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Introduction

The aim of this document is to assist new professionals in international education to become oriented to the sector, connect them with resources and help them discover opportunities.

What is International Education?

International Education is a dynamic field that is witnessing experiential growth. The Canadian Bureau for International Education (CBIE) defines comprehensive international education as inbound, outbound, and internationalization at home. These activities consist of learning activities (curricular, co-curricular or extracurricular) which focus on other countries or cultures; and any educational activity (full degree or short term) which occurs outside the student’s home country.

In effect, there are two reference points. The first refers to a comprehensive approach to education that intentionally prepares students to be active and engaged participants in an interconnected world. The second refers to education that transcends national borders by the exchange of people, (researchers, students, and staff) travelling to study, volunteer or work as part of a program.

Both reference points are grounded in developing global competencies - fostering qualities and abilities that drive individuals to take a critical stance towards problems, to understand and explain facts, opinions and ideas; to work in groups; and to participate in free dialogues. International education is bigger than the sum of its parts, and the work being done is bigger than the individuals working within its vast parameters.

Effectively, international education acts as catalyst for promoting global competencies - skills required for 21st century citizens to thrive in their lives and careers, while make meaningful contributions to their local and global communities. It encompasses a wide range of careers including recruiting students, teaching, curriculum development, technical assistance, exchange, capacity building, training, social programming, advising, and the promotion of international understanding. International education professionals work in various education sectors, governmental agencies, non-governmental and non-profit organizations, foundations and private firms.

Career paths in our field are varied; section two gives an overview of the types of opportunities that are available. In order to advance, one might work in a series of positions within a particular organization or switch to similar work in another. One might also gain additional experience by working in several functional areas in the field. International education professionals benefit from developing a diversity of experience, permitting not only flexibility in job possibilities, but also qualifying themselves for management positions involving a variety of functional areas.

For example, one might work within an international exchange organization coordinating high school exchanges, and then work at a college or university study abroad office and/or international student office, which could lead to the position of overseeing an International Student Centre or Education Abroad Program. Alternately, one might start with volunteering abroad or English as a Second Language (ESL) teaching experience abroad and segue into working for education capacity building.
programs. (Columbia University School of Public and International Affairs, 2016).  

International exchange in education and programming in development, disaster response, social justice, capacity building, human rights etc. have experienced dramatic growth in recent years. There are numerous organizations dealing with various aspects of international exchange; most campuses and schools/school boards now has offices/programming that assist international students and offer learning abroad programs. In addition, efforts to increase educational and training programs in the areas of health, human rights, democracy building and other development fields have been enhanced. Consequently, the demand for international education professionals has increased as well. On the other hand, due to the popularity of international careers as a whole, and the appeal of working in international education (intercultural environment, diverse and interesting responsibilities and occasional overseas travel), the competition remains high. Those with international education experience as a student or with general international work experience, in addition to foreign language skills, are usually most in demand. (Columbia University School of Public and International Affairs, 2016).  

While international education has its share of advocates, the dollars to expand and enhance programs are often not forthcoming. The case for ranking international education and exchange high on the list of institutional and national priorities must be made through continuous advocacy for internationalization. Challenges constantly arise from various developments in regions throughout the world. For example, the current concern regarding acts of terrorism continue to impact both student interest and parents' willingness to send their children abroad. Instability in a country or region might disrupt programs and scholarship funding, or cause participants to be recalled, as well as impact the feasibility of educational capacity building programs in post-conflict areas or developing countries. Moreover, international student visa regulations and processes could also create challenges for international exchange programs. (Columbia University School of Public and International Affairs, 2016).  

This is an exciting and growing field we are all proud to be a part of. Passion for education and sharing of international experiences drive many of us to continue to give back to our industry and we are glad to see it continue to grow. We hope this document provides some assistance and insight into the industry for those of you who are new to it. This will be a living document, which will continue to be added to year on year. Please get involved in the INTL committees if you would like to contribute.

