



Canadian Bureau for
International Education



An Introduction to International Education in Canada

A guide for new professionals in international education

INTRODUCTION.....	3
WHAT IS INTERNATIONAL EDUCATION?	3
JOB OPPORTUNITIES WITHIN INTERNATIONAL EDUCATION	5
ORGANIZATION CHART 1: STUDENT SERVICES & MOBILITY OFFICE EXAMPLE.....	5
ORGANIZATION CHART 2: ADMISSIONS & RECRUITMENT OFFICE EXAMPLE	6
ACRONYMS THAT YOU SHOULD KNOW.....	7
COMPETENCIES AND ETHICAL PRACTICES.....	7
GETTING STARTED.....	8
MAILING LIST.....	8
CBIE VOLUNTEER COMMITTEES	8
WEBINARS.....	8
CONFERENCES - REGIONAL & NATIONAL.....	8
ISIEP PROGRAM	9
PUBLICATIONS.....	9
AND MORE.....	9
LEARN ABOUT INTL	9
SUBCOMMITTEES AND WORKING GROUP	9
MENTORSHIP PROGRAM.....	10
CONFERENCE SCHOLARSHIP	10
PROFESSIONAL LEARNING COMMUNITIES	10
OTHER ORGANIZATIONS TO BUILD YOUR NETWORK.....	11
OTHER MAILING LISTS/RESEARCH/PUBLICATIONS/BOOKS	13
PERSONAL AND PROFESSIONAL DEVELOPMENT AND LEARNING	14
LANGUAGE SKILLS	14
CUSTOMER SERVICE	14
INTERCULTURAL COMMUNICATION & DIVERSITY AWARENESS.....	14
OTHER TRANSFERRABLE SKILLS	14
FURTHERING YOUR EDUCATION WITHIN INTERNATIONAL EDUCATION.....	15
JOB SPECIFIC DEVELOPMENT.....	15
INTERNATIONAL STUDENT ADVISORS/STUDENT SUPPORT/STUDENT MOBILITY	15
ADVISING BEST PRACTICES FROM VARIOUS INSTITUTIONS	16
RECRUITMENT	16
ARMCHAIR & ONLINE RECRUITMENT	17
USE OF AGENTS.....	17
ADMISSIONS	17
IN CLOSING & A NOTE ON THE WRITERS OF THIS DOCUMENT	18

Introduction

This document is designed to orient new professionals in the international education sector through our network, so they have access to resources and discover opportunities and form new connections.

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 exchanging 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, understand and explain facts, opinions, and ideas, work in groups, and participate in free dialogues. International education is bigger than the sum of its parts, and the work is bigger than the individuals working within its vast parameters.

Effectively, international education acts as a catalyst for promoting global competencies - skills required for 21st-century citizens to thrive in their lives and careers while making meaningful contributions to their local and international communities. It encompasses various jobs, including recruiting students, teaching, curriculum development, technical assistance, exchange, capacity building, training, social programming, advising, and promoting 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 available opportunities. 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 diverse experiences, permitting flexibility in job possibilities and qualifying themselves for management positions involving various 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)¹.

International exchange in education and programming in development, disaster response, social justice, capacity building, human rights etc., have experienced dramatic growth in recent years. Numerous organizations deal with various aspects of international exchange; most campuses and schools/school boards now have offices/programming that assist international students and offer learning abroad programs. In addition, efforts to increase educational and training programs in 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, the competition remains high due to the popularity of international careers and the appeal of working in international education (intercultural environment, diverse and exciting responsibilities and occasional overseas travel). Those with international education experience as a student or general international work experience, in addition to foreign language skills, are usually most in demand. (Columbia University School of Public and International Affairs, 2016)².

While international education has its share of advocates, the dollars to expand and enhance programs often need to be more forthcoming. The case for ranking international education and exchange is high on the institutional and national priorities that must be made through continuous advocacy for internationalization.

Challenges constantly arise for various developments in regions throughout the world. For example, the current concern regarding acts of terrorism continues 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, cause participants to be recalled, and 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).³

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



¹ Fact Sheets: Career Overviews, International Education. (2017, June). Retrieved September 10, 2017, from <https://sipa.columbia.edu/careers/online-career-resources/fact-sheets/fact-sheets-career-overviews>.

