

Talent, Immigration and Competition, a Canadian government perspective

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Summary of presentation

- ❖ Introduction
- ❖ Timelines
- ❖ Enhanced promotion of Canada as a study destination
- ❖ Scholarships to attract the best and the brightest
- ❖ Facilitating permanent settlement through immigration policies
- ❖ Creating clusters of excellence at Canadian universities
- ❖ General and specific conclusions

Introduction

Challenges facing Canada

- ❖ **Demographic:** low birth rates / high reliance on immigration
- ❖ **Structural:** Federation, with provincial responsibility over education and regulated professions; Federal responsibility over immigration
- ❖ **Strategic:** Limited interest & little funding for education at the Federal level

Old vision: *Lack of leadership at the Federal level*

New vision: *Talent acquisition vital to ensuring our long-term competitiveness*

Timelines

- ❖ November 2006 Advantage Canada Policy Document (commitment to assist Canadian universities & colleges recruit international students)
- ❖ March 2007 Budget 07-08 – Edu-Canada Initiative
- ❖ October 2007 Government S & T strategy unveiled
- ❖ March 2008 Immigration policy tweaked – OCWP/PGWP
- ❖ September 2008 Launch of Vanier Graduate Scholarships
- ❖ September 2008 Launch of “Imagine Education au/in Canada” Brand
- ❖ December 2008 Throne speech (“We will do more”)
- ❖ May 2009 Launch of Canada Experience Class
- ❖ May 2010 19 Centres of Excellence Research Chairs announced
- ❖ June 2009 Launch of Banting Postdoc scholarships

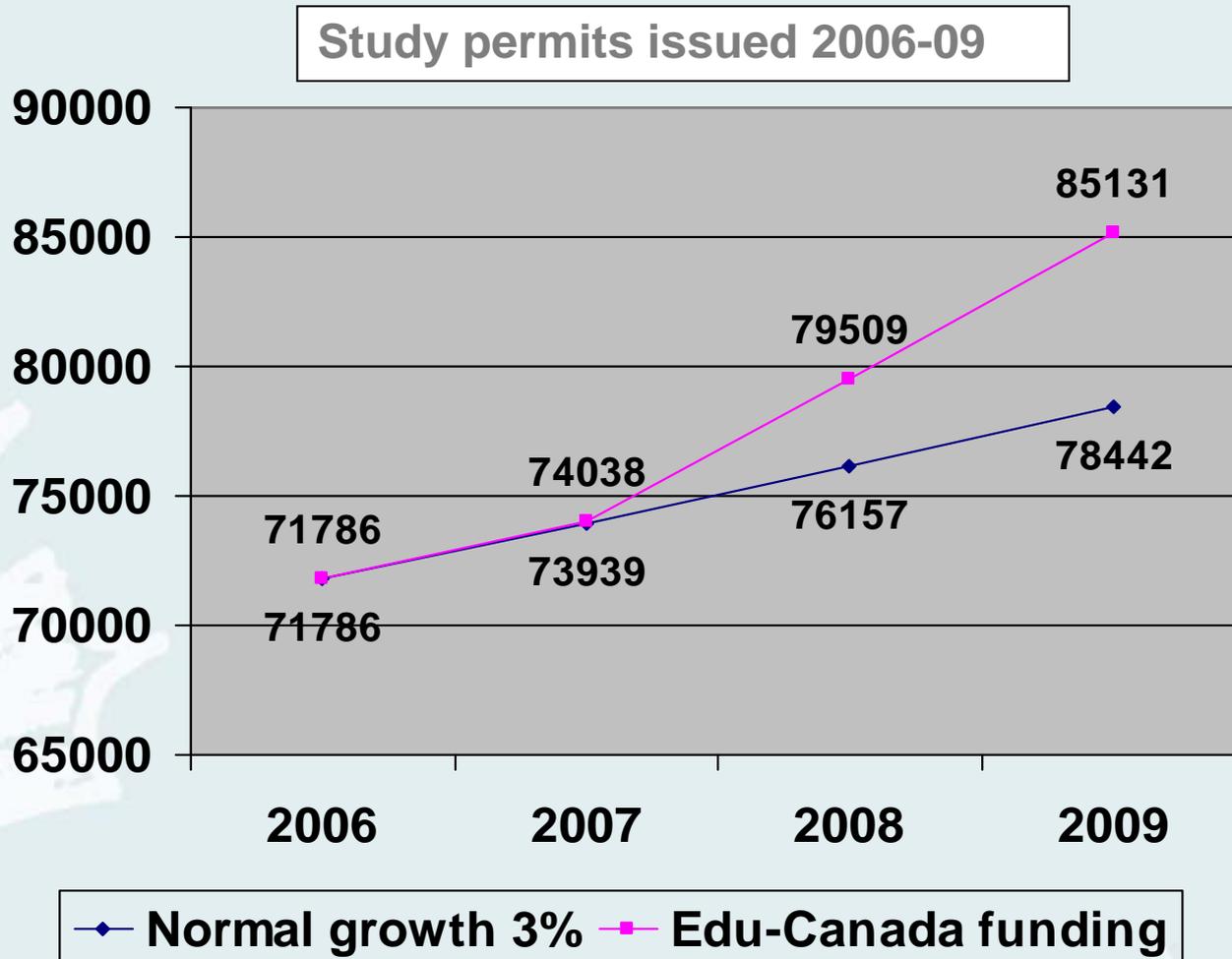
Enhanced promotion of Canada as a study destination

