

INTERNATIONAL EDUCATION ANNUAL REPORT



SCHOOL DISTRICT NO. 73
(Kamloops-Thompson)

2022-2023

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.

Table of Contents

- Executive Summary**4
- Overview**6
- Policies and Procedures**7
- International Student Program**8
 - Student Enrolment.8
 - Student Program Achievement 11
 - Human Resources. 12
 - Activity Program 13
 - International Student Program Homestay Program 13
- Financial Information** 14
 - Financial Results 2018-2024 14
 - Fee Structure 15
 - Projected Budget for 2032-2024. 16
- International Education Abroad** 17
 - Recruiting 17
 - Recruiting Plan for 2023-2024. 17
- Communications and Marketing** 18
 - Communications and Marketing Objectives 18
 - Target Market Profiles 19
- Action Items** 20

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.

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

Another goal of the International Student Program 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 a different type of school system than in their home country, a desire to experience Canada and learn English, or a desire to graduate with a BC diploma.

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 ISP program experienced another very successful year in terms of enrollment. For just the second time in the program's history the FTE (Full Time Equivalency) exceeded 200. The program hosted 275 students (204.2 FTE) from twenty-five countries in six high schools, one middle school and four elementary schools.

Projected Budget Summary 2023-2024*

*Based on 190 FTE

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

The budget is summarized as follows:

Budget Summary	
Total Revenue	\$5,140,000
Total Direct Student Expenses	(\$1,976,000)
Total School Allocations	(\$788,603)
Total Salaries, Benefits and Contracts	(\$771,337)
Total Operating Expenses	(\$1,324,060)
Total Expenditures	(\$4,860,000)
Net Income	\$280,000

Marketing during the 2022-2023 year was done both virtually and in person. Face to face marketing at both fairs and agencies continues to be the most effective form of initiating interest in the ISP program. 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. Poland is an area that will be explored as a potential market, particularly with our third largest agent (WEP) who have just opened an office there and met with us regarding this countries emergence of students interested in ISP experiences.

While an extensive overview of marketing materials has been completed over the past couple of years, there will continue to be updates as the program evolves. In the spring an extensive Homestay Marketing campaign took place. As well, the Ministry of Education and Childcare is in the process of updating their documentation and our Homestay Manager has applied to be on the committee doing this work.

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.

The ISP supports and is in alignment with the Priorities of the District's Strategic Priorities 2022-2027:

Intellectual Development

To develop the ability of students to analyze critically, reason and think independently, and acquire basic learning skills and bodies of knowledge; to develop in students a lifelong appreciation of learning, a curiosity about the world around them, and a capacity for creative thought and expression.

Goal

Every learner will develop competencies and skills to succeed academically.

Human and Social Development

To develop in students a sense of self-worth and personal initiative; to develop an appreciation of the fine arts and an understanding of cultural heritage; to develop an understanding of the importance of physical health and well-being; to develop a sense of social responsibility, acceptance and respect for the ideas and beliefs of others.

Goal

Every learner will feel welcome, safe, and connected to their environments (district-school-classroom).

Cultural and Identity Development

To develop a sense of identity in individuals and cultural safety and humility in communities.

Goal

Every learner will feel safe and thrive personally and culturally.

Career Development

To prepare students to attain their career and occupational objectives; to assist in the development of effective work habits and the flexibility to deal with change in the workplace.

Goal

Every learner will graduate, know who they are, and have plans for who they aim to become through their career pathway.

Systems Development

To engage in operational and reporting structures and practices that enact Ministry and District priorities.

Goal

Students will improve continuously within a system that allocates resources responsibly, fairly, and sustainably.

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. Enrollment for the 2022/23 school year exceeded 200 FTE for only the second time in the program's history and was within 2 FTE of exceeding the all time program enrollment.

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 2022/23 was 204.2 FTE and 275 headcount.

