

**MINISTRY OF ADVANCED EDUCATION
DECISION NOTE**

Date: March 31, 2011

Cliff# 87439

File#

Version #1

PREPARED FOR: Phillip Steenkamp
Deputy Minister, Ministry of Advanced Education (AVED)

ISSUE: Governance Framework for International Post-Secondary Education

BACKGROUND:

Roles and responsibilities for international post-secondary education are currently dispersed across government, post-secondary institutions, and the British Columbia Council on International Education (BCCIE).

BCCIE was originally established in 1990, at which time it was funded primarily by Government along with dues from member institutions (post secondary only). Following Core Review in 2001, government funding was discontinued; however, BCCIE continued to operate as a society funded through member dues. While Government no longer provided operating funding, it did provide some targeted funds for specified marketing activities and/or coordination of agreed upon overseas missions.

In January 2009, in response to government support for a new integrated approach to international education, the (old) BCCIE dissolved, and a new BCCIE was created as an independent society with funding provided by the Ministry of Advanced Education to promote BC as a study destination for international students. The governance body for the new BCCIE was broadened to include representatives of the following sectors: public post-secondary, private career training, public and independent K-12, and Government (Deputy Ministers responsible for post-secondary education, K-12 education, and trade/economic development). BCCIE also entered into a contractual arrangement with the Ministry for the administration of the Education Quality Assurance (EQA) program.

DISCUSSION:

s. 13

In its capacity, BCCIE has developed strong networks and been successful in its promotion of international education. The organization's staff are highly skilled in coordinating overseas missions and have delivered effective professional development activities to the sector.

s. 13

s. 13

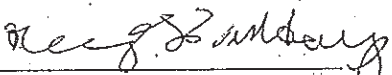
OPTIONS:

s. 13

RECOMMENDATION:

s. 13

Approved / Not Approved


Philip Steenkamp, Deputy Minister

Date: APRIL 1, 2011

Attachments:

1. Discussion Paper - International Post Secondary Education – Governance
2. Roles and Responsibilities of International Education

Prepared by:	Kelly McConnan, Director	Approved by:	
		Executive Director	
Phone #:	387-2594	Assistant Deputy Minister	
		Deputy Minister	

Discussion Paper **International Post Secondary Education – Governance**

Introduction

Governance of international post-secondary education is currently dispersed across government (with multiple ministries having an interest), post-secondary institutions, and the British Columbia Council on International Education (BCCIE). While these parties are all involved in international education activities, there currently is not a strategic, coordinated governance framework for international education with clearly delineated roles and responsibilities.

Background

BCCIE was originally established as a society in 1990. Its membership at that time was comprised of public post-secondary institutions, and its operating funding was substantially provided by Government (although it did receive dues from member institutions). BCCIE's activities consisted of international education marketing, coordination of overseas missions, and developing/maintaining a community of practice and professional development activities for international education "practitioners" in the institutions.

Following Core Review, government operating funding for BCCIE was discontinued; however, BCCIE continued to operate as a society funded through member dues. While Government no longer provided operating funding, it did provide some targeted funds for specified marketing activities and/or coordination of agreed upon overseas missions.

Within Government, many Ministries have had an interest/role in international education activities. The (former) Ministry of Advanced Education led post-secondary international education policy development, government-to-government discussions, hosted numerous delegations of officials from other jurisdictions, and established/maintained international student tuition guidelines and related policies. The Ministry of Education's international education interests focused primarily on the development of its offshore schools and in supporting school districts in their international education recruitment activities. Further the (former) Ministry of Small Business, Technology and Economic Development created the position of Office of the Trade Commissioner for Education and Skills as part of its broader economic sector approach.

In recognition of the emerging importance of international education as a key economic sector, in 2008/09, Government supported the development of a new integrated approach to international education that would coordinate the efforts of the various players, with the objective to grow the sector and respond to opportunities afforded by the worldwide demand for education.

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At the same time, Government determined that there should be a new organization established that would develop a strategy to advance s. 13 The new organization would be responsible for coordinating and leading marketing efforts in support of the public post-secondary, recognized private post-secondary, public K-12 and independent school sectors. It would build upon and integrate existing activities undertaken by (the former) BCCIE, the Office of the Trade Commissioner (which was sunseting in December 2008), institutions, schools, and Ministries, to realize a cohesive, integrated and holistic approach to international education and marketing. The intended result was enhanced impact and accountability.

This organization would be responsible for marketing BC as a high quality study destination, for marketing the BC education system collectively, and for engaging in systematic strategic planning including an assertive market strategy for the sector. Further, the new organization would become responsible for administering the Education Quality Assurance (EQA) program which Government was developing to brand quality post-secondary education.

In January 2009, the (old) BCCIE dissolved, and a new BCCIE was created. The governance body for the new BCCIE was broadened to include representatives of the following sectors: public post-secondary, private career training, public and independent K-12, and Government (Deputy Ministers responsible for post-secondary education, K-12 education, and trade/economic development). The former Trade Commissioner became the President of the new BCCIE, and some senior staff from the old BCCIE transitioned over to the new society. BCCIE was directed to develop a strategic, focused plan of action to advance the goals.

BCCIE's stated mission is to represent BC institutions by providing a cohesive and professional source of information for international students, parents and educators and by coordinating and delivering effective marketing strategies and advertising initiatives.

BCCIE's website states that it is a nationally and globally recognized professional organization that promotes and supports all aspects of international education within BC and abroad. Further it states that BCCIE's mandate and vision support ongoing internationalization efforts at schools and in communities.

BCCIE lists its services as:

- Marketing BC as the destination of choice for international students wanting to study in Canada
- Supporting and developing international education products and services from BC
- Advocating the value of international education
- Building a strategic, collaborative network of public and private institutions
- Forging connections in education, government and industry around the world
- Supports for stakeholders' goals through:
 - Collaborative efforts allow more institutions to undertake a wider range of initiatives in a cost-effective and efficient way
 - Professionalization of the membership to enhance the capacity of the system to compete in the international marketplace
 - A marketing approach for a broad range of educational options to support the system's ability to retain international students and strengthen BC's position and reputation internationally
 - Greater representation and legitimacy through the coordination of communication and advocacy efforts bring a coherent voice to the sector.
 - Development and delivery of professional development workshops, seminars, conference sessions
 - Development of a broad range of publications and resources for institutions

Pages 6 through 7 redacted for the following reasons:

s. 13

Briefing Notes

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Author Copy

MINISTRY OF ADVANCED EDUCATION

Date: Sept. 19, 2011

Cliff# 88910

File#

Version #

Original is our file copy

BRIEFING NOTE

PREPARED FOR: Cheryl Wenezenki-Yolland
Acting Deputy Minister of Advanced Education

ISSUE: British Columbia Council for International Education – September 22 Board Meeting

BACKGROUND:

- The British Columbia Council for International Education (the Council) is holding its next regular board meeting on September 22.

Pages 9 through 11 redacted for the following reasons:

s. 13

Briefing Notes

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Author Copy

MINISTRY OF ADVANCED EDUCATION

Date: Sept. 9, 2011
Cliff# 88872
File#
Version #

*Original is our file copy

BRIEFING NOTE

PREPARED FOR: Cheryl Wenezenki-Yolland
Acting Deputy Minister of Advanced Education

MEETING: In preparation for the September 19, 2011 meeting between the Acting Deputy Minister and Deputy Minister Hayden, Ministry of Jobs, Tourism and Innovation.

ISSUE: British Columbia Council for International Education – September 22 Board Meeting

BACKGROUND:

- The British Columbia Council for International Education (the Council) is holding its next regular board meeting on September 22.

Page 13 redacted for the following reason:

s. 13

MINISTRY OF ADVANCED EDUCATION

Date: Sept. 9, 2011

Cliff# 88873

File#

Version #

Original is our file copy

BRIEFING NOTE

PREPARED FOR: Cheryl Wenezenki-Yolland
Acting Deputy Minister of Advanced Education

MEETING: In preparation for the September 19, 2011 meeting between the Acting Deputy Minister and Deputy Minister Hayden, Ministry of Jobs, Tourism and Innovation.

ISSUE: British Columbia Council for International Education – Overview

BACKGROUND:

- The British Columbia Council for International Education (the Council) was established as a non-profit society to work with government and educational institutions to promote British Columbia's education sector internationally (K-12, private and public post-secondary).
- The Council has indirectly received s. 17 operating funding from government (the Ministry of Advanced Education) over the past several fiscal years via transfers provided to the Research Universities Council of British Columbia.
- In 2011/12, the Ministry provided the Council with s. 17 to sustain the organization until March 31, 2011 (this includes s.17 for administration of the Education Quality Assurance designation). The Ministry directed the Council to develop an operational plan focussed and aligned with government's broader strategic objectives and that is achievable within the funding available. No additional funding for 2011/12 is contemplated.
- The Council is governed by a Board whose membership includes Deputy Ministers from Advanced Education, Education, and Jobs, Tourism and Innovation, and representatives of public post-secondary, private career training, and public and independent K-12. The organization is officially led by a Chief Executive Officer, however; operational leadership is provided by an Executive Director.
- The Ministry of Advanced Education is the lead Ministry responsible for the Council.
- The Council's key activities to date have included:
 - Promoting British Columbia as a study destination;
 - Assisting institutions in attracting and retaining students; and
 - Administering British Columbia's Education Quality Assurance (EQA) designation on behalf of government.

