

# INTERNATIONAL EDUCATION ANNUAL REPORT



SCHOOL DISTRICT NO. 73  
(Kamloops - Thompson)

## 2020-2021

# Acknowledgement

*Secwepemcúl'ecw yi7élye ell, re tmicws re Secwepemc n7élye.*

School District No. 73 (Kamloops-Thompson) acknowledges that we reside in Secwepemcúl'ecw and recognizes that the Secwepemc people are the keepers of their traditions and knowledge.

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# Executive Summary

At School District No. 73 (Kamloops-Thompson), international education is provided through the District's exemplary International Student Program. The ISP fosters social and economic benefits for SD73 and the region, offering international students numerous opportunities to participate in the educational and social environment of District schools.

This participation promotes awareness of and appreciation for diversity and it strengthens the intercultural connection between SD73, students, staff members, administrators, homestay families and stakeholders in the ISP's global community, thereby enriching the lives of all concerned.

The goal of the District in providing this program is to offer an enjoyable educational and rich intercultural experience for both the District and international students.

The goal of the International Student Program itself is to enhance the demographics and diversity of participating schools and of the District by embracing intercultural perspectives and understanding. The intent is to bring into focus the awareness of socio-cultural differences and the appreciation for differences that encompass diverse peoples, cultures and lifestyles.

The ISP supports and is in alignment with Priority One in the District's [Five-Year Strategic Plan](#) and one of the goals underpinning that priority:



**Priority One: Ensure every student acquires strong foundational skills and core competencies.**



**Goal: Students will graduate with strong literacy and numeracy skills.**

International students enrol in the ISP for many reasons, some of which include participation in cultural programs, short-term stays necessitated by their parents' employment or education in Canada, a desire to experience Canada and learn English, or an aspiration to graduate from a B.C. high school.

The ISP focuses on student achievement; historical data indicates that the availability of additional English language learning support is expected for the 2021/22 school year as the number of international students in the program rebounds towards pre-pandemic numbers.

In addition to the qualitative data found in this report, evaluation of program areas (including academic courses, activities and homestays) by students and homestay host families are used to guide the planning and use of resources within the program.

The travel restrictions imposed due to the pandemic had a negative effect on enrolment for the 2020/21 school year. However, the ISP program supported 130 students (95.40 FTE) from 11 countries attending six schools. Of these students, 109 spent some or all of the school year in Kamloops. Prior to being able to travel to Kamloops, many of these students began classes online through the School District No.73 Business Company, Global Education. In addition to this, another 22 students spent their entire school year online, working from their home country on Global Education courses. Seventy-six students completed a mandatory 14-day self-isolation in their homestays upon arrival in Kamloops.

## Projected Budget Summary 2021-2022\*

\*Based on 150 FTE

Through the tuition fees paid by international students, the ISP provides funds to the District that are used to benefit all students.

The budget is summarized as follows:

Budget Summary	
<b>Total Revenue</b>	<b>\$3,792,500.00</b>
Total Direct Student Expenses	(\$2,303,488.00)
Total School Allocations	(\$664,500.00)
Total Salaries, Benefits and Contracts	(\$544,512.00)
Total Operating Expenses	(\$3,512,500.00)
<b>Net Income</b>	<b>\$280,000.00</b>

To increase enrolment and to support broader diversity, the District continues to explore large markets in Japan, Germany, Brazil and China that have recently seen considerable growth. In addition, recruiting efforts continue in smaller, steadily growing markets in Korea, Hong Kong, Mexico, Vietnam, Dubai, Russia, Italy, Belgium and Taiwan. Marketing and recruiting resources will shift toward inclusion of researching new and promising markets in Nigeria and Kenya. Marketing during 2020-2021 was completed virtually.

To support successful ISP recruitment, in 2021-22, SD73 will continue to expand the program's recruitment and marketing materials to ensure that the information included in these materials is accurate, factual and consistent with the provincial brand standards set out by the Ministry of Education. Additional markets are being explored as a result of cost effective virtual recruiting opportunities. The District will also increase its marketing efforts to attract additional homestay host families.