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2 Ibid

3 Ibid
Job Opportunities within International Education

The charts provide both a visual overview of the various institutional offices, and various positions that someone could hold within international education at a CBIE member institution. This is neither exhaustive nor detailed, but meant to provide a general overview and potential career paths for those new to the industry. There are three main functional areas within post-secondary international divisions this document addresses: Admissions & Recruitment, Student Services, Advising. Below is a sample of a few different organizational charts for each functional area to provide an example of the different roles and progressions of responsibility within international at a college, institute and/or university.

Organization Chart 1: Student Services & Mobility Office Example
Acronyms that You Should Know

**CBIE** - Canadian Bureau for International Education

**OAIE** - Ontario Association of International Education

**BCCIE** - British Columbia Council for International Education

**PLC** - Professional Learning Community - at CBIE

**INTL** - International Network of Tomorrow’s Leaders – A PLC of CBIE

**ISA** - International Student Advisor

**RO** – Recruitment Officer OR Registrar’s Office

**SEM** - Student Enrolment Management

**IRCC** - Immigration Refugees and Citizenship Canada (Formerly CIC - Citizenship and Immigration Canada) -

**ICCRC** - Immigration Consultants of Canada Regulatory Council

**RISIA** - Regulated International Student Immigration Advisor

**RCIC** - Regulated Canadian Immigration Consultant

**ISIEP** - CBIE’s International Students and Immigration Education Program

**IE** - International Education

**HE** - Higher Education

**PSE/PSI** - Post Secondary Education/Institution

Brush up on other terms by checking Canada’s Education Abroad Lexicon: [http://cbie.ca/who-we-are/institutional-resources/canadas-education-abroad-lexicon/](http://cbie.ca/who-we-are/institutional-resources/canadas-education-abroad-lexicon/)

Competencies and Ethical Practices

CBIE also has a code of ethical practices that everyone should read and be aware of. You can review the CBIE Ethics code here: [http://cbie.ca/our-network/become-a-member/code-of-ethical-practice/](http://cbie.ca/our-network/become-a-member/code-of-ethical-practice/)
Getting Started

The aim of this document is to assist you as a new professional and we would like for you to learn about what CBIE can offer you and what other resources are out there for you. First, we begin with CBIE, below are the resources available to you through your membership with CBIE.

Mailing List

Sign up with your email to receive the regular newsletter from CBIE, and decide which other areas of publication interest you: CBIE Newsletter, Scholarship Information, Conference, Events & Professional Development, Media Releases, Consulting & Research Opportunities, Employment Opportunities. Sign up here: https://mp.cbie.ca/mpower/campaigner/signup.action?request_locale=en

CBIE Volunteer Committees

CBIE provides a number of volunteer opportunities on different committees where members can network, share knowledge and develop projects. These include International Network of Tomorrow’s Leaders (INTL), Student Services, Education abroad, Recruitment, Admissions & Marketing, Research & Evaluation, International Housing and Settlement Services, Canadian Internationally Minded Smaller Universities, Colleges and Institutions. Members are able to join multiple committees and take part in discussions, share information, and help grow the profession as a community. http://cbie.ca/our-network/professional-learning-communities/

Webinars

CBIE webinars cover the hottest topics, emerging trends and latest research in the field of international education. They allow participants to access cost effective training to stay ahead of the curve and remain competitive. CBIE webinars feature internationalization experts, timely topics and case studies. Every webinar you purchase is recorded and can be viewed by your entire team. http://cbie.ca/learning/webinars/

Conferences - Regional & National

CBIE’s Annual Conference is the Canadian meeting place for international educators and stakeholders from across Canada and around the world. CBIE has proudly delivered an annual conference for over 50 years; creating the space, convening the stakeholders, and leading the conversation of Canadian international education. The conference spans across the education sector – representing, engaging and bridging the interests of K-12 to postgraduate educators, as well as public and private stakeholders. The annual conference forms the global meeting place of choice for international delegations and government officials seeking to deepen engagement with the Canadian education sector. www.cbieconference.ca