- The Ministry is currently developing an international post-secondary education strategy for British Columbia that will clarify roles and responsibilities between government and institutions, and that may contemplate a role for the Council of a like entity.

DESIRED MEETING OUTCOMES:

- A clear understanding of the Ministry of Advanced Education's lead for the Council.

Prepared by:	Susan Brown, Executive Director	Approved by:	
	Research Universities and Health Programs Branch	Executive Director	SB
Phone #:	250-387-6193	Assistant Deputy Minister	CM

MINISTRY OF ADVANCED EDUCATION

Date: June 16, 2011

Cliff# 88438

DECISION NOTE

Original is our file copy

Philip Steenkamp

Deputy Minister of Advanced Education

ISSUE: Approval of funding for the British Columbia Council on International Education (BCCIE)

BACKGROUND:

In February 2011, BCCIE wrote to the Ministry of Advanced Education (AVED) requesting s. 17 to support 2011/12 operations (as well as s. 17 for administration of Education Quality Assurance [EQA]). Before the funding request could be considered, AVED requested the following information to better understand BCCIE's operational requirements:

- o 2009/10 audited financial statements, 2010/11 financial forecast, and a detailed notional 2011/12 budget to be submitted by April 15, 2011; and,
- o 2011/12 operational plan to be reviewed and approved by AVED and detailed 2011/12 budget based upon the approved operational plan to be submitted by June 1, 2011.

AVED provided BCCIE with s. 17 for EQA administration, and notionally allocated s. 17 for BCCIE operations, to flow to BCCIE upon meeting the requirements above.

On April 15, 2011, BCCIE submitted the initial deliverables required, s. 17

s. 17 Having met the first set of deliverables, the Ministry authorized the release of s. 17 to sustain BCCIE activities from April 1, 2011 until September 1, 2011.

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s. 13

BCCIE's initial draft operational plan could not be achieved within the funding available.

s. 13

s. 13

DISCUSSION:

s. 13

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s. 13 and s. 17

Approved / Not Approved

See Philip Steenkamp
(Philip Steenkamp)

Date: June 22, 2011

Prepared by:	Kelly McConnan, Director International Education Research and Health Programs	Approved by:	
Phone #:	250-387-2594	Executive Director	<u>SB</u>
		Assistant Deputy Minister	<u>SB</u>



ADM's Correspondence
IMD - Wendy Ferguson
Branch Day Copy
Branch File Copy
Author Copy

Our Ref. 88206

MAY 04 2011

Dr. Emery Dosdall, President
British Columbia Council for International Education
Suite 603 - 409 Granville St
Vancouver BC V6C 2B1

Dear Dr. Dosdall:

I am writing to follow-up on the letter sent to you on March 9, 2011 by Shannon Baskerville, former Assistant Deputy Minister responsible for the British Columbia Council for International Education (BCCIE). In that letter, the Ministry requested the following deliverables by April 15, 2011, in order to consider further the request for funding:

1. BCCIE's 2009/10 audited financial statements;
2. BCCIE's 2010/11 financial forecast; and,
3. A detailed notional budget for 2011/12.

On April 15, 2011, we received your submission with the aforementioned deliverables, and I want to thank you for your response.

My staff has reviewed these documents and we are pleased to confirm that interim funding of
s. 17 has been approved and will flow to the BCCIE in a timely manner.

s. 13

Going forward, it will be important to have a solid understanding of BCCIE's operational requirements. As noted in the March 9th letter, the Ministry has directed that the BCCIE provide the following by June 1, 2011:

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MINISTRY OF ADVANCED EDUCATION

DECISION NOTE

Date: April 27, 2011

Cliff# 88162

PREPARED FOR: Philip Steenkamp
Deputy Minister of Advanced Education

ISSUE: Approval of funding for the British Columbia Council on International Education (BCCIE)

BACKGROUND:

In February 2011, BCCIE wrote to the Ministry requesting s. 17 support 2011/12 operations (as well as s. 17 for administration of Education Quality Assurance). Before the funding request could be considered, the Ministry requested the following information to better understand BCCIE's operational requirements:

- o 2009/10 audited financial statements, 2010/11 financial forecast, and a detailed notional 2011/12 budget to be submitted by April 15, 2011; and,
- o 2011/12 operational plan to be reviewed and approved by the Ministry and detailed 2011/12 budget based upon the approved operational plan to be submitted by June 1, 2011.

s. 17

DISCUSSION:

On April 15, BCCIE submitted the initial deliverables required, with a detailed notional budget request

s. 13 and s. 17

OPTIONS:

Option 1: Release s. 17 from RUCBC to sustain BCCIE activities from April 1, 2011 until September 1, 2011.

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s. 13 and s. 17

Approved/Not Approved

Philip Steenkamp
(Philip Steenkamp)

Date: MAY 2, 2011

Prepared by:	Kelly McConnan, Director International Education	Approved by:	
	Research and Health Programs	Director	N/A
Phone #:	250-387-2594	Executive Director	<u>JB</u>
		Assistant Deputy Minister	<u>MB</u>

McConnan, Kelly AVED:EX

From: Cotie, Kate L ALMD:EX
Sent: Wednesday, March 23, 2011 1:40 PM
To: Randall W. Martin; tcorkum@bccie.bc.ca
Cc: Brown, Susan B ALMD:EX; Wong, Joleen ALMD:EX; McConnan, Kelly ALMD:EX
Subject: touching base re: NAFSA conference

Hi Randall and Trevor,

I just wanted to send you a quick note to let you know that our office will be contacting your office to set up a teleconference with yourselves, Susan Brown, Kelly McConnan (the new Director of International Education and Initiatives at the Ministry) and myself just to touch base on plans/work underway for the upcoming NAFSA conference. I'm thinking we should book an hour but may not need to use the full amount of time – it's just a touching base/making sure we have everything covered/not duplicating any efforts kind of call. Look forward to talking to you!

Kate

McConnan, Kelly AVED:EX

From: Trevor Corkum [tcorkum@bccie.bc.ca]
Sent: Thursday, March 24, 2011 11:09 AM
To: Cotie, Kate L ALMD:EX; Brown, Susan B ALMD:EX
Cc: Randall W. Martin; Tina Chow; Christina Wu; Ruth Erskine; McConnan, Kelly ALMD:EX
Subject: RE: BC panels for NAFSA

Hi Kate,

Thanks for this. We'll look forward to the conference call week after next to brief you on all things NAFSA – lots going on from our end.

Trevor Corkum
Director, Research and Communications

Nominate A Deserving Colleague: Deadline March 30
[2011 BCCIE International Education Awards](#)

BC Council for International Education
Suite 603 - 409 Granville Street
Vancouver, British Columbia
V6C 2T1 CANADA
T 1.604.637.6753 | F 1.604.637.6765
www.bccie.bc.ca | www.bceqa.ca

From: Cotie, Kate L ALMD:EX [mailto:Kate.Cotie@gov.bc.ca]
Sent: March-23-11 1:50 PM
To: Brown, Susan B ALMD:EX; Trevor Corkum
Cc: Randall W. Martin; Tina Chow; Christina Wu; Ruth Erskine; McConnan, Kelly FIN:EX
Subject: RE: BC panels for NAFSA

Hi Trevor, responses to your questions in red below:

- the logos on the BC booth are currently out of date (3 Olympic related logos). Suggest replacing these logos with the BC government logo (to be consistent with other provincial logos) and the EQA logo.
Agreed.
- a large number of K-12 participants and EQA designated private institutions (both language and post-secondary) at the conference (and in the booth). Suggest replacing the LearnLiveBC.ca link with studyinbc.com, which is more comprehensive and covers all sectors (the new student site will launch in early May).
Think we should stick with the LearnLiveBC.ca link
- the text blurb is similar not inclusive of all sectors and does not promote EQA. Suggest replacing text with 'British Columbia offers world class education at all levels, as well as quality assurance to student through the provincial Education Quality Assurance (EQA) designation'
Not sure what the text is that we're replacing? If you could send that that would be helpful for context. Without any context my reaction is that your suggested wording looks fine but I would say that EQA provides an "assurance of quality to students" rather than providing "quality assurance" (I appreciate it's a bit picky

but really better represents what EQA does as EQA doesn't provide quality assurance in itself, it's all the regulatory mechanisms it recognizes that provide that)

Please don't hesitate to contact me if you have any questions or concerns.

From: Brown, Susan B ALMD:EX
Sent: Wednesday, March 23, 2011 9:49 AM
To: 'Trevor Corkum'
Cc: 'Randall W. Martin'; 'Tina Chow'; 'Christina Wu'; 'Ruth Erskine'; Cotie, Kate L ALMD:EX; 'McConnan, Kelly FIN:EX'
Subject: RE: BC panels for NAFSA
Importance: High

Trevor – apologies for the delay in responding (it's been absolutely crazy here in terms of transition). I've copied Kate Cotie and Kelly McConnan and have asked that they follow up with you directly on your questions.

