

CBIE Western Regional Meeting Program

Monday, June 10 – Olds College

4:00 pm **Registration opens / Brewery Tour**

7:00 - 10:00 pm **Welcome reception and Rodeo – Brawn Arena – Olds College Campus**

Tuesday, June 11

FULL DAY CONFERENCE (Bell E-Learning Centre unless otherwise noted)

7:30-8:30 am **Breakfast (Sponsored by GuardMe) - Alumni Centre**

8:15-9:00 am **Welcome & Keynote Address** Olds College President, Stuart Cullum & Student Keynote Speaker

9:10-10:10 am **Concurrent Sessions**

- CBIE - MHCC Consultation on a National Standard for Student Mental Health - **Room 954**
- "Breaking Brand": Marketing Internationalization in a Centralized (Yet Decentralized) Environment - **Room 955**
- The Risks of Niche Recruitment of International Students at Canadian Institutions – **Room 986**

10:10-10:30 am **Break - Bell E-Learning Centre Foyer**

10:30-11:45 pm **Immigration Update – Alumni Centre**

Hot Topics (15 minutes each) – **Room 954/955**

- International Student Kitchen: A Collaborative Pilot Program at MRU
- 3-year Bachelor Programs at CUE
- Overview of CBIE's International Network of Tomorrow's Leaders

11:45-1:00 pm **Lunch – Alumni Centre**

1:00-2:00 pm **Concurrent Sessions**

- Reconsidering Workplace Correspondence Scenarios for Culturally Diverse Learners – **Room 953**
- The Role of Cohorts in International Recruitment - 3 Case Studies – **Room 986**
- Connecting the Narratives: How International Student Advisors Understand Students' Stories and the Stories Students Tell About Us – **Room 954/955**

2:00-2:15 pm **Break – Bell E-Learning Centre Foyer**

2:15-3:30 pm **Hot Topics** (15 minutes each)

- International Program Development: Procurement and Outcomes, the Tie-In – **Room 986**
- English Language Skills Diagnostic Tool – **Room 954/955**
- International Dual Degrees in Management – **Room 953**

3:40 – 4:00 pm **Closing remarks – Wetlands Amphitheatre (weather permitting)**

9:10am -10:10am Concurrent Session:

CBIE-MHCC Consultation on a National Standard for Student Mental Health

Presenter: Alissar Hajjar, Melissa Payne, Canadian Bureau for International Education (CBIE)

Abstract: *The Mental Health Commission of Canada (MHCC) is developing a National Standard for Mental Health of Post-Secondary Students to help institutions promote and support students' mental health. In this session CBIE will host a consultation on behalf of MHCC to gather feedback to ensure the international student voice is captured in the Standard.*

“Breaking Brand”: Marketing Internationalization in a Centralized (Yet Decentralized) Environment

Presenter: Kathleen Cobb, International Education Coordinator, Mount Royal University; Rebecca Trautwein, Education Abroad Promotions Coordinator at the University of Calgary

Abstract: *Institutions need marketing strategies and brand guidelines to establish their institutional identity, but what does that centralized brand strategy mean for decentralized units with less resources across campus? In this session, we'll explore how the international offices at UCalgary and Mount Royal University use the strengths of marcom structures to effectively market international programs and initiatives to the greater student population - without “Breaking Brand.”*

The Risks of Niche Recruitment of International Students at Canadian Institutions

Presenter: Dave Sage, Regulated Canadian Immigration Consultant,

Abstract: *Are certain source markets more worrisome to your international department in 2019 than in previous years? What concerns do you have about specified marketing and recruitment efforts in these countries? Are there any strategies to adequately identify, anticipate, and plan for risks that may arise out of your efforts there? While recruiting and hosting international students to Canada exposes all Canadian institutions to some general risks, certain activities – and certain countries - represent more risk than others. Being unprepared for (or failing to understand) the markets in which your institution is recruiting may have significant effects to your reputation, staff and student safety, and bottom line.*

10:30am -11:45am - Immigration Session – Presentation from IRCC on Student Programs and Updates

Presenter: Sarah Finall – Outreach Officer for AB, NWT

Abstract: *Overview of IRCC Outreach Officers and their role. Summary of recent PGWP application and process changes. Working on and off Campus. Refreshers and updates on programs of interest to international student advisors.*

10:30am-11:45am – Hot Topics (15 minutes each)

International Student Kitchen: A Collaborative Pilot Program at MRU

Presenter: Kristen Chappell, International Student Support Coordinator, Mount Royal University

Abstract: *In responding to student survey data, an International Student Kitchen program is being piloted at Mount Royal University. This program arose out of a partnership between International Education, Residence Services, and Wellness Services. The aims of the program are to: 1) reduce social isolation and create opportunities for meaningful social connection; 2) teach basic cooking skills with a focus on healthy eating on a budget; and 3) celebrate cultural diversity and engage students in the sharing of culture through food. Join us for this hot topic session as we discuss the development of this program, identifying possible resources, and discussing cross-departmental collaboration.*

3 year Bachelor Programs at CUE

Presenter: Zuzana Schmidtova Ritzer, Manager, International Relations, Concordia University of Edmonton; Dr. Manfred Zeuch, VP External Affairs & International

Abstract: Concordia University of Edmonton (CUE) has been long known for giving its students an option to study either in a 3-year bachelor program without minor or 4-year bachelor program including a minor at Faculty of Science and Arts. For many students who are looking for a quality education, but spending less time in school, this is a great opportunity for getting a bachelor degree in 3 years. CUE will present numbers connected to internationalizing these niche programs as well as types of international students responding positively to this promotion.