Regional meetings take place in the following regions: Quebec, Ontario, Western Region, Atlantic Region. CBIE focuses its services on helping members achieve common international education objectives, shared across the spectrum of education, from school boards to universities. In order to reach out to all the member institutions, which are located in every province in Canada, CBIE facilitates the organization of regional meetings, customizing the agenda to regional needs and requirements.
Along with receiving CBIE’s updates on national activities and initiatives, members take the opportunity to focus on particular matters of importance to them. They come together to share benchmarks, institutional expectations, emerging trends and realities, and other information of mutual benefit. Coordinated by a committee of member representatives with input from CBIE, regional meetings offer a team-building and effective networking opportunity for member institutions.
http://cbie.ca/upcoming-events/regional-meetings/

ISIEP program

CBIE’s International Students and Immigration Education Program (ISIEP) is an online education program addressing advising needs vis-à-vis immigration policy and practice. It is designed for International Student Advisers (ISAs) and other professionals working in the education sector in Canada whose responsibilities include offering immigration advice to students. The program will prepare ISAs working at educational institutions across Canada for the entry-to-practice exam to become Regulated International Student Immigration Advisers (RISIAs). Find out more about IEIEP Program here: http://cbie.ca/isiep/ Download the 2017 handbook for further information here: http://cbie.ca/wp-content/uploads/2017/05/RISIA-Handbook_E_Fall2017.pdf

Publications

CBIE publishes research and articles on a regular basis. Some require CBIE membership details to download, some are free to the public. We recommend reading the annual report ‘World of Learning’ which is available by using your institutional login for free download on the CBIE website above.

CBIE Research and Publications can be found here: http://cbie.ca/what-we-do/research-publications/research-and-publications/

CBIE also runs a blog that is worth bookmarking and reviewing on a regular basis. You can find the blog here: http://cbie-bcei.ca/blog/

And More...

CBIE does so much more as well. Please do spend some time browsing their website to understand all of the functions that the organization performs.

Learn About INTL

The International Network of Tomorrow’s Leaders (INTL) is a professional learning community (PLC) of the Canadian Bureau for International Education. The mission of INTL is to provide an environment for new professionals and emerging leaders to cultivate professional networks and engage themselves in the community of Canadian international education. INTL remains one of CBIE’s most active PLCs

Subcommittees and Working Group

INTL Subcommittees for 2017 included Conference, Championing, Communications, Mentorship, Networking and Scholarships.

Working Group Associate Members commit approximately 3-5 hours per month to contribute to one of INTL’s key initiatives. Participate in subcommittees or be assigned to specific projects (meaning the appointment term may be more limited or extended depending on the scope of the project assignment). Participate in networking activities, including those outside of INTL.
Sub Committee Leads: Commit approximately 5 hours per month to lead one of INTL’s working groups. Typically, Subcommittee Leads participate in INTL as Associate Members first. However, some exceptions to this may be made depending on individual candidates. Leads are responsible for leading/co-leading a subcommittee or project, and may also participate in a secondary subcommittee. Leads will participate in networking and conference activities, and will act as champions for all members of the PLC. Leads have the option to renew their term for a second consecutive year. Find more information here: http://cbie.ca/our-network/professional-learning-communities/intl/recruitment/

Mentorship Program

The CBIE INTL Mentorship Program is a valuable professional development opportunity for newcomers to the field as well as experienced leaders. The INTL Mentorship Program matches emerging and experienced leaders in the Canadian international education sector. New to the current version of program is the creation of a 2-tier system to allow the opportunity for “not so new” international educators to mentor those who are starting out in the profession while still being mentored by our seasoned professionals.

Mentees are emerging leaders have been involved in International Education for less than 7 years. Mentors are experienced leaders who have been involved in International Education for more than 7 years.

