



School District 8
Kootenay Lake



INTERNATIONAL EDUCATION ANNUAL REPORT 2023-2024



CONTENTS

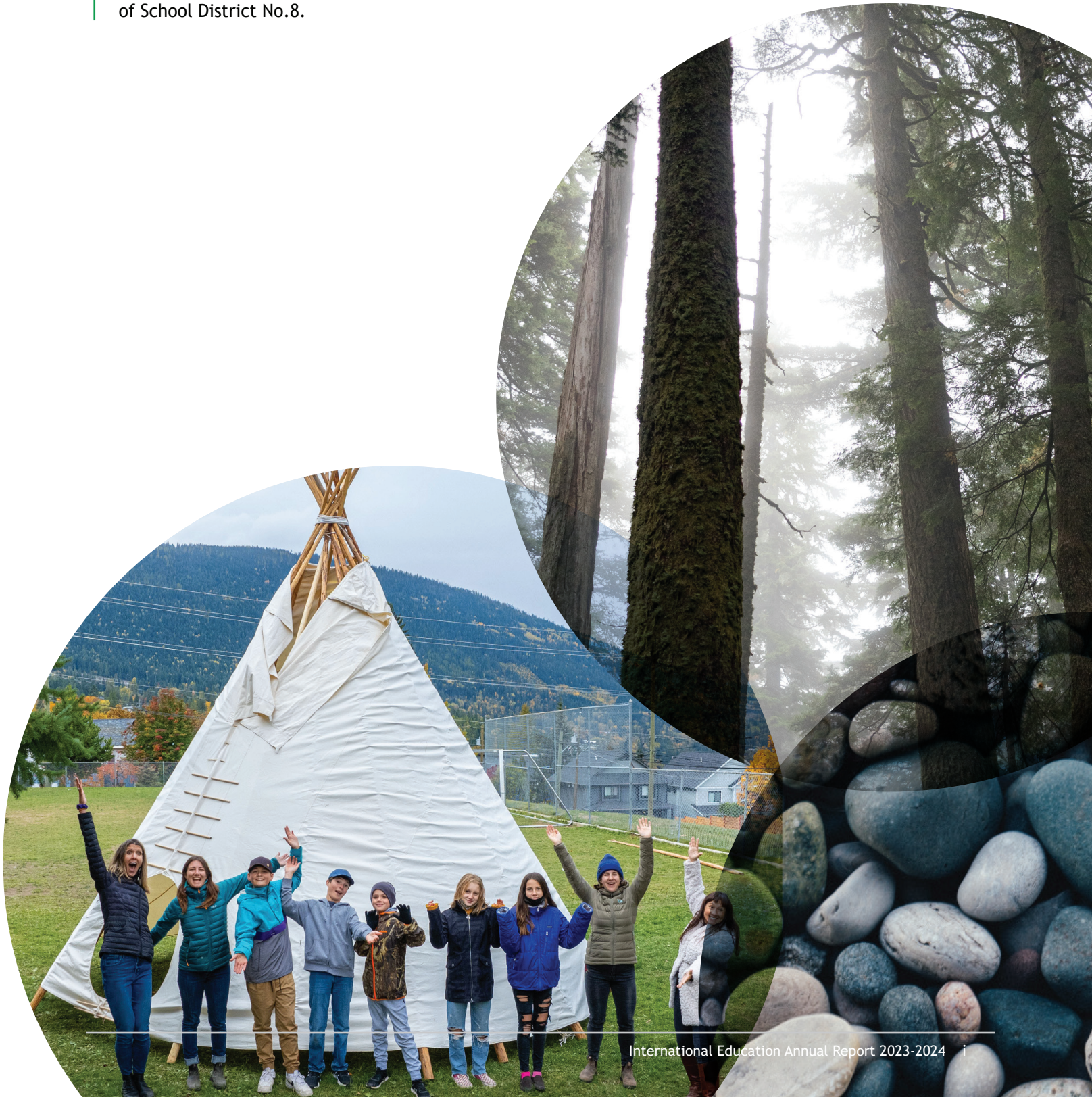
| | |
|---------------------------------------|----|
| ACKNOWLEDGEMENT | i |
| EXECUTIVE SUMMARY | ii |
| INTERNATIONAL EDUCATION PROGRAM | 1 |
| FINANCIAL INFORMATION | 5 |
| INTERNATIONAL EDUCATION ABROAD | 7 |
| COMMUNICATIONS AND MARKETING | 8 |
| ACTION ITEMS | 9 |