PDF: International Education

² Ibid

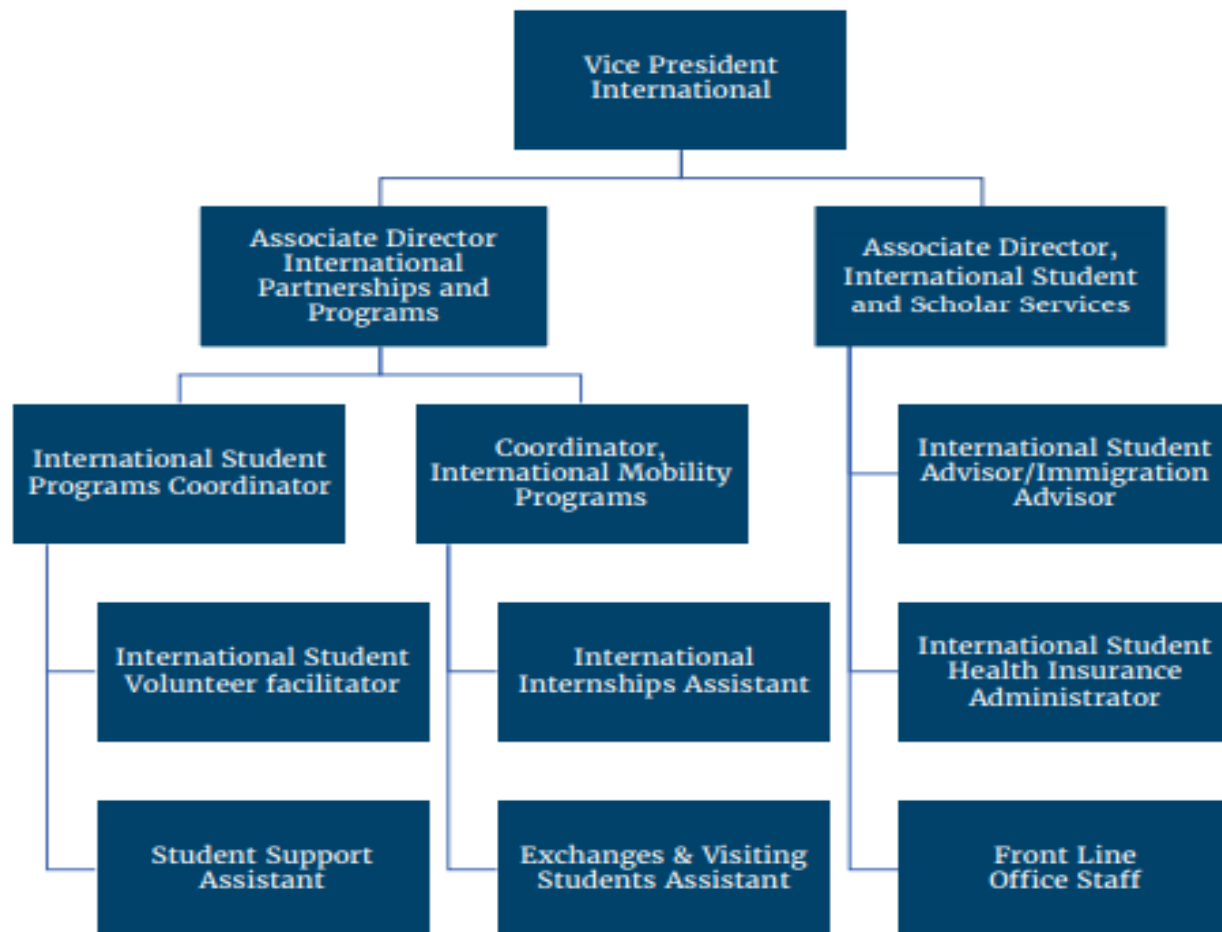
³ Ibid

Job Opportunities within International Education

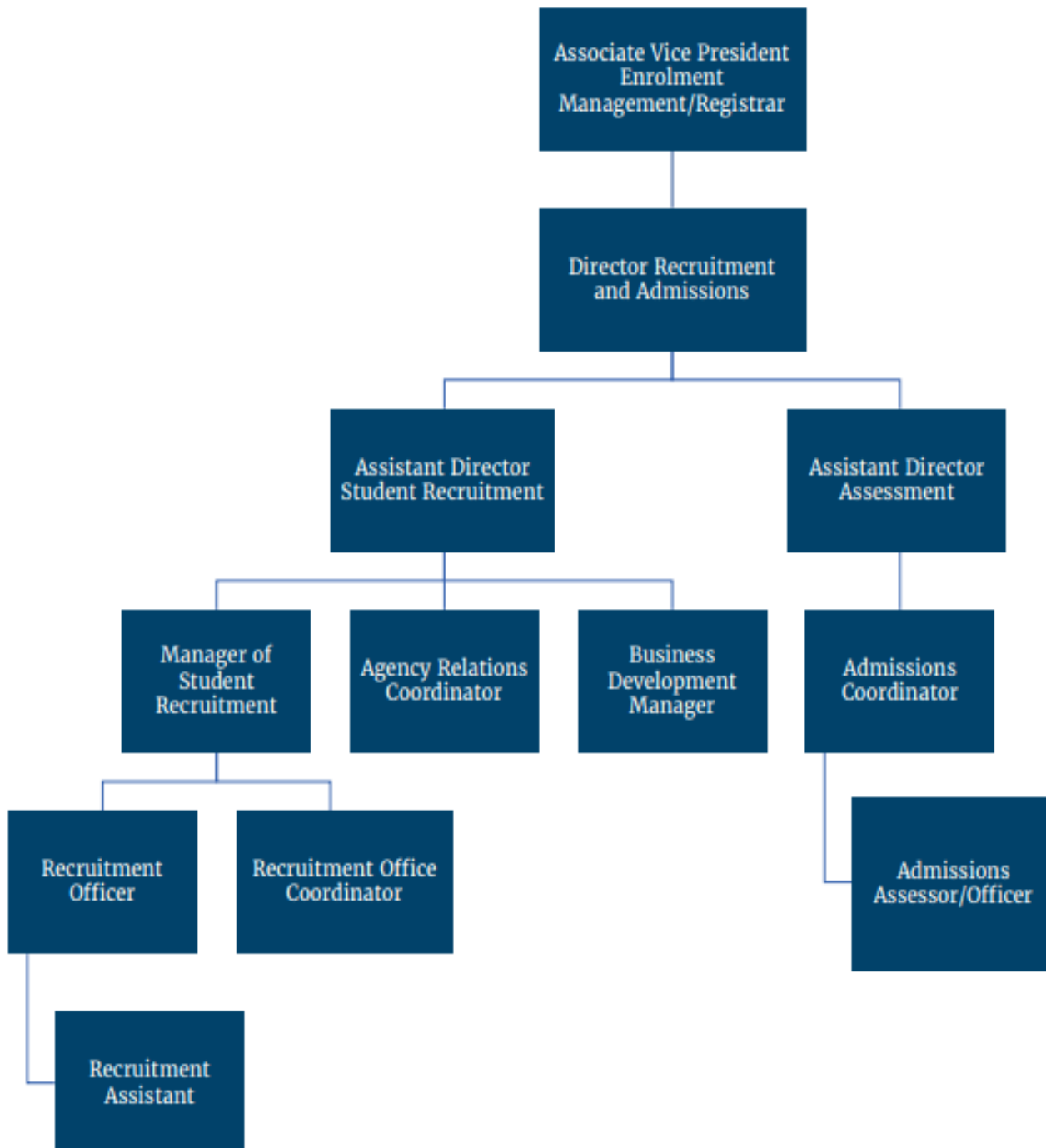
The charts provide a visual overview of the various institutional offices and positions someone could hold within international education at a CBIE member institution. This is neither exhaustive nor detailed but meant to provide a general overview and potential career paths for

those new to the sector. This document addresses three main functional areas within post-secondary international divisions: Admissions and Recruitment, Student Services, and 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



