

# A WORLD OF POSSIBILITIES

2016 CBIE WESTERN  
REGIONAL  
CONFERENCE



Canadian  
Bureau for  
International  
Education

Bureau  
canadien de  
l'éducation  
internationale



University  
of Regina





*On behalf of the University of Regina, welcome! We are honoured to host 2016 CBIE Western Regional Conference at our institution. You play such an important role in the internationalization of Canadian education. As a former Board Chair for CBIE, I am a huge supporter of your work, and am aware that it is critical to continue advocating for international relations in higher education. In the words of Nelson Mandela: "Education is the most powerful weapon you can use to change the world." It is a privilege to work with you in the international education sector to help make the world a better place.*

*Vianne Timmons*



*On behalf of the UR International, welcome to the University of Regina! We are absolutely delighted to have you here. The work of international educators is an honourable and rewarding work that needs to be celebrated. This conference is a demonstration of our commitment to our students, to our faculties and all the staff members who are devoted and dedicated to serve international students. These students play a tremendous role in our culture, in our diversity and the future of our countries. We look forward to working and learning with you into the 2016-2017 academic year!*

*Livia Castellanos*



# THURSDAY, JUNE 23

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04:30 pm

## CONFERENCE REGISTRATION

📍 *Research and Innovation Centre Atrium*

05:00 – 08:00 pm

## RECEPTION

📍 *Research and Innovation Centre Atrium*

05:30 – 06:15 pm

## OPENING REMARKS

- Vianne Timmons, *President and Vice-Chancellor, U of R*
- Livia Castellanos, *Executive Director, UR International, U of R*
- Anne Christensen, *Strategic Development Manager, Canadian Bureau for International Education (CBIE)*

# FRIDAY, JUNE 24

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08:00 – 08:30 am

## HOT BREAKFAST

📍 *Research and Innovation Centre Atrium*

08:30 – 09:30 am

## KEYNOTE ADDRESS:

📍 *Research and Innovation Centre Room 119*

## SMALL FISH IN A GLOBAL POND: HOW SMALLER INSTITUTIONS CAN SURVIVE AND THRIVE THROUGH INTERNATIONALIZATION

- Ken Steele, *Canada's Higher Ed Monitor and Futurist*

A fast-paced, enlightening and entertaining look at the current landscape of higher ed internationalization, and specifically the challenges and opportunities for small and mid-sized colleges and universities. Global markets are teeming with millions of potential students - a refreshing contrast to many domestic markets, where the pool of applicants is drying up. But when institutions leave their local watershed and venture into international waters, they will face powerful, unpredictable storms, and thousands of hungry competitors in the most popular feeding grounds. The best course of action for smaller players is often to swim against the current, to identify a unique niche not already dominated by bigger competitors, and to position themselves in a way that stands out and attracts attention.

09:45 – 10:45 am

### **CBIE UPDATE**

📍 *Research and Innovation Centre Room 119*

- Anne Christensen, *Strategic Development Manager, Canadian Bureau for International Education (CBIE)*

10:45 – 11:00 am

### **TEA AND COFFEE BREAK**

11:00 – 12:00 pm

### **IMMIGRATION SESSION**

📍 *Research and Innovation Centre Room 119*

- Mary Warren, *Assistant Director, Immigration, Refugees and Citizenship Canada*
- Haroon Chaudhry, *Associate Director, UR International, U of R*

The presentation will cover general information and offer insights into some of the key policy priorities related to the temporary resident stream related to students. Key findings and important statistics related to leading source countries of international students, the distribution of students across Canada and other evidence of this important area of immigration in Canada. The presentation will also provide updates on a number of operational priorities, including compliance reporting as well as important operational clarifications to a variety of issues that we have been working to resolve and clarify with respect to the new regulations.

## **LUNCH AND PLENARY SPEAKERS**

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12:00 – 01:00 pm

### **A WORLD OF POSSIBILITIES: HOW TO CREATE A SHARED VISION THAT WORKS**

📍 *Research and Innovation Centre Atrium*

- Vianne Timmons, *President and Vice-Chancellor, U of R*
- Livia Castellanos, *Executive Director, UR International, U of R*

# CONCURRENT SESSIONS

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01:15 – 02:15 pm

## HOW TO FIND YOUR NICHE: BEST PRACTICES FOR RECRUITING STUDENTS FOR SMALLER TO MID-SIZED INSTITUTIONS

📍 *Research and Innovation Centre Room 208*

- Kathleen Sabo, *Associate Director, UR International U of R*
- Jason Mazzei, *Manager, International Education, Saskatchewan Polytechnic*

This session will break down the key components in developing a successful recruitment strategy and will use a case study to highlight how smaller to mid-sized institutions can increase international enrollment. Key practices that will be focused on are determining your key markets, maximizing recruitment tools (such as agents and overseas staff, partner schools, fairs, alumni and social media), as well as services (admissions and recruitment follow up). This presentation will be engaging and encourage group involvement.

