

**Ontario's Postsecondary
Education
Internationalization
Strategy**

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John Manning

**Ontario Ministry of
Training, Colleges and
Universities**



Background & Current Status

- In the 2004 Ontario Budget, \$1 million was allocated for the international marketing of postsecondary education.
- In response to a comprehensive review of the postsecondary education (report prepared by Bob Rae, “Ontario: A Leader In Learning”), the government announced “Reaching Higher” which further expanded the international strategy; specifically to increase the opportunities for Ontario students to complete a portion of their studies abroad, and to pursue marketing efforts to ensure Ontario remains an education destination.
 - \$1m/\$3m/\$5m was allocated to support student exchange in 06/07, 07/08, 08/09
- Current initiatives recognize Ontario PSE institutions have been long-involved in internationalization, and provincial government activities need to support accordingly



Ontario's Postsecondary International Strategy

The Ontario International Strategy has two key strategic priorities:

1. Expand and sustain international marketing and recruitment efforts, including promotion of Ontario educational services abroad
2. Develop and implement initiatives to support increased student mobility through student exchange agreements and establishment of the Ontario International Education Opportunity Scholarship

Note: At this time, Ontario's International Strategy supports Ontario's 47 publicly assisted colleges and universities. Private Career Colleges or K-12 sectors are not supported.



Rationale

The benefits of internationalization are multifaceted:

- Economic - Each international student is estimated to contribute more than \$25,000 to the economy, making education for international students a \$900 million industry in Ontario.
- Diversity in the classroom enriches every student's understanding of the world, different cultures and societies, and builds long lasting social and academic networks.
- Recognition of the global economy; tomorrow's leaders will be expected to build and maintain international relationships, understand foreign customs and conventions, and speak more than one language.
- Competition: Many other jurisdictions have established strong branding/marketing initiatives and there are stakeholder expectations for Canada to increase effort



Ontario Baden- Wurttemberg

History

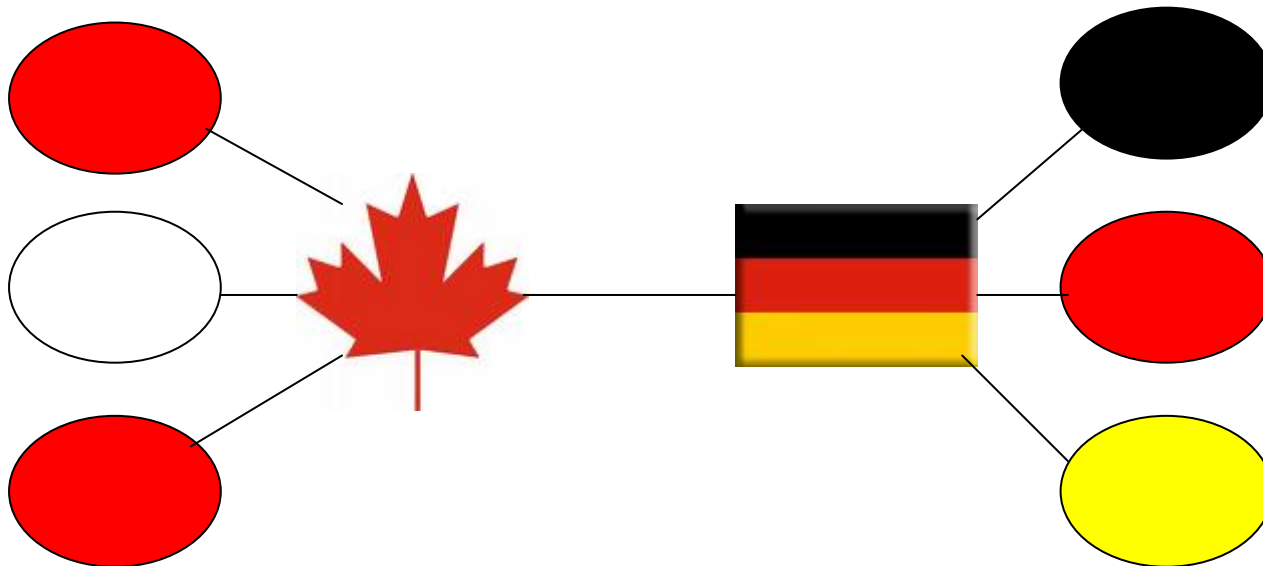
- In 1990, Ontario entered into an MOU with the “Four Motors of Europe” (Baden-Wurttemberg, Rhône-Alpes, Catalonia, and Lombardy). In 1993, the Ministry of Education and Training developed a Letter of Intent and provided funding to facilitate the exchange of 50 university students annually in each direction.
- In November 1999, the Ministry of Training, Colleges and Universities announced that it would be terminating its funding for the BW exchange
- In October 2006, the MOU between Ontario and Baden-Wurtemmberg was renewed; a separate MOU was signed to renew the student exchange agreement
- The Ontario government began providing financial support again
- Between 40 – 50 students travel each way each year



Ontario Baden- Wurttemberg

Why It Works

- Incredible leadership and commitment on both sides
- Consortium model – offers students flexibility and a variety of choice
- Enough similarities mitigating culture shock



Federal – Provincial Relations

- Federal government is responsible for foreign affairs and international trade
- Provincial government is responsible for postsecondary education (federal government provides funding through “spending power”)
- Relationship is a partnership recognizing expertise and jurisdiction of each party; and mutual cooperation leads to mutual benefits
- Ongoing work is consultative, collaborative and driven by consensus
 - Branding exercise
 - Cooperation at International events
 - Addressing visa issues



Observations

- Increasing appetite for international partnerships, however international can suffer at expense of domestic demand
- Agreements are only as good as the leadership – at the program level, not the executive level
- Endless opportunities, but focus should be on quality not quantity
 - One institution insists on meeting each partner face-to-face every two years
 - Partnerships must be suitable and have equal benefit
- Limitation is resources: time and money
- Partnerships (e.g. with Baden Wurttemberg) have enriched government to government relations, institution to institutional collaboration, and both German and Canadian students educational world view.