Organization Chart 2: Admissions & Recruitment Office Example



Acronyms That You Should Know

CBIE stands for Canadian Bureau for International Education

OAIE stands for Ontario Association of International Education

BCCIE stands for British Columbia Council for International Education

PLC stands for Professional Learning Community - at CBIE

INTL - stands for International Network of Tomorrow's Leaders - A PLC of CBIE

ISA - stands for International Student Advisor

RO - stands for Recruitment Officer OR Registrar's Office

SEM - Student Enrolment Management

IRCC stands for the federal Department of Immigration Refugees and Citizenship Canada (Formerly CIC - Citizenship and Immigration Canada) -

ICCRC stands for Immigration Consultants of Canada Regulatory Council

RISIA - stands for Regulated International Student Immigration Advisor

RCIC - stands for Regulated Canadian Immigration Consultant

ISIEP stands for CBIE's International Students and Immigration Education Program

IE stands for International Education

HE stands for Higher Education

PSE/PSI stands for 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/>

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: <https://cbie.ca/member-community/our-network/code-of-ethical-practice/>

Getting Started

This document aims to assist you as a new professional, and we would like you to learn about what CBIE can offer you and what other resources are available 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, and Employment Opportunities. Sign up here:
<https://app.cbie.ca/myaccount/subscribe.aspx?l=1>

CBIE Volunteer Committees

CBIE provides volunteer opportunities on different committees where members can network, share knowledge and develop projects. These include the 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 can join multiple committees, participate in discussions, share information, and help grow the profession as a community.
<https://cbie.ca/member-community/>

Webinars

CBIE webinars cover the hottest topics, emerging trends and the latest research in 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 the education sector - representing, engaging and bridging the interests of K-12 to postgraduate educators and 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: Québec, Ontario, Western Region, and Atlantic Region. CBIE focuses on helping members achieve common international education objectives shared across the spectrum of education, from school boards to universities. To reach out to all the member institutions 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 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 team-building and networking opportunities for member institutions.

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: <https://cbie.ca/isiep/>

Download the 2022 handbook for further information here: <https://cbie.ca/wp-content/uploads/2022/04/ISIEP-Handbook-Updated-April-2022.pdf>

Publications

CBIE publishes research and articles regularly. Some require CBIE membership details to download, and some are free to the public. We recommend reading the annual report 'World of Learning', available through your institutional login for free download on the CBIE website above.

CBIE Research and Publications can be found here: <https://cbie.ca/what-we-do/research/library/>

And More...

CBIE does so much more as well. Please spend some time browsing their website to understand all 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 2022 included Conference, Championing, Communications, Mentorship, Networking Equity Diversity Inclusivity, 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 that outside of INTL.

Sub Committee Leads: Commit approximately five (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 participate in a secondary subcommittee.

Leads will participate in networking and conference activities and 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: <https://cbie.ca/member-community/intl/>

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 program version is a 2-tier system to allow “not so new” international educators to mentor those starting in the profession while still being mentored by our seasoned professionals.

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

Members involved in International Education for 4-7 years may participate as mentors and mentees. <https://cbie.ca/member-community/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 seven (7) years of experience who have never attended an annual conference. An application and support from your institution are required. The institution will cover accommodation, meals, travel and other associated costs of attending the conference. Application is required.

Professional Learning Communities

Professional Learning Communities (PLCs) comprise individuals with similar interests in international education who meet and communicate to enrich their knowledge of the sector by sharing insights, discussing issues, and informing CBIE's policies and procedures. <https://cbie.ca/member-community/plc/>

SACE (Student Advising/Conseiller aux étudiants)

This group is specific to international student advisors and others who work directly with students on campus to offer a wide array of services, including pre-arrival and accommodation support; orientation; academics, career planning and immigration advising; and the coordination of social and cultural activities.

MOBILE (Education Abroad)

The Education Abroad PLC provides a forum for professionals in education abroad and global learning to share knowledge, organize projects and activities, and enhance their competencies.

