



Canadian Bureau for
International Education

EMAIL OUTREACH TEMPLATES CBIE INTERNATIONAL STUDENT SURVEY

INSTRUCTIONS FOR INSTITUTIONAL REPRESENTATIVES

Below you will find the ISS email templates, which have been updated to meet our ethics approval by the [Community Research Ethics Office](#). Please review and customize the welcome email and two email reminders that are included below. We strongly encourage you to add your institutional branding and personalize the messages as much as possible to target your international student groups.

The sections highlighted in yellow are meant for your specific institutional information. Please do not remove any of the information that we have included in these messages. We hope these email templates, in addition to the ISS Social Media Toolkit, will assist you in your outreach to your international students. If you have any questions, please contact learning@cbie.ca.

FIRST EMAIL TO STUDENTS - TO SEND WHEN SURVEY IS LAUNCHED

SUBJECT: 2023 International Student Survey - Share your feedback and you could win \$1,000!

Dear <Student First Name>,

<Institution name> and the Canadian Bureau for International Education (CBIE) is inviting you to participate in the 2023 International Student Survey! This survey is being conducted at institutions across Canada and gives you the opportunity to provide important feedback and suggestions about your educational experience.

SURVEY LINK

Click on this link to access the survey: <Insert your customized survey link here>

PRIZES

CBIE is offering five prizes of \$ 1,000. Winners will be randomly selected from the pool of international students who complete the entire. To be entered into the draw, you must complete the survey, opt into the draw and allow CBIE follow up if you are randomly chosen as one of the five winners.

<Detail about additional institutional incentives, if applicable>

SURVEY TERMS AND CONDITIONS

- This survey will take approximately 15-20 minutes to complete.
- Your email will only be entered into the draw if you complete the entire survey. Please provide your email address below so we can communicate with you if you are one of the winners of the draw.
- You can save your progress (option located in the top-right corner of your screen) and exit/return at any time.
- By agreeing to continue, you are giving your consent to participate in this research and agree that your anonymized data will be retained by CBIE and may be used in future longitudinal studies.
- You may withdraw from the survey at any time by closing your browser, but data collected up to that point will be retained by CBIE.
- Should you want all your data to be permanently removed, please send your request to learning@cbie.ca, before December 20, 2023. For this purpose, we need you to insert your email below so that we can retrieve your data.
- Your email will remain strictly confidential, and you will only be contacted by CBIE if your email is randomly selected in the draw to win one of the five prizes of \$1,000.
- Winners will be contacted via email after January 26th and no later than February 23rd, 2024.

MENTAL HEALTH SUPPORT SERVICES

You will be asked a number of questions regarding your experience as an international student on campus and in the extended community. If at any point during the survey you experience any discomfort please do not hesitate to reach out to the services listed below:

<Add info about mental health services available at your institution>

Other services are also available:

- [Better Help](http://www.betterhelp.com) provides online access to professional counsellors (www.betterhelp.com)
- [The LifeLine App](http://www.thelifelinecanada.ca) provides direct access to phone, online chat, text, and email crisis support, E-counselling, self-management tools, access to crisis centres across Canada (www.thelifelinecanada.ca)

SURVEY SUPPORT

If you have any questions or concerns about how this survey is being conducted or if you experience any problems with the survey itself, please contact learning@cbie.ca

THANK YOU!

Thank you in advance for providing this important feedback. Your participation will amplify the voices of international students and serve an important role in shaping the experiences of future international students who come to study in Canada.

