

# INTERNATIONAL EDUCATION ANNUAL REPORT



SCHOOL DISTRICT NO. 73  
(Kamloops-Thompson)

# 2023-2024

# 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.

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. The program hosted 303 students (190 Full Time Equivalency) from 24 different countries. Students attended @KOOL, Kamloops School of the Arts, NorKam, Sa-Hali, South Kamloops, Valleyview and Westsyde Secondary and Beattie, Pacific Way, Summit and Sun Peaks Elementary. Sa-Hali Secondary also hosted a summer school cohort in July.

## Projected Budget Summary 2024-2025\*

\*Based on 180 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	
<b>Total Revenue</b>	<b>\$4,880,000</b>
Direct Student Expenses	\$1,872,000
School Allocations	\$788,603
Salaries, Benefits and Contracts	\$981,329
Operating Expenses	\$958,068
Total Expenditures	\$4,600,000
<b>Net Income</b>	<b>\$280,000</b>

Marketing during the 2023-2024 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 Brazil, China, Germany, Japan and Taiwan that have recently seen considerable growth. In addition, recruiting efforts continue in smaller, steadily growing markets in Belgium, Columbia, France, Hong Kong, Italy, Korea, Mexico, Spain, Switzerland, Thailand and Vietnam.

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.

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](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](https://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 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 2023/24 was 190.0 FTE and 303 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

	2023/24 FTE	2023/24 Headcount
Graduating	72.5	73
Co-Validating	17.5	23
Cultural and Language	100	207
<b>Total</b>	<b>190</b>	<b>303</b>

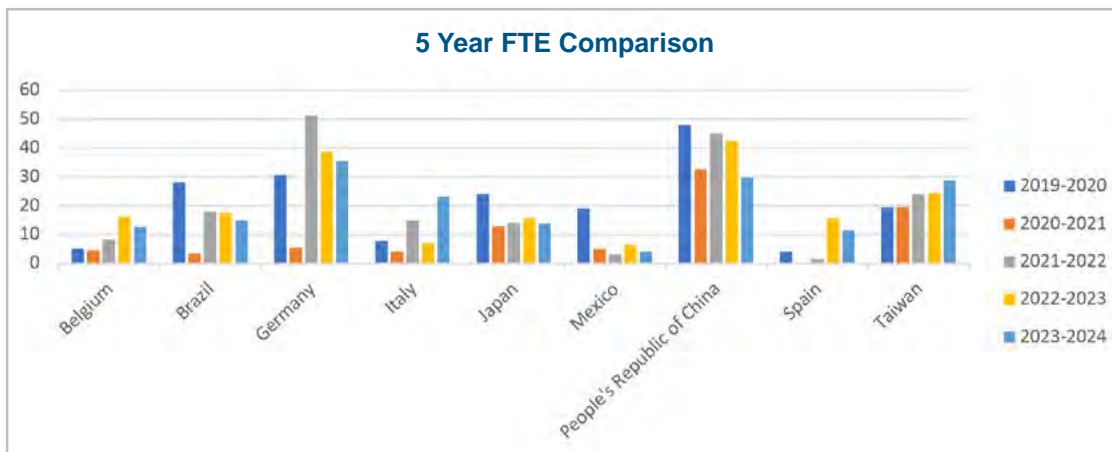
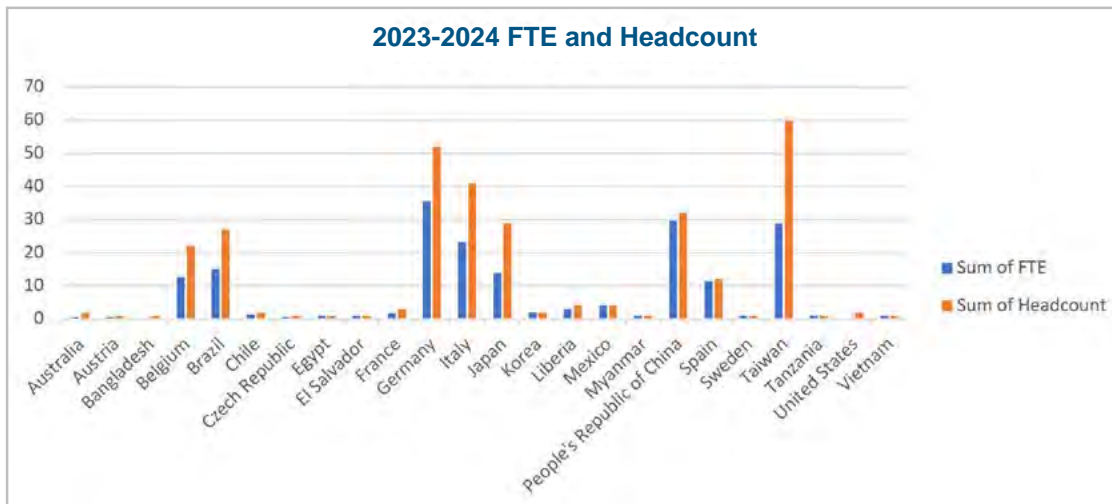
### ISP Enrollment 2015/16-2022/23

