

INTERNATIONAL EDUCATION ANNUAL REPORT



SCHOOL DISTRICT NO. 73
(Kamloops-Thompson)

2021-2022

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 Secwépemc 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 (International Student Program) fosters social and economic benefits for SD73 and the region, offering international students numerous opportunities in which 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 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.

International students enrol in the ISP for many reasons, some of which include participation in exchange programs, a desire to experience Canada and learn English, or a need to graduate from high school.

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.

In spite of continued travel restrictions during the 2021/22 school year, the ISP program experienced a very positive rebound in enrollment. The ISP program supported 301 students (198.2 Full Time Equivalency) from nineteen countries, attending 7 schools. Eighty-eight students completed a mandatory 14-day self-isolation in their homestay upon arrival in Kamloops. Provincially, ISP enrollments were down 25% from pre-pandemic numbers, while the Kamloops program was essentially on par with its pre-pandemic record numbers in 2019/20.

Projected Budget Summary 2022-2023*

*Based on 165 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	
Total Revenue	\$4,407,500
Total Direct Student Expenses	(\$1,815,000)
Total School Allocations	(\$730,950)
Total Salaries, Benefits and Contracts	(\$722,122)
Total Operating Expenses	(\$859,428)
Total Expenditures	(\$4,127,500)
Net Income	\$280,000

To increase enrollment 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, United Arab Emirates, Italy, Spain, Belgium and Taiwan. Marketing and recruiting resources will continue to be committed to United Arab Emirates, Nigeria and Kenya as these markets increase. Marketing during 2021-2022 was completed virtually.

To support successful ISP recruitment, in 2021-2022, SD73 reviewed and revised 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 enrollment 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 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.

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
https://www.bclaws.gov.bc.ca/civix/document/id/complete/statreg/96412_00
- British Columbia International Education
<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
- 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 and gap-year experiences.

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. In 2021/22, ISP enrolment returned to almost 100 percent of pre-pandemic numbers. In spite of a province wide drop of twenty-five percent in enrollment, School District No. 73 was within five percent of its pre-pandemic numbers. The limiting factor in accepting additional applications was securing additional homestay families.

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 Enrollment

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 enrollment has increased rapidly. The enrollment for 2021/22 was 198.2 FTE and 301 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

	2021/22 FTE	2021/22 Headcount
Graduating	90.5	102
Co-Validating	9.3	19
Cultural and Language	98.4	180
Total	198.2	301

ISP Enrollment 2015/16-2021/22

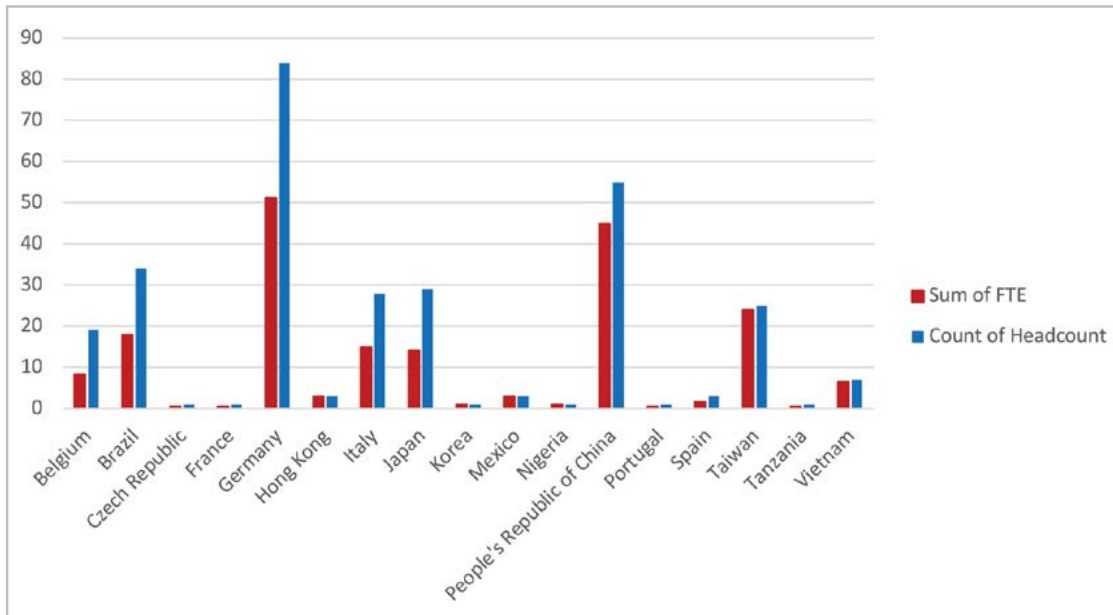
School Year	FTE	Headcount
2015/16	113.85	158
2016/17	131.10	166
2017/18	141.45	196
2018/19	185.80	274
2019/20	205.85	268
2020/21	95.40	130
2021/22	198.20	301