SD73 actively recruits students worldwide, including from countries in Asia, Europe, South America and Central America. ISP student enrolment benefits from a close relationship with the District's business company, Global Education by providing Distributed Learning options to prospective students.

The International Student Program supports the integration of international students into District schools as a means of increasing intercultural and international understanding. It focuses on the positive benefit that is derived from the experience of both international and local students learning together in a diverse environment.

# Overview

International education contributes to British Columbia's economy through direct and indirect student spending and through helping to meet projected labour shortages as the economy recovers and grows. Also, international connections established by students and teachers can evolve into new educational and business opportunities, both in a school district's immediate community and in the global marketplace.

School District No. 73 (Kamloops-Thompson) provides a high-quality international education through its International Student Program. This ISP fosters both social and economic benefits for the District and its surrounding community. It provides social and cultural benefits to students and strengthens the connection between the District and other countries by promoting awareness of and appreciation for diversity.

## Connection to the District's Strategic Plan

The International Student Program supports and is in alignment with the District's Five-Year Strategic Plan; specifically, in the area of Priority One and one of its three underpinning goals:



**Priority One: Ensure every student acquires strong foundational skills and core competencies.**



**Goal Area 1.2: Students will graduate with strong literacy and numeracy skills.**

The ISP provides an additional benefit to the demographics and composition of schools, allowing for a diverse learning environment in which all students can benefit from a global perspective.

# Policies and Procedures

SD73's International Education department is guided by the [School Act](#) and by British Columbia's [International Education Strategy](#) and policies.

The District's [International Education Manual](#) guides the implementation of international education.

## References:

- School Act, RSBC 1996  
[www2.gov.bc.ca/gov/content/health/about-bc-s-health-care-system/office-of-the-provincial-health-officer/laws-related-to-health-in-bc/school-act](http://www2.gov.bc.ca/gov/content/health/about-bc-s-health-care-system/office-of-the-provincial-health-officer/laws-related-to-health-in-bc/school-act)
- International Education Strategy  
[www2.gov.bc.ca/assets/gov/education/post-secondary-education/international-education/](http://www2.gov.bc.ca/assets/gov/education/post-secondary-education/international-education/)
- Policies  
<https://www2.gov.bc.ca/gov/content/education-training/k-12/administration/program-management/international-education>
- International Education Manual  
[bc73.civicweb.net/filepro/documents/87395?preview=86888](http://bc73.civicweb.net/filepro/documents/87395?preview=86888)
- Administrative Procedure 302 International Student Program  
<https://bc73.civicweb.net/filepro/documents/93823>



# International Student Program

The District's International Student Program (ISP) provides study-abroad opportunities for students from all over the world. The ISP offers program areas and activities that cater to a wide range of student needs and preferences, including graduation studies, cultural and English language development, gap-year experiences, and limited short-term studies for groups.

From the 2015/16 to the 2019/20 school year, the ISP FTE grew by 80% and the headcount by 70%. Several factors have contributed to this growth, including various global socio-political situations, a major change in branding and marketing, the use of skilled recruiters with outstanding interpersonal skills and intimate knowledge of the District and the community, and, most importantly, a commitment by the ISP team members to deliver the best possible program to all of SD73's students and their families. The 2020/21 school year decrease from the previous record year saw a reduction in FTE and headcount just over 50%. This can be attributed to travel restrictions imposed by the pandemic and family reluctance to travel abroad during the pandemic.

The District's participating high schools are very supportive of receiving international students and of working closely with the District Principal - International Student Program and the International Student Program District Coordinator to develop academic schedules that are relevant and interesting for ISP students. These students participate in the District's full spectrum of courses, clubs and sports offerings; also, they have the opportunity to get involved, on a volunteer basis, in the local community.

## Student Enrolment

The District's International Student Program began in the 1989/90 school year at Brocklehurst Secondary School and remained there until the late 1990s, when it was relocated to Sa-Hali Secondary School. During that initial period, the ISP was modest in size and growth was slow. Then, as now, the central purpose of the program was to offer study opportunities in Kamloops' schools to students worldwide.