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
2023/24	190.0	303



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 2024/25 school year, SD73 projects 180 FTE for ISP enrollment. The program could support up to 200 FTE, provided we can secure the required quality homestay spaces.



**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 |
| Czechia    | Portugal    | Venezuela     |
| France     | Russia      | Vietnam       |

## 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 ISP’s itinerant English Language Learner teacher has a set schedule that enables him to meet with students in all schools on a weekly basis. 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.

Here is an overview of that student achievement data:

English 12 Student Achievement 2022/23	English 12 Student Achievement 2023/24
<b>Total Students Enrolled: 102</b>	<b>Total Students Enrolled: 77</b>
<ul style="list-style-type: none"> <li>• <b>36%</b> (37/102) of students successfully completed</li> <li>• <b>64%</b> (65/102) of students are still enrolled and awaiting their grades</li> </ul>	<ul style="list-style-type: none"> <li>• <b>42%</b> (32/77) of students successfully completed</li> <li>• <b>58%</b> (45/77) of students are still enrolled and awaiting their grades</li> </ul>



## Graduation Rate Summary

2021/22	2022/23	2023/24
<ul style="list-style-type: none"> <li>• <b>57%</b> (90/159) of students in Grade 12 are in a graduation program.</li> <li>• <b>106%</b> (90/85) of students are on track to meet graduation requirements. Five students switched to a graduation program after beginning a cultural experience.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>70%</b> (86/123) of students in Grade 12 are in a graduation program.</li> <li>• <b>117%</b> (86/77) of students are on track to meet graduation requirements. Nine students switched to a graduation program after beginning a cultural experience.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>55%</b> (63/114) of students in Grade 12 are in a graduation program.</li> <li>• <b>107%</b> (63/59) of students are on track to meet graduation requirements. Four students switched to a graduation program after beginning a cultural experience.</li> </ul>

## 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 were very well attended with as many as 150 students at some events. 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 offered this year include:

Welcome Pizza Party	Bella Coola Trip	BC Wildlife Park
Kamloops Blazers Game	Pumpkin Carving	Indoor Ice Skating
Bushcraft	Sun Peaks	Snowshoeing
Ice Fest	Harper Mountain Tubing	Isobel Lake
Ice Fishing	Gold Panning	Wells Gray Camping
T'Kemlups Presentation	Jasper/Banff Trip	Disc Golf
Year End Celebration	Wells Gray Day Trip	

## 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 Kamloop's school district's model of having the homestay program managed by the district is the most favourable for agents. This model allows for regular contact between the homestay manager and ISP staff, allowing for immediate support of issues that arise. The homestay manager supports approximately 125 unique homestay families at any one time, many of which host multiple students.

# Financial Information

In 2023/24 students attended 13 schools within the district.