Susan Brown
Executive Director, International Programs & Relations
Ministry of Regional Economic and
Skills Development
Phone: (250) 387-6193
Fax: (250) 356-8851



www.YearOfScienceBC.ca

From: Trevor Corkum [<mailto:tcorkum@bccie.bc.ca>]
Sent: Wednesday, March 16, 2011 1:45 PM
To: Brown, Susan B ALMD:EX
Cc: Randall W. Martin; Tina Chow; Christina Wu; Ruth Erskine
Subject: BC panels for NAFSA
Importance: High

Hi Susan,

Hope all is well in Victoria during what I'm sure is a busy transition time.

We're working with DFAIT to update BC's wall panels as part of the Canada Pavilion at NAFSA this year. DFAIT takes the lead on all of the common branding and design of the panels, which will remain the same as in past years (see attached).

However, they've asked us to confirm a few items. In particular:

- the logos on the BC booth are currently out of date (3 Olympic related logos). Suggest replacing these logos with the BC government logo (to be consistent with other provincial logos) and the EQA logo.
- a large number of K-12 participants and EQA designated private institutions (both language and post-secondary) at the conference (and in the booth). Suggest replacing the LearnLiveBC.ca link with studyinbc.com, which is more comprehensive and covers all sectors (the new student site will launch in early May).

- the text blurb is similar not inclusive of all sectors and does not promote EQA. Suggest replacing text with **'British Columbia offers world class education at all levels, as well as quality assurance to student through the provincial Education Quality Assurance (EQA) designation'**

We need to have all changes back to Stephanie by Friday at the latest. Can you let me know your thoughts on these proposed changes before that time?

Trevor

BCCIE Background and Current Issues

Background:

BCCIE was originally established in 1990, at which time it was funded primarily by government along with dues from member institutions (post secondary only). Following Core Review in 2001, government funding was discontinued; however, BCCIE continued to operate as a society funded through member dues. While Government no longer provided operating funding, it did provide some targeted funds for specified marketing activities and/or coordination of agreed upon overseas missions.

In January 2009, in response to government support for a new integrated approach to international education, the (old) BCCIE dissolved, and a new BCCIE was created as an independent society with funding provided by the Ministry of Advanced Education (the Ministry) to promote BC as a study destination for international students. The governance body for the new BCCIE was broadened to include representatives of the following sectors: public post-secondary, private career training, public and independent K-12, and Government (Deputy Ministers responsible for post-secondary education, K-12 education, and trade/economic development). BCCIE also entered into a contractual arrangement with the Ministry for the administration of the Education Quality Assurance (EQA) program.

McConnan, Kelly AVED:EX

From: Randall W. Martin [martin@bccie.bc.ca]
Sent: Tuesday, April 12, 2011 7:26 AM
To: McConnan, Kelly ALMD:EX; Randall W. Martin; Tina Chow; Ruth Erskine
Cc: Trevor Corkum; Brown, Susan B ALMD:EX
Subject: Re: Meeting April 14 - draft agenda

Hi All, I think we have agreed that 10 – 3 will work well – we will meet in our offices at #603 – 409 Granville Street in the UK Building (at corner of Hastings and Granville).

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s. 22

(Susan — do you also still have a conference call to attend to at 11:30?)

Attending from the BCCIE side will be Tina Chow, Trevor Corkum and myself. Unfortunately I believe Kate is no longer able to join from the Victoria side.

Other than that, there will be much to discuss on the agenda you propose and we look forward to using this meeting as a good start.

With time we would also like to discuss communication flows and our need to be kept abreast of policy discussions and engagement with Ottawa through FPICERRIA, etc, as we are often at the front line of stakeholders questions and communications on this

Cheers

On 11/04/11 12:31 PM, "McConnan, Kelly ALMD:EX" <Kelly.McConnan@gov.bc.ca> wrote:

Hi Randall,

In advance of our meeting on Thursday, we thought we would send along some of the items we hope to discuss with you folks:

- 1) Funding and Reporting Requirements – April 15/June 1
- 2) Operational Plan options & Operational Advisory Committee
- 3) NAFSA
- 4) Ros Kunin Report release – April 27?
- 5) Update on Daniel Gurh research
- 6) Update on planned student portal

Do we have all the details we need for Thursday? Meeting time, etc.?

I look forward to meeting you.

Thanks,

Kelly

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Kelly McConnan  
Director, International Education  
Ministry of Advanced Education  
(250) 387-2594

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Randall Martin, PhD  
Executive Director

**BC Council for International Education**  
Suite 603 - 409 Granville Street  
Vancouver, British Columbia  
V6C 1T2 CANADA  
T 1.604.637.6752 | F 1.604.637.6765  
[www.bccie.bc.ca](http://www.bccie.bc.ca) <<http://www.bccie.bc.ca>> | [www.bceqa.ca](http://www.bceqa.ca) <<http://www.bceqa.ca>>



## McConnan, Kelly AVED:EX

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**From:** Brown, Susan B ALMD:EX  
**Sent:** Tuesday, April 12, 2011 3:52 PM  
**To:** Steenkamp, Philip ALMD:EX  
**Cc:** Gillis, Mark H. ALMD:EX; McConnan, Kelly ALMD:EX  
**Subject:** BCCIE event - BC International Student Flow Forecasting Model

I attended the above-noted event today. There wasn't a large audience (a few different institutions particularly those involved in the pilot - SFU, OC, Cap, BCCAT, Languages Canada, BCCIE staff; no media).

The first half of the session was a very academic presentation of the analytics and forecasting model - including methodologies, variables, limitations, etc. The model allows for the modeling of flows at national, provincial or institutional levels. It will also allow you to segment by program area (talent segment), level of credential, etc, so that you can map to your capacity and capability and target your markets appropriately. It was referred to as a "strategic enabler" supporting not driving policy and strategic decision-making. I was a bit surprised in that I expected them to present findings from the pilots but in fact this is really just the kick off with more reports to come as the pilots unfold over the next several months.

There was some interesting context about global issues impacting flows, eg, the issues that arose in Australia with the racial discrimination against Indian students, and the fact that a large proportion of those students were not really interested in studying but rather in immigration (and as a result Australia tightened up its borders). Consequently, Australia saw a decline in numbers of students from India, and there was a corresponding increase in Indian students going to the UK. The UK has now tightened its visa requirements so Indian students have shifted to Canada. Quebec has entered the scene offering a fast track to immigration. The conclusion is that (some) students are not particularly fussy about where they study but rather make a rational choice based on where they can best achieve their objectives (in this particular case, immigration).

The second half of the session focused on flow forecasts of various sending countries and forecast growth (or not) in those markets.

In particular, China has been the top sending country for a long time and there has been steep growth over the past several years. While some growth is still forecast, it is nowhere near the level of growth that has occurred over the past number of years. The primary reasons for predicted slower growth include development of China's own post second system and declines in the Chinese real estate market and hedge fund market. Only 11% of Chinese students studying abroad get government scholarships. The remaining 89% are either getting scholarships from institutions or -- and this is by far the majority -- are financing their education through their families (generally through families liquidating real estate holdings). The real estate/hedge fund market is seriously declining impacting families' ability to finance their child's education abroad. This likely means fewer students will go abroad choosing to become educated at home, or will go to cheaper countries like Malaysia. Quality international education will still appeal and attract some Chinese students, but jurisdictions and institutions will need to make a strategic business decision about whether China continues to be a primary market. Currently, 22% of Chinese post second grads are unemployed or underemployed -- a quality international credential might be viewed as a competitive advantage in a difficult labour market.

Forecasts for others in the top 5 sending countries -- Saudi Arabia (growth is "fickle" and is dependent on government commitment to provide scholarships to send students abroad), US, Taiwan and Japan (the latter three appear to have flat or declining forecasted growth).

Others in the top 10 - India, Hong Kong, Mexico, South Korea, Iran. All are forecast to continue with strong growth, but Hong Kong less so. India has seen recent growth due largely to changes in visa processes; Mexico is unstable with peaks and valleys.

There is good gender balance in the international student population. There is an over concentration in business and economics programs.

By 2014 international student numbers are expected to be between 160,000 to 180,000, up from about 135,000 in 2009 (this would be CIC visa students only). BC should expect substantial growth.

Although numbers are much smaller than China, Germany presents a potential market. More German students are going abroad citing concerns with quality of domestic education. The US is another potential market with moderate growth potential and a tendency to look to Canada and the UK as the only viable markets (cost and quality are the key attractions).

The session ended with some comments from Okanagan College about their participation in the pilot. OC is doing well recruiting internationally but it has tended to be based on historical patterns and personal relationships vs strategic market identification. They feel the model will support a more evidence-based approach to IE recruitment. They also spoke quite eloquently about the need to take a more collaborative approach to marketing while still recognizing the competition dynamics between the institutions. They feel that there is great benefit in banding together to compete against the rest of the world and that the benefits far outweigh institutional competitive interests.

The presenter, Daniel Guhr, ended the session by noting that BC is well positioned (geographically, quality and otherwise) to grow the IE sector and noted that now is the time to act.

I have a copy of the report released yesterday and will get copies circulated to you. Please let me know if you have any questions.