01:15 – 02:15 pm

## SHIFTING MASK OF STUDYING ABROAD: ISSUES AND CHALLENGES

📍 *Research and Innovation Centre Room 209*

- Colleen Packer, *Manager, International Learning Programs, University of Calgary*
- Meghan McKinnie, *MacEwan University Edmonton*
- Martha Mathurin, *Associate Director, UR International, U of R*
- Werner Beylefeld, *Manager, International Development and Mobility Projects, UR International, U of R*

The purpose of this session will be to provide practical tools to education abroad (EA) coordinators, program heads, deans and faculties to increase the number of students participating in education abroad programs. From this session participants will understand how to build edgy programs that meet the varying needs of their students but also create a framework into which EA is recognized as an added value to an academic program that will give its students a global competitive advantage.

02:15 – 02:30 pm

## TEA AND COFFEE BREAK

# CONCURRENT SESSIONS

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02:30 – 03:30 pm

## **BEST PRACTICES FOR STUDENT RETENTION**

📍 *Research and Innovation Centre Room 119*

- Derek Tannis, *Manager, International Student and Study Abroad Centre, University of Saskatchewan*
- Haroon Chaudhry, *Associate Director, UR International, U of R*

In the post-secondary education systems, student services and programming is a primary indicator of retention and student success. Ensuring that international students are actively engaged in their academics and within the campus community until they successfully graduate requires a continuous effort. Students who are coming from different countries and academic backgrounds frequently have a different set of expectations which need to be addressed. This session will focus on the most effective and successful programs, practices and different approaches in promoting student retention.

02:30- 03:30 pm

## **THE INTERNATIONAL NETWORK OF TOMORROW'S LEADERS: A PROFESSIONAL LEARNING COMMUNITY OF CBIE**

📍 *Research and Innovation Centre Room 208*

- Marc Usunier, *Coordinator, International Initiatives, Edwards School of Business, University of Saskatchewan*
- Laura Marchese-Smith, *Study Abroad, Northern Alberta Institute of Technology*
- Matt Knox, *International Student Advisor, University of Calgary*

As a Professional Learning Community of CBIE, the International Network of Tomorrow's Leaders (INTL) brings new professionals from across the country together to effect change within the international education sector. The mission of INTL is to provide an environment for new professionals and emerging leaders to cultivate professional networks and engage themselves in the community of Canadian international education. The session will end with a discussion of how we can continue to facilitate the development of new professionals and the changes expected within the field of international education in the coming decade.

02:30 – 03:30 pm

## **INTERNATIONALIZING YOUR CAMPUS WITH INTER-COLLEGIAL OFFERINGS**

📍 *Research and Innovation Centre Room 209*

- Dr. Darren Howes, *Chair Business Department, Medicine Hat College*
- Trevor McIvor, *Instructor, Chiu School of Business, Bow Valley College*

This session provides an overview of an approach taken by two Albertan intuitions in partnership with two Japanese institutions to offer experiential learning opportunities for students through a short-term academic course offered in Japan. Grounded in understanding the factors that influence international students' choice of Alberta for post-secondary education research, international partnerships aid in the recruitment of international students for small to mid-sized universities and colleges. We will walk you through our experience with images and lessons learned and you will leave with a checklist and roadmap for your own institutional offering.