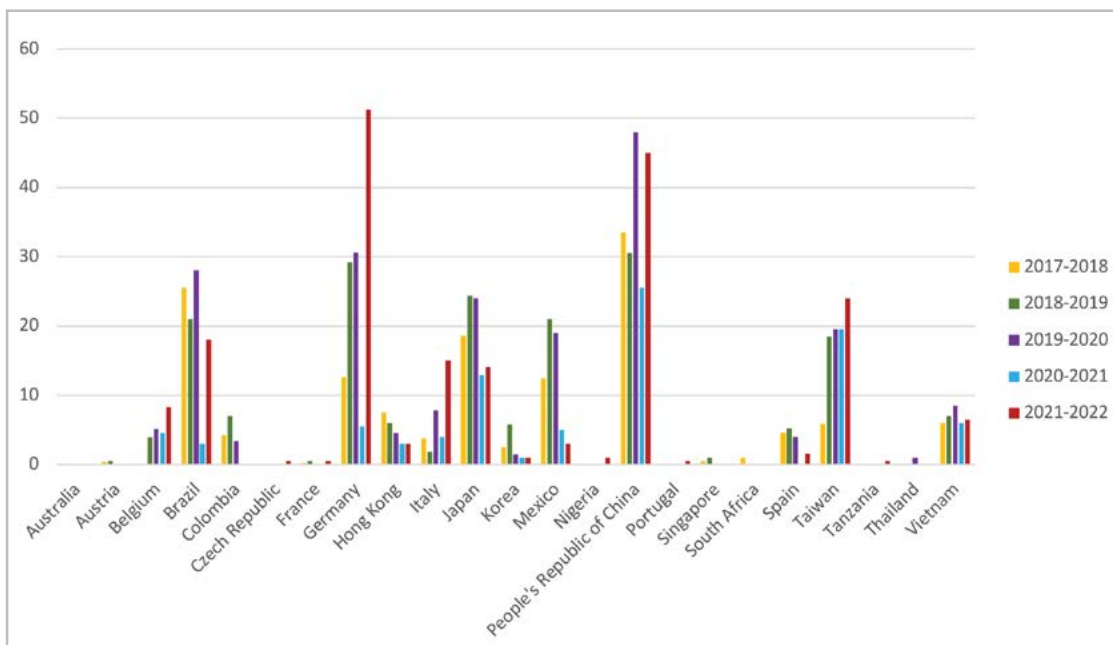
ISP enrollment is determined by the capacity of secondary schools and the number of homestay host families that the program can secure. Currently, the ISP can effectively manage a program size of 200 FTE students.

During the 2022/23 school year, SD73 projects 165 FTE for ISP enrollment. The program could support up to 200 FTE, provided we can secure the required quality homestay spaces.

2021-2022 FTE and Headcount



5 Year FTE Comparison



Program Achievement

International students enroll in the ISP for many reasons, some of which include participation in cultural programs, 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 reinstated at Norkam and Sahali Secondary this year and ISP's English Language Learners teacher supported all secondary schools.

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 was skewed. Data for these results was not analyzed prior to 2018/19.