## McConnan, Kelly AVED:EX

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**From:** Trevor Corkum [tcorkum@bccie.bc.ca]  
**Sent:** Thursday, April 14, 2011 12:06 PM  
**To:** McConnan, Kelly ALMD:EX  
**Cc:** Brown, Susan B ALMD:EX  
**Subject:** FW: BCCIE Webinar: Social Media for International Educators  
**Attachments:** Announcement\_SocialMediaWebinar MAY 6.pdf

Kelly – fyi, this is our next event.

## SOCIAL MEDIA FOR INTERNATIONAL EDUCATORS

### A BCCIE WEBINAR

**FRIDAY, MAY 6, 2011**

**2:00 - 4:00 PM**

**ONLINE**

Adding social media into the marketing mix is increasingly important for marketers and communicators who want to establish an online presence for their organizations. Whether you've dipped your toes in the pool, or dived in the deep end, it's important to take a step back and evaluate your social media marketing strategy. Are you in the right social media channels? Are you using your time effectively? Are you cutting through the web's (and your competitors') noise?

This webinar will provide you with a simple methodology and best practices for developing a powerful social media marketing strategy. Attendees will take away lessons, ideas and inspiration that they can immediately put to use in their day-to-day work.

Darren Barefoot is a writer, technologist and marketer who lives in Vancouver, Canada. Since returning to Vancouver in 2003, he's started Capulet Communications, a PR and marketing company that specializes in high-tech companies. Capulet Communications has helped national brands and global businesses develop their Web marketing strategies. Their clients include Future Shop, Best Buy Canada and Mountain Equipment Co-op.

This is a paid webinar open to all educators outside of BC as well as BC public school districts, recognized independent K-12 schools and EQA-designated post-secondary institutions and language schools. The registration fee for BC stakeholders is \$75 and for those out of province is \$110, excluding HST.

To virtually attend the May 6, 2011 Social Media for International Educators Webinar, please register online at: <http://bccie.bc.ca/educators/professional-development> before **Thursday, May 5, 2011**. Instructions for accessing this webinar online will be sent to you via email once you have paid the webinar fee.

## McConnan, Kelly AVED:EX

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**From:** Randall W. Martin [martin@bccie.bc.ca]  
**Sent:** Friday, April 15, 2011 9:06 AM  
**To:** McConnan, Kelly ALMD:EX  
**Cc:** Trevor Corkum  
**Subject:** FW: Rankings in 2009 values

Hi Kelly

Good to met you yesterday as well

This is what I forwarded to Susan yesterday — is this what you were searching for? r

Randall Martin, PhD  
Executive Director

### BC Council for International Education

Suite 603 - 409 Granville Street

Vancouver, British Columbia

V6C 1T2 CANADA

T 1.604.637.6752 | F 1.604.637.6765

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----- Forwarded Message

**From:** "Randall W. Martin" <[rmartin@bccie.bc.ca](mailto:rmartin@bccie.bc.ca)>  
**Date:** Thu, 14 Apr 2011 10:38:47 -0700  
**To:** susan brown <[susan.b.brown@gov.bc.ca](mailto:susan.b.brown@gov.bc.ca)>  
**Conversation:** Rankings in 2009 values  
**Subject:** Rankings in 2009 values

In terms of comparing international education with all export trade (in goods) sectors from BC to all other countries/economies in the world, international education ranks 5th . Here is the comparison.

#### 2009 values ranking

2701 - COAL AND SOLID FUELS MANUFACTURED FROM COAL \$4,244,850,671 1

4407 - LUMBER (THICKNESS >6MM) \$2,759,949,570 2

2711 - LIQUEFIED PETROLEUM OR HYDROCARBON GASES \$1,897,277,900 3

4703 - CHEMICAL WOODPULP - SODA OR SULPHATE \$1,788,013,592 4

*International education \$1,787,048,000 5*

TOTAL (ALL PRODUCTS) \$25,606,318,574

----- End of Forwarded Message

## McConnan, Kelly AVED:EX

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**From:** Brown, Susan B ALMD:EX  
**Sent:** Friday, April 15, 2011 5:47 PM  
**To:** McConnan, Kelly ALMD:EX  
**Subject:** FW: Submissions and Response to Shannon Baskerville letter dated March 9, 2011, REF: 87294  
**Attachments:** Financial Statements 2010.pdf; Finanacial Report Apr 1 2010 - Mar 31 2011 - Q1-Q4 updated Apr 6, 2011.pdf; notional budget 2011-2012 - Mar 31 2011 v3 (2).pdf  
**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Let's discuss

Susan Brown  
Executive Director, Research Universities and Health Programs  
Ministry of Advanced Education  
Phone: (250) 387-6193  
Fax: (250) 356-8851



[www.YearOfScienceBC.ca](http://www.YearOfScienceBC.ca)

**From:** Randall W. Martin [<mailto:martin@bccie.bc.ca>]  
**Sent:** Friday, April 15, 2011 9:39 AM  
**To:** Brown, Susan B ALMD:EX  
**Cc:** Ruth Erskine; Randall W. Martin  
**Subject:** Submissions and Response to Shannon Baskerville letter dated March 9, 2011, REF: 87294

Dear Susan,

Thanks so much for trekking over the waters to our meeting yesterday, and I hope the ride home was comfortable; it was valuable for all of us from BCCIE to spend some time with you and to meet Kelly, and we look forward to future such meetings live and via technology.

Attached as requested in the March 9th letter from ADM Shannon Baskerville, please find the following documents in the order requested, to meet the deadline of April 15th:

1. Audited Financial Statements for FY 2009/10
2. 2010/11 Financial Forecast (now actual amounts and provided to the Board)
3. Detailed notional Budget for 2011/2012

Best,

Randall

---

Randall Martin, PhD  
Executive Director

**BC Council for International Education**

Suite 603 - 409 Granville Street

Vancouver, British Columbia

V6C 1T2 CANADA

T 1.604.637.6752 | F 1.604.637.6765

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Pages 34 through 47 redacted for the following reasons:

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s. 17

## McConnan, Kelly AVED:EX

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**From:** Gustavo Espinola [gespinola@bccie.bc.ca]  
**Sent:** Tuesday, April 19, 2011 3:09 PM  
**To:** McConnan, Kelly ALMD:EX  
**Subject:** Vietnam Media Tour 2011

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Dear Kelly,

I hope this email finds you well. I was referred to you by our Director of Communications, Trevor Corkum.

In conjunction with the Canadian Consulate Office in Ho Chi Minh City, BCCIE is organising a Vietnamese Media Tour to Canada from May 14 - 25. We're targeting a group of 10 journalists from the most popular media channels (including TV, online and print media) to the Vietnamese youth and their parents.

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We will also organise a half a day briefing session with JIT, PNP, Languages Canada, the former Canadian Consul in HCMC, etc. Each of these participants will have a 20-to-30-minute time slot to talk about different topics related to their respective areas of expertise and how they relate to Vietnam.

At this point, we would like to know if you would be able to attend this event and give a 20-minute presentation highlighting the Ministry's role and how it relates to Vietnam. The format of the 20-minute presentation will be determined shortly as we need to identify the best way for the journalists to collect the information (it may be a PowerPoint presentation, or they may want to interview/film you instead).

This briefing session will take place in our downtown offices on Tuesday, May 10 between 9am and noon (you will be required to stay only for 30 minutes within this time frame, but you will be more than welcome to join us for the whole morning).

In case you are not the right contact for this activity, please feel free to forward my email accordingly. I would also like to ask you if you could let us know whom from the Ministry of Education we could invite to be part of this activity as well.

It would be highly appreciated if you could let us know your availability as soon as possible. In the meantime, please do not hesitate to contact me if you have further comments or questions.

Thanks a lot for your time, and I look forward to hearing from you soon.

Sincerely,

Gustavo Espínola  
Coordinator, Marketing & Research

BC Council for International Education



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## McConnan, Kelly AVED:EX

---

**From:** Gustavo Espinola [gespinola@bccie.bc.ca]  
**Sent:** Thursday, April 21, 2011 3:25 PM  
**To:** McConnan, Kelly ALMD:EX  
**Subject:** RE: Vietnam Media Tour 2011

Hi Kelly,

Thanks a lot for your reply. I am glad to hear this is something your Ministry might be part of.

Regarding your question, we invited Edwina Ramirez and Amber Sessions. I am still waiting to hear from them and see if they would like to join us at this event. As soon as I find out, I'll gladly let you know.

In Edwina's case, we asked her to talk about the BC/Canada economic relationship, whereas Amber may present on BC and its attractions (so that our province looks more attractive to potential Vietnamese students who then may read or watch her interview in their home country).

Thanks again, and I look forward to hearing from you soon.

Have a great long weekend.

Gustavo

---

**From:** McConnan, Kelly ALMD:EX [<mailto:Kelly.McConnan@gov.bc.ca>]  
**Sent:** April-21-11 3:00 PM  
**To:** Gustavo Espinola  
**Subject:** RE: Vietnam Media Tour 2011

Hi Gustavo,

Thank you for your email – this sounds like an exciting event you are organizing. We are working out the best response for our Ministry – and someone will get back to you asap, but in the meantime, I wonder if you can confirm for me whether JTI will be there, who they will have speaking, and on what subject?