ACKNOWLEDGEMENT

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



EXECUTIVE SUMMARY

The School District No. 8 (Kootenay Lake) International Education program is committed to providing a high-quality International Student Program (IP) that fosters social and economic benefits for both the school district and the broader community. Through this program, international students are given the opportunity to actively engage in the learning and social environment of Kootenay Lake schools. These efforts aim to promote awareness and appreciation for diversity, thereby strengthening the connection between SD8, its students, staff, administrators, homestay families, and individuals in other countries.

The Kootenay Lake region boasts a rich history of international immigration spanning over 75 years, with emigrants from China, Russia, Italy, and Scandinavia making significant contributions to the flourishing agriculture, mining, and railway industries. Since its inception in 2000, Kootenay Lake has been a welcoming and supportive environment for students from Asia, South America, and Europe, further enriching the international tapestry of our historic community.

The 2022–23 school year saw a return to a more stable operational capacity compared to the challenges faced during the global pandemic. As markets outside of Canada, particularly the United States and Australia, reopened to international students, the International Education program experienced a decrease in student enrolment. Currently, the program manages 39.6 full-time equivalent (FTE) students, with a goal to increase and stabilize enrolment for the 2024–25 school year.

International students join the program for various reasons, such as participating in exchange programs or short-term stays, experiencing Canadian culture and learning English, or with the goal of graduating from a Canadian high school. The International Education program places a high priority on student achievement, as evidenced by consistently strong math and science scores. Additionally, there is noticeable growth in English language acquisition, facilitated by both core instruction and the immersive experience at school and in homestay placements.

For the 2022–23 fiscal year, the International Education program reported the following revenues and expenses:

| | |
|-------------------------------------|------------------|
| Total Revenue | 1,692,799 |
| Expenses: | |
| Total Direct Student Expenses | 578,659 |
| Total School Allocations | 63,005 |
| Total Direct Salaries and Benefits* | 448,672 |
| Total Operating Expenses | 233,028 |
| Total Out of District Tuition | 32,842 |
| Total Expenses | 1,356,206 |
| Net Profit/Loss | 336,593 |

**Based on Direct Costs of Principals, Teachers and Other Staff Assigned to the International Education program (not including general teaching costs or other overhead)*

Overview

Marketing efforts for the School District No. 8 (Kootenay Lake) International Education program during the fall of 2022–2023 were conducted both virtually and in person, with a shift in the winter and spring of 2023 towards maintaining current agent contracts and connections. Face-to-face marketing at fairs and agencies continues to be the most effective method for generating interest in the program. New commission structures for agents have been introduced to align with those of other provincial international education program agent commissions.

In an effort to increase enrolment and promote greater diversity, the district is actively exploring significant markets in Japan, Germany, Brazil, and China, which have recently shown notable growth. Recruitment efforts are also ongoing in smaller, steadily growing markets such as Korea, Mexico, Vietnam, Italy, Spain, Belgium, and France.

To support effective recruiting, all marketing materials will undergo comprehensive review and revision in 2023–2024 to ensure accuracy, current relevance, and alignment with the brand standards of School District No. 8 (Kootenay Lake)¹ and the Ministry of Education and Child Care. A substantial Homestay Marketing campaign was conducted in the spring of 2023. The Ministry is also in the process of updating documentation for provincial International Homestay Guidelines, with homestay recruitment remaining a priority in 2023–2024.