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

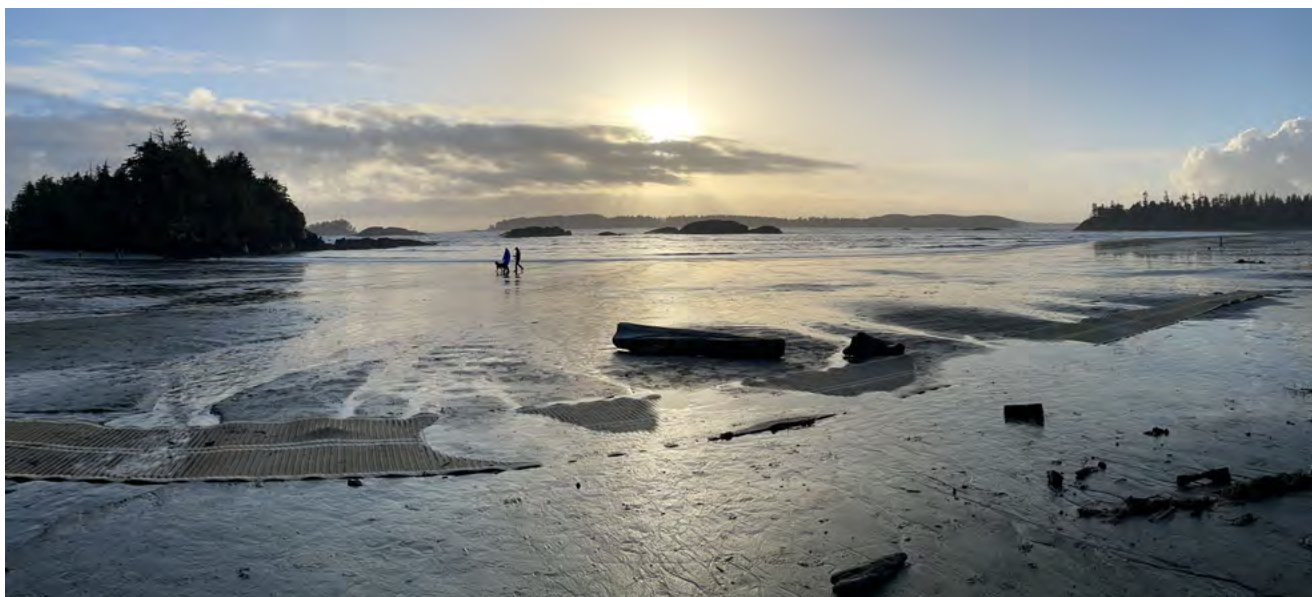
1. **Graduating:** Students on this path receive a B.C. Certificate of Graduation (Dogwood Diploma) upon successful completion of their courses.
2. **Co-Validating:** Students on this path must achieve a minimum of 50% of the learning outcomes of their courses; otherwise, they lose the school year in 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

	2022/23 FTE	2022/23 Headcount
Graduating	92.5	96
Co-Validating	14.5	24
Cultural and Language	96.2	154
Total	203.2	274

ISP Enrollment 2015/16-2022/23

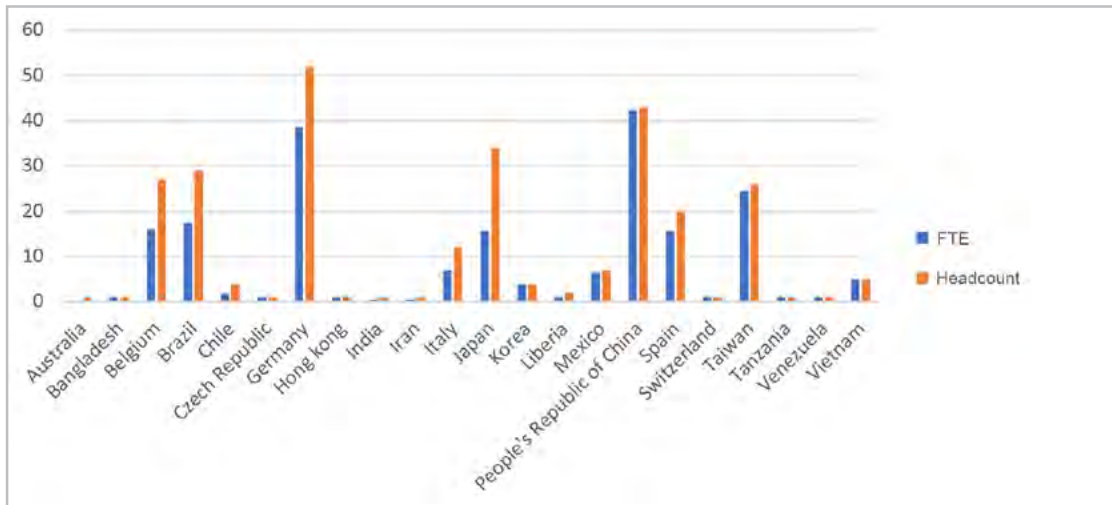
School Year	FTE	Headcount
2015/16	113.85	158
2016/17	131.10	166
2017/18	141.45	196
2018/19	185.80	274
2019/20	205.85	268
2020/21	95.40	130
2021/22	198.20	301
2022/23	203.20	274



