



# **EU-CANADA Cooperation in Higher Education : *Internationalization of Social Sciences and Humanities***

**Transatlantic Degree Programs  
Toronto Workshop, September 30, 2007**

**International Education and Youth Division  
Foreign Affairs and International Trade Canada**

# EU-CANADA Cooperation in Higher Education

## DYNAMIC AND DIVERSIFIED OPPORTUNITIES

- 1970s: Cultural cooperation agreements with key partners (Germany, France, UK, Italy)
- 1975-1994: Expanding Canadian Studies Networks in Europe
- 1990: Canada-EU Transatlantic Declaration
- 1995 & 2000: Canada-EU Agreement for Cooperation in Higher Education and Training
- 2000 to now: Canada launches Youth Mobility partnerships with most of EU Member States
- 2006: Canada-EU Framework for Co-operation in Higher Education, Training and Youth.

# EU-CANADA Cooperation in Higher Education

*CANADA'S FOCUS: INTL' LINKS, STUDENT MOBILITY,  
CANADA'S EDUCATION BRAND*

*Canadian Public Policy Commitment: Advantage Canada Strategy - **achieving Canada's Knowledge Advantage**, by creating the best-educated, most-skilled and most flexible workforce in the world*

## *Canadian Government tools:*

- Canada-EU Program for Cooperation in Higher Education, Training and Youth;
- Canadian Studies Program;
- Bilateral scholarships Programs (Govt of Canada, Commonwealth);
- EDU-CANADA: Marketing Canadian education excellence.

# EU-CANADA Cooperation in Higher Education

## Canada-EU Program for Cooperation in Higher Education, Training and Youth

- In Canada, program is implemented by HRSDC's International Academic Mobility (IAM) initiative. IAM promotes international higher education opportunities for Canadian students by providing support to universities & colleges across Canada for transatlantic co-operative activities offering students new international learning opportunities.
- IAM promotes in particular:
  - Joint curriculum development
  - Full credit transfer
  - Reciprocal student mobility

# EU-CANADA Cooperation in Higher Education

## Canada-EU Program for Cooperation in Higher Education, Training and Youth

The purpose: promote student-centred transatlantic dimension to education & training in a wide range of academic disciplines that complement existing forms of bilateral & trilateral exchange among participating countries.

The main objectives:

- Promote closer understanding of cultures, languages & institutions between Europe & Canada
- Improve quality of human resource development, including acquisition of skills required to meet challenges of globalisation
- Increase co-operation & exchange among academic personnel with a focus on enhancing student mobility opportunities
- Improve mutual recognition and portability of academic credits
- Develop shared, common or core curricula among Canadian & European higher education institutions
- Develop student apprenticeship or other work-related experiences

# EU-CANADA Cooperation in Higher Education

## Canada-EU Program for Cooperation in Higher Education, Training & Youth

Activities which focus on co-operation & exchange towards student mobility & curriculum development in higher education and training.

Institutional partnerships under these projects ensure full integration of students into normal academic & cultural milieu of host institution & community. Students take most, if not all, their courses from regular offerings at host institution alongside local students, rather than special courses for foreign students.

Activities not only sending students abroad, but also take advantage of new and innovative means of learning via new education technologies. 'Non-mobile' students benefit through international dimension introduced in their study programs by means of co-operative activities of partner institutions.

# EU-CANADA Cooperation in Higher Education

## Canada-EU Program for Cooperation in Higher Education, Training and Youth

### **Development & dissemination of innovative international curricula:**

- Consortium projects must address an important international curricular problem or challenge & describe a specific Canada-EU educational strategy to add value to field of study concerned. EG: should address how project will implement a new educational programme or improve current practice to prepare students for work in an international context. The application should notably contain:
  - a detailed description of programme of study jointly developed by Consortium, ie: teaching materials, courses, methods, & modules students might typically take at both home & host institution;
  - indication whether proposed curriculum based on existing programmes of study offered at partner institutions or involves new programmes of study to be developed by the consortium – or both;

# EU-CANADA Cooperation in Higher Education

## Canada-EU Program for Cooperation in Higher Education, Training and Youth

### **Development and dissemination of innovative international curricula (continued) ::**

- A statement on how students' experience abroad will be integrated into existing academic or training programmes prior to and following study abroad.
- Given physical distance between participating institutions, Canada-EU Consortia Projects offer particular potential for the use of cost-effective e-Learning approaches to underpin student and faculty exchanges. This may for example include computer-based delivery of certain course modules and course materials, facilitating project communication, & preparing students and faculty for transatlantic mobility.