Kind regards,  
Kelly

---

**From:** Gustavo Espinola [<mailto:gespinola@bccie.bc.ca>]  
**Sent:** Tuesday, April 19, 2011 3:09 PM  
**To:** McConnan, Kelly ALMD:EX  
**Subject:** Vietnam Media Tour 2011

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Vancouver Island. The objective of the tour is to have the journalists visit a few selected institutions and explore different angles of Canada as a country, which will help them have raw material to write articles/produce clips on different topics about Canada such as education, culture, natural beauty, etc.

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It would be highly appreciated if you could let us know your availability as soon as possible. In the meantime, please do not hesitate to contact me if you have further comments or questions.

Thanks a lot for your time, and I look forward to hearing from you soon.

Sincerely,

Gustavo Espínola  
Coordinator, Marketing & Research

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## McConnan, Kelly AVED:EX

---

**From:** Gustavo Espinola [gespinola@bccie.bc.ca]  
**Sent:** Tuesday, April 26, 2011 2:22 PM  
**To:** McConnan, Kelly ALMD:EX  
**Subject:** RE: Vietnam Media Tour 2011

Hi Kelly,

Thanks for the prompt reply.

Just to clarify, will the media person only give the presentation or will he/she also be able to be part of the Q&A?

Gustavo

---

**From:** McConnan, Kelly ALMD:EX [mailto:Kelly.McConnan@gov.bc.ca]  
**Sent:** April-26-11 2:16 PM  
**To:** Gustavo Espinola  
**Subject:** RE: Vietnam Media Tour 2011

Hi Gustavo – thank you for the additional information!

I hope you also had a good weekend!

As the presentation is for media, Ministry officials typically do not participate in this kind of event; however, I have forwarded it on to our Communications folks who I expect will be in touch with you asap. I also asked them to provide an Education contact at the same time.

Keep me posted if you do not hear anything.

Regards,  
Kelly

---

**From:** Gustavo Espinola [mailto:gespinola@bccie.bc.ca]  
**Sent:** Tuesday, April 26, 2011 2:04 PM  
**To:** McConnan, Kelly ALMD:EX  
**Subject:** RE: Vietnam Media Tour 2011

Dear Kelly,

I hope you had a good weekend.

Regarding your potential participation at the briefing session with the Vietnamese Media delegation, the embassy in HCMC just sent us some specifications regarding the format of the presentation (in case you decide to join us).

Please keep in mind the following:

- Each rep will prepare a short power point presentation, (10 minutes maximum) with the highlight info so that journalists can capture (Please avoid slides that are full of text).
- The presentation should be short and allow more time for Q & A (about 10 to 15 more minutes). This makes the discussions more interactive and interesting.

- Journalists can ask questions at the end of each presentation. However, there can be common time for Q & A after all representatives have finished their sessions.

Again, each of you will have about 30 minutes in total (10 minutes for presentation +20 minutes for Q&A). At this time I am able to assign you the 10 -10:30am time slot.

It would be highly appreciated if you could let us know as soon as possible if you'll be able to attend or if you'll send somebody else from your team. The session will be held in our boardroom (suite 451).

Also, we would like to invite someone from the Ministry of Education. Would you happen to know who will be the right contact there?

Thanks again, and please let me know if you have further questions or comments.

Regards,

Gustavo Espínola  
Coordinator, Marketing & Research

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**From:** Gustavo Espinola  
**Sent:** April-21-11 3:25 PM  
**To:** 'McConnan, Kelly ALMD:EX'  
**Subject:** RE: Vietnam Media Tour 2011

Hi Kelly,

Thanks a lot for your reply. I am glad to hear this is something your Ministry might be part of.

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In Edwina's case, we asked her to talk about the BC/Canada economic relationship, whereas Amber may present on BC and its attractions (so that our province looks more attractive to potential Vietnamese students who then may read or watch her interview in their home country).

Thanks again, and I look forward to hearing from you soon.

Have a great long weekend.

Gustavo

**From:** McConnan, Kelly ALMD:EX [mailto:Kelly.McConnan@gov.bc.ca]  
**Sent:** April-21-11 3:00 PM  
**To:** Gustavo Espinola  
**Subject:** RE: Vietnam Media Tour 2011

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Kind regards,  
Kelly

**From:** Gustavo Espinola [mailto:gespinola@bccie.bc.ca]  
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**To:** McConnan, Kelly ALMD:EX  
**Subject:** Vietnam Media Tour 2011

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Thanks a lot for your time, and I look forward to hearing from you soon.

Sincerely,

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## McConnan, Kelly AVED:EX

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**From:** Tees, Lisa M PAB:EX  
**Sent:** Tuesday, April 26, 2011 6:02 PM  
**To:** McConnan, Kelly ALMD:EX; Brown, Susan B ALMD:EX  
**Subject:** RE: Vietnam Media Tour 2011

Ok, let's chat Thursday.

**From:** McConnan, Kelly ALMD:EX  
**Sent:** Tuesday, April 26, 2011 6:02 PM  
**To:** Tees, Lisa M PAB:EX; Brown, Susan B ALMD:EX  
**Subject:** Re: Vietnam Media Tour 2011

Sorry - not available tomorrow. Will be at bccie report release. Thurs/fri are looking ok.

**From:** Tees, Lisa M PAB:EX  
**Sent:** Tuesday, April 26, 2011 05:55 PM  
**To:** McConnan, Kelly ALMD:EX; Brown, Susan B ALMD:EX  
**Subject:** RE: Vietnam Media Tour 2011

Hi Kelly

Let's discuss – looping Susan on this. Depending on the media's interest, we could think about doing a technical briefing for media with Ministry staff. Or this may be an opportunity for MNY. Sounds like JTI staff are now involved.

Are you guys available tomorrow?

**From:** McConnan, Kelly ALMD:EX  
**Sent:** Tuesday, April 26, 2011 2:34 PM  
**To:** Tees, Lisa M PAB:EX  
**Subject:** FW: Vietnam Media Tour 2011

FYI – sorry for all the emails Lisa. Just wanted you to know that BCCIE is eager!

**From:** McConnan, Kelly ALMD:EX  
**Sent:** Tuesday, April 26, 2011 2:33 PM  
**To:** 'Gustavo Espinola'  
**Subject:** RE: Vietnam Media Tour 2011

I suspect that they can also do a Q and A, but will leave that up to them to determine.

**From:** Gustavo Espinola [mailto:[gespinola@bccie.bc.ca](mailto:gespinola@bccie.bc.ca)]  
**Sent:** Tuesday, April 26, 2011 2:22 PM  
**To:** McConnan, Kelly ALMD:EX  
**Subject:** RE: Vietnam Media Tour 2011

Hi Kelly,

Thanks for the prompt reply.



Just to clarify, will the media person only give the presentation or will he/she also be able to be part of the Q&A?

Gustavo

---

**From:** McConnan, Kelly ALMD:EX [mailto:Kelly.McConnan@gov.bc.ca]  
**Sent:** April-26-11 2:16 PM  
**To:** Gustavo Espinola  
**Subject:** RE: Vietnam Media Tour 2011

Hi Gustavo – thank you for the additional information!

I hope you also had a good weekend!

As the presentation is for media, Ministry officials typically do not participate in this kind of event; however, I have forwarded it on to our Communications folks who I expect will be in touch with you asap. I also asked them to provide an Education contact at the same time.

Keep me posted if you do not hear anything.

Regards,  
Kelly

---

**From:** Gustavo Espinola [mailto:gespinola@bccie.bc.ca]  
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**Subject:** RE: Vietnam Media Tour 2011

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Coordinator, Marketing & Research

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**From:** Gustavo Espinola  
**Sent:** April-21-11 3:25 PM  
**To:** 'McConnan, Kelly ALMD:EX'  
**Subject:** RE: Vietnam Media Tour 2011

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**From:** McConnan, Kelly ALMD:EX [mailto:Kelly.McConnan@gov.bc.ca]  
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**To:** Gustavo Espinola  
**Subject:** RE: Vietnam Media Tour 2011

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Kelly

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**To:** McConnan, Kelly ALMD:EX  
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Sincerely,

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Coordinator, Marketing & Research

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## McConnan, Kelly AVED:EX

---

**From:** Trevor Corkum [tcorkum@bccie.bc.ca]  
**Sent:** Monday, May 2, 2011 3:25 PM  
**To:** Chow, David K ALMD:EX  
**Cc:** Christina Wu; Gustavo Espinola; Tina Chow; McConnan, Kelly ALMD:EX  
**Subject:** RE: Promotional/marketing materials

Hi David,

I spoke to Kelly about this earlier today. We're more than happy for you to take the lead and re-direct to us where appropriate.

Our new Study in BC site will be operation later this month and our goal is to provide resources and information electronically as much as possible, rather than to mail out hard copy collateral. Having said that, we do plan to produce updated Study in BC collateral associated with the new website following its release. Currently we're working with our Study in BC guidebooks co-produced with Lonely Planet.

