



Canadian Federation for the
Humanities and Social Sciences

Fédération canadienne
des **sciences humaines**

Canada's International Education Strategy

A submission to the federal advisory panel

Canadian Federation for the Humanities and Social Sciences

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Representing more than 85,000 researchers in 80 scholarly associations, 79 universities and colleges, and 6 affiliates, the Canadian Federation for the Humanities and Social Sciences is the national voice for the university research and learning community in these disciplines.



Submission to: Advisory Panel on Canada's International Education Strategy

Section 1:

In your opinion, what should be the overarching objective of Canada's International Education Strategy?

It is clear that Canada is highly regarded around the world: we rank third overall in terms of migration destinations, following the US and the UK. We also have some of the most highly regarded research funding programs, such as the Canada Excellence Research Chairs. And yet, Canada sits well behind global competitors, attracting half as many international students as Australia (2008 data).

There is a clear opportunity for Canada to develop a national strategic international education strategy. It should focus on raising Canada's profile as a world research leader, set out targets and methods for increasing international student enrolment, and take advantage of the existing opportunities to build connections between international institutions and researchers.

Section 2:

Recruitment of international college and university students (undergraduate)

What are the business opportunities for growth and innovation in the area you have selected above? (maximum 250 words)

- International students bring new approaches to learning that generate the ideas, products, policies and services essential to improve the daily lives of Canadians, and maintain Canada's global competitiveness
- International students bring revenues to the universities they attend, contribute to the economies of the communities in which they live while studying, and develop ties in Canada that may lead to future economic or social returns
 - o In 2008, international students spent upwards of \$6.5 billion on tuition, accommodation and discretionary spending (See 2009 Economic Impact of International Education in Canada: www.international.gc.ca/education/assets/pdfs/RKA_IntEd_Report_eng.pdf)
 - Significant potential exists to increase the number of international students, which is an investment in our institutions, and in the Canadian economy and society
 - Both long- and short-term students are shown to bring economic benefit, including job creation at their institution and in their community
- While in Canada, international students develop:
 - o Research networks and connections with businesses and communities
 - o Knowledge of Canada, of our industries and research centres



- Relationships with domestic students, increasing Canadians' consciousness of global realities and enriching the learning experience for all students
- When they leave Canada, they maintain connections and networks and naturally expand the reach of Canadian research and development through personal linkages
- Opportunities for innovation: a diversity of researchers inevitably means a diversity of global perspectives on innovation and creative development

What are the potential markets of interest in the area you have selected and why? (maximum 150 words)

- Rapidly expanding economic powers (Brazil, China, India, Turkey) are important partners
 - Huge potential in countries like India where domestic demand for education far exceeds institutional capacity
- We must also pursue new partnerships with other countries who are establishing their strength on the world scene (including the Philippines, Indonesia, South Africa, Mexico, Colombia)
 - Look for partnerships outside of usual connections to truly build international partnerships and opportunities
 - Recruit students from la francophonie to attend Canadian French institutions
- Continue to promote the relative affordability of a Canadian higher education to potential students from the US and Europe, especially as certain regions may be suffering from cutbacks in higher education

What are the marketing tools and methods you would envision being effective? (maximum 250 words)

- Ensure international students are supported, given their significant research, financial and community contributions to Canada
 - Provide community and institutional support to ensure smooth transitions to living in Canada
 - Highlight Canadian Experience Class immigration program, which allows international students to apply to stay in Canada permanently
 - Invest heavily in ESL and FSL training through summer institutes prior to fall semester
- Ensure advanced undergraduate students have access to leading Canadian researchers
 - Build Canada's reputation as giving students access to world-class, affordable education and providing excellence in learning environments
- Invest in national education branding initiatives (e.g. DFAIT's Imagine au/in Canada; Canadian Education Centre's StudyCanada)
 - Promote the high quality and diverse range of institutions (small, largely undergraduate to large, urban, research-intensive) and the range of cities and communities in which to study
 - Capitalize on social media networks to extend the reach of these programs