The program grew slowly until 2014, when a total of 100 students enrolled. Since then, ISP enrolment has increased rapidly. The enrolment for 2019/20 was an all time high of 205.85 FTE and 268 headcount.

International students enrolled in the ISP follow three distinct academic paths: Graduating, Co-Validating and Cultural and Language Experience:

1. **Graduating:** Students on this path receive a B.C. Certificate of Graduation (Dogwood Diploma) upon successful completion of their courses.
2. **Co-Validating:** Students on this path must achieve a minimum of 50% of the learning outcomes of their courses; otherwise, they lose the school year in their home country. Students do not receive BC credits for these courses.
3. **Cultural and Language Experience:** Students on this path pursue a cultural and language experience but are expected to complete all of their assigned coursework, maintain good attendance and receive passing grades. Students do not receive BC credits for courses or credits for grades in their home country.

## ISP Academic Program - FTE and Headcount

	2020/21 FTE	2020/21 Headcount
Graduating	69.50	83
Co-Validating	.50	1
Cultural and Language	25.40	46
<b>Total</b>	<b>95.40</b>	<b>130</b>

## ISP Enrolment 2015/16-2019/20

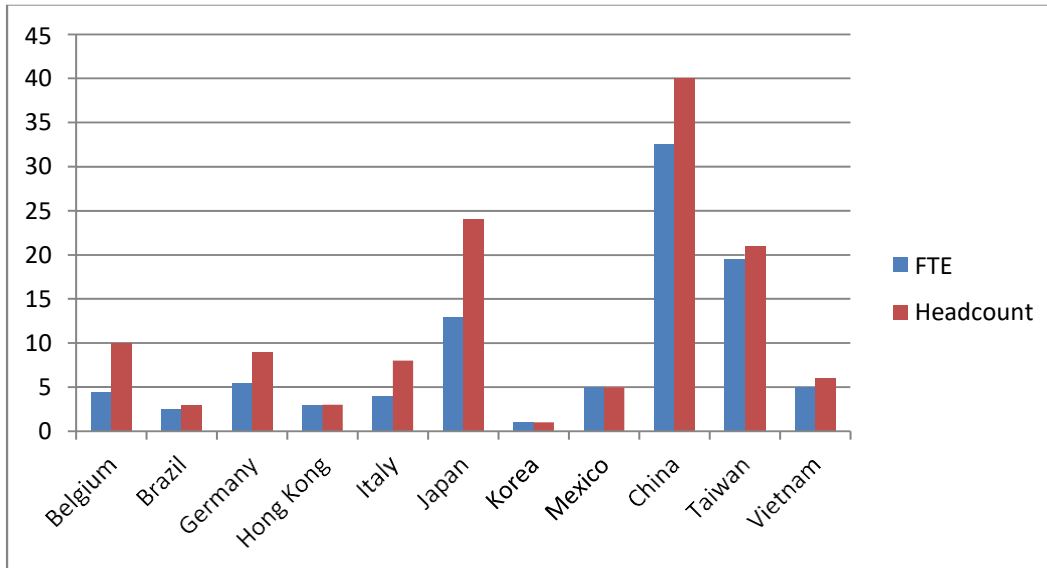
School Year	FTE	Headcount
2015/16	113.85	158
2016/17	131.10	166
2017/18	141.45	196
2018/19	185.80	274
2019/20	205.85	268
2020/21	95.40	130