Trevor

Trevor Corkum  
Director, Research and Communications

**BC Council for International Education**  
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**From:** Chow, David K ALMD:EX [<mailto:David.K.Chow@gov.bc.ca>]  
**Sent:** April-28-11 11:32 AM  
**To:** Trevor Corkum  
**Cc:** Wilcox, Elizabeth ALMD:EX  
**Subject:** Promotional/marketing materials

Hi Trevor,

I work with Kelly McConnan in the international education file and I am the new Senior Policy Advisor in the area while  
s.22 I recently received a request for some promotional materials (see below). I understand BCCIE plays a key role on the marketing/promotional side so just wanted to check in to see if BCCIE has any pamphlets, etc that highlights education/studying in BC that we could send to this person?

Thanks,  
David

**From:** ALMD WEBMASTER ALMD:EX  
**Sent:** Tuesday, April 26, 2011 5:30 PM

**To:** Chow, David K ALMD:EX  
**Cc:** ALMD WEBMASTER ALMD:EX  
**Subject:** Emma Rodriguez- Forwarding Display Materials

Hi David:

I understand you are taking over for Kathryn Beaulac while she is away. The request below came to MCRU via our generic e-mail box.

I am wondering if this is the kind of request we might be able to assist with. I was thinking maybe Governance has promotional material of the sort Ms. Rodriguez describes. If we are able to help maybe you and I can discuss whether this something Governance has mailed out in the past. Please advise.

Thanks.

Best,  
Elizabeth

---

*ELIZABETH WILCOX*  
COMMUNICATIONS OFFICER  
Ministerial Correspondence and Research Unit  
Ministry of Advanced Education  
250.952.7409

---

**From:** emma [<mailto:emma@canadaplace.es>]  
**Sent:** Friday, April 22, 2011 3:21 AM  
**To:** ALMD WEBMASTER ALMD:EX  
**Subject:** Materials Request

Dear Sir/Madame,

Greetings from Barcelona; I hope this finds you well.

I am contacting you from CANADA PLACE LANGUAGE SCHOOL in Sabadell, Spain. I am a Canadian Citizen, born and raised (in Vancouver), and the Managing Director of an English & French language academy, as well as a certified language teacher. In addition to CANADA PLACE ([www.canadaplace.es](http://www.canadaplace.es)) I also own and operate a study abroad agency ([www.agnc.es](http://www.agnc.es)) in nearby Sant Cugat del Valles. I offer students a variety of programs and destinations, however I always place Canada at the forefront.

I am writing to ask for printed material for the school. Would your office be able to send me by post some provincial tourist information: maps, brochures, magazines, guides, flags, etc. and/or educational material such as books, readers, magazines, CDs, etc.?

I would greatly appreciate it as CANADA PLACE attracts not only students who wish to study English &/or French here in Barcelona but also abroad. Also, many people come to CANADA PLACE for information on travelling and working in Canada. Any information you could send would be very useful.

Thank you for your time, attention and collaboration.

Regards - Saludos - Cordialement - Salutacions

**Emma Rodriguez**, Directora General  
CANADA PLACE, S.L.

Edificio Torre Millenium  
Av. Francesc Macia 60, planta 15-1  
08208 Sabadell (BCN), Espana  
Tel.: +34 93 724 6637  
Email: [emma@canadaplace.es](mailto:emma@canadaplace.es) Http: [www.canadaplace.es](http://www.canadaplace.es)

## McConnan, Kelly AVED:EX

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**From:** Randall W. Martin [martin@bccie.bc.ca]  
**Sent:** Tuesday, May 3, 2011 12:05 PM  
**To:** McConnan, Kelly ALMD:EX; Randall W. Martin  
**Cc:** Brown, Susan B ALMD:EX; Trevor Corkum  
**Subject:** Re: Operational Plan sample

Thanks Kelly, much appreciated

Randall

On 03/05/11 11:00 AM, "McConnan, Kelly ALMD:EX" <[Kelly.McConnan@gov.bc.ca](mailto:Kelly.McConnan@gov.bc.ca)> wrote:

Hi Randall,

As discussed on our call yesterday, please find attached a sample operational plan prepared by the IECBC.

We are moving quickly to get together our internal resources and will be in touch very soon to launch this work with you.

Regards,  
Kelly

---

Randall Martin, PhD  
Executive Director

**BC Council for International Education**

Suite 603 - 409 Granville Street

Vancouver, British Columbia

V6C 1T2 CANADA

T 1.604.637.6752 | F 1.604.637.6765

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Pages 64 through 92 redacted for the following reasons:

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s. 13



## McConnan, Kelly AVED:EX

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**From:** Brown, Susan B AVED:EX  
**Sent:** Wednesday, May 25, 2011 12:45 PM  
**To:** Cliff, Chris D AVED:EX  
**Cc:** Laberge, Shelly A AVED:EX; Wong, Joleen AVED:EX; McConnan, Kelly AVED:EX  
**Subject:** RE: Minutes of BCCIE Board Meeting - April 7, 2011

Chris – I'm confused as to what they are expecting from the Ministry in order to proceed with the June 16<sup>th</sup> meeting.

s. 13

Susan Brown  
Executive Director, Research Universities and Health Programs  
Ministry of Advanced Education  
Phone: (250) 387-6193  
Fax: (250) 356-8851

**From:** Cliff, Chris D AVED:EX  
**Sent:** Wednesday, May 25, 2011 10:58 AM  
**To:** Brown, Susan B AVED:EX  
**Cc:** Laberge, Shelly A AVED:EX; Wong, Joleen AVED:EX  
**Subject:** FW: Minutes of BCCIE Board Meeting - April 7, 2011

Hi Susan, Do we know if June 16 is going ahead yet? Ruth notes she is waiting for confirmation from our ministry. Let me know. Thanks.

*Chris Cliff, Senior Executive Assistant  
Office of the Deputy Minister  
Ministry of Advanced Education  
Phone: 250 356-5173  
Fax: 250 356-5468*

**From:** Ruth Erskine [<mailto:rerskine@bccie.bc.ca>]  
**Sent:** Thursday, April 28, 2011 11:02 AM  
**To:** Steenkamp, Philip ALMD:EX; [stephen.owen@ubc.ca](mailto:stephen.owen@ubc.ca); [cvertesi@capilanou.ca](mailto:cvertesi@capilanou.ca); Gaipman, John; Gorman, James EDUC:EX; [stevensn@sfu.ca](mailto:stevensn@sfu.ca); 'mckay\_mike@sd36.bc.ca'; [jhamilton@okanagan.bc.ca](mailto:jhamilton@okanagan.bc.ca); Karin Kirkpatrick; FISA BC; Carter, Chris A TTI:EX  
**Cc:** Emery Dosdall; Randall W. Martin; Gurdeep Diogan, Executive Assistant to Mike McKay & Peter Drescher ; Cliff, Chris D ALMD:EX; Ho, Ida; Julie Rogers; Toor, Randeep EDUC:EX; Joanna Campbell; Laura Stevenson; Holinaty, Sylvia  
**Subject:** Minutes of BCCIE Board Meeting - April 7, 2011

Please see attached minutes from the last Board Meeting held on April 7th.

Please note that the next meeting is tentatively scheduled for June 16th – to be confirmed pending confirmation from the Ministry of Advanced Education. The following meeting will be scheduled for September – date to be determined.

Thank you.

Ruth

Ruth Erskine  
Office Manager

**BC Council for International Education**

Suite 603 - 409 Granville Street

Vancouver, British Columbia

V6C 1T2 CANADA

T 1.604.637.6757 | M 1.604.637.6766 | F 1.604.637.6765

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## McConnan, Kelly AVED:EX

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**From:** Cliff, Chris D AVED:EX  
**Sent:** Wednesday, May 25, 2011 4:17 PM  
**To:** Brown, Susan B AVED:EX  
**Cc:** Laberge, Shelly A AVED:EX; Wong, Joleen AVED:EX; McConnan, Kelly AVED:EX  
**Subject:** RE: Minutes of BCCIE Board Meeting - April 7, 2011  
**Attachments:** RE: June 16th Meeting

Hi Susan,

See attached from Ruth.

*Chris Cliff, Senior Executive Assistant  
Office of the Deputy Minister  
Ministry of Advanced Education  
Phone: 250 356-5173  
Fax: 250 356-5468*

**From:** Brown, Susan B AVED:EX  
**Sent:** Wednesday, May 25, 2011 12:45 PM  
**To:** Cliff, Chris D AVED:EX  
**Cc:** Laberge, Shelly A AVED:EX; Wong, Joleen AVED:EX; McConnan, Kelly AVED:EX  
**Subject:** RE: Minutes of BCCIE Board Meeting - April 7, 2011

Chris – I'm confused as to what they are expecting from the Ministry in order to proceed with the June 16<sup>th</sup> meeting.

s. 13

Susan Brown  
Executive Director, Research Universities and Health Programs  
Ministry of Advanced Education  
Phone: (250) 387-6193  
Fax: (250) 356-8851

**From:** Cliff, Chris D AVED:EX  
**Sent:** Wednesday, May 25, 2011 10:58 AM  
**To:** Brown, Susan B AVED:EX  
**Cc:** Laberge, Shelly A AVED:EX; Wong, Joleen AVED:EX  
**Subject:** FW: Minutes of BCCIE Board Meeting - April 7, 2011

Hi Susan, Do we know if June 16 is going ahead yet? Ruth notes she is waiting for confirmation from our ministry. Let me know. thanks.