International Education at SD8 not only offers rich intercultural experiences for international students but also enriches the lives of all students and families within the district. The program is committed to facilitating the integration of international students into local schools, aiming to enhance both intercultural and international understanding. A key emphasis is placed on the positive impact of a diverse environment on the learning experiences of both international and local students. Enduring relationships between former Kootenay Lake students and their international classmates foster connections locally and globally. International students participating in graduation programs in the district have successfully transitioned to faculties in provincial universities.

Proudly offering a high-quality international education program, SD8 provides not only social and cultural benefits to students and families but also contributes to the social and economic well-being of the school district and the wider community. The program strengthens connections between the district and other countries by actively promoting awareness and appreciation for diversity and a global perspective.

Beyond immediate educational benefits, international education is a significant contributor to British Columbia's economy. This contribution comes through both direct and indirect spending as a result of international students living and going to school within local communities. Additionally, international students can address labour shortages within communities as the economy expands. The international connections established by students and teachers can evolve into new educational and business opportunities, enriching both the school district's communities and the global marketplace. The program is thus positioned as both an enriching educational experience and a catalyst for broader economic and cultural benefits.

¹ School District No. 8 (Kootenay Lake) is referred to as both "SD8" and "the district" throughout this report.

Connection to District Strategic Priorities

The International Student Program at School District No. 8 (Kootenay Lake) aligns seamlessly with the district's strategic priorities, focusing specifically on the following key areas:

- We aim to inspire learners to become curious, critical, and creative stewards of the natural world and both the local and global community.
- We aim to improve student learning through interest-based, flexible, and innovative approaches.
- The International Education program enhances the demographics and composition of our schools, fostering a diverse learning environment where all students benefit from a global perspective.

Policy and Administrative Procedure

The International Education department is guided by the [School Act](#), [BC Council for International Education Service Plan](#), [BC K-12 International Homestay Guidelines](#), [MOECC Policies on Earning Credits through Equivalency and Online Learning](#), and SD8 administrative procedures.

[Administrative Procedure 2213 \(Kootenay Lake International Program\)](#) guides the implementation of international education in SD8.



INTERNATIONAL EDUCATION PROGRAM

The Kootenay Lake International Education program provides study-abroad opportunities for students worldwide. We offer a range of programs to meet a wide array of student needs and preferences, including graduation programming, cultural and English language development, gap-year experiences, and limited short-term studies for groups.

Our strategy for the 2022–2023 and 2023–2024 school years is driven by three key elements: significant branding changes, a focus on building relationships with our network of International Education agents, and a commitment by International Education staff to deliver the best possible program for our students and their families. This approach initially led to achieving pre-pandemic enrolment levels in 2022–2023, followed by a decline in 2023–2024, indicating a need to renew our focus on building existing markets.

Participating high schools in the district actively support the integration of international students. They collaborate closely with the District Principal—International Education to develop academic schedules that cater to the interests and needs of visiting students. These students are engaged in a full spectrum of courses, clubs, and sports offerings, and have opportunities to participate in community-based volunteer activities.

International Student Program Student Enrolment

The International Student Program in School District No. 8 (Kootenay Lake) was initiated in the 2000–2001 school year with the primary objective of providing study opportunities in SD8 schools to students worldwide.

The program has undergone steady development, and the following chart illustrates student enrolment figures for the years 2015 to 2023.

| School Year | Number of Students | FTE |
|-------------|--------------------|------|
| 2015–2016 | 61 | 51.6 |
| 2016–2017 | 99 | 66.5 |
| 2017–2018 | 148 | 85.6 |
| 2018–2019 | 167 | 89.4 |
| 2019–2020 | 120 | 63.9 |
| 2020–2021 | 34 | 19.6 |
| 2021–2022 | 86 | 56.9 |
| 2022–2023 | 89 | 61.1 |
| 2023–2024 | 66 | 39.4 |