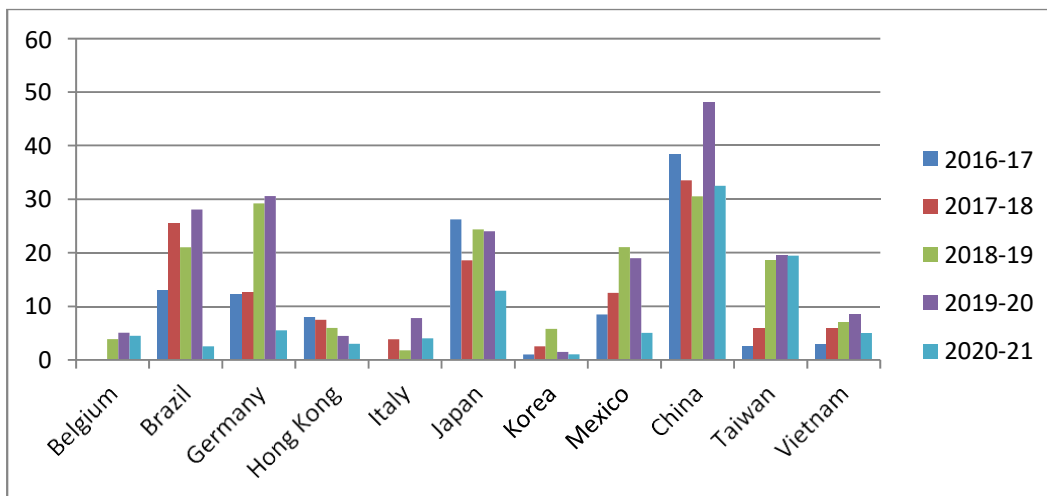
ISP enrolment is determined by the capacity of secondary schools and the number of homestay host families that the program can secure. Currently, the ISP can effectively manage a program size of 200 FTE students.

During the 2021/22 school year, SD 73 anticipates offering ISP enrolment at approximately 150 FTE as the world recovers from the pandemic. The program could support up to 200 FTE.

**2020-2021 FTE and Headcount**



**5 Year FTE Comparison**



## Program Achievement

International students enrol in the ISP for many reasons, some of which include participation in exchange programs, short-term stays necessitated by their parents' employment or education in Canada, a desire to experience Canada and learn English, or an aspiration to graduate from a B.C. high school

The ISP focuses on student achievement as a way of enhancing a student's positive experience in SD73's community. Most high schools offer English support classes for international students, and all schools offer counselling support to enhance student learning and program planning. English support classes were not offered in the 2020/21 school year due to lack of demand. As enrolment rebounds these classes will be available for students who require them.

Prior to the 2018/19 school year, international students were enrolled in the student information system as graduating students, regardless of their reason for entry into the District. As a result, the data for graduation results is skewed. Data for these results was not analyzed prior to 2018/19.

Here is an overview of that student achievement data:

English 12 Student Achievement 2020/21	English 12 Student Achievement 2019/20
<b>Total Students Enrolled: 48</b>	<b>Total Students Enrolled: 100</b>
<ul style="list-style-type: none"><li>• <b>25%</b> (12/48) of students successfully completed</li><li>• <b>75%</b> (36/48) of students are still enrolled and awaiting their grades</li></ul>	<ul style="list-style-type: none"><li>• <b>94%</b> (94/100) of students successfully completed</li><li>• <b>3%</b> (3/100) of students failed</li><li>• <b>3%</b> (3/100) of students withdrew prior to course completion</li></ul>

ISP students normally only enrol in English 12 if they intend to graduate from the ISP. The data indicates that, for some students, the completion of English 12 is a barrier to graduation. A review of the ESL support provided by high schools and a redirection of the ELL support provided to ISP English 12 students will continue in 2021/22 to increase ISP school completion rates for those students who intend to graduate in SD73's system.

## Graduation Rate Summary

2020/21	2019/20	2018/19
<ul style="list-style-type: none"> <li>• <b>81%</b> (68/84) of students in Grade 12 are in a graduation program</li> <li>• <b>100%</b> (84/84) of students are on track to meet graduation requirements</li> </ul>	<ul style="list-style-type: none"> <li>• <b>100%</b> (85/85) of students in Grade 12 were in a graduation program.</li> <li>• <b>100%</b> (85/85) of students met graduation requirements</li> </ul>	<ul style="list-style-type: none"> <li>• <b>86%</b> (55/64) of students in Grade 12 were in a graduation program.</li> <li>• <b>84%</b> (54/64) of students met graduation requirements</li> </ul>

To support increased graduation success, an additional 0.5714 FTE English language learning (ELL) support teacher was added in the 2018/19 school year. This support was not required in 2020/21 but will be reinstated for the 2021/22 school year.



