



School District 8
Kootenay Lake

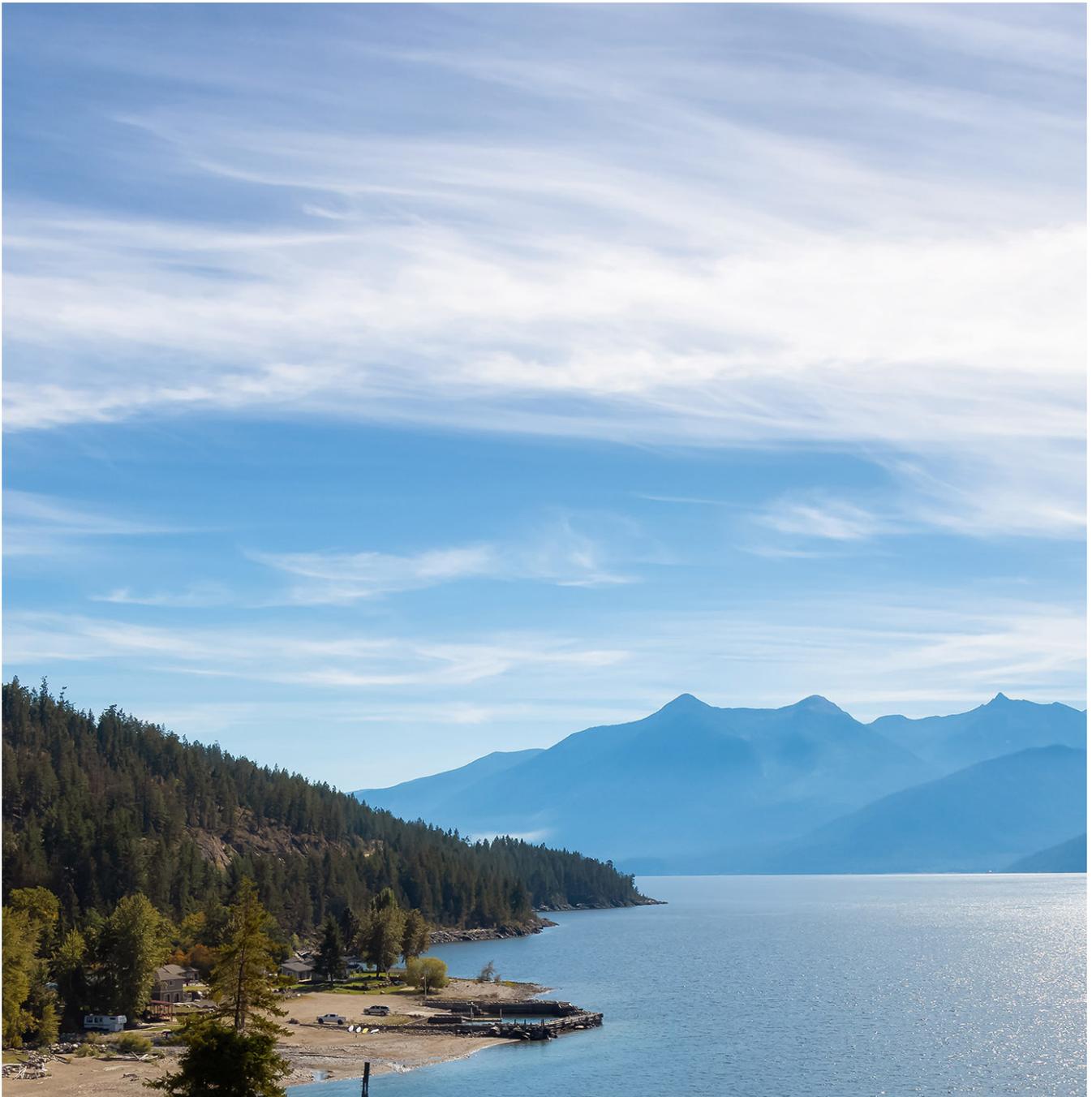
INTERNATIONAL EDUCATION ANNUAL REPORT 2022-2023

Prepared April 28, 2023



ACKNOWLEDGEMENT

We acknowledge, respect and honour the First Nations in whose traditional territories the Kootenay Lake School District operates and all Aboriginal people residing within the boundaries of School District No. 8.