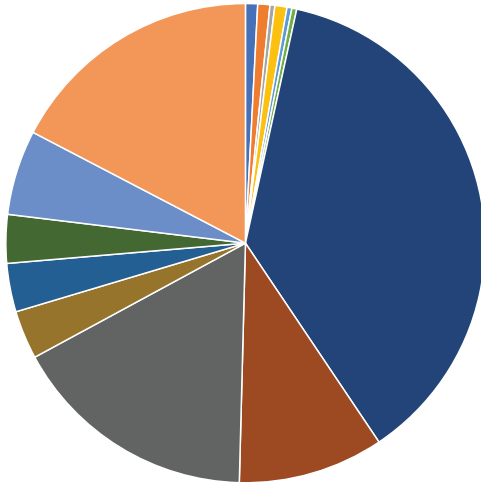
An analysis of enrolment data from the 2015–2016 school year onwards, excluding 2017 and 2018 and accounting for the impact of the global pandemic, reveals that full-time equivalent (FTE) enrolment has consistently ranged between 51 and 66, with an average of 60 FTE. Significant deviations were noted in the 2017–2018 and 2018–2019 school years, characterized by an increase in enrolments, particularly from students in Japan, China, and Korea. These increases were seen across various program types, including full-time, single-semester, and short-term programs. In subsequent years, there has been a steady increase in the enrolment of European students, a trend attributable to sustained in-person and virtual recruitment efforts targeting the European market.



INTERNATIONAL EDUCATION PROGRAM

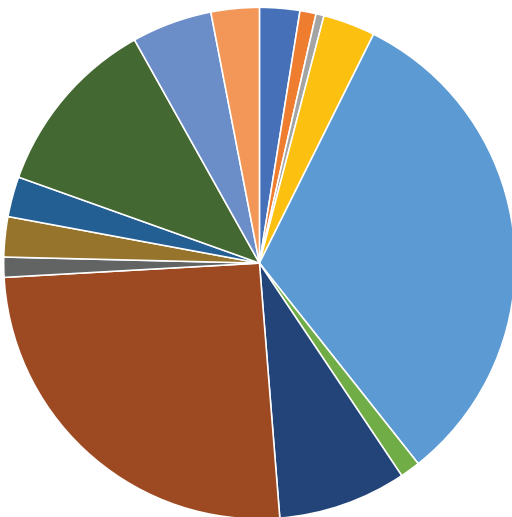
By country, the enrolment for 2022–23 and 2023–24 can be seen as the following:

2022–23 enrolment



| | |
|----------------------------|-------------|
| Austria | 0.5 |
| Bangladesh | 0.5 |
| Belgium | 0.2 |
| Chile | 0.5 |
| Czech Republic | 0.2 |
| France | 0.2 |
| Germany | 22.7 |
| Italy | 6 |
| Japan | 10.2 |
| Mexico | 2 |
| Mongolia | 2 |
| People's Republic of China | 2 |
| Republic of Korea | 3.5 |
| Spain | 10.6 |
| Grand Total | 61.1 |

2023–24 enrolment



| | |
|----------------------------|-------------|
| Belgium | 1 |
| Brazil | 0.4 |
| Finland | 0.2 |
| France | 1.3 |
| Germany | 12.6 |
| Iran | 0.5 |
| Italy | 3.2 |
| Japan | 10 |
| Mexico | 0.5 |
| Mongolia | 1 |
| Pakistan | 1 |
| People's Republic of China | 4.5 |
| Republic of Korea | 2 |
| Spain | 1.2 |
| Grand Total | 39.4 |



INTERNATIONAL EDUCATION PROGRAM

The International Student 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 International Education program is able to effectively manage a program size of 70 students.

Program Achievement

International students enrol in the International Education program at School District No. 8 (Kootenay Lake) for various reasons. These include participating in exchange programs or short-term stays, experiencing Canadian culture and learning English, or with the aim of graduating from high school. The program prioritizes student achievement as a key aspect of enhancing students' positive experiences within our community.

High schools within the district offer a full immersion experience for international students. Program planning includes initial courses that provide significant opportunities for conversational English usage. It has been observed that taking courses such as English later in the school year can lead to increased achievement. For International Education program students intending to graduate in British Columbia, English 12 is a required course but does not present itself as a barrier to graduation.

Human Resources

International Education is under the direction of the Director of Innovative Learning Services and the program is implemented by the District Principal—International Education, two homestay contractors and one Program Coordinator.