IR (International Relations)

This PLC creates a space for International Relations Officers and others whose work focuses on supporting and promoting international collaborations. The primary focus

of this group is international research collaboration, with a broader mandate to support international strategic engagement across other areas of partnerships, including visits, Presidential missions, and agreements. <https://cbie.ca/member-community/plc/ir-plc/>

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 counsellors 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>

Canadian Association of College and University Student Services (CACUSS) - CACUSS is a professional association representing and serving those individuals who work in Canadian post-secondary institutions in student affairs and services. <https://www.cacuss.ca>

International Association of Universities
Created under the auspices of UNESCO in 1950, it is a membership-based organization serving the global higher education community through expertise & trends analysis, publications & portals, advisory services, peer-to-peer learning, events, and global advocacy. <https://www.iau-aiu.net/#>

NAFSA - “Association of International Educators is the world’s largest non-profit 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: <https://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 valuable resources and publications. The organization “consists 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 aiming to activate and reinforce the internationalization of higher education in the Asia-Pacific region. If you are responsible in the Asia Pacific region, it may be interesting to learn more about this organization. <https://www.apaie.net/>

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

Custom Internship Programs

If your work involves internship placement for students, check out this organization. "A single mission drives the CIEE: to create value for all our key stakeholders: academic institutions, student interns, and employers."



Other Mailing Lists/Research/Publications/Books

Academica.ca - A Higher Ed research and consulting organization that offers “Today's Top Ten” news stories for Higher Education, including news and job postings. Sign up here: <https://www.academica.ca/topten>

ICEF Monitor - <https://monitor.icef.com/>
Market Intelligence for International Student Recruitment. Review their website for research and news, or sign up for their daily/weekly newsletter here:
<https://monitor.icef.com/subscribe/>

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
<https://www.intead.com/>

Inside Higher Ed - News, Opinion, Surveys, Jobs and Reports from Higher Education
<https://www.insidehighered.com/>

Times Higher Education - THE posts World University Rankings, 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: <https://knowledge.wes.org/Individuals-Update-your-Preferences.html>

World Higher Education Database -The World Higher Education Database (WHED) Portal provides information on Higher Education Institutions, Systems and Credentials in over 180 countries.
<https://whed.net/home.php>

The Chronicle of Higher Education - News, Opinion, Data, Advice, Jobs -
<http://www.chronicle.com/>

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 decision-making when exploring options to study abroad.”
<https://www.braingainmag.com/>

Journal of International Students- “The journal aims 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/>

Innovative Educators - Webinars and training for educators and students.
<https://www.innovativeeducators.org/>

Personal and Professional Development and Learning

Knowing which transferable skills are helpful across the International Education sector regardless of position is essential to advance your career through this sector. If you review various job postings within the sector, 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, and intercultural communications skills are among the most commonly requested in job postings. We recommend that you check with your institution's 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 sector. Especially if you are working in the ESL section of your institution, being able to communicate with a student in their language is incredibly powerful. This also applies to the recruitment sector 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 language will help you be successful. It is not always a requirement but read the job descriptions carefully for language requirements.

You can upgrade your language skills at your institution, at other institutions, or in private schools. Your Institution may provide some funds for professional development, which can help cover language training costs. Check with your manager about your institution's policies regarding 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 the best of their abilities. This often requires staff members to be very understanding and empathetic and to go the extra mile to assist students and their families. A student's experience with an institution can go a long way to promote your institution via positive word of mouth in their home country and personal networks, or it can spread negative publicity very quickly worldwide.

Intercultural Communication & Diversity Awareness

Working in an internationally focused sector, we must be aware and knowledgeable about how different cultures communicate. This comes first 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 you can start with: an online free Intercultural Module provided by the British Columbia Institute of Technology (BCIT). The title is "Intercultural Communication Competence and Diversity Awareness," and it can be found here:

<https://www.bcit.ca/courses/intercultural-communication-competence-and-diversity-awareness-mooc-0257/>

Other Transferrable Skills

These additional skills are essential in any position, regardless. Still, it will benefit 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 several institutions. You may feel an MBA or business postgraduate 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 aspire to advance your career, our best advice is to keep an eye on job postings that interest you and check the qualifications 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 regarding your job-specific knowledge. Below are several 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

Immigration Refugees and Citizenship Canada -

<http://www.cic.gc.ca/english/study/index.asp>

Canada's International Education Strategy (2019-2024) -

<https://www.international.gc.ca/education/strategy-2019-2024-strategie.aspx?lang=eng>

Academic Impressions Training -

<https://www.academicimpressions.com/>

CBIE Webinar Series -

<https://cbie.ca/learning/webinars/>

ELAP funding program - Emerging Leaders in the Americas -

<http://www.scholarships-bourses.gc.ca/scholarships-bourses/can/institutions/elap-pfla.aspx?lang=eng>