- Connect potential students with others from their countries who have studied in Canada—personalize the Imagine Education au/in Canada experience
- Facilitate a network of past, present and future students through channels like Facebook and Twitter
- Develop a program similar to the German Academic Exchange Service (in German, DAAD: <http://www.daad.de/portrait/wer-wir-sind/kurzportrait/08940.en.html>)
 - Federally funded, DAAD provides German and international students, researchers and universities with resources to study abroad or in Germany
 - Promotes German institutions globally, funding over 250 programs and 74,000 German and foreign scholars annually
- Encourage institutions to develop direct partnerships to facilitate student mobility

Recruitment of international graduate students and researchers

**What are the business opportunities for growth and innovation in the area you have selected above?
(maximum 250 words)**

- International students represent 20% of the graduate student population in Canada
- International graduate students and faculty bring new approaches to learning and research that generates the ideas, products, policies and services essential to improve the daily lives of Canadians
- Programs like the Canada Excellence Research Chairs, the Canada Research Chairs, the Vanier Canada Graduate Scholarship and the Banting Postdoctoral Fellowships attract leading researchers and graduate students from around the world
 - CRCs and CERCs often bring along research teams, increasing the economic benefits for the universities and communities in which they live
- These programs typically focus on disciplines relating to science, technology, and math: there is a clear niche opportunity to focus on social sciences and humanities research
 - SSH researchers generate important knowledge to help Canada respond to domestic and global challenges, from technology adoption to well-being
- In Canada, international researchers develop research networks and connections with businesses
 - When they leave, the reach of Canadian research is expanded and linkages can be leveraged for future collaborations
- Opportunities for innovation: a diversity of researchers inevitably means a diversity of perspectives on innovation and creative development
 - Their expertise builds Canadian research capacity, increasing global recognition of our research and innovation
- International faculty link Canadian students to experts around the world, bringing global perspectives to classrooms and curriculum



- Up to 50% of PhDs become Canadian citizens—new Canadian Experience Class Program is a significant pathway to attract and retain highly qualified personnel

What are the potential markets of interest in the area you have selected and why? (maximum 150 words)

- Rapidly expanding economic powers (Brazil, China, India, Turkey) are important partners
 - o Huge potential in countries like India where domestic demand for education far exceeds institutional capacity
- We must also pursue new partnerships with other countries who are establishing their strength on the world scene (including the Philippines, Indonesia, South Africa, Mexico, Colombia)
 - o Look for partnerships outside of usual connections to truly build international partnerships and opportunities
- Continue to promote the relative affordability of a Canadian higher education to potential students from the US and Europe, especially as certain regions may be suffering from cutbacks in higher education

What are the marketing tools and methods you would envision being effective? (maximum 250 words)

- Strengthen programs like the Canada Excellence Research Chairs, the Canada Research Chairs and the Vanier Canada Graduate Scholarships
 - o Create a similar program for post-doctoral international students, who would also seek opportunities for employment in Canada
- Promote and increase investments in programs like Mitacs Globalink (currently applies to India, China, Brazil and Mexico—broaden this scope, strengthen existing partnerships with these countries)
- Take advantage of existing programs like Erasmus Mundus and Fulbright Fellows program to recruit outstanding students and researchers from Europe and the US
- Through programs like Imagine Education au/in Canada:
 - o clearly delineate the value of Canadian master's and doctoral degrees
 - show the unique opportunities Canadian graduates have
 - speak to the comparative research opportunities available in Canada
 - o Use testimonials from research users and beneficiaries to attest to value and strength of Canadian research
 - Create opportunities for industry, not-for-profit and public sector to highlight how Canadian research has increased the value of their product/work, and outline what other opportunities and gaps exist to be filled
 - o Increase federal funding for these promotional programs to levels similar to the UK and Australia, who attract more than twice as many international students as Canada



Institutional partnerships with foreign institutions

What are the business opportunities for growth and innovation in the area you have selected above? (maximum 250 words)

- An internationalized campus—one informed by students, faculty and research from abroad—imbues learning and research with new ideas, perspectives and approaches which in turn, generates the products, processes, policies and services that improve the lives of Canadians and improve Canada’s competitiveness
- Faculty and student exchanges to Canada bring significant economic impacts to institutions and local economies
- Global institutional partnerships can lead to international business partnerships as research is used by Canadian and international companies
- Research and learning are now global public goods