International Education is supported by the recruiting efforts of a number of foreign agents who pass on program-generated promotional material and media to families abroad and facilitate interactions between the student's natural family and International Education program staff.

International Student Program Activity Program

International Education at SD8 offers a dynamic and engaging experience for students, focusing not only on academic excellence but also on active involvement in recreational and cultural activities. The use of a team approach for orienting students to their new community setting is highly commendable. It fosters a sense of camaraderie and support among participants, enhancing their overall experience.

A variety of outdoor activities are integral to the program, including snowshoeing, ziplining, and hiking. These activities not only contribute to the students' physical well-being but also enable them to explore and appreciate the unique natural and cultural aspects of the Kootenay Lake region.

Overall, this approach is aimed at creating a holistic educational experience. It emphasizes personal development, community engagement, and an appreciation for the diverse opportunities available in the local environment. Such initiatives play a significant role in contributing to the overall growth and satisfaction of international students during their time in the program, enriching their educational journey and fostering a deeper connection with the community.

2015–2023 Graduation Numbers

| Country | FTE |
|----------------------------|-----------|
| Vietnam | 1 |
| Germany | 2 |
| Italy | 5 |
| Republic of Korea | 10 |
| Japan | 11 |
| People's Republic of China | 13 |
| Grand Total | 42 |



INTERNATIONAL EDUCATION PROGRAM

Homestay Program

The homestay program is an important component of the International Education program. This network comprises Canadian families enthusiastic about integrating international students into their family life. The experienced homestay team is dedicated to matching families with students who have similar interests, ensuring a comfortable and enriching stay.

Homestay contractors collaborate with the International Education department to secure optimal placements and manage the homestay experience, enhancing the students' overall experience. Students are typically placed within their school's catchment area, either within walking distance or in areas served by school or public transit.

In the 2022–2023 school year, the program accommodated 91 full-year and short-term students in homestays. In most cases, homestay hosts welcomed one student from the program into their homes, although some families hosted two students. Additionally, seven international students resided with their parent or guardian. For the 2023–2024 school year, there are 66 full-year and short-term students in the homestay program.

International Education program students were enrolled in one elementary, one middle, and five secondary schools within the district. This program plays a crucial role in our district by offering an intercultural experience for our local students. It also brings pedagogical benefits from the increased diversity in our schools, enriching the educational environment for all students.

Global Intercultural Studies/Global Intercultural Experience

Thirteen students across three district schools participated in service learning that culminated in a service trip to Oaxaca Mexico during March 2023. Prior to the trip, students participated in local community service, to appreciate the hardships faced by the vulnerable in our own communities. The students participated in significant fundraising, applied to the costs of building a sustainable house for a vulnerable family in Oaxaca. They worked extensively with Mexican students through a collaboration with a local Mexican university. The intercambio service, Spanish language, sport, cooking and cultural activities were a highlight, giving students the chance to form friendships and develop intercultural skills.

- Day One: Introductory activities with Anahuac University staff and students.
- Days Two to Eight: Primarily Building House with Techamos Una Mano. Some intercambio activity with Mexican students on campus, Spanish language classes and worked alongside university students and the Mexican families to build the houses.
- Days Nine to Thirteen: Primarily intercambio intercultural activity with Mexican university students and staff. Included Spanish language, cooking, sport, dance and city/cultural tours and activities.
- Funding sources: Direct Student Payments, Personal and Corporate Donations, Student Fundraising, BCCIS International Mobility Funding Grant



FINANCIAL INFORMATION

2022-2023 Actuals

| | |
|-------------------------------------|------------------|
| Total Revenue | 1,692,799 |
| Expenses: | |
| Total Direct Student Expenses | 578,659 |
| Total School Allocations | 63,005 |
| Total Direct Salaries and Benefits* | 448,672 |
| Total Operating Expenses | 233,028 |
| Total Out of District Tuition | 32,842 |
| Total Expenses | 1,356,206 |
| Net Profit/Loss | 336,593 |

*Based on Direct Costs of Principals, Teachers and Other Staff Assigned to the International Education program (not including general teaching costs or other overhead)

2023-2024 Fee Structure

*Fees will be increased for the 2024–25 school year.

