

The global competition for student recruitment

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Summary

- AUCC snapshot
- Governance
- Mission: what we do
- Higher education and research in Canada
- Enrollment trends
- The International Education Strategy
- Internationalization of Canadian universities
- Strategic engagement

- National voice for Canadian universities
- Represent 95 public and private not-for-profit universities and university degree-level colleges
- A membership organization providing university presidents with a unified voice and a forum for collective action.
- Mission is to foster and promote the interests of higher education

- 13 member Board made up of university presidents and AUCC president
- 4 standing committees: University Research; Educational Issues and Funding; International Relations; Act and By-laws, also chaired by presidents
- Ad hoc working groups: university-college relations; infrastructure; international research collaboration

Mission: what we do

- Foster and promote the interests of higher education
- A membership organization providing university presidents with a unified voice and a forum for collective action.
- Advocating for higher education and university research
- Shaping public policy
- Sharing information and research
- Delivering leadership programs for university presidents and senior staff
- Managing scholarships and international programs
- Publishing University Affairs, an award-winning magazine, reports and other publications

Higher education in Canada

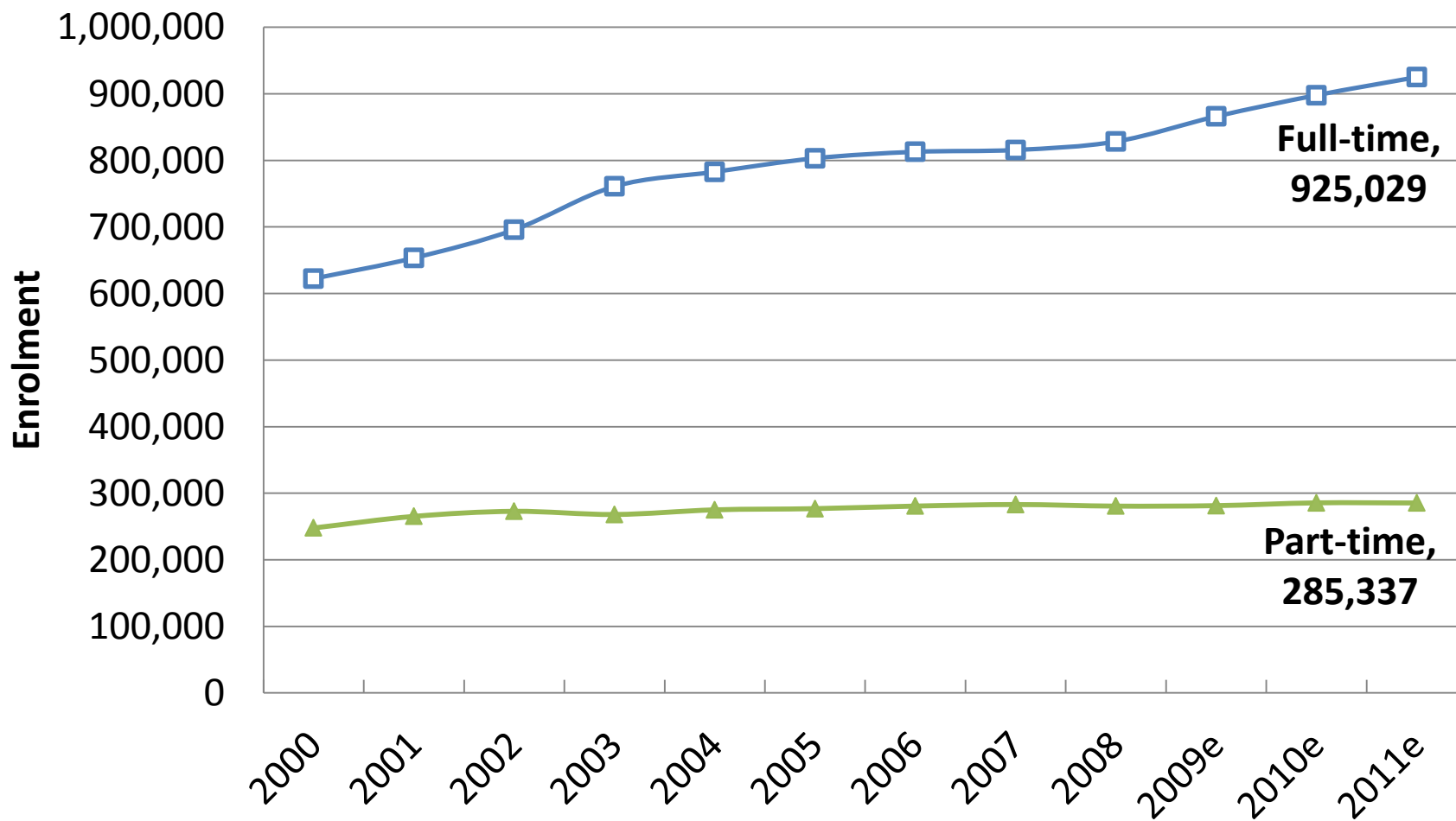


- Education is a provincial responsibility in Canada
- The federal government has responsibilities that strongly relate to university education, such as:
 - Research and innovation
 - Labour market, trade and commerce
 - International education and immigration
 - Aboriginal education

- Three-fold mission of Canadian universities:
 - Education
 - Research
 - Community engagement
- Diversity of institutions, including:
 - Research intensive
 - Comprehensive
 - Primarily undergraduate
- Universities operate in English, French or both official languages.

