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
Introduction to AUCC

• 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:
  o Research and innovation
  o Labour market, trade and commerce
  o International education and immigration
  o Aboriginal education
Universities at-a-glance

• Three-fold mission of Canadian universities:
  o Education
  o Research
  o Community engagement

• Diversity of institutions, including:
  o Research intensive
  o Comprehensive
  o 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

Full-time, 925,029

Part-time, 285,337
International student enrolment

Source: Statistics Canada data and AUCC estimates
Canadian universities

- 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.
The Report on International Education Strategy:

- 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!

www.aucc.ca