@KOOL	Pacific Way Elementary	Sun Peaks Elementary
Beattie Elementary	Sa-Hali Secondary	Valleyview Secondary
Brocklehurst Middle School	South Kamloops Secondary	Westsyde Secondary
Kamloops School of the Arts	South Sa-Hali Elementary	
NorKam Senior Secondary	Summit Elementary	

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 2019-2024

ISP Budgeted and Financial Results 2019/20-2023/24						
	Actuals to June 30				Projected	Budget
	2019/20	2020/21	2021/22	2022/23	2023/24	2023/24
<b>Revenue</b>	<b>\$4,690,000</b>	<b>\$2,182,567</b>	<b>\$5,005,065</b>	<b>\$5,120,472</b>	<b>\$5,140,000</b>	<b>\$5,140,000</b>
Salaries, Benefits and Contracts	\$645,524	\$738,675	\$515,862	\$786,886	\$849,779	\$833,305
Expenses	\$2,364,800	\$1,087,925	\$2,706,106	\$2,932,218	\$3,022,089	\$3,195,400
School Allocations	\$907,673	\$431,991	\$872,452	\$918,345	\$831,295	\$831,295
Total Expenses	\$3,917,997	\$2,258,591	\$4,094,420	\$4,637,449	\$4,703,163	\$4,860,000
<b>Net Revenue</b>	<b>\$772,003</b>	<b>(\$76,024)</b>	<b>\$910,645</b>	<b>\$483,023</b>	<b>\$436,836</b>	<b>\$280,000</b>

## Fee Structure

The SD73 ISP rates are determined each year in order to remain competitive with other ISPs in the province. Commencing July 1, 2024, homestay families are compensated \$1,200 per month, which aligns with Thompson Rivers University's homestay fees. Payments to schools are \$4,438 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 2024/25				
	3 Months	4 Months	One Semester (5 Months)	Two Semesters (10 Months)
Application Fee	\$250	\$250	\$250	\$250
Tuition	4,450	5,950	7,400	14,300
Homestay (@ \$1,200 Per Month)	3,600	4,800	6,000	12,000
Homestay (Monitoring)	300	300	300	300
Custodianship	450	450	450	450
Medical Insurance	360	480	600	1,200 (Non Refundable)
Activity Fee	350	350	350	350
<b>Total</b>	<b>\$9,760</b>	<b>\$12,580</b>	<b>\$15,350</b>	<b>\$28,850</b>



## Projected Budget Summary 2024-2025

Based on 180 FTE ISP students, the budget is summarized follows:

Budget Summary	
<b>Total Revenue</b>	<b>\$4,880,000</b>
Direct Student Expenses	\$1,872,000
School Allocations	\$788,603
Salaries, Benefits and Contracts	\$981,329
Operating Expenses	\$958,068
Total Expenditures	\$4,600,000
<b>Net Income</b>	<b>\$280,000</b>



# International Education Abroad

## Recruiting

During the 2023/24 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. In person marketing for 2023/24 involved a balance of established and emerging markets. Experience shows that a new market takes three years of committed engagement to establish.

## Recruiting Plan 2024-2025

Market			
Belgium		Kenya	
Brazil		Korea	
Chile		Mexico	
Colombia		Middle East North Africa	
Czechia		Spain	
Germany		Taiwan	
Hong Kong		Thailand	
Italy		Vietnam	
Japan			



# 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.

ISP staff are active members of both IPSEA (International Public School Education Association) and CAPS-I (Canadian Association of Public Schools - International) and engage these organizations to monitor emerging countries in the field of international education as well as effective practices in program enrichment. Our Homestay Manager was a committee member that revised the British Columbia Homestay Handbook this 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



# 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 2024-2025 include the following:

1. Attain enrollment of 180 FTE students for the 2024/25 school year.
2. Continue to support completion rates for those intending to graduate with British Columbia diploma, including implementing pre-arrival English assessments to those students that may require additional English Language Learners support.
3. Deliver a marketing strategy that includes virtual and in-person recruiting targeting established and new markets.
4. Expand recruitment markets to include Czechia, France, Turkey and Kazakhstan.
5. Collaborate with the Global Education 2 + 1 program to expand the summer school program by adding an August cohort for those students continuing their studies in School District No. 73 in September 2024.
6. Implement the Ministry of Education and Childcare Homestay guidelines.
7. Continue to educate students about the local Secwépemc culture.
8. Support all staff in developing work plans.
9. Work with the District Principal and Vice-Principal - Aboriginal Education and AFS (American Field Service) Interculture Canada to pilot an exchange with a New Zealand Maori student.
10. Develop an International Student Program at Brocklehurst Secondary School.