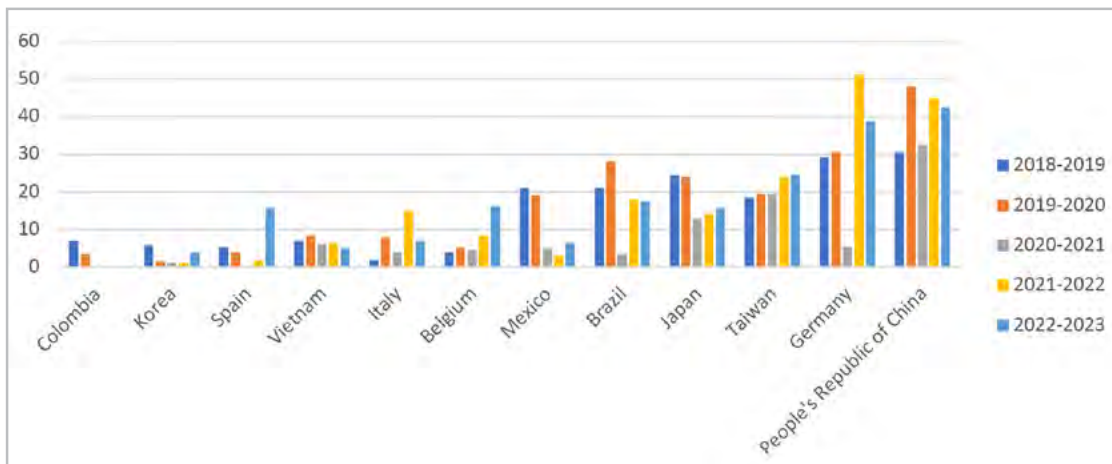
ISP enrollment is determined by the capacity of secondary schools and the number of homestay host families that the program can secure. Currently, the ISP can effectively manage a program size of 200 FTE students.

During the 2022/24 school year, SD73 projects 190 FTE for ISP enrollment. The program could support up to 200 FTE, provided we can secure the required quality homestay spaces.

2022-2023 FTE and Headcount



5 Year FTE Comparison



Countries with potential growth - Currently 1 - 5 students attending from these countries

- | | | |
|----------------|-------------|---------------|
| Australia | India | Singapore |
| Austria | Iran | Switzerland |
| Bangladesh | Liberia | Tanzania |
| Canada | New Zealand | Thailand |
| Chile | Nigeria | United States |
| Czech Republic | Portugal | Venezuela |
| France | Russia | |

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. The 1.0 increase to ISP teacher staffing this year has allowed for an English Language Learner teacher to meet with students at their respective schools each week. The teacher has provided an enhanced level of support for ISP students, particularly those on a graduation program. As well, students receive counselling support provided by the ISP department.

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.

Here is an overview of that student achievement data:

English 12 Student Achievement 2021/22	English 12 Student Achievement 2022/23
Total Students Enrolled: 122	Total Students Enrolled: 102
<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 	<ul style="list-style-type: none"> • 36% (37/102) of students successfully completed • 64% (65/102) of students are still enrolled and awaiting their grades



Graduation Rate Summary

2020/21	2021/22	2022/23
<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"> • 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"> • 70% (86/123) of students in Grade 12 are in a graduation program. • 117% (86/77) of students are on track to meet graduation requirements. Nine students switched to a graduation program after beginning a cultural experience.

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, an English Language Learners Teacher, an Activities Teacher, a Homestay Manager, an Office Manager and a 4 hour steno.

The ISP is further supported by a recruiting contractor for marketing overseas. The District Principal also takes part in recruiting throughout the year.