Members who have been involved in International Education for 4-7 years may participate as both a mentor and a mentee. http://cbie.ca/our-network/professional-learning-communities/intl/mentorship-program/

Conference Scholarship

CBIE offers a scholarship to cover the cost of conference attendance at the CBIE annual conference for new professionals in international education with less than 7 years’ experience who have never attended an annual conference. An application and support from your institution is required. The institution will cover accommodation, meals, travel and other associated costs of attending the conference. Application is required.

Other Organizations to Build Your Network

National Association of College Admissions Counselling - “The National Association for College Admission Counseling (NACAC), founded in 1937, is an organization of nearly 16,000 professionals from around the world dedicated to serving students as they make choices about pursuing postsecondary education. NACAC is committed to maintaining high standards that foster ethical and social responsibility among those involved in the transition process, as outlined in the NACAC Statement of Principles of Good Practice (SPGP).” Visit their Site for further information: https://www.nacacnet.org

International Association of College Admissions Counselling - The mission of International ACAC is “To facilitate global interaction among counselors and institutions in support of secondary students transitioning to higher education, while promoting professional standards that foster ethical and social responsibility.” https://intlacac.memberclicks.net/mission
NAFSA - "Association of International Educators is the world’s largest nonprofit association dedicated to international education and exchange. NAFSA’s 10,000 members are located at more than 3,500 institutions worldwide, in over 150 countries." - Visit their site for further information: http://www.nafsa.org/

Council of International Schools – If you work at a university, your institution may be a CIS member. CIS also has a volunteer committee called CHEC – Canadian Higher Education Committee – which organizes University recruitment tours abroad for Canadian institution partners. “CIS is a global membership community working collaboratively to shape international education through professional services for schools, higher education institutions and individuals.” http://www.cois.org/page.cfm?p=1799

Association of International Education Administrators – AIEA is aimed at senior educational leadership, rather than new professionals, but does have some useful resources and publications. The organization “is composed of institutional leaders engaged in advancing the international dimensions of higher education.” http://www.aieaworld.org

Asia Pacific Association for International Education - APAIE is an international non-profit organization whose goal is to activate and reinforce the internationalization of higher education in the Asia-Pacific region. If you have responsibility in the Asia Pacific region, it may be of interest to learn more about this organization.
https://www.apaie.org/intro/

European Association for International Education [EAIE] - If you have responsibility in Europe, it may be of interest to learn more about this organization. "EAIE is the acknowledged European centre for expertise, networking and resources in the internationalisation of higher education." https://www.eaie.org/about-eaie.html

Academic Internship Council – If you work involves internship placement for students, you may want to check out this organization. “The AIC is driven by a single mission: to provide academic institutions with internship programs that help their students achieve personal and professional growth and competitive advantage in the global workforce.”
http://www.academicinternshipcouncil.org/about-aic
Other Mailing Lists/Research/Publications/Books

Academica.ca - A Higher Ed research and consulting organization which offers a “Today’s Top Ten” news stories for Higher Education, which includes both news and job postings. Sign up here: http://www.academica.ca/topten


PIE Education - Professionals in International Education - Website with news, business analysis, career postings and newsletter. https://thepienews.com/

International Education Advantage – Recruiting resources and strategy http://www.intead.com/


Times Higher Education – THE posts the World University Rankings as well as job postings, news, and opinion articles. https://www.timeshighereducation.com/

World Education Service - “WES is a non-profit organization that has enabled more than one million international students and professionals to achieve their goals by providing expert credential evaluation and advice.” https://www.wes.org/ca/ Learn about WES Webinars and workshops here: http://www.wes.org/educators/kre.asp Sign up for their Newsletters here: http://knowledge.wes.org/Subscription-Page.html


NAFSA - They literally wrote the book on international student recruiting. For a good introduction to the industry best practices, check out NAFSA’s Guide to International Student Recruitment. https://www.nafsa.org/Shop/detail.aspx?id=2061

BrainGain Magazine - “…the leading Study Abroad magazine for students, their parents, and mid-career professionals in South Asia. We are the definitive source of information for anyone interested in exploring and learning about Study Abroad opportunities outside South Asia. Our primary target audience is between the ages of 16 and 35 years. We provide content to guide students and their parents through the decision-making process when exploring options to study abroad.” www.braingainmag.com