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EXECUTIVE SUMMARY

The School District No. 8 (Kootenay Lake) International Education Program (IP) provides a high-quality international student program fostering social and economic benefits for the school district and the broader community. Through the program, international students are offered opportunities to participate in the learning and social environment of SD8 schools. These arrangements promote awareness of and appreciation for diversity and strengthen the connection between SD8, students, staff and administrators, homestay families and people living in other countries.

The Kootenay Lake area has a rich history of international immigration dating back 75 years with emigrants making this area home from China, Russia, Italy and Scandinavia. They were the backbone of thriving industries in agriculture, mining and the development of the railway. From its modest beginnings in 2000, SD8 has supported students from Asia, South America and Europe and continued to be a part of the international fabric of our communities.

The IP supports the SD8 strategic plan by building knowledge, curiosity, and awareness about global priorities. The International Student Program provides an additional benefit to the demographics and composition of schools, allowing for a diverse learning environment where all students can benefit from a global perspective. Students have the opportunity to experience global citizenship and deepen their connection to other parts of the world.

The 2022-2023 school year represented a return to a more stable operational capacity than experienced through the pandemic. The IP is currently managing 67 FTE students. In 2023-2024 the objective is to stabilize and maintain the current level of enrolment.

International students enrol in the IP for many reasons, including exchange programs or short-term stays, as a student that attends because of their parent’s employment or education status, to experience Canada and learn English, or to graduate from high school. The IP focuses on student achievement and data indicates that Math and Science

scores are fundamentally strong and consistent growth is being demonstrated in English acquisition through core instruction and the immersion experience being provided at school and through homestay placements.

The International Program provides a financial benefit to the district from the tuition fees paid by international students. These funds are used to benefit all students:

2023-2024

Total Revenue	1,623,000.00
Total Direct Student Expenses	937,188.20
Total School Allocations	218,311.80
Total Salaries, Benefits & Contracts	383,966.00
Total Operating Expenses	1531928.00
Projected Net Income	91,072

To increase enrolment and to support broader diversity, we will continue to explore markets in Japan, Germany, Italy, and Spain, which have recently increased in size. In addition, recruiting efforts will continue in other smaller markets such as Mexico, Mongolia, Turkey and Iran.

Recruiting activities will shift their focus in 2023-2024. Instead of focusing on recruiting trips abroad, the focus will shift to maintaining current agent contracts and connections. New agent relationships will be paramount in emerging markets as new agent fee structures are phased in to reflect alignment with other provincial IP’s agent fees.

To support a successful recruiting program, all marketing materials will be reviewed and revised to ensure information is accurate and consistent with the brand standards set out by the Ministry of Education.

The goal of International Education is to provide a high quality and enjoyable education experience for students from SD8 and beyond. This provides a rich intercultural experience for international students that also enriches the lives of all students and families attending the Kootenay Lake School District.



OVERVIEW

International education contributes to British Columbia's economy, both through direct and indirect student spending and by helping to meet projected labour shortages as the economy grows. International connections established by students and teachers can grow into new educational and business opportunities both in the school district's community and in the global marketplace.

School District No. 8 (Kootenay Lake) provides a high-quality International Program (IP) that fosters social benefits and economic benefits for the school district and community. The program provides social and cultural benefits of students and strengthens the connection between the district and other countries by promoting awareness of and appreciation for diversity.

The IP supports the integration of international students into schools as a means of increasing intercultural and international understanding. The program focuses on the positive benefit to the learning of both international students and local students that benefit from the impact of learning in a diverse environment. Numerous former Kootenay Lake students maintain relationships with their international classmates and connect with them locally and abroad. International students attending Kootenay Lake on a graduation program have successfully entered the faculties of provincial universities.

SD8 actively recruits students from a variety of locations around the world, including Asia, Europe, and South and Central America. IP student enrolment benefits from a close relationship with the local business community, especially in the tourism and service industries.

Connection to District Goals and Objectives

The International Program supports the Board's strategic plan, specifically in the following areas:

- We aim to inspire learners to become curious, critical, and creative stewards of the natural world and the local and global community.
- We aim to improve student learning through interest-based, competency-based, flexible and innovative approaches.
- The International Student Program provides an additional benefit to the demographics and composition of schools, allowing for a diverse learning environment where all students can benefit from a global perspective.

Policy and Procedure

The International Education department is guided by the [School Act](#) and [Ministry of Education's International Education Strategy](#) and SD8 policies.

[Administrative Procedure 400.2 \(Kootenay Lake International Program\)](#) guides the implementation of international education.

