

NEWS RELEASE

Wilfrid Laurier
University



Conference of educators focuses on marketing Ontario internationally

Studying overseas broadens students' horizons and helps develop appreciation of other cultures

For Immediate Release

**May 11, 2000
31-00**

Contact: Karen Strang
Co-ordinator, Student Exchange Programs, Laurier International
(519) 884-0710, ext. 6840

or Michael Strickland
Manager, Media Relations and Information
(519) 884-0710, ext. 3070

WATERLOO – Ontario has some of the best universities and colleges in Canada, but to attract international students and scholars these institutions must be better marketed abroad. Over 100 representatives from the province's universities, colleges and high schools will meet at Wilfrid Laurier University from May 16 to 18 to look at marketing Ontario education internationally.

Recruiters, marketers, administrators, student advisors, exchange co-ordinators and ESL instructors will meet at the three-day, Canadian Bureau for International Education (CBIE) regional conference to discuss topics ranging from risk management policies and practices to assisting Chinese students' integration into Canada.

On Wednesday at 10:45 a.m. in room N1001 of the Science Building, Jennifer Humphries, director of membership and Canadian services for CBIE, will present findings from two national reports on international students in Canada. The first student survey of its kind, the 1999 report looks at attracting students to Canada and makes several recommendations for improving areas such as immigration policies and scholarships.

– more –

"Marketing Ontario as a place to research and study helps get the word out about the quality of a Canadian education," says Karen Strang, co-ordinator of Laurier's student exchange programs and one of the conference organizers. "Organizations around the world want employees who have an appreciation for people from different cultures. Internationalizing education in Ontario benefits everyone."

Internationalizing education can include attracting foreign professors to teach in Canada, setting up partnerships with institutions overseas, conducting research internationally, arranging for co-op placements in other countries and creating study exchanges for students. Studying and working abroad is a large part of any international program, providing students with the opportunity to experience other cultures from the inside, and giving them a chance to develop valuable negotiation and linguistic skills.

Student study abroad programs can, however, present many challenges. On Wednesday at 3:20 p.m. in room N1054 of the Science Building, Ibrahim Abdahalla will describe the unique issues – for students and advisors – associated with educating international students from the Third World. A political science graduate student from Ghana studying at Laurier, Abdahalla will outline issues such as adjusting to life in Canada, dealing with immigration, prospects after graduation and reintegration into students' home cultures.

This event is the 2000 conference of the Ontario Association of International Educators (OAIE). Established in 1994, OAIE is an association of professionals from post-secondary institutions in Ontario who are committed to working together to internationalize the post-secondary educational environment.

For more information on conference sessions, times and locations, or for a complete conference schedule visit www.wlu.ca/~wwwoaie or contact Karen Strang at (519) 884-0710 ext. 6840.