Journal of International Students – “The goal of the Journal is to feature narrative, theoretical and empirically-based research articles, student/faculty reflections, study abroad experience, and book reviews relevant to international students and their cross-cultural experiences and understanding in higher education.” https://jistudents.org/

Personal and Professional Development and Learning

In order to advance your career through this industry, it is important to know which transferable skills are useful across the International Education sector regardless of position. If you review various job postings within the industry you will recognize a number of soft skills and experiences that are almost always sought after in these positions. Language skills, experience living or working abroad, experience working in diverse workplaces, intercultural communications skills are among the most commonly requested in job postings. We recommend you first check with your institutions HR and Development department to see what programs are offered internally, and what potential funding exists for external development.

Language Skills

Having a second language or more is always helpful in this industry. Especially if you are working in the ESL section of your institution, being able to communicate to a student in their own language is incredibly powerful. This also applies to the recruitment industry as well. When travelling the world, being able to get around on your own, communicate with people and talk to prospective students and their families in their own language will help you be successful. It is not always a mandatory requirement, but do read the job descriptions carefully for language requirements.

You can upgrade your language skills at your own institution, at other institutions, or private schools. Your Institution may provide some funds for professional development which can help to cover the costs of language training. Check with your manager on what the policies of your institution are in regard to professional development funding.

Customer Service

Customer service is one of the most important qualities in a staff member working with current or prospective students. We want to empower our international students to succeed in their new country to their best of their abilities. This often requires staff members to be very understanding, empathetic, and to go the extra mile to assist students and their families. A student’s personal experience with an institution can go a long way to either promote your institution via positive word of mouth in their home country and personal networks, or it can spread negative publicity very quickly all around the world.

Intercultural Communication & Awareness

Working in an internationally focused industry, it is essential that we are aware and knowledgeable about the different ways different cultures communicate. This comes first of all from personal life experience, whether in your education, travels or work life. However, it also requires training and continuous work. We have found one resource that you can start with which is an online Intercultural Module provided by Queen’s University International Centre. The title is “Tools for Success in an Intercultural World” and it can be found here: http://quic.queensu.ca/php/toolsForSuccess/

Other Transferrable Skills

These additional skills are essential in any position regardless, but it will be of benefit to your work in international education to brush up on these skills: time management, organizational skills and effective communication.
Furthering Your Education within International Education

Formal education can be sought through masters or post-graduate certificate/diploma programs at a number of institutions. You may feel an MBA or business post graduate program may be of help if you are in recruitment or business development. However, these are not typically mandatory qualifications for junior/entry level positions. If you have aspirations to advance your career, our best advice is to keep an eye on job postings that are of interest to you and check the qualifications which are listed to help you understand the requirements of your future goal position. Reach out to mentors for advice on career advancement (Join the CBIE Mentorship Program.)

Job Specific Development

Below you will find some recommendations for each functional area in regard to your job specific knowledge. Below are a number of links that may be of interest to your specific roles. We will group the links into two main areas: Student support/advising/mobility, and recruitment & admissions.

International Student Advisors/Student Support/Student Mobility


Academic Impressions Training - https://www.academicimpressions.com/

CBIE Webinar Series - https://cbie.ca/learning/webinars/

Queens University Certificate for International Education Professionals - https://professionalstudies.educ.queensu.ca/programs/certificate-for-international-education-professionals


Coping with Culture Shock -  
https://travel.gc.ca/travelling/living-abroad/culture-shock

Global Affairs Canada - Canada’s diplomatic, consular and international trade division. http://www.international.gc.ca

Working Abroad Resources -  
https://travel.gc.ca/travelling/living-abroad/working

Safety Abroad! Travel Advice and Advisories -  
https://travel.gc.ca/travelling/advisories

Advising Best Practices from Various Institutions

UBC – Supporting International Students and International Experience -  

University of Minnesota - Seeking Best Practices for Integrating International and Domestic Students  