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 involved students skating, curling and playing hockey on a frozen lake. Overnight trips took place to Bella Coola, Tofino, Banff and Jasper. These trips featured whale and bear watching, zodiac trips, Aboriginal learning and sightseeing. 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.

A well run homestay program with high quality placements is vital to the success of an ISP program. The addition of a new Homestay Manager who is a school district employee has been a very positive addition this year. Having the manager work out of the ISP office has allowed for immediate support of any issues that arise. The Homestay Manager regularly meets with other ISP staff members to brainstorm and action concerns immediately. Agents from around the world repeatedly express their appreciation that the school district manages their own homestay program. The Homestay Manager worked closely with the District Principal of ISP, support by the Superintendent and Assistant Superintendent – Secondary, to create a robust marketing plan to secure additional homestays for September 2023 and beyond.

Financial Information

In 2022/23 ISP students attended six secondary schools, one middle school and 4 elementary schools. 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 2018-2024

ISP Budgeted and Financial Results 2018/19-2023/24						
	Actuals at June 30				Projected	Budget
	2018/19	2019/20	2020/21	2021/22	2022/23	2022/23
Revenue	\$4,426,697	\$4,690,000	\$2,182,567	\$5,005,065	\$4,996,206	\$5,140,000
Salaries, Benefits and Contracts	(\$482,170)	(\$645,524)	(\$738,675)	(\$515,862)	(\$712,621)	(\$771,337)
Expenses	(\$2,322,660)	(\$2,364,800)	(\$1,087,925)	(\$2,706,106)	(\$2,809,588)	(\$1,324,060)
School Allocations	(\$891,586)	(\$907,673)	(\$431,991)	(\$872,452)	(\$918,345)	(\$788,603)
Total Expenses	(\$3,696,415)	(\$3,917,997)	(\$2,258,591)	(\$4,094,420)	(\$4,440,554)	(\$4,860,000)
Net Revenue	\$730,282	\$772,003	(\$76,024)	\$910,645	\$555,651	\$280,000



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, which aligns with Thompson Rivers University’s homestay fees. Payments to schools are \$4,413 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.

General Fees 2023/24				
	3 Months	4 Months	One Semester (5 Months)	Two Semesters (10 Months)
Application Fee	\$250	\$250	\$250	\$250
Tuition	4,250	5,670	7,070	13,650
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	350	350	350	350
Total	\$8,960	\$11,500	\$14,020	\$26,200



Projected Budget Summary 2023-2024

Based on 190 FTE ISP students, the budget is summarized follows:

Budget Summary	
Total Revenue	\$5,140,000
Total Direct Student Expenses	(\$1,976,000)
Total School Allocations	(\$788,603)
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Total Expenditures	(\$4,860,000)
Net Income	\$280,000



International Education Abroad

Recruiting

During the 2022/23 school year marketing was done in person and virtually. While virtual marketing is effective in terms of cost and time efficiency, in person marketing is the most effective. In person marketing includes attending agent and student fairs as well as meeting agents and presenting to agency staff in their offices. This year, ISP hosted several agents in the Pineridge office as well as touring them around schools. Agents repeatedly commented on the welcoming atmosphere of ISP and school staff.

Recruiting Plan 2023-2024

Market			
Belgium		Kenya	
Brazil		Korea	
Chile		Mexico	
Colombia		Middle East North Africa	
Germany		Spain	
Hong Kong		Taiwan	
Italy		Thailand	
Japan		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 will be fully implemented 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. The ISP website is continually updated. During marketing this year, agents repeatedly gave feedback that our website is on of the best in the business.

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 2023-2024 include the following:

1. Offer enrollment to 190 FTE students for the 2023/24 school year.
2. Continue to support completion rates for those students that intend to graduate in our system, including enhanced ELL support to these students.
3. Develop a marketing strategy that includes both virtual and in-person recruiting.
4. Expand recruitment markets such as Africa, Thailand, Columbia and Chile.
5. 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.
6. Increase the support and awareness of the aspects of an interculturalization classroom.
7. Create a Summer School program for students entering the Global Education 2 + 1 program.
8. Revise the overseas payment procedure for fees.
9. Revise Homestay application and guidelines.
10. Revise student orientation days for students and homestay orientation evening for parents.