Overview of CBIE's International Network of Tomorrow's Leaders

Presenters: Erik Henningsmoen, International Programs Strategist, University of Calgary; Kathleen Cobb, International Education Coordinator, Mount Royal University

Abstract: Intended for new professionals in the International Education field, this session will introduce you to the fundamentals of CBIE's International Network of Tomorrow's Leaders (INTL). Walk away with resources you can access right away and information on how to get involved in INTL for 2020.

1:00pm – 2:00pm Concurrent Sessions

The Role of Cohorts in International Recruitment – 3 Case Studies

Presenter: Simrit Parmar + Others

Abstract: For various reasons post-secondary educational institutions in Canada are adopting strategic plans that call for increases in the number of international students in their programs. Achieving this goal will require diverse, adaptable approaches to international recruitment. A strategy that can add significant numbers of international students relatively quickly is one where specific programs create additional sections that will be filled entirely by international students. We refer to these as international cohorts. Here we describe instances where such cohorts have been recruited to MacEwan University, NorQuest College, and Olds College in Alberta. In all three cases collaboration with Everest Educational Services, an international student recruitment agency, has been critical to the success of this innovative programming.

Connecting the Narratives: How International Student Advisors Understand Students' Stories and the Stories Students Tell About Us

Presenter: Gavin Palmer, International Student Engagement Program Coordinator

Abstract: What does caring look like? What does service look like? Every International Advisor endeavours to add to the success of their students; however, for an advisor to encompass the knowledge of a world of advising practices, and be able to meet all student expectations, seems an impossible request. Yet for many students, it is the common expectation of what all student-facing staff "should" be able to provide. This session will explore how we define our roles, and juxtapose those with the stories, images, and experiences from a diverse group of international students. A group activity will help attendees to see how other participants respond to intercultural nuance, and offer possible perspectives to utilize within their own complex interactions. We invite everyone to join University of Alberta International Student Services in one of our favourite intercultural conversations.

Reconsidering Workplace Correspondence Scenarios for Culturally Diverse Learners

Presenter: Brendan Richardson, Communications Instructor, ALF, Olds College

Abstract: *This session will involve looking at an assignment involving the construction of sensitive correspondence letters for a Workplace Communication class. The assignment is geared towards helping students better understand the nuances and complexities of the Canadian workplace and in particular, how to draw upon their critical thinking skills to ensure and maintain positive relationships within it. The scenarios that we explore in class are guided by and extrapolated from distinctly Eurocentric cultural norms and assumptions, which can be problematic and confusing for students from other cultures. Join us in re-considering and re-constructing these assignments with an eye towards making them more meaningful and relevant to a wider variety of cultural groups.*

2:15 – 3:15pm Hot Topics (15 minutes each)

International Program Development: Procurement and Outcomes, the Tie-In

Presenters: Jennifer Wood, Education Abroad & International Partnerships Officer, Olds College; Keith Smyth, Instructor, Agricultural and Heavy Equipment

Abstract: *This riveting presentation will outline reflections and learnings from the procurement process Olds College faced during the KEFEP-01 program development project in Kenya. Participants will develop potential strategies and an awareness of the importance of the procurement process as part of the entire success of international program development projects. The session's goal is to highlight the importance in recognizing procurement as an integral part of curriculum development outcomes. As an example, procurement development timing during project inception and continual inclusion of procurement as part of project development will help determine more realistic outcomes and also provide guidance in financial management and clarity in project work plans to increase effectiveness and utilization of resources.*

English Language Skills Diagnostic Tool

Presenter: Brendan Richardson, Communications Instructor, ALF, Olds College

Abstract: *Communications instructor Brendan Richardson will be presenting an English Language Skills Diagnostic that he and other members of the Olds College faculty and staff collaborate on to address the needs of our incoming International students.*

International Dual Degrees in Management

Presenter: Faye Salins, International Student and Extension Officer and Dr. Manfred Zeuch, Vice-President External Affairs and International Relations

Abstract: *The Center for Chinese Studies (CCS) at Concordia University of Edmonton (CUE) is a unique unit whose mandate includes professional development for Chinese language educators, promotion of international scholarship opportunities for CUE in China or China studies and facilitation of academic or research exchanges with post-secondary institutions in China. The International Dual Degrees in Management is one of the internationalization initiatives undertaken by the CCS at CUE and is a 1 + 2 + 1 program that allows CUE students to do their second and third year at Beijing Foreign Studies University (BFSU), plus 4 Immersion Weeks of business internship experience in 4 different business corporations (local and international) in China. CUE will discuss the need for this degree, the performance so far, the student profile that it appeals to and the advantages for our University.*