# EU-CANADA Cooperation in Higher Education

## Canada-EU Program for Cooperation in Higher Education, Training and Youth

### **The Student:**

- Student Exchange – minimum 7 by institution
- Institutions define their recruitment process
- Ensure students meet basic program criteria
- Develop their own selection criteria, i.e., school marks, language skills, interest and availability to travel etc.

### **The Student Preparation and Support:**

- Institutions sending students are responsible for student preparation before departure
- Preparation must include:
  - An orientation session on living abroad
  - Specific country information, including cultural awareness
  - Language requirements and language training if applicable
  - How to obtain visas
  - Workshop on Safety and Security when travelling, etc.

# EU-CANADA Cooperation in Higher Education

## Canada-EU Program for Cooperation in Higher Education, Training and Youth

### **Program Management:**

- Administered collaboratively by HRSDC (Learning Branch) and European Commission.
- Each country provides financial assistance to participating institutions within its borders. In Canada, a maximum level of support of \$200,000 is available per project. The duration of each project is three years.
- Each joint consortium involves at least two higher education institutions from each side: for EU, from 2 M/S & for Canada, 2 provinces/territories.

# EU-CANADA Cooperation in Higher Education

## Canada-EU Program for Cooperation in Higher Education, Training & Youth

### 2007 Call for Proposals:

- The 2007 Call for Proposals launched this Spring. **Fifteen proposals were received and eleven projects were selected** for funding. The approved projects include the participation of both universities and colleges,
- **will result in a bilateral exchange of over 700 students over the next 3 years.**
- **Projects cover diverse range of academic disciplines, such as Travellers' Safety & Security, Food Science & Technology, Peace Studies, Conflict Analysis & Resolution, Forest Resource Management, Chemistry, Management & International Business, Education, Environment, Engineering, Political science, & Disabilities Studies.**

# EU-CANADA Cooperation in Higher Education

## Canada-EU Program for Cooperation in Higher Education, Training and Youth

### **IAM shows benefits of International Education**

- **More than 90% of students surveyed** indicated:
  - ✓ improved knowledge of international issues
  - ✓ increased ability to adapt to new situations
  - ✓ they were better prepared to meet life's challenges
  - ✓ they gained a better understanding of cultures
  - ✓ the establishment of contacts they will keep for years
  - ✓ enhanced professional mobility
- **84% believed their foreign language skills improved** during the exchange

# EU-CANADA Cooperation in Higher Education

## Canada-EU Program for Cooperation in Higher Education, Training and Youth Future Program Directions

Continue to promote a dynamic participation of colleges & universities from across Canada, and development of training & internship activities.

Agreement between Canada & European Community on framework for cooperation in higher education, training and Youth was renewed in 2006 for a period of eight years.

New objectives of Agreement include support for transatlantic mobility of professionals (including professionals-in-training) to improve mutual understanding, & expertise, of issues relevant to European Union/Canada relations. Enhancement of collaboration among youth organizations as well as youth workers, young leaders and other youth actors with a view to promoting exchanges of good practices & developing networks.

# CANADIAN STUDIES IN EUROPE: NETWORK OF ACADEMIC EXCELLENCE, LINKS & MOBILITY

- Longstanding & cornerstone of Canada's cultural diplomacy.
- Currently under review. Launching a 'New Approach', strategic, integrated to Canada's public diplomacy & more aligned with priorities (eg bilateral agenda).
- Provide more support for conferences, Canadian speakers abroad, & student mobility.
- Support network of 2,000 academics in Europe (thru associations, centres and Euro Network for Canadian Studies).
- Transatlantic mobility among faculty & graduate students, high quality research & publication on issues related to Canada, including transatlantic relations.

# EU-CANADA Cooperation in Higher Education

## ADAPTING TRADITIONAL OPPORTUNITIES FOR STUDENT MOBILITY

- Scholarship programs such as Government of Canada Awards & Commonwealth Scholarships are important dimension for student mobility & academic exchange.
- Programs being revamped to adapt to changing circumstances & complement other programs eg IAM.
- Following up a pilot eventually to replace 1-4 year awards to graduate students from EU with post-doctoral awards.
- UK pilot indicates such an approach will serve to increase the impact and reach of the program.

