADA

TP. Hồ Chí Minh 01/10/2016



# HCMC 2016 Full House



# Additional Activities

- High school visits
- University visits
- AIT office training
- Team building



# Vietnamese Parents





# Event Statistics

| Victoria Education Fair |                               | September 2014 | March 2015 | November 2015 | October 2016 |
|-------------------------|-------------------------------|----------------|------------|---------------|--------------|
| Hanoi                   | Number of registered students | 173            | 157        | 79            | 153          |
|                         | Number of actual attendees    | 95             | 52         | 54            | 160          |
| Ho Chi Minh City        | Number of registered students | 75             | 69         | 73            | 92           |
|                         | Number of actual attendees    | 30             | 20         | 52            | 110          |

# Event Statistics

| <b>Educational Sector</b> | <b>September 2014</b>    | <b>March 2015</b>        | <b>November 2015</b>    | <b>October 2016</b>       |
|---------------------------|--------------------------|--------------------------|-------------------------|---------------------------|
| <b>School District</b>    | 9 Leads                  | 9 Leads                  | 8 Leads<br>4 Applicant  | 38 Leads<br>13 Applicants |
| <b>College</b>            | 6 Leads<br>3 Applicants  | 6 Leads<br>3 Applicants  | 2 Leads<br>1 Applicant  | 32 Leads<br>3 Applicants  |
| <b>University</b>         | 13 Leads<br>3 Applicants | 13 Leads<br>3 Applicants | 21 Leads<br>2 Applicant | 46 Leads<br>1 Applicant   |

A vibrant street scene in a traditional market, likely in Southeast Asia. The street is lined with colorful lanterns in shades of red, yellow, and green. A person wearing a traditional conical hat and a light-colored shirt is riding a bicycle away from the camera. The background shows more people walking and buildings with traditional architecture. The overall atmosphere is lively and festive.

# Results

- Applications and registered students
- Brand awareness
- Improved student services
- Strategic understanding
- Market insight
- Strong local ties
- Template for approaching other markets

# Lessons Learned

## Internal Challenges

- **Organizing & coordination**
- **Unique offerings**
- **Maintaining scope**
- **Audience expectations**
- **Decision-making by committee**
- **Community explanation**

# Lessons Learned

## External Challenges

- **Visa approval rates**
- **Competition from Australia and U.S.**
- **Vietnamese school policies**
- **Staff turnover at institutions**
- **Price sensitivity**

# What's next?

- **Conversion**
- **Expand to other markets: Korea spring 2017**
- **Public Partnership MOU**
- **Vietnam fall 2017**
- **Industry engagement**

# Thank you!



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# Your feedback is important to us!

Please take a moment to submit the evaluation  
for this session.

Evaluations are found on CBIE's Conference app.

**Thank you!**