What are the potential markets of interest in the area you have selected and why? (maximum 150 words)

- Natural fit with Brazil, India, Turkey, US, and Europe, where programs and opportunities for further programming already exist
 - o Monitor these partnerships and identify best practices
 - Create similar models for other countries and emerging markets to be ahead of the curve
 - Take advantage of unique Canadian agreements (for example, existing agreements between Quebec and France)

What are the marketing tools and methods you would envision being effective? (maximum 250 words)

- Develop formal curriculum and program sharing partnerships to facilitate mobility of faculty, students and research
 - o Build on existing partnerships between institutions and expand to new jurisdictions
 - o Other institutions have similar partnerships
 - Provide resources for smaller universities and colleges to develop their internationalization capacities
- Create a memorandum of understanding between the Government of Canada and the Council of Education Ministers, Canada to take advantage of and nimbly respond to international opportunities for partnerships



Establishment of Canadian offshore campuses

**What are the business opportunities for growth and innovation in the area you have selected above?
(maximum 250 words)**

- Offshore campus development poses unique challenges that require careful planning and resources to succeed
 - o A single strategy is unlikely, given the diverse realities at Canadian institutions
 - o Institutions must consider the most suitable options, whether that is a single campus, bilateral agreement, consortium, virtual campuses, or an offshore campus
- With proper management, offshore education programs can be important revenue sources
 - o Offshore campuses provide opportunities for Canadian researchers to build economic and research relationships with international businesses and institutions
 - o International students on offshore campuses can shift their studies to the Canadian campus of institutions, bringing economic and research value directly into Canada
- Offshore campuses can showcase leading Canadian research and increase mobility options for faculty, student and staff at Canadian institutions

What are the potential markets of interest in the area you have selected and why? (maximum 150 words)

- Countries like India, where demand for university education is very high, present ideal market opportunities
 - o With a clear need for more universities, establishing Canadian institutions in these countries can fill a gap for students while also increasing the profile of Canadian research, scholars and institutions

What are the marketing tools and methods you would envision being effective? (maximum 250 words)

- Offshore program delivery can take many forms, including 1 + 3, 2 + 2 program delivery (by which institutions share the training and education of students, dividing degrees into 1 and 3 years or 2 and 2 years at each institution)
 - o This is especially appealing for students who begin their studies at a college and can then transfer to a university, allowing them to graduate with a university degree
 - o Structuring offshore program delivery through shared program delivery also increases opportunities for international undergraduate students to complete their studies at a Canadian institution
- Provide incentives for Canadian faculty and doctoral students to teach and undertake research at offshore campuses
 - o Dedicate funds through granting councils specifically geared towards Canadian researchers working internationally on offshore campuses



International research collaboration

What are the business opportunities for growth and innovation in the area you have selected above? (maximum 250 words)

- International research collaboration builds connections between scholars and users of research, which in turn attracts Canadian and international businesses investments
 - o International conferences inject significant amounts of money into the cities in which they are held
 - o The Congress of the Humanities and Social Sciences is Canada's largest multi-disciplinary conference, bringing together upwards of 9,000 researchers each year. International delegates comprise 10% of attendees, and as the organizers of Congress, CFHSS is increasingly connecting with the international research community.
 - Congress also has significant economic impact (\$5-8million) in the communities in which it is held, drawing thousands of people to a different Canadian city each year
 - Congress provides important media opportunities, as research results announced during Congress reaches and is covered by international media
 - Congress is poised to become one of the most international research conferences and compete with American Association for the Advancement of Science annual conference
 - Congress is a key opportunity to develop international research collaborations and provides space for Canadian researchers to connect with international colleagues
- Collaborations provide opportunities to showcase Canadian research and highlight attractiveness of studying and conducting research in Canada
- Global collaborations incorporate diverse perspectives and lead to innovations in international and Canadian research and development

What are the potential markets of interest in the area you have selected and why? (maximum 150 words)