## Human Resources

The District's International Education department is under the direction of the Assistant Superintendent – Elementary. The International Student Program is implemented by the District Principal – International Student

Program, the International Student Program District Coordinator, a .5714 FTE English language learning (ELL) support teacher, a recruiter, a homestay manager, a full-time administrative assistant, an activities manager and

an assistant manager. In 2020/21 the ELL teacher was seconded to @KOOL due to the drop in enrolment for the ISP program. The activities manager and assistant manager were not working because the activities program was suspended due to the pandemic. These positions will be reinstated for the 2021/22 school year.

The ISP is further supported by a recruiting contractor for marketing overseas. Employees of the ISP program also take part in recruiting throughout the year.

With an anticipated rebound in ISP enrolment for the 2021/22 school year, the District will need to review the human resource needs to ensure that a balance is struck between cost-effective operations and the quality provision of services. It is also anticipated that a new position, the international (Intercultural) Education Activities Teacher, will be hired in August.

## Activities Program

The International Student Program offers several activities every month, planned to keep students connected and to assist new students in making friends while enjoying sports and other cultural experiences. Offering more than 35 activities throughout the school year, the ISP has by far the most comprehensive activity program in Canada, something which is regularly noted and appreciated with our partner agents worldwide. With the support of the International Student Program team, students are well oriented to become acquainted in their new community setting.

The activities program was suspended for the 2020/21 school year. Beginning in the 2020/21 school year, a partnership with Thompson Rivers University (TRU) will provide a series of workshops to support SD73's international students in regards to their integration into a new community, school and home environment. The activities program will be facilitated by a certified teacher and students will receive credit for a BAA course; Welcome to Kamloops-Language Acquisition through community and Physical Activity.

## Homestay Program

The homestay program supports the language and cultural learning of ISP students. The homestay network is comprised of a base of Canadian families who are excited to involve international students in their family's lives. The experienced homestay team works to match families with students of similar interests.

The District homestay manager works together with the ISP team to make the best placement and manage the homestay to enhance the experience for each student. Students are placed as close to the attending school as possible, often within walking distance or in an area served by a school bus or public transit bus. In most cases, homestay families host just one ISP student, although a few families host two or more.

# Financial Information

ISP students are at six secondary schools in the District. This program is important to SD73 for many reasons, one of which is that it provides an intercultural experience for local students. In addition, pedagogical benefits are derived from the increased diversity in SD73's schools. Additional staff members are hired to assist classroom teachers in teaching to a variety of learning styles, and this benefits all of the District's diverse learners. The ISP also provides revenue to the District, and this revenue is used to benefit all students.

## Financial Results 2016-2022

ISP Budgeted and Financial Results 2016/17-2019/20						
	Actuals at June 30				YTD	Projected
	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
<b>Revenue</b>	<b>\$2,900,647.00</b>	<b>\$3,152,489.29</b>	<b>\$4,426,697.14</b>	<b>\$4,690,000.00</b>	<b>\$2,666,550.00</b>	<b>\$3,792,500.00</b>
Salaries, Benefits and Contracts	(\$425,534.22)	(\$430,619.98)	(\$482,169.82)	(\$645,524.00)	(\$426,880.00)	(\$554,512.00)
<b>Expenses</b>	<b>(\$1,590,725.56)</b>	<b>(\$1,787,017.23)</b>	<b>(\$2,322,659.71)</b>	<b>(\$2,364,800.00)</b>	<b>(\$1,628,600.00)</b>	<b>(\$2,303,488.00)</b>
Transfer to Schools	(\$542,284.00)	(\$587,432.50)	(\$891,586.00)	(\$907,673.00)	(\$431,991.00)	(\$664,500.00)
<b>Total Expenses</b>	<b>(\$2,558,543.78)</b>	<b>(\$2,805,069.71)</b>	<b>(\$3,696,415.53)</b>	<b>(\$3,917,997.00)</b>	<b>(\$2,487,471.00)</b>	<b>(\$3,512,500.00)</b>
<b>Net Revenue</b>	<b>\$ 342,103.22</b>	<b>\$347,419.58</b>	<b>\$730,281.61</b>	<b>\$772,003.00</b>	<b>\$179,079.00</b>	<b>\$280,000.00</b>