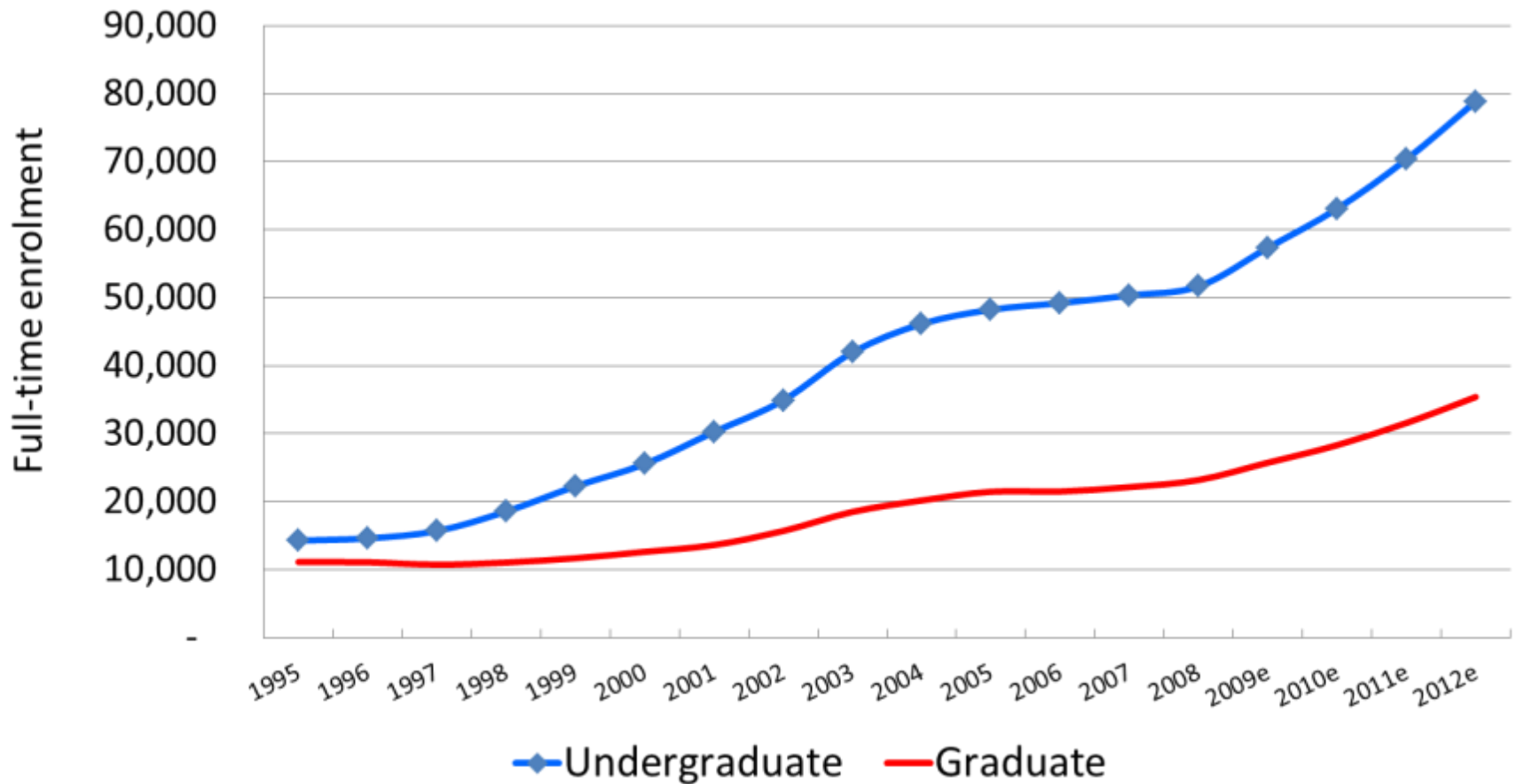
Rising Demand for Higher Education

Canadian university enrolment, 2000-2011



Source: Statistics Canada data and AUCC estimates

International student enrolment



Source: Statistics Canada data and AUCC estimates

- Internationalization on university campuses goes far beyond student recruitment
- Internationalization efforts are primarily institutionally driven
- Institutional partnerships facilitate:
 - Two-way student and faculty mobility
 - Research collaboration
 - Joint academic programs
 - International development cooperation

International education context

- Important investments to position Canada competitively
 - national brand
 - immigration policies
 - research
- Support from network of Canadian embassies and consulates abroad
- Canadian universities are globally engaged and ready



Canadian Consortium for International Education Marketing

- Partnership between five national education associations
- Competitive advantages of cross-sector cooperation in education marketing
- Promoting Canada as both a partner in international education and a destination for international students.



- Initiated in 2011
- Published by expert advisory panel in August 2012
- Positions international education as a key driver for Canadian prosperity
- Government response expected within upcoming renewed Global Commerce Strategy and federal budget 2013

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Institutional examples



Institutional examples



Strategic engagement



Strategic engagement



Thank you!/Merci!



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