Beginning in the 2017/18 school year, student achievement data was analyzed for students who enrolled in English 12.

Here is an overview of that student achievement data:

English 12 Student Achievement 2020/21	English 12 Student Achievement 2021/22
Total Students Enrolled: 48	Total Students Enrolled: 122
<ul style="list-style-type: none">• 25% (12/48) of students successfully completed• 75% (36/48) of students are still enrolled and awaiting their grades	<ul style="list-style-type: none">• 48% (59/122) of students successfully completed• 52% (63/122) of students are still enrolled and awaiting their grades

To support increased graduation success, the .5 FTE English Language Learners (ELL) support teacher was reinstated for 2020/21. Given the increased enrollment experienced this year and projected for next year, increasing the FTE for this position is under review.

Graduation Rate Summary

2021/22	2020/21	2019/20
<ul style="list-style-type: none"> • 57% (90/159) of students in Grade 12 are in a graduation program. • 106% (90/85) of students are on track to meet graduation requirements. Five students switched to a graduation program after beginning a cultural experience. 	<ul style="list-style-type: none"> • 81% (68/84) of students in Grade 12 are in a graduation program. • 100% (84/84) of students are on track to meet graduation requirements. 	<ul style="list-style-type: none"> • 100% (85/85) of students in Grade 12 were in a graduation program. • 100% (85/85) of students met graduation requirements.

Human Resources

The District's International Education department is under the direction of the Assistant Superintendent – Secondary. The International Student Program is implemented by the District Principal – International Student Program, the International Student Program District Coordinator, a .5 English Language Learners Teacher, a .5 Activities Teacher, a Homestay Manager and an Office Manager.

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.

The ISP department continually works to balance cost-effective operations and quality provision of services. Due to the continued expansion of the ISP program, additional steno and teaching time will be added to the department in 2022/23.



Activities Program

The International Student Program offers several activities every month, allowing students to connect with international students from other schools while enjoying a variety of cultural experiences within the community and beyond. The activities program is one of the most comprehensive in Canada, something which is regularly noted and appreciated with our partner agents worldwide. Students fully participating in the activities program earn credit for the Board Authority Authorized course, Welcome to Kamloops – Language Acquisition through Community and Physical Activity.

Activities this year included a welcome to Kamloops pizza party, gold panning, ice fishing at Walloper Lake, Tranquille Creek hike, Wells Gray Provincial Park visit, pumpkin carving, BC Wildlife Park visit, Sun Peaks Ski/Snowboarding, Harper Mountain Tubing, Stake Lake snow shoeing and more. Ice Fest 1.0 and 2.0 involved students skating, curling and playing hockey on a frozen lake. Three- night Tofino trips featured bear and whale watching excursions on Zodiac boats. The activities were very well attended with as many as 150 students at some of the events.

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.

Securing quality homestays for students was a significant challenge this year due to hesitancy of many people to host students during the pandemic. This was especially challenging during the beginning of second semester when transmission of the Omicron variant was at its height. Meetings with the Assistant Superintendent Secretary and Manager of Communications developed a marketing strategy for future advertising for homestay families. In May 2022 a new homestay manager began her position. The entire ISP department wishes Leslee Faubert, Homestay Manager, all the best as she retires from the position she has held since the inception of the ISP in School District 73.

Financial Information

In 2021/22 ISP students attended six secondary schools and one elementary school. 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 2017-2023

ISP Budgeted and Financial Results 2017/18-2020/21						
	Actuals at June 30				Projected	Budget
	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
Revenue	\$3,152,489.00	\$4,426,697.00	\$4,690,000.00	\$2,182,567.00	\$5,014,448.00	\$4,407,500.00
Salaries, Benefits and Contracts	(\$430,620.00)	(\$482,170.00)	(\$645,524.00)	(\$738,675.00)	(\$647,232.00)	(\$722,122.00)
Expenses	(\$1,787,017.00)	(\$2,322,660.00)	(\$2,364,800.00)	(\$1,087,925.00)	(\$2,786,791.00)	(\$2,674,428.00)
Transfer to Schools	(\$587,432.00)	(\$891,586.00)	(\$907,673.00)	(\$431,991.00)	(\$872,452.00)	(\$730,950.00)
Total Expenses	(\$2,805,070.00)	(\$3,696,415.00)	(\$3,917,997.00)	(\$2,258,591.00)	(\$4,306,475.00)	(\$4,127,500.00)
Net Revenue	\$347,419.00	\$730,282.00	\$772,003.00	(\$76,024.00)	\$707,973.00	\$280,000.00