Sincerely,
<Signature>

This project has been reviewed and approved by the [Community Research Ethics Board](#). If you feel you have not been treated according to the descriptions in our information, or your rights as a participant in research have been violated during the course of this project, you may contact the Chair, Community Research Ethics Board, at: Community Research Ethics Office (Canada) Corp. c/o Centre for Community Based Research, 190 Westmount Road North, Waterloo ON N2L 3G5, Email: creo@communitybasedresearch.ca, Telephone: 1-888-411-2736

FIRST REMINDER TO STUDENTS - TO SEND ONE OR TWO WEEK(S) AFTER THE SURVEY HAS BEEN LAUNCHED

SUBJECT: Reminder to complete the 2023 International Student Survey

Dear <Student First Name>,

A friendly reminder to complete the 2023 International Student Survey if you have not done so already! Do not miss your chance to win \$1,000. This is your opportunity to provide important feedback and suggestions regarding your educational experience in Canada.

SURVEY LINK

Click on this link to access the survey: <Insert your customized survey link here>

PRIZES

CBIE is offering five prizes of \$ 1,000. Winners will be randomly selected from the pool of international students who complete the entire. To be entered into the draw, you must complete the survey, opt into the draw and allow CBIE follow up if you are randomly chosen as one of the five winners.

<Detail about additional institutional incentives, if applicable>

SURVEY TERMS AND CONDITIONS

- This survey will take approximately 15-20 minutes to complete.
- Your email will only be entered into the draw if you complete the entire survey. Please provide your email address below so we can communicate with you if you are one of the winners of the draw.
- You can save your progress (option located in the top-right corner of your screen) and exit/return at any time.
- By agreeing to continue, you are giving your consent to participate in this research and agree that your anonymized data will be retained by CBIE and may be used in future longitudinal studies.
- You may withdraw from the survey at any time by closing your browser, but data collected up to that point will be retained by CBIE.
- Should you want all your data to be permanently removed, please send your request to learning@cbie.ca, before December 20, 2023. For this purpose, we need you to insert your email below so that we can retrieve your data.
- Your email will remain strictly confidential, and you will only be contacted by CBIE if your email is randomly selected in the draw to win one of the five prizes of \$1,000.
- Winners will be contacted via email after January 26th and no later than February 23rd, 2024.

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SECOND REMINDER TO STUDENTS - TO SEND TWO WEEKS BEFORE THE SURVEY CLOSES

SUBJECT: Do not miss your chance to complete the 2023 International Student Survey!

Dear <Student First Name>,

If you have not yet completed the survey, please take the time now to do so. The survey will officially close on <November 29, 2023>.

Your responses are very important to help produce a true picture of the experiences of international students in Canada and at your institution. Participation in the survey is voluntary and your feedback will remain anonymous.

If you have already completed the survey, thank you very much!

SURVEY LINK

Click on this link to access the survey: <Insert your customized survey link here>

PRIZES

CBIE is offering five prizes of \$ 1,000. Winners will be randomly selected from the pool of international students who complete the entire. To be entered into the draw, you must complete the survey, opt into the draw and allow CBIE follow up if you are randomly chosen as one of the five winners.

<Detail about additional institutional incentives, if applicable>

SURVEY TERMS AND CONDITIONS

- This survey will take approximately 15-20 minutes to complete.
- Your email will only be entered into the draw if you complete the entire survey. Please provide your email address below so we can communicate with you if you are one of the winners of the draw.
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- Your email will remain strictly confidential, and you will only be contacted by CBIE if your email is randomly selected in the draw to win one of the five prizes of \$1,000.
- Winners will be contacted via email after January 26th and no later than February 23rd, 2024.

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<Add info about mental health services available at your institution>

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THIRD AND LAST REMINDER TO STUDENTS - TO SEND ONE WEEK BEFORE THE SURVEY CLOSES

SUBJECT: Last chance to complete the 2023 International Student Survey!

Dear <Student First Name>,

The 2023 International Student Survey will close on in **X days!** Do not miss your chance to give your feedback regarding your student experience in Canada and for your chance to win \$1,000. Take a few to complete the survey before <November 29, 2023>.

If you have already completed the survey, thank you!

SURVEY LINK

Click on this link to access the survey: <Insert your customized survey link here>

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<Detail about additional institutional incentives, if applicable>

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