General Fees 2023–2024

| | | One Semester (5 Month) | Two Semesters (10 Months) |
|-------------------|---|---------------------------|------------------------------|
| Application Fee | \$350/application | \$350 | \$350 |
| Tuition | | \$7,500 | \$14,000 |
| Homestay | \$900/month (\$100 increase per month/student starting Semester 2) | \$4,500 | \$9,500 |
| Custodianship | Included in homestay fees | | |
| Medical Insurance | \$150/month | \$750 | \$1,500 |
| Maintenance | \$100/month | \$500 | \$1,000 |
| Total | 336,593 | \$13,600 | \$26,350 |



FINANCIAL INFORMATION

2023-2024 Projected Budget

International Student Program Projected Budget Summary 2023–2024

| | |
|-------------------------------------|------------------|
| Total Revenue | 1,548,150 |
| Expenses: | |
| Total Direct Student Expenses | 610,500 |
| Total School Allocations | 60,000 |
| Total Direct Salaries and Benefits* | 343,346 |
| Total Operating Expenses | 345,247 |
| Total Out of District Tuition | 32,842 |
| Total Expenses | 1,391,935 |
| Net Profit/Loss | 156,215 |

**Based on direct costs of principals, teachers and other staff assigned to the International Education program (not including general teaching costs or other overhead)*





INTERNATIONAL EDUCATION ABROAD

Recruiting

We plan international recruitment activities to market the Kootenay Lake International Education program to agents abroad. This helps us build relationships and encourages students from other countries to enrol in our school district.

Recruiting Plan for 2023-2024

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 International Education program. The agent network is continually growing, and new agents have recently been added to support Iranian and Finnish students.





COMMUNICATIONS AND MARKETING

Communications and Marketing Objectives

The SD8 International Education program assessed 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, upper middle-income earning families
- Various cultural backgrounds
- Active students, socially outgoing, outdoors oriented

In 2023–2024, International Education will focus on two strands of marketing:

1. Highlighting of individual schools that are in SD8 working within International Education.

All schools provide unique and powerful learning experiences through their individual lens of the Kootenay experience. International Education will develop branding that reflects how we are unique and different from international education programs in larger urban centres by highlighting:

- The great work SD8 is doing related to diversity, respect and inclusion
- World class outdoor recreational opportunities
- Our communities' close connections to nature and our unspoiled environment
- The safety and connection within our schools and communities

2. Local marketing requirements to attract homestay families and local businesses/organizations to support the program.

Target market profile for SD8 International Education Homestay parents include:

- Parents with children in high school and planning to attend a post-secondary institution
- One or both parents in the workforce
- Parents desiring that their children build competencies for future work/learning opportunities internationally
- Both parents and children are computer literate

These communication and marketing objectives should be student-focused and student-led wherever possible.

Marketing will reflect the recognition that media and video are powerful tools.

ACTION ITEMS

The goal of the International Education program is to provide a high quality and enjoyable educational experience for students who attend SD8 schools and allow them to benefit from that education and those experiences as they move through their educational journey and into the rest of their lives.

International education can provide a rich intercultural experience for all students—international and domestic. When international students attend SD8 schools, the lives of all students and their families are enriched, and students from other countries and within Canada gain a wider perspective on what is possible and the opportunities that exist in the world.

In summary, to further enhance the benefits and opportunities, International Education program actions for 2023–2024 include:

- Increase enrolment to between 60–65 FTE students
- Analyze information system data of students enrolled in International Education to focus on academic achievement to improve school completion rates for those students that intend to graduate in our system
- Review the program’s human resource needs to ensure a balance is struck between cost effective operations and quality provision of services
- Increase fee structures to be adjusted for inflation and be competitive for homestay families.
- Ensure that individual agent needs are addressed promptly.
- Review and revise all marketing materials to stay current and to continue to be attractive to our markets throughout the world