- Comparative research programs are a natural fit for international partnerships, but international collaborations are not discipline or faculty specific
 - o Community-based research programs also provide clear opportunities to connect with international researchers and businesses
 - o Many international collaborations are made effectively when Canadian faculty are able to pursue partnerships, regardless of place, where it makes sense for their area of interest: universities that learn to leverage the relationships their faculty



establish and create suitable rewards for such efforts can stimulate more partnerships that extend well beyond individual projects and initiatives

What are the marketing tools and methods you would envision being effective? (maximum 250 words)

- Encourage Canadian researchers to develop global partnerships
 - o Provide funding for international collaborations
 - o Create space for inter-disciplinary and cross-faculty research, especially around innovation
- For example, the Digging into Data Challenge, which brings together eight international research funders to promote collaborative research around how large amounts of data and massive databases are changing the research landscape for SSH communities (<http://www.diggingintodata.org/>)
- Build on existing partnerships—not just between institutions but also with existing research programs
 - o Research connections already exist: for example, Global Alliance on Community Engaged Research—this network encourages collaborative research and training projects (<http://communityresearchcanada.ca/?action=alliance>)
 - These existing partnerships provide natural opportunities to solidify and expand relationships and showcase Canadian research and work
 - Such partnerships are also ideal venues to enhance Canada’s profile as a leader in collaborative endeavours and as a place to house such international partnerships

Other: Mobility of Canadian Students

What are the business opportunities for growth and innovation in the area you have selected above? (maximum 250 words)

- As Canadian students gain international experiences, they:
 - o Create important relationships and develop international cultural awareness and skills
 - o Contextualize Canadian research in international realities
 - o Strengthen international understanding and knowledge, while bringing a diversity of perspectives back to Canada
 - o Grow into responsible and engaged global citizens
- By promoting reciprocal mobility wherein Canadian students travel abroad, we can bolster the relevance and reach of domestic research, informing Canadian research with international perspectives



- Canadian student demand is incredibly high for international study opportunities (65% of students, according to AUCC's 2006 internationalization survey)

What are the potential markets of interest in the area you have selected and why? (maximum 150 words)

- Natural fit with Brazil, India, Turkey, US, and Europe, where programs and opportunities for further programming already exist
 - o Monitor these partnerships and identify best practices
 - Create similar models for other countries and emerging markets to be ahead of the curve

What are the marketing tools and methods you would envision being effective? (maximum 250 words)

- Flexible student mobility requires policy changes that make it productive, worthwhile and easy for students and scholars to study abroad at any time during their education and research:
 - o Provide financial support to ensure more Canadian students have access to exchange programs
 - o Facilitate credential recognition between Canadian and international institutions
 - o Increase flexibility of domestic curriculum to allow for variation in program requirements
 - o Build logistical support and enhance activities on Canadian campuses to facilitate study abroad
- Expand on existing international scholarships and research exchanges:
 - o The Canada-US partnership for the Fulbright program is a particularly successful example on which to model new opportunities
 - o Ensure that international scholarship opportunities, including SSHRC, NSERC and CIHR funding opportunities that can support mobility, are well promoted to Canadian students

Section 3:

How could a revised International Education Strategy best support your international objectives?

As Canada looks to lead in this increasingly globalized, competitive, digital world, and in particular as we look to address issues of lagging productivity and job creation, humanities and social sciences students and researchers are of ever increasing importance. People who understand people, who understand



what makes governments, societies, and communities resilient and successful, are at the heart of Canada's ability to respond to the challenges facing our world today.

Better connecting our Canadian humanities and social sciences research community and our institutions to the international community will provide important opportunities and benefits to advance our collective knowledge. Fostering links between scholars and students in this community—indeed, across disciplines—will not only bolster innovation and development, it will solidify research networks and build links with institutions, businesses and communities around the world.

To be sure, the social sciences and humanities research community stands to benefit from greater effort and success in the area of international education marketing. However, they can be instructive advisors throughout this process itself, helping us understand how to navigate other cultures, languages, communities and organizations as we seek to build an international education strategy for Canada that will serve all Canadians well. Well-placed to help Canada harness global opportunities, social sciences and humanities students and scholars are poised to expand the depth, reach and contribution of their research across Canada and the world.