INTERNATIONAL PROGRAM

The Kootenay Lake International Program (IP) offers study-abroad opportunities for students from all over the world through our student program. We offer programs that cater to a wide range of student needs and preferences including, graduation programming, cultural and English language development programming, gap-year experiences, and limited short-term studies for groups.

The IP has navigated various socio-political situations worldwide and the impact of the global pandemic. As such, in the coming year, consolidating current enrolment will be key while program marketing and branding will be reviewed and updated to reflect the assets and uniqueness of our region, communities and schools. A major change in branding and marketing, use of skilled agents who have an intimate knowledge of our school district and community, and, most importantly, a commitment by the IP staff to deliver the best possible program to our students and their families are three elements that underpin our approach in 2023-2024.

The district's participating high schools are very supportive of receiving international students and work very closely with the district principal for the program and the IP coordinator to develop academic schedules that are relevant and interesting for our visiting students. Students participate in the full spectrum of courses, clubs and sports offerings and also have opportunities to get involved in the greater community as volunteers.



International Program Student Enrolment

The SD8 International Program was started in the 2000-2001 school year. The purpose of the program is to offer study opportunities in Kootenay Lake schools to students worldwide.

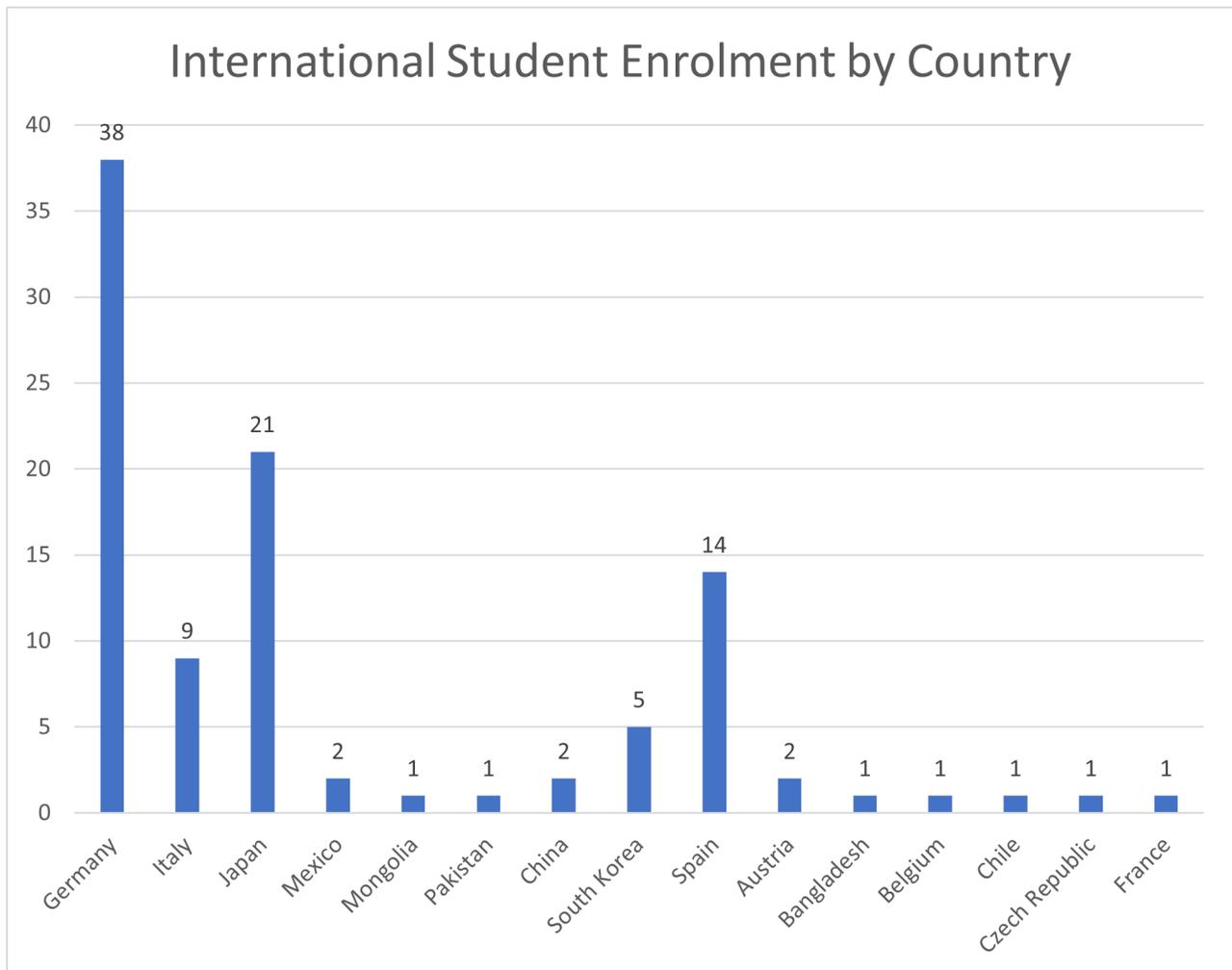
The following chart indicates student enrolment from 2015 to 2023.