*Chris Cliff, Senior Executive Assistant  
Office of the Deputy Minister  
Ministry of Advanced Education  
Phone: 250 356-5173  
Fax: 250 356-5468*

**From:** Ruth Erskine [<mailto:rerskine@bccie.bc.ca>]  
**Sent:** Thursday, April 28, 2011 11:02 AM  
**To:** Steenkamp, Philip ALMD:EX; [stephen.owen@ubc.ca](mailto:stephen.owen@ubc.ca); [cvertesi@capilanou.ca](mailto:cvertesi@capilanou.ca); Gaipman, John; Gorman, James EDUC:EX; [stevensn@sfu.ca](mailto:stevensn@sfu.ca); [mckay\\_mike@sd36.bc.ca](mailto:mckay_mike@sd36.bc.ca); [jhamilton@okanagan.bc.ca](mailto:jhamilton@okanagan.bc.ca); Karin Kirkpatrick; FISA BC; Carter, Chris A TTI:EX

**Cc:** Emery Dosdall; Randall W. Martin; Gurdeep Diogan, Executive Assistant to Mike McKay & Peter Drescher ; Cliff, Chris  
D ALMD:EX; Ho, Ida; Julie Rogers; Toor, Randeep EDUC:EX; Joanna Campbell; Laura Stevenson; Holinaty, Sylvia  
**Subject:** Minutes of BCCIE Board Meeting - April 7, 2011

Please see attached minutes from the last Board Meeting held on April 7th.

Please note that the next meeting is tentatively scheduled for June 16th – to be confirmed pending confirmation from the Ministry of Advanced Education. The following meeting will be scheduled for September – date to be determined.

Thank you.

Ruth

Ruth Erskine  
Office Manager

**BC Council for International Education**

Suite 603 - 409 Granville Street

Vancouver, British Columbia

V6C 1T2 CANADA

T 1.604.637.6757 | M 1.604.637.6766 | F 1.604.637.6765

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## McConnan, Kelly AVED:EX

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**From:** Ruth Erskine [rerskine@bccie.bc.ca]  
**Sent:** Wednesday, May 25, 2011 1:53 PM  
**To:** Cliff, Chris D AVED:EX  
**Cc:** Randall W. Martin  
**Subject:** RE: June 16th Meeting

Hi Chris,

Thanks for checking.

It is looking doubtful that this meeting will take place – the Board Chair is out of the country, as is Randall – on a trip to China with the Minister. I have provisionally booked a room for June 14<sup>th</sup>, but it looks as if this particular meeting may “lapse” due to scheduling and other issues. I will send out a note to the Board shortly.

Thanks.

Ruth

Ruth Erskine  
Office Manager

**BC Council for International Education**  
Suite 603 - 409 Granville Street  
Vancouver, British Columbia  
V6C 1T2 CANADA  
T 1.604.637.6757 | M 1.604.637.6766 | F 1.604.637.6765  
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---

**From:** Cliff, Chris D AVED:EX [<mailto:Chris.Cliff@gov.bc.ca>]  
**Sent:** May-25-11 12:50 PM  
**To:** Ruth Erskine  
**Subject:** June 16th Meeting

Hi Ruth,

Is the June 16<sup>th</sup> BCCIE meeting a go? Let me know.

*Chris Cliff, Senior Executive Assistant  
Office of the Deputy Minister  
Ministry of Advanced Education  
Phone: 250 356-5173  
Fax: 250 356-5468*

## **McConnan, Kelly AVED:EX**

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**From:** Laberge, Shelly A AVED:EX  
**Sent:** Thursday, June 2, 2011 4:22 PM  
**To:** McConnan, Kelly AVED:EX  
**Subject:** RE: BCCIE operational plan content comments

Ok, thanks Kelly.

**From:** McConnan, Kelly AVED:EX  
**Sent:** Thursday, June 2, 2011 4:18 PM  
**To:** Laberge, Shelly A AVED:EX  
**Subject:** FW: BCCIE operational plan content comments

Decided to just get this sent today. Have asked for Randall to concur with a meeting early next week – will let you know when I hear back from him.

Thanks,  
Kelly

**From:** McConnan, Kelly AVED:EX  
**Sent:** Thursday, June 2, 2011 4:18 PM  
**To:** 'Randall W. Martin'  
**Cc:** Brown, Susan B AVED:EX; Rumpel, Steven AVED:EX; Laberge, Shelly A AVED:EX  
**Subject:** RE: BCCIE operational plan content comments

Hi Randall,

I am sending this email on behalf of Susan Brown.

First off, I want to congratulate you and your team on all of your hard work related to NAFSA, the BC pavilion, and all the other activities that you organized on the fringe of NAFSA. The BC booth appeared to have lots of activity as did the Canada pavilion. It was also a great opportunity for us to witness the degree of dedication to international education showcased during the BCCIE awards dinner.

Thank you for providing the second iteration of the operational plan to us on time, we certainly appreciate all of the hard work and understand how busy you have been. It is obvious to us in reading through this second draft that you have really taken into consideration the specific and general comments that we provided.

s. 13

My suggestion is that we arrange to have a meeting early next week to discuss the budget and some priority setting for the year. I believe we have agreed that we need to have a final operational plan and supporting budget completed before the end of next week – given travel to China the following week. If you concur, I will have my office contact your office and arrange for us to have a teleconference early next week.

Thanks,  
Kelly

On behalf of Susan Brown

**From:** Randall W. Martin [<mailto:martin@bccie.bc.ca>]  
**Sent:** Friday, May 27, 2011 3:04 PM  
**To:** Brown, Susan B AVED:EX; Randall W. Martin  
**Cc:** McConnan, Kelly AVED:EX; Rumpel, Steven AVED:EX  
**Subject:** Re: BCCIE operational plan content comments  
**Importance:** High

Hi Susan

Thanks for your comments and for the chance to respond with this second draft iteration of the BCCIE Operational Plan. I am attaching this revised version as well as a copy of your earlier memo suggesting changes with our responses in red. Enjoy, and we shall see you this weekend at the BC events

Best,

Randall

On 24/05/11 11:38 AM, "susan brown" <[susan.b.brown@gov.bc.ca](mailto:susan.b.brown@gov.bc.ca)> wrote:

Hi Randall – again, sorry for the delay in getting back to you with our comments on the first draft. Kelly, Steven and I have had an opportunity to review in some detail. Before I outline our comments, I wanted to let you know that we appreciate the work that you and your staff put into the first draft of the operational plan. It is clear that significant effort and thought went in to identifying strategies, deliverables and outcomes aligned with each of the Board approved strategic goals and objectives.

In reviewing the plan, the Ministry has identified a number of areas for further discussion through this iterative process.

s. 13

I know there is a teleconference this afternoon. Unfortunately, I'm not going to be able to participate (have a conflict with a DMs meeting); however, I think it would be good for you and Kelly to discuss this feedback and talk about how to refine the document further into a second draft.

Randall – again, thanks for providing the first draft.

Susan Brown  
Executive Director, Research Universities and Health Programs  
Ministry of Advanced Education  
Phone: (250) 387-6193  
Fax: (250) 356-8851

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Randall Martin, PhD  
Executive Director

**BC Council for International Education**  
Suite 603 - 409 Granville Street  
Vancouver, British Columbia  
V6C 1T2 CANADA  
T 1.604.637.6752 | F 1.604.637.6765  
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## McConnan, Kelly AVED:EX

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**From:** Randall W. Martin [martin@bccie.bc.ca]  
**Sent:** Monday, June 13, 2011 11:23 AM  
**To:** Brown, Susan B AVED:EX; McConnan, Kelly AVED:EX  
**Cc:** Tina Chow; Trevor Corkum; Randall W. Martin  
**Subject:** Updated operational plan and notional budget attached  
**Attachments:** Operating Plan RM6.docx; Notional budget 2011 - wkng ver June 10.xlsx

Hi Susan and Kelly,

Here are the update operational plan and the notional budget as discussed

s. 13 and s. 17

Please advise if we should still be having a call tomorrow AM to walk through these documents

Cheers

Randall Martin, PhD  
Executive Director

**BC Council for International Education**

Suite 603 - 409 Granville Street

Vancouver, British Columbia

V6C 1T2 CANADA

T 1.604.637.6752 | F 1.604.637.6765

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Pages 102 through 121 redacted for the following reasons:  
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s. 13 and s. 17

## McConnan, Kelly AVED:EX

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**From:** Trevor Corkum [tcorkum@bccie.bc.ca]  
**Sent:** Tuesday, June 21, 2011 11:55 AM  
**To:** McConnan, Kelly AVED:EX  
**Subject:** RE: Information on Institutional Scholarships for International students

Thanks Kelly – I did – it was good to recharge the batteries, but too bad about the Canucks loss.

Hope all is well at your end as well. Where is summer though?

Trevor

**From:** McConnan, Kelly AVED:EX [mailto:Kelly.McConnan@gov.bc.ca]  
**Sent:** June-21-11 11:27 AM  
**To:** Trevor Corkum  
**Subject:** RE: Information on Institutional Scholarships for International students

Hey – welcome back! Thanks for this information. I have passed it on.