03:30 – 03:45

## **TEA AND COFFEE BREAK**

# **CLOSING**

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3:45– 4:45 pm

## **THE TAKE AWAY**

📍 *Research and Innovation Centre Room 119*

- Ken Steele, *Canada's Higher Ed Monitor and Futurist*
- Livia Castellanos, *Executive Director, UR International, U of R*

# BIOS

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## VIANNE TIMMONS

Since becoming the seventh President and Vice-Chancellor of the University of Regina on September 1, 2008, Dr. Vianne Timmons has taken a leading role in establishing the strategic direction of the University. She has done so in large part through the development and implementation of the University's two most recent strategic plans. The current 2015-2020 strategic plan, entitled *peyak aski kikawinaw: Together We Are Stronger*, builds on this momentum by emphasizing student success, high-impact research, commitment to communities, Indigenization, and sustainability. Under Dr. Timmons' leadership, the University of Regina has made a great deal of progress. Faculty members and students are receiving national and international recognition for their work, and the University is attracting more external research funding than ever before. Just as importantly, the University of Regina is becoming increasingly diverse, with approximately 14% of its students from other countries, and another 12% who have self-declared that they are of Aboriginal descent. In addition to her role as President and Vice-Chancellor, Dr. Timmons is Chair of the Universities Canada Committee on Internationalization, and she served as Vice President for the Inter-American Organization for Higher Education from 2010-2014. In 2015, the Canadian Bureau for International Education awarded Dr. Timmons the President's Award for Distinguished Leadership in International Education.



## LIVIA CASTELLANOS

Livia E. Castellanos is currently the Executive Director of the UR International department at the University of Regina, as well as the Chief International Officer (ILO). Castellanos is responsible for leading, managing and spearheading all international initiatives and activities of the University. She is the visionary and creator of UR International, a centralized operation of six departments that manage everything international. She developed comprehensive international student enrolment, retention and faculty engagement strategies that encompass transition programming, and academic and social support programs that resulted in an increase of 94% in inter-national student enrolment in credit programs. Castellanos has also advised governments' international education strategy including Brazil, Canada, China, Colombia, Ecuador, Kuwait, Libya, Malaysia, Mexico, Nigeria, Peru, and Saudi Arabia. Because of her work and accomplishments, the United States Government has recently honoured Ms. Castellanos as the recipient of their premier award, the *International Visitor Leadership Program*, for foreign emerging leaders. Castellanos is also a member of the CBIE's Board of Directors.





### **KEN STEELE**

Canada's best known higher ed speaker and futurist, Steele has consulted with hundreds of colleges and universities, designing and interpreting major market research studies, developing environmental scans for strategic forecasting, and applying his proprietary *Brand Chemistry* model to distill the essence of differentiated brand positioning. More than 25,000 higher ed professionals came to rely on Steele as a definitive source of daily news through his Top Ten newsletter, and a decade later he has launched an almost-weekly video podcast, *Ten with Ken*, and a visual synopsis of bright ideas called *Education at a Glance*. He has written dozens of articles and papers on student recruitment and branding, and co-authored Canada's first book on strategic enrolment management.



### **ANNE CHRISTENSEN**

Anne is the Strategic Development Manager at the Canadian Bureau for International Education (CBIE). In her role she works to strengthen and ensure a consistent approach to international partnerships development and to support the development of new opportunities to promote Canadian education abroad. Previously, Anne managed the implementation of a CIDA-funded technical assistance project aimed to support policy reform and implementation mechanisms in Ukraine at a regional and national level in a variety of subject areas. She graduated from the Balsillie School of International Affairs with a Master of International Public Policy.

### **COLLEEN PACKER**

Colleen has worked in the field of International Education since 2001. She is currently the Manager, International Learning Programs at the University of Calgary International. In addition to serving on various internal committees, Colleen is on the Council of the National Student Exchange consortium. While studying French, Spanish, German and Japanese during her BA at the University of Calgary, Colleen studied abroad at the Universität Osnabrück in Germany and Hiroshima University in Japan. Prior to joining University of Calgary International, Colleen also worked in France, the USA, the Netherlands, Wales and Japan.

### **DARREN HOWES**

Dr. Howes teaches courses in international business, strategic management and economics at Medicine Hat College. He has been leading students on international exchanges since 2010 and received a provincial award of distinction for internationalizing the teaching and learning practice. Understanding factors that influence international students to study in Alberta is the most recent applied research that Darren has conducted.

## **DEREK TANNIS**

Derek is the Manager of the International Student and Study Abroad Centre at the University of Saskatchewan. He is working towards his PhD in Educational Policy Studies at the University of Saskatchewan. He has over 20 years experience in international education, including student affairs, global citizenship education, and English language education. Derek is deeply committed to inclusion, social justice, and student leadership in post-secondary education.