With the exception of 2017 and 2018 and the years of the global pandemic, FTE enrolment has been consistent in the 60 to 65 FTE range. A couple of interesting historic trends should be noted. The 2017 and 2018 school years experienced a bump in enrolments due to large, short-term placements from China and Brazil at Trafalgar Middle school. When a comparison is made between FTE and Headcount it is clear that short term placements have played a significant role in overall enrolment. This trend needs to be analyzed with the consideration of emphasizing full year placements and the positive impact on school-based staffing.

International Student Program, Enrolment 2015-2016 to 2022-2023

School Year	Head Count (HC)	FTE
2015-2016	124	65.5
2016-2017	99	66.5
2017-2018	148	85.65
2019-2020	167	89.4
2020-2021	113	60.4
2021-2022	35	20.6
2022-2023	96	64.8

By country, the enrolment is as follows:





International Program enrolment is determined by the capacity of secondary schools and the number of homestay families that the program is able to secure. Currently, the IP is able to effectively manage a program size of 65 FTE students. During the 2023–2024 school year, we anticipate offering enrolment to between 60 to 65 FTE students.

Program Achievement

International students enrol in the IP for many reasons, including exchange programs or short-term stays, as a student that attends as a result of their parent’s employment or education status, to experience Canada and learn English, or to graduate from high school. The IP focuses on student achievement as a way of enhancing a student’s positive experience in our community. High schools provide a full immersion experience for international students and program planning reflects initial courses that have significant opportunities for the use of conversational English. Taking courses, such as English, later in the school year will increase achievement. Extra supports will be provided as required.

Course completion rates are extremely high for IP students and the few examples of course failures or withdrawals is under one per cent. For IP students who are intending to graduate in B.C., English 12 is a required course but isn’t presenting itself as a barrier to graduation.

Human Resources

International Education is under the direction of the Director of Innovative Learning Services and the International Program is implemented by the District Principal – International Student Program, one Homestay Coordinator, two homestay contractors and one full time clerical Program Manager.

The IP is supported by the recruiting efforts of a number of foreign agents who pass on IP generated promotional material and media with families and facilitate student applications.

Based on current and future enrolment projections, it is becoming necessary to review human resource needs to ensure a balance is struck between cost-effective operations and quality provision of services. During the 2022–2023 school year, the IP district principal position changed from a 1.0 FTE position to a .5 FTE position through portfolio sharing. Additionally, future course offerings through the IP offered to schools will be funded by the Ministry of Education and Child Care.

International Student Activity

The International Student Program offers several activities every month that are planned to keep students connected and to assist new students in making friends while enjoying sports and cultural experiences. Offering more than 20 activities throughout the school year, the IP has a vigorous activity program that takes advantage of the unique recreational and cultural opportunities in our region. With a team approach, students are well oriented and become acquainted with their new community setting and with one another. Outdoor-focused activities include snow shoeing, zip lining, hiking and other recreational opportunities that take advantage of the Kootenay outdoors.

Homestay Program

The homestay program is a very important part of the International Program. The homestay network is comprised of a base of Canadian families excited to involve international students in their family's lives. The experienced homestay team works to match families with students of similar interests.

A homestay coordinator works together with the IP department to make the best placements and manage the homestay experience 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 transit bus.

There are 96 full-year, semester and short-term (two to four month stays) students residing in homestays throughout the school year.



International Program students are at two elementary, one middle and five secondary schools in the school district. The program is important to our district not only for the international students themselves, but because their presence provides an intercultural experience for our local students. In addition, the program provides pedagogical benefits by increasing diversity in our schools. The International Student Program also provides revenue to the school district, and these monies are used to benefit all students.