# EU-CANADA Cooperation in Higher Education

## ADAPTING TRADITIONAL OPPORTUNITIES FOR STUDENT MOBILITY

- Support Government's Knowledge Advantage strategy with approach to contribute to international research networks & to attract researchers to Canada.
- Students already participating in the traditional programs not affected and will continue to receive scholarships to complete their graduate study program.
- This year, approximately 20 new post-doctoral awards of \$32,000 each would be granted & more the following years as the students returning under the current system complete their studies.



**EU-CANADA Cooperation in Higher Education**  
**MORE OPPORTUNITIES FOR MOBILITY : *DFAIT'S INTERNATIONAL YOUTH PROGRAM (IYP)***

- **Canada manages over 70 bilateral & multilateral International Youth arrangements in more than 40 countries. Reciprocal work permit issuance.**
- **These programs, agreed on a reciprocal basis with the countries concerned, facilitated over 54,000 such exchanges worldwide in 2006.**
- **Canada-EU alone: 26,000 exchanges in 2006**
- **Promote cultural exchange & increase knowledge of other countries among youth through international employment opportunities.**

# EU-CANADA Cooperation in Higher Education

## MORE OPPORTUNITIES FOR MOBILITY : *DFAIT'S INTERNATIONAL YOUTH PROGRAMS (IYPs)*

4 components:

- The **Working Holiday Program (WHP)**: provides the opportunity to enter Canada or a foreign country for an extended holiday, and to supplement their travel expenses through incidental employment;
- the **Student Work Abroad Program (S.W.A.P.)**, is identical to the WHP but is restricted to full- or part-time students. S.W.A.P. is managed by Travel Cuts/Voyages Campus part of Canadian Federation of Students (CFS)
- the **Young Workers' Exchange Program (YWEP)**, provided university and college graduates with practical experience in fields related to their formal training;
- the **Co-op Education Program (Co-Op)**, offered university & college students with some *practicum* experience abroad as part of their *curriculum*.

# EU-CANADA Cooperation in Higher Education

## EDU-CANADA: Marketing Canadian education excellence

In 2006, DFAIT created a unit named “EDU-CANADA” that:

- coordinates efforts of Canadian missions abroad in education promotion;
- facilitates relations between provinces, NGOs and Canadian missions abroad;
- promotes international student recruitment.

EDU-Canada is co-located with the International Education and Youth Division and coordinates its efforts with other DFAIT programs such as scholarships and Canadian studies.

# EU-CANADA Cooperation in Higher Education

EDU-CANADA: Marketing Canada's education excellence

## EDU-CANADA 4 PILLARS

- *Serving our partners & clients*
- *Support for promotional activities by our international network*
- *Building international linkages*
- *Branding Canadian education*

# EU-CANADA Cooperation in Higher Education

## EDU-CANADA: ABOUT PARTNERS AND CLIENTS

### **EDU-CANADA to serve our partners & clients:**

#### **Edu-canada.gc.ca for *international students***

- Improvement / re-branding of the Live, Learn and Succeed portal;
- Integration on web sites of all missions around the world
- Inclusion of programs by the language training industry, and elementary/secondary sector;
- Inclusion of Canadian educational programs offered abroad;
- Enhanced coordination with HRSDC/CanLearn and CIC.

#### **Edu-canadapro.gc.ca for *Canadian int'l education professionals***

- Provide DFAIT information and resources such as contacts at missions abroad, market reports in education, study permit statistics (provided by CIC), reports on federal-provincial meeting (NEMR, ACISI), and eventually, regulations regarding the use of the Canada Education brand, etc.
- Creation of an information exchange section for trade commissioners and public affairs officers abroad working on international education promotion.

# EU-CANADA Cooperation in Higher Education

## EDU-CANADA: ABOUT BUILDING AND BRANDING

### Building international linkages:

- Showcasing Canada at signature events (NAFSA, EAIE, CONAHEC, etc)
- Encouraging student mobility both in & out  
(international students coming to Canada, Canadian students going abroad)
- Promote international use of Cdn curricula both at PSE and K-12 levels

### **Branding Canadian excellence:**

#### Creation & implementation of a Canadian education brand

- Brand will be used by embassies, provinces, NGOs and institutions, according to pre-approved guidelines
- Governance of Brand to be decided by Federal & Provincial govts
- Brand developed by the Industry for the entire Industry
- Brand to be launched early in 2008