Hope you had a great vacation!  
Kelly

**From:** Trevor Corkum [mailto:tcorkum@bccie.bc.ca]  
**Sent:** Tuesday, June 21, 2011 11:04 AM  
**To:** McConnan, Kelly AVED:EX  
**Subject:** RE: Information on Institutional Scholarships for International students

Hi Kelly,

Just back in the office today. We don't keep a database of institutional scholarships for international students – it changes frequently and some are internal or not widely broadcast, so the advice is to direct students to the appropriate contact at the institutions.

However, UBC's International Student Initiative (ISI) has probably the largest international undergraduate scholarship program in Canada – the International Leaders of Tomorrow (ILOT) - <https://you.ubc.ca/ubc/vancouver/ilot.ezc> . It was modelled after the Trent Global Citizen and United World scholarship program (where I used to work, and sat on the scholarship committee for 5 years) - [http://trentu.ca/international/financesandscholarships\\_InternationalScholarshipandAwards.php](http://trentu.ca/international/financesandscholarships_InternationalScholarshipandAwards.php).

Simon Fraser also has a very substantial undergraduate scholarship program for United World College graduates.

Hope this helps,  
Trevor

**From:** McConnan, Kelly AVED:EX [mailto:Kelly.McConnan@gov.bc.ca]  
**Sent:** June-15-11 9:16 AM  
**To:** Trevor Corkum  
**Subject:** Information on Institutional Scholarships for International students

Hi Trevor –

I am wondering if you guys have any kind of inventory of institutional scholarships that may be out there for international students? If not a comprehensive one, are you able to point out a couple of key examples?

Thanks,  
Kelly

~~~~~  
Kelly McConnan
Director, International Education
Ministry of Advanced Education
(250) 387-2594

McConnan, Kelly AVED:EX

From: Hansen, Brian AVED:EX
Sent: Tuesday, August 9, 2011 12:14 PM
To: McConnan, Kelly AVED:EX
Cc: Gillis, Mark H. AVED:EX
Subject: RE: BCCIE follow-up

Follow Up Flag: Follow up
Flag Status: Completed

Hi Kelly,

Appreciated if you could check on getting the signed statements for 09/10 and ask about status on the 10/11 statements which should be available now.

Thanks in advance,
Brian

From: McConnan, Kelly AVED:EX
Sent: Tuesday, August 9, 2011 9:59 AM
To: Hansen, Brian AVED:EX
Cc: Gillis, Mark H. AVED:EX
Subject: RE: BCCIE follow-up

These are the only 09/10 audited financial statement that we have received from BCCIE. While there may be a copy signed by the Board, I would have to ask Randall Martin at BCCIE for a copy.

With respect to 2008/09 audited financials, it appears from the records we have that there are 2008/09 audited financial statements in existence, but I am unable to put my hands on either an electronic or hard copy. Again, I would have to ask Randall to send these to us.

Kelly

From: Hansen, Brian AVED:EX
Sent: Monday, August 8, 2011 4:39 PM
To: McConnan, Kelly AVED:EX
Cc: Gillis, Mark H. AVED:EX
Subject: RE: BCCIE follow-up

Hi Kelly,

I see the financial statements for year-end March 31, 2010 aren't signed, do you have a copy of statement signed by the board? Also, do you have the 2008/09 audited financials?

Regards,
Brian

From: McConnan, Kelly AVED:EX
Sent: Monday, August 8, 2011 4:18 PM
To: Hansen, Brian AVED:EX

Cc: Gillis, Mark H. AVED:EX
Subject: FW: BCCIE follow-up

Hi Brian,

As requested, here are the reporting requirements we received from BCCIE on April 15:

1. Audited Financial Statements for FY 2009/10
2. 2010/11 Financial Forecast (now actual amounts and provided to the Board)
3. Detailed notional Budget for 2011/2012

I've also attached the most recent signed Decision note on the release of the final 2011/12 funding for BCCIE – which was intended to fund the organization until March 31, 2012. We have had no discussions with BCCIE about funding for 2012/13.

s. 13

Thanks,
Kelly

From: Brown, Susan B ALMD:EX
Sent: Friday, April 15, 2011 5:47 PM
To: McConnan, Kelly ALMD:EX
Subject: FW: Submissions and Response to Shannon Baskerville letter dated March 9, 2011, REF: 87294

Let's discuss

Susan Brown
Executive Director, Research Universities and Health Programs
Ministry of Advanced Education
Phone: (250) 387-6193
Fax: (250) 356-8851



www.YearOfScienceBC.ca

From: Randall W. Martin [<mailto:martin@bccie.bc.ca>]
Sent: Friday, April 15, 2011 9:39 AM
To: Brown, Susan B ALMD:EX
Cc: Ruth Erskine; Randall W. Martin
Subject: Submissions and Response to Shannon Baskerville letter dated March 9, 2011, REF: 87294

Dear Susan,

Thanks so much for trekking over the waters to our meeting yesterday, and I hope the ride home was comfortable; it was valuable for all of us from BCCIE to spend some time with you and to meet Kelly, and we look forward to future such meetings live and via technology.

Attached as requested in the March 9th letter from ADM Shannon Baskerville, please find the following documents in the order requested, to meet the deadline of April 15th:

1. Audited Financial Statements for FY 2009/10
2. 2010/11 Financial Forecast (now actual amounts and provided to the Board)
3. Detailed notional Budget for 2011/2012

s. 13

We understand that this submission will now release the first instalment of operating funding for BCCIE for this fiscal year. Thanks for your ongoing support and cooperation on this important file.

Best,

Randall

Randall Martin, PhD
Executive Director

BC Council for International Education

Suite 603 - 409 Granville Street

Vancouver, British Columbia

V6C 1T2 CANADA

T 1.604.637.6752 | F 1.604.637.6765

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McConnan, Kelly AVED:EX

From: Gillis, Mark H. AVED:EX
Sent: Tuesday, August 9, 2011 1:46 PM
To: Brown, Susan B AVED:EX; McConnan, Kelly AVED:EX
Subject: FW: BCCIE External Review
Attachments: BCCIE External Review-2.docx; ATT00001.txt

Susan / Kelly:

Attached is Don's report. As you know the report was prepared at the request of the BCCIE Board. As such, Don has shared as a courtesy and not for distribution.

Mark Gillis
Assistant Deputy Minister
Students, Institutions and Programs Division Ministry of Advanced Education
Phone: 250-952-0698
Cell: 250-888-0412

-----Original Message-----

From: Don Avison [<mailto:Don.Avison@shaw.ca>]
Sent: Monday, August 8, 2011 11:14 PM
To: Gillis, Mark H. AVED:EX
Subject: BCCIE External Review

Mark,

As discussed, here is a copy of the report.

Warm regards,

Don

Pages 128 through 151 redacted for the following reasons:

s. 13 and s. 17

McConnan, Kelly AVED:EX

From: Brown, Susan B AVED:EX
Sent: Wednesday, September 21, 2011 7:17 PM
To: McConnan, Kelly AVED:EX; Loughran, Tony D AVED:EX
Cc: Thiessen-Wale, Katherine AVED:EX
Subject: Re: URGENT RESPONSE NEEDED - BCCIE

Thanks

Tony/Katherine - I'm also at RRU tomorrow morning. If you need the binder, please grab it. I'll send Cheryl a note tonight.

Thanks!!

----- Original Message -----

From: McConnan, Kelly AVED:EX
Sent: Wednesday, September 21, 2011 07:09 PM
To: Brown, Susan B AVED:EX; Loughran, Tony D AVED:EX
Cc: Thiessen-Wale, Katherine AVED:EX
Subject: Re: URGENT RESPONSE NEEDED - BCCIE

There is a BCCIE binder in my office, either on the shelf or chair and it is the one that Kathryn put together. We are at RRU tomorrow morning and as such I won't be in until 11:30. Please grab the binder from my office if needed. From what I recall the Board mtg tomorrow is 10 - 12:30.

s. 13

----- Original Message -----

From: Brown, Susan B AVED:EX
Sent: Wednesday, September 21, 2011 06:57 PM
To: Loughran, Tony D AVED:EX
Cc: McConnan, Kelly AVED:EX; Thiessen-Wale, Katherine AVED:EX
Subject: Re: URGENT RESPONSE NEEDED - BCCIE

Sorry Tony - meant to say I'm not sure if I have a copy of the constitution. Kelly do you have the BCCIE info binder that Kathryn Beaulac put together? I believe it may have a copy of the constitution.

----- Original Message -----

From: Loughran, Tony D AVED:EX
Sent: Wednesday, September 21, 2011 06:49 PM
To: Brown, Susan B AVED:EX
Cc: McConnan, Kelly AVED:EX; Thiessen-Wale, Katherine AVED:EX
Subject: RE: URGENT RESPONSE NEEDED - BCCIE

Will get right on it.

s. 13

s. 13

Thanks.

-----Original Message-----

From: Brown, Susan B AVED:EX
Sent: Wednesday, September 21, 2011 6:34 PM
To: Loughran, Tony D AVED:EX
Cc: McConnan, Kelly AVED:EX
Subject: URGENT RESPONSE NEEDED - BCCIE
Importance: High

s. 13