Financial Results 2022-2023 to 2023-2024

	Actuals at June 30	Estimated Budget
	2022-2023 (65 FTE)	2023-2024 (60 FTE)
Revenue	1,737,150	1,623,000
Salaries and Benefits	464,706	383,966
Expenses	968,689	937,189
Transfer to schools	295,905	210,773
Total Expenses	1,729,300	1,531,928
Net Revenue	7,850	91,072

Fee Structure

It is anticipated that fees will increase for the 2024-2025 school year.

General Fees 2022-2023			
	3 Months	One Semester (5 Months)	Two Semesters (10 Months)
Application Fee	350	350	250
Tuition	4800	7,500	14,000
Homestay (@ 825/month)	2700	4,500	9,000
@ \$900/month			
Homesty	750	750	750
Custodianship	Included in Tuition		
Medical Insurance	450	750	1,500
Maintenance	300	500	1,000
Total	9350	14,350	26,600

Surplus Spending Plan 2022-2023

Partial revenue from the 2022-2023 school year of \$7,850 is being rolled into general operating to support the implementation of the annual strategic plan.

Projected Budget for 2023-2024

This budget is based on the enrolment of 60 FTE IP students

International Student Program Projected Budget Summary 2023 - 2024	
	Budget
Total Revenue	1,623,000
Direct Student Expenses	861,473
Total Salaries, Benefits and Contracts	383,966
Operating Expenses	286,489
Net Income	91,072



INTERNATIONAL EDUCATION ABROAD

Recruiting

International recruiting will be scaled back in the upcoming year. Agent contracts are in transition, with renegotiated contracts ranging between 10% and 20%. Within three years agent contracts should be in the 10% range and will be in alignment with other districts in the province. This is to create a sustainable cost structure that will create a framework for maintaining the current program or building enrolment. This will also allow the District Principal – International Program to be more available to support programs, students, parents and staff.

New and Emerging Markets

A shift in focus in recruiting activities will take place in 2023-2024 to align resources to profitable and promising markets.

Between November and March 2023, new markets have been researched to maintain diversity in the ISP program. Promising markets that are being investigated include Korea, Japan, and South America. Applications have been received from Bangladesh, Iran and Finland.

Draft Recruiting Plan for 2023-2024

There will be one international recruiting trip in the upcoming year. A decision will be made based on either maintaining current markets in Europe or expanding markets in either Japan or South America. The backbone of international recruiting is working with a network of over 50 agents worldwide and establishing consistent and productive relationships to recruit students to the IP. The agent network is continually growing, and new agents have recently been added to support Iranian and Finnish students.



Communications and Marketing Objectives

International Education in BC is recovering from the global pandemic. The Ministry of Education and Child Care has developed a provincial brand for IP's around the province to use as a guidepost for program quality. The key elements to success will be ensuring that the courses offered are relevant, rigorous and offer quality teaching and evaluation that challenges students and supports their learning. It will be important to continually monitor and adjust our most popular course offerings to ensure that they are easy to access and are aligned with the competencies in the redesigned curriculum. The credibility of the BC brand and the quality of teaching are of utmost importance.

The Kootenay Lake International Program (IP) will be assessing current marketing approaches, information guides, and fee schedules in preparation for the 2023-2024 school year. This is to stay current and attractive to our markets throughout the world. The target market profile for prospective students include:

- Grades 8-12, middle/upper middle-income earning families
- Various cultural backgrounds
- Active students, socially outgoing, outdoors oriented



FUTURE ACTIONS

The goal of the International Program is to provide a high quality and enjoyable educational experience for students from SD 8 and beyond.

It is the 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 when attending Kootenay Lake schools.

In summary, to further enhance the benefits and opportunities, the International Program's actions for 2023-2024 will include:

- Offering enrolment to between 60 - 65 FTE students
- Analyzing information system data of students enrolled in IP to focus on academic achievement to improve school completion rates for those students that intend to graduate in our system.
- Reviewing the program's human resource needs to ensure a balance is struck between cost effective operations and quality provision of services.
- Increasing fee structures. The homestay fee was recently increased to \$900/ month to match other homestay fees in the area and remain competitive.
- Ensuring the programs, students, parents and staff of the IP are well supported and individual agent and student needs are addressed the District Principal- International Program will spend more time on-site in SD8.
- Expanding market opportunities to South and Central America and Japan.
- Reviewing and revising all marketing materials to stay current and to continue to be attractive to our markets throughout the world.