## Fee Structure

The SD73 ISP rates are determined each year in order to remain competitive with other ISPs in the province. Out of the fees collected, portions are allocated to homestay management costs (\$600 per FTE), homestay compensation to host families (\$875 per FTE), activities management and costs (\$300 per FTE for the first 100 and \$125 thereafter) and payments to schools (\$4,352 per FTE). Fees collected support the costs of staffing for the program.

Fee schedules are approved two school years in advance of implementation. As such, fees were developed this spring (2021) for the 2022/23 school year. Fee structures remained the same thus allowing the District to remain competitive within the Kamloops area.

### General Fees 2021/22

	3 Months	4 Months	One Semester (5 Months)	Two Semesters (10 Months)
Application Fee	\$250	\$250	\$250	\$250
Tuition	4,050	5,400	6,750	13,000
Homestay (@ \$875 Per Month)	2,625	3,500	4,375	8,750
Homestay	300	300	300	300
Custodianship	450	450	450	450
Medical Insurance	360	480	600	1,200
Activity Fee	300	300	300	300
Validation Fee	100	100	100	100
<b>Total</b>	<b>\$8,435</b>	<b>\$10,780</b>	<b>\$13,125</b>	<b>\$24,350</b>

### General Fees 2022/23

	3 Months	4 Months	One Semester (5 Months)	Two Semesters (10 Months)
Application Fee	\$250	\$250	\$250	\$250
Tuition	4,050	5,400	6,750	13,000
Homestay (@ \$875 Per Month)	2,625	3,500	4,375	8,750
Homestay	300	300	300	300
Custodianship	450	450	450	450
Medical Insurance	360	480	600	1,200
Activity Fee	300	300	300	300
Validation Fee	100	100	100	100
<b>Total</b>	<b>\$8,435</b>	<b>\$10,780</b>	<b>\$13,125</b>	<b>\$24,350</b>

## Surplus Spending Plan 2020/21

The revenue from the 2019/20 school year of \$772,003.00 is in a special reserve fund. Additionally, the District anticipates that several refunds will be made to students that have left the ISP due to COVID-19.

## Projected Budget Summary 2021/22

Based on 150 FTE ISP students, the budget is summarized follows:

Budget Summary	
<b>Total Revenue</b>	<b>\$3,792,500.00</b>
Total Direct Student Expenses	(\$2,303,488.00)
Total School Allocations	(\$664,500.00)
Total Salaries, Benefits and Contracts	(\$544,512.00)
Total Operating Expenses	(\$3,512,500.00)
<b>Net Income</b>	<b>\$280,000.00</b>



# International Education Abroad

## Recruiting

Recruiters are assigned to specific markets so that they can be responsive to individual agent and student needs. This allows the District Principal - International Student Program more time in Kamloops to support the programs, students, parents and staff members. During 2020/21, all recruiting was done virtually, allowing expansion into new markets.

## Recruiting Plan 2021-2022

Targeted recruiting activities will occur in:

Market
Dubai
Russia
Mexico
Italy
Belgium
Hong Kong
Brazil
Germany
Japan
Taiwan
Korea
Kenya/Nigeria
Vietnam

A finalized recruiting plan will be developed based on travel restrictions during 2021/22. It is anticipated virtual recruiting will continue to benefit our program.

## New and Emerging Markets

As a result of the pandemic, it became financially feasible for the ISP program to recruit in previously unexplored markets through virtual platforms.

In 2020-2021, two new markets were explored: Dubai and Russia. These markets will expand the diversity of the ISP program. All other markets will remain consistent and recruiting activities will align resources to profitable markets.