Canadian Government International

Scholarships - <http://www.scholarships-bourses.gc.ca>

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>

Mental Health - Speaking your Language
<https://campusmentalhealth.ca/initiatives/speaking-your-language/>

South Asian Mental Health -
<https://www.sochmentalhealth.com/>

Advising Best Practices from Various Institutions

Academic and Social Support Services for International Students: Current Practices
<https://files.eric.ed.gov/fulltext/EJ1208150.pdf>

University of Minnesota - Seeking Best Practices for Integrating International and Domestic Students
https://global.umn.edu/icc/documents/14_integration_best_practices_overall.pdf

Missouri State University - Best Practices for Advising in Departments/Advisement Centers
<https://www.missouristate.edu/advising/best-practices-for-advising-in-centers.htm>

NACADA The Global Community for Academic Advising- Advising International Students
<https://nacada.ksu.edu/Resources/Clearinghouse/Advising-International-Students.aspx>

CBIE -The student voice, 2021 CBIE International Student Survey
https://cbie.ca/wp-content/uploads/2022/07/CBIE_2021_International_Student_Survey_National_Report.pdf

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 responsible for Promoting Canadian interests abroad. There is an Education division whose contacts are an excellent resource for anyone looking to make contacts in a market overseas -
<https://www.tradecommissioner.gc.ca/sectors-secteurs/education.aspx?lang=eng>

Government Education Reports - If you sign up for the trade commissioner's website, you can access market reports on the education sector in various countries worldwide.
<http://tradecommissioner.gc.ca/secure-securisee/sign-in-inscrivez-vous.aspx?lang=eng>

EduCanada - This is the Brand banner that the Government uses to brand Education in Canada. Many events are running in association with the Trade commissioners service under the banner of “EduCanada,” The event list is posted on their website annually. They run fairs and events all around the world.
<http://tradecommissioner.gc.ca/events-evenements/education.aspx?lang=eng>

Canadian Higher Education Committee (CHEC) CIS - Council of International Schools - Recruitment Tours
<http://www.cois.org/page.cfm?p=2011>

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

NACAC Fairs - <https://www.nacacfairs.org/>

Apply Board - ApplyBoard simplifies the study abroad search, application, and acceptance process by connecting international students, recruitment partners, and academic institutions on a single platform - <https://open.canada.ca/en/story/applyboard>

Armchair & Online Recruitment

Limited budgets only sometimes allow recruiters to travel anywhere they want, 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 broader audiences.

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

Global social media statistics research summary 2022 - You can find a detailed report of social media usage worldwide that can help you craft your digital strategy. <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

Companies which cater to Higher Education marketing:

Academica Group - www.academica.ca

Higher Education Marketing - <http://www.higher-education-marketing.com/>

Use of Agents

Each institution will have its 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, some organizations listed in the document and below provide support and guidance in working with agents.

NAFSA - <https://www.nafsa.org/>

Admissions

World Education Services has some of the best admissions and credential evaluation resources.

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/>

International ACAC also has excellent resources available to its members in admissions best practices. <http://www.internationalacac.org/>

In Closing

We hope this document has been helpful to you in understanding the further opportunities that exist in this sector in helping you to uncover the potential future career growth in international education. We plan to revise this document each year with the continuation of the INTL Championing Committee. If you are interested in contributing to this project, please join INTL as a member.

A Note on the Writers of this Document

This year's (2022) Championing committee comprised two members from Ontario member institutions (the University of Toronto and Western University). Due to the committee's makeup, the links and recommendations may have taken an unintentional bias toward English-only resources (other than governmental resources) and skewed toward institution members in Ontario. We encourage members from Quebec, Atlantic, Central and Western Canada, and members from different types of institutions to get involved in this committee in upcoming years to expand our resources for members across Canada.

Prepared by CBIE's INTL Championing Sub-Committee

2017 Hani El Masri (York University)
Jessica Morgan (York University)
Pugalení Lynkaran (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)

Contributors: CBIE's INTL 2022

Kamaljeet Bindra (Western University)
Romina Chenchewa (University of Toronto)