University of Fraser Valley – Best Practices for Academic Advisors  
http://www.ufv.ca/aac/about-us/best-practices-for-academic-advisors/

CBIE - Supporting international students with first transition into Canadian universities: Recommendations from Atlantic Canada  

CBIE Code of Conduct - “...[T]he goal of this Code is to provide ethical guidelines for members to follow and against which they can assess their own performance”

Recruitment

Trade Commissioners Service (TCS) - The Trade Commissioners Service is a unit attached to High Commissions around the world who are responsible for Promoting Canadian interests abroad. There is an Education division whose contacts are a great resource for anyone looking to make contacts in a market overseas -  

Government Education Reports - If you sign up to the trade commissioner’s website you can access market reports on education sector in various countries around the world.  

EduCanada - This is the Brand banner that the Government uses to brand Education in Canada. There are many events run in association with the Trade commissioners service under the banner of “EduCanada” An event list is posted on their website annually. They run fairs and events all around the world.  

Canadian Higher Education Committee (CHEC) CIS - Council of International Schools - Recruitment Tours  

FPP Fairs – FPP is a private company that runs recruitment fairs all around the world  
www.fppedu.media

NACAC Fairs https://www.nacacfairs.org/
Armchair & Online Recruitment

Limited budgets do not always allow recruiters to travel everywhere they would like, even if there is a lucrative market. This does not mean you can ignore the markets you do not travel to. Many recruiters come up with “Armchair recruitment” strategies to address the lack of in person representation. This is comprised mainly of online or virtual activities arranged by reaching out to students, agents, guidance counsellors or wider audiences.

Exploring digital communication strategies as well as crafting your institutional online presence and utilizing social media are important ways to brand your institution and market your programs to prospective students.


Companies which cater to Higher Education marketing:

Carnegie Communications - [https://www.carnegiecomm.com/](https://www.carnegiecomm.com/)

Academica Group – [www.academica.ca](http://www.academica.ca)

Higher Education Marketing - [http://www.higher-education-marketing.com/](http://www.higher-education-marketing.com/)

Use of Agents

Each institution will have its own policy on whether or not to work with 3rd party agents for recruiting. If your institution is a member of NACAC or International ACAC, you should refer to the Statement of Principles of Good Practice below for guidelines. However, there are some organizations listed through the document and below which provide support and guidance in working with agents.


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

Admissions

Some of the best resources for admissions and credential evaluation come from World Education Services.

WES provides both country guides on credential evaluation and webinars to familiarize yourself with international credentials and education systems of foreign countries. Webinars and events are found here: [https://www.wes.org/ca/events/](https://www.wes.org/ca/events/)

International ACAC also has great resources available to its members in admissions best practices. [http://www.internationalacac.org/](http://www.internationalacac.org/)

In Closing...

We hope this document has been helpful to you in understanding the further opportunities that exist in this industry in helping you to uncover the potential future career growth in international education. This is a document we hope to revise each year with the continuation of the INTL Championing Committee. If you are interested in contributing to this project, please do get involved with INTL as a member.
A Note on the Writers of this Document

This year’s (2017) Championing committee was comprised of three members from South Western Ontario member institutions (Guelph and York). Due to the makeup of the committee, the links and recommendations may have taken an unintentional bias to English only resources (other than governmental resources) and skewed towards University members in Ontario. We would highly encourage members from Quebec, Atlantic, Central and Western Canada, as well as members from other types of institutions to also get involved in this committee in upcoming years so we can further expand our resources for members from across Canada.

Prepared by CBIE’s INTL Championing Sub-Committee 2017
Hani El Masri (York University)
Jessica Morgan (York University)
Pugaleni Iynkaran (University of Guelph)
INTL – The International Network of Tomorrow’s Leaders

Contributors: CBIE’s INTL 2018
Sultan Almajil (NAIT)
Laura Marchese-Smith (NAIT)
Ashley Sullivan (George Brown College)