As a result of COVID-19, further virtual recruiting activities will be explored when more virtual recruiting opportunities are available.

## Draft Recruiting Plan 2021-2022

Market	Anticipated Outcome
Brazil	Maintain previous enrolment of 40
Germany	Maintain previous enrolment of 35
Japan, Hong Kong, Taiwan, Korea	Maintain previous enrolment of 45
Kenya, Nigeria	Develop enrolment
Mexico	Maintain previous enrolment of 40
Vietnam	Build enrolment to 30



# Communications and Marketing



## Communications and Marketing Objectives

International education in BC is growing. The Ministry of Education has developed a provincial brand for ISPs throughout the province to use as a guidepost for the quality of their programs. According to this [BC brand](#), key elements for ISP success include ensuring that program courses are relevant and academically rigorous and that they are exemplary in offering high-quality teaching and evaluation that both challenges and supports student learning.

It is crucial that SD73 continually monitors and adjusts our most popular courses (English, Math and Science) to ensure that they are adapted to student needs and are aligned with the competencies in BC's redesigned curriculum. The credibility of the BC brand and the quality of teaching are of utmost importance in this regard.

Marketing and recruitment materials intended for international students and their families are interactive, appealing, interesting and relevant. The [ISP website](#) is provided for agents, students and families so they may complete their own research about what the District offers.

In 2019/20, all ISP marketing materials were reviewed and revised to ensure that they continue to be current, relevant and attractive in the eyes of SD73's target markets worldwide. In 2020/21, electronic school profiles are being created to enhance digital marketing for the ISP program.

## Target Market Profiles

According to the target market profile for SD73 ISP students, prospective ISP students are:

- In grades 8-12
- From upper-middle to upper-income-earning families
- From various cultural backgrounds
- Active, socially outgoing, outdoors-oriented

A communications plan was coordinated by School District #73's Communication Department during the spring of 2020 in Clearwater, to garner interest from families wishing to host international students. Unfortunately, no homestay placements were secured after this initiative, which may be attributed to the pandemic. The ISP program will continue to work to expand the niche rural program that Clearwater offers. This will be primarily marketed to European students, who have expressed an interest in this type of Canadian experience.

SD73's ISP has local marketing requirements to support the program in regards to attracting homestay host families. Locally, the District ISP serves the greater Kamloops area, which consists of approximately 100,000 people and 45,000 households. The District competes with Thompson Rivers University (TRU) for homestay placement of students, particularly in the Sa-Hali and Aberdeen subdivisions.

According to the target market profile for SD73 ISP homestay host families, the parents of prospective host families:

- Have children who are currently in high school and are planning to attend university
- Have a university degree (one or both parents)
- Have a family income of \$80,000 or greater
- Are planning for their children to attend university
- Are computer literate, as are their children

# Action Items

The goal of the District International Education department is to provide a high-quality and enjoyable educational experience for students from Kamloops and beyond.

It is SD73's hope that the benefits of international education can provide a rich intercultural experience for students and can further enrich the lives of students and their families while students are attending District schools.

## Summary of Action Items

In summary, to further enhance the benefits and opportunities, ISP's action items for 2021-2022 include the following:

- Offer enrolment to 150 FTE students for the 2021/22 school year. As we are recovering from the pandemic, we will continue to strive to enroll 200 FTE as travel restrictions ease.
- Improve school completion rates for those students that intend to graduate in our system. Analyzing information system data of students enrolled in ISP to focus on academic achievement.
- Develop a marketing strategy that includes both virtual and in-person recruiting.
- Expand recruitment to new markets such as Dubai and Russia through virtual marketing.
- Continue to develop the niche rural program in Clearwater that is of interest to students from Europe.
- Continue to build a partnership with TRU to facilitate student readiness for the ISP and for living and studying in Canada.
- Hire and support an International (Intercultural) Education Activities Teacher to implement the student activities program.
- Implement the CM Global Education English assessment as a tool to support English Language Learners.