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, homestay families are compensated \$1,000 per month. Homestay payments increased from \$875 per month to \$1,000 per month effective for the 2022/23 school year to align with TRU's homestay increase to \$1,000 per month which came into effect in January 2022. Payments to schools are \$4,352 per FTE. Fees collected also support the costs of staffing and materials for the program. Fee schedules are approved two school years in advance of implementation. As such, fees were developed this spring for the 2023/24 and 2024/25 school year.

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 (@ \$1,000 Per Month)	3,000	4,000	5,000	10,000
Homestay	300	300	300	300
Custodianship	450	450	450	450
Medical Insurance	360	480	600	1,200 (Non Refundable)
Activity Fee	300	300	300	300
Validation Fee	100	100	100	100
Total	\$8,810	\$11,280	\$13,750	\$25,600

Surplus Spending Plan 2021/22

The projected surplus from the 2021/22 school year may be added to the International Student Program special reserve fund created in June 2020.

Projected Budget Summary 2022/23

Based on 165 FTE ISP students, the budget is summarized follows:

Budget Summary	
Total Revenue	\$4,407,500.00
Total Direct Student Expenses	(\$1,815,000.00)
Total School Allocations	(\$730,950.00)
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Total Operating Expenses	(\$859,428.00)
Total Expenditures	(\$4,127,500.00)
Net Income	\$280,000.00



International Education Abroad

Recruiting

During the 2021/22 school year, all marketing was done virtually. Virtual marketing has been effective in maintaining and building relationships with partner agencies. During the 2022/23 school year, the plan is to have a combination of in person and virtual marketing. A finalized recruiting plan will be developed during the summer.

Recruiting Plan 2022-2023

Market			
United Arab Emirates		Germany	
Mexico		Japan	
Italy		Taiwan	
Spain		Korea	
Belgium		Kenya	
Hong Kong		Nigeria	
Brazil		Vietnam	



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. The ISP program will plan and adjust accordingly to the provincial government's announcement that all secondary school students in B.C. will be required to complete Indigenous-focused coursework before graduation. The change, which aims to deepen students' understanding of Indigenous peoples is expected to take effect in the 2023-24 school year.

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 2021/22 the updating of electronic school profiles was completed. As well, the activities page was revamped and now includes reports from every activity that students participate in as well as an active Instagram account. While the ISP program is marketed worldwide, local marketing for additional homestay placements was ongoing in partnership with the ISP and communications department.

Target Market Profiles

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

- In grades 8-12 (primarily 10-12)
- From upper-middle to upper-income-earning families
- From various cultural backgrounds
- Active, socially outgoing, outdoors-oriented

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 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 2022-2023 include the following:

1. Offer enrollment to 165 FTE students for the 2022/23 school year.
2. Continue to support completion rates for those students that intend to graduate in our system.
3. Develop a marketing strategy that includes both virtual and in-person recruiting.
4. Expand recruitment markets such as United Arab Emirates, Kenya and Nigeria.
5. Work with the SD73 Communications department to implement a seamless marketing plan.
6. Support the implementation of a School District No. 73 Homestay Manager.
7. Revise the registration and start up processes for ISP students.
8. Support the continued revision of the activities program including the delivery of the BAA course Welcome to Kamloops – Language Acquisition through Community and Physical Activity.
9. Increase the support and awareness of the aspects of an interculturalization classroom.
10. To support the reintegration of international students in Valleyview Secondary.

