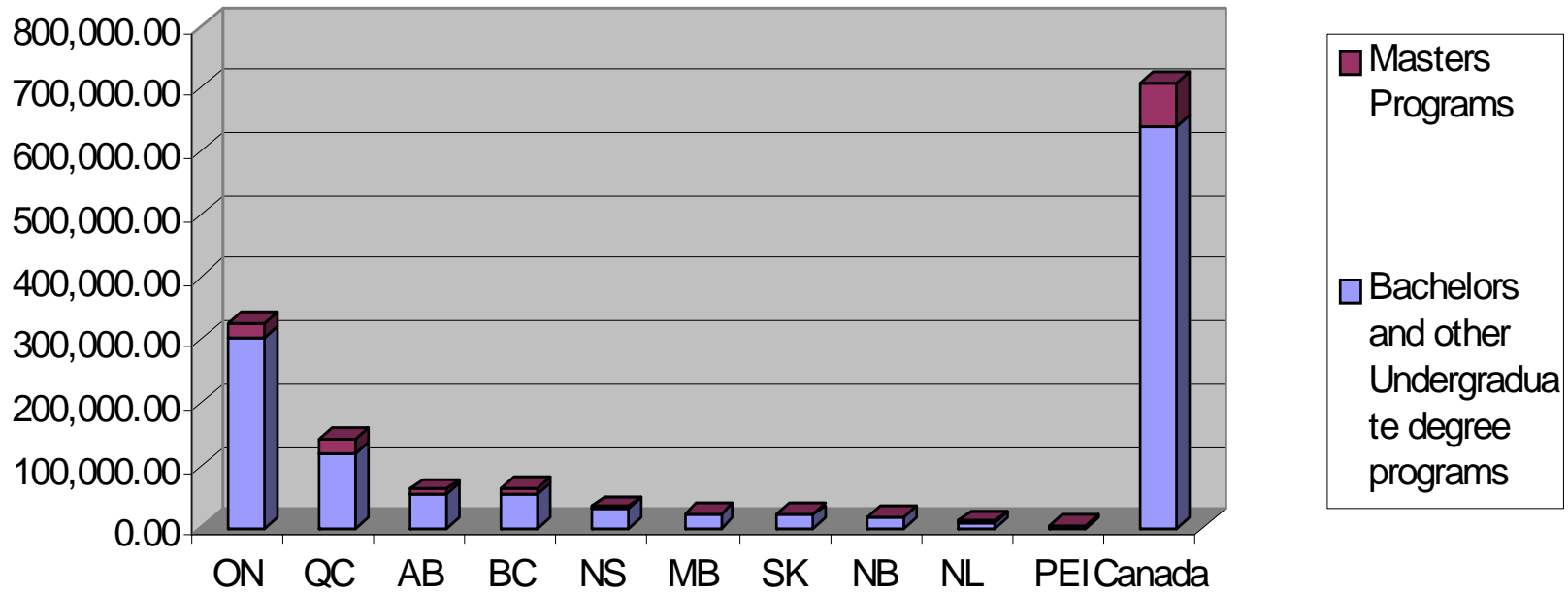


# Recruiting US and Canadian MA Students: Fantasy vs Reality

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### Post Secondary Enrolment 2004-05



# Canadian Post-Secondary Education Context

## Average Student enrolled in a post-secondary undergraduate degree:

While the average age is 22 years old the average age of undergraduate has been rising. In 2006 a record number (16,000) undergraduates were 35 years or older

Single Female Enrolled in social sciences with a grade point average is B to B+

Is in debt over \$16,000.

Slightly more than 25% of those graduating with a bachelors degree entered university after having worked and approximately 53% work part time while studying to be able to attend school (44% hold jobs off campus)

Is living in the Quebec City – Windsor corridor, Alberta or British Columbia

Recent immigrants (those immigrating to Canada in the last 10 years) are more likely to pursue a university degree – 50% of adults immigrating to Canada in the last decade pursued post-secondary education. 16% are visible minorities – Ontario having the highest level.

Slightly more than 25% of those graduating with a bachelors degree entered university after having worked

Nationally jobs for graduates increased by more than 30% compared to aggregate growth of just 12% Most of the occupations that faced shortages in available manpower in 2005 were those requiring a university degree in natural and applied sciences, several health education and management occupations.

# Canadian Post-Secondary Education Context

## Average Student enrolled in a post-secondary undergraduate degree:

Nationally, less than 20% of students enrolled at universities live further than 160 km from home

## Graduate Student Enrolment in Canada:

- highest enrolments are in Business, Management and Public Administration (27,670 out of 142,765 graduate students)
- 2nd highest enrolments are in Architecture, Engineering and related programs (19,030 students)
- At the master level 70% of students are 35 years and older
- Full-time masters and PhD enrolments have been rising rapidly from 65,000 in 1996 to 102,000 in 2006. In the same period international graduate students doubled from 11,000 to 22,000 students. International graduate students account for between 17% - 22% of full time graduate students.

# Canadians Abroad Context

- in 2005/06 28,202 Cdns were studying in the USA (a 6% increase from 2001/02)  
Open Doors 2006
- in 2006, 4,235 fee-paying Canadians were pursuing studies in Australia, a 10.7% increase over 2005 (Australian Education International)
- in 2001 570 Cdns studied in China, 551 were fee-paying
- in 2003 148 Cdns studied in South Korea – and over 60% were registered in graduate programs
- According to UNESCO's Global Education Digest 2006 the **top five international destinations** in the 2003-04 academic year for Canadians studying at the post-secondary level were: USA, the UK, Australia, France and Germany.

# Issues and opportunities

- Both a market that can pay and a much larger market that needs 'bridge funding
- Inherent Links between study and work
- Cdns reference themselves considerably as information sources
- An increasing number have unforgiving service expectations
- Our students are on average very pragmatic in their approach with recent surveys revealing that employment goals clearing outstripping intellectual growth as driving factor in undergraduate study.
- They have an expectation that programs abroad by nature that are recruiting international students are designed to international students and expect the curricula to be more international in focus and content than had they remained in Canada for the same subject/degree
- The links between future career goals and their extra-curricular activities is important and plotted carefully by most students as part of their academic career (employment, references, volunteering)
- Special opportunities and relations related to Canadian – German relations
  - Over 200 exchange programs between Canadian and German Universities
  - 2006 Canada - Germany Memorandum of Understanding to strengthen youth exchanges
  - Germany has an active profile due to citizens heritage and mobility
  - Germany is among the top 8 countries Canadians visit on vacation (and if we remove our visits to 'beach locations; Germany moves into 5th most visited country after : USA, UK, France, and Italy.
  - A number of Canadian communities have strong German ties, Sister Cities, Immigrant populations, German language schools

# References

- Trends in Higher Education, Association of Universities and Colleges of Canada, 2007.
- Almanac of Post-secondary Education in Canada, Canadian Association of University Teachers, 2007.
- UNESCO Global Education Digest, 2006.
- Different Students, different needs, Herb O'Heron, Association of Universities and Colleges of Canada, 1997.