## **HAROON CHAUDHRY**

Haroon currently serves as an Associate Director of UR International Student Services at the University of Regina, and is a Regulated International Student Immigration Advisor. With a dedicated focus on ensuring that students are entering into a harmonized and welcoming atmosphere, Haroon, along with his team, is responsible for developing, managing, and implementing new programs and services designed to assist international students in adjusting to a new culture, new country, and new academic system.

## **JASON MAZZEI**

Jason has worked in International at Saskatchewan Polytechnic in a variety of roles since 2006. In 2013, he took on the role of Manager, International Education. His team is responsible for international student recruitment, international student advising, international brokering and outbound mobility. Jason and his team have increased international student enrolment by almost 600% since 2012.

## **KATHLEEN SABO**

Upon completing her Business Degree majoring in Marketing, at the University of Regina, Kathy spent some time abroad teaching English in South Korea. After gaining some international teaching experience, Kathy has taken the role of the Associate Director of International Student Enrolment at UR International, University of Regina. Under her team, the international student enrolment has increased 94 per cent. The University of Regina's fall enrolment statistics indicated nearly 2,000 students – 13.7 per cent of the student population – are international.

## **LAURA MARCHESE-SMITH**

Laura serves as the Study Abroad Advisor at NAIT (Northern Alberta Institute of Technology). Laura is also an active member of CBIE, presently serving her second year as Co-Lead of the INTL Mentorship Subcommittee and current Vice-Chair of the Education Abroad Professional Learning Community. She has prior experience as both an International Student Advisor and as an Education Abroad Advisor, and holds a B.A.H. in German Studies from Queen's University and pursued M.A. studies in Translation at Johannes Gutenberg Universität Mainz.

## **MARC USUNIER**

Marc is currently the Coordinator of International Initiatives with the Hanlon Centre for International Business Studies, Edwards School of Business at the University of Saskatchewan. Marc is an active member of CBIE, serving as the Past Chair of CBIE's International Network of Tomorrow's Leaders and is a member of the CBIE 50th Anniversary Conference Advisory Committee. He has a background in international student support and internationalization of undergraduate curriculums, and holds an M.A. in history from the University of Saskatchewan.

## **MARTHA MATHURIN**

Martha is the Associate Director of Study Abroad and Mobility at UR International, University of Regina. In this role she oversees the entire portfolio for study abroad, scholarships as well as student and faculty mobility. Martha is very passionate about teaching and focuses a lot of her research in Cross Cultural Communication, Internationalization of Curriculum as well as reshaping the perceptions of Studying Abroad. Martha has also participated in educational forums in multiple countries including Brazil, Canada, Cuba, Mexico, Saint Lucia and the United States.

## **MARY WARREN**

Mary is the Assistant Director, International Student Program and Special Events, Operational Management and Coordination Branch, Temporary Resident Program Delivery Division Immigration, Refugees and Citizenship Canada. She is responsible for operational coordination and implementation of the international student program and is recent regulatory changes, as well as the compliance regime which involves the compliance reporting by DLI's into IRCC.

## **MATT KNOX**

Matt is an International Student Advisor at the University of Calgary in Calgary, Alberta. Matt volunteers with Rotary International's High School Youth Exchange program and has worked previously as an International Student Recruiter (Latin America). Matt is currently the Lead for the Championing for New Professionals in International Education sub-committee as part of CBIE's International Network of Tomorrow's Leaders PLC.

## **MEGHAN MCKINNIE**

Meghan is the Manager of Education Abroad and International Partnerships at MacEwan University since 2009. With a background in German applied linguistics and experience living, studying and teaching abroad, Meghan's interests revolve around creating potential for all students, regardless of academic program or background to study abroad as a part of their educational experience.

## **TREVOR MCIVOR**

Trevor teaches economics and math within the Chiu School of Business, at Bow Valley College. He is keenly interested in finding ways to get learners out of the classroom, to exercise their capacity for reason in more robust settings. His most recent applied research involves the use of arguments for influence, and helping learners value opposition to their viewpoints. Nearing a couple of decades at the college, he's currently the Past Executive for the Faculty Association, having served six years as the chair of bargaining.

## **WERNER BEYLEFELD**

As a multilingual young professional (Afrikaans, English and Dutch-Flemish) with a global perspective, having lived, worked, and studied on three different continents, Werner brings a truly global perspective to the Higher International Education. He is currently the Manager of International Development and Mobility Projects at UR International, University of Regina.



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