- ✿ **Edu-Canada launched in 2007 (\$1M extra funding)**
 - Develop a Brand for Education in Canada
 - Launch marketing campaign, in priority markets
 - Work in partnership with provinces and institutions
- ✿ **Agreement with provinces reached in 2008, Brand launched**



- ✿ **Canadian missions abroad doing more recruitment activities**
- ✿ **Related policy research and market research in support**
- ✿ **Program remains severely underfunded, despite successes**

Results!!!



Scholarships to attract the Best & Brightest

Post Doctoral Research Fellowships
(approximately 100 in past 2 years)

UK, New Zealand

**France, Germany, Italy, Norway,
Russia, Switzerland,
South Korea, Japan,
Brazil**

Short Term Student Exchanges
(over 350 in past 2 years)

**Commonwealth Africa
Commonwealth Asia**

—
**South America
Can-CARICOM Leadership
Can-Chile Leadership
NEW Emerging Leaders in the
Americas (ELAP)**

Objectives are:

- To discourage “Brain Drain” from developing countries;
- To encourage “Brain circulation” among developed countries.

Scholarships to attract the Best & Brightest

Vanier Canada Graduate Scholarships

- 500 Scholarships available for Canadian and international scholars
- \$50K / year for three years
- Candidates nominated by universities
- Quotas per institution in place

Banting Post-Doctoral Fellowships

- \$70K / year for two years; \$45M over 5 years
- Details to be announced later this month

Facilitating Permanent settlement through immigration policies

🍁 Off-Campus Work Program (OCWP)

- Eligible students at eligible institutions can apply/receive work permit
- To work up to 20 hours a week during school year; full-time @ holidays
- Students get Canadian work experience; help pay for studies

🍁 Post-Graduate Work Program (PGWP)

- Eligible students at eligible institutions can apply/receive work permit
- To work up to 3 years in Canada after graduation (open permit)
- Students get Canadian work experience; help create roots in Canada

🍁 Canada Experience Class (CEC)

- Graduate of eligible institution + at least 1 year work experience
- Apply to change status to permanent resident (citizenship 3 years later)

🍁 Provincial Nominee Programs

- Some Provinces upping their game
- Programs more generous/easier than CEC eg. Quebec, Saskatchewan

Immigrants with Canadian credentials make on average \$10K more in salary than other immigrants, after 5 years...

Creating clusters of excellence at Canadian universities

- ❖ Focus on research at universities starting in 1997
- ❖ Now 1st in G7; 2nd in OECD as % of GDP
- ❖ 35% of R&D in universities (links to industry)
- ❖ Existing Canada Research Chairs program
- ❖ Budget 2009 : Canadian Excellence Research Chairs (CERC)
- ❖ 19 research chairs at 17 universities, each valued up to \$10M over seven years
- ❖ Locations chosen based on universities expertise/clusters of private sector companies in the area.

Objectives are:

- To attract great researchers to Canada to conduct research;
- To enhance Canada's reputation as a place to conduct research.

Conclusions

Specific

- ❖ Strategy not clearly enunciated
- ❖ All-of-government / All-of-Canada approach
- ❖ Strategy (and each of the 4 elements) remains under-funded
- ❖ Conservative approach (excludes VET sector)

General

- ❖ Demographic challenges common to most developed countries
- ❖ Most OECD countries taking similar approaches with varying success
- ❖ As needs increase, less concern about “Brain Drain”

As in the past, the future will belong to countries that are engines of innovation.

Prove your worth: the need to demonstrate results

✦ Internationalization for its own sake (as public policy) no longer an option.

Long-Term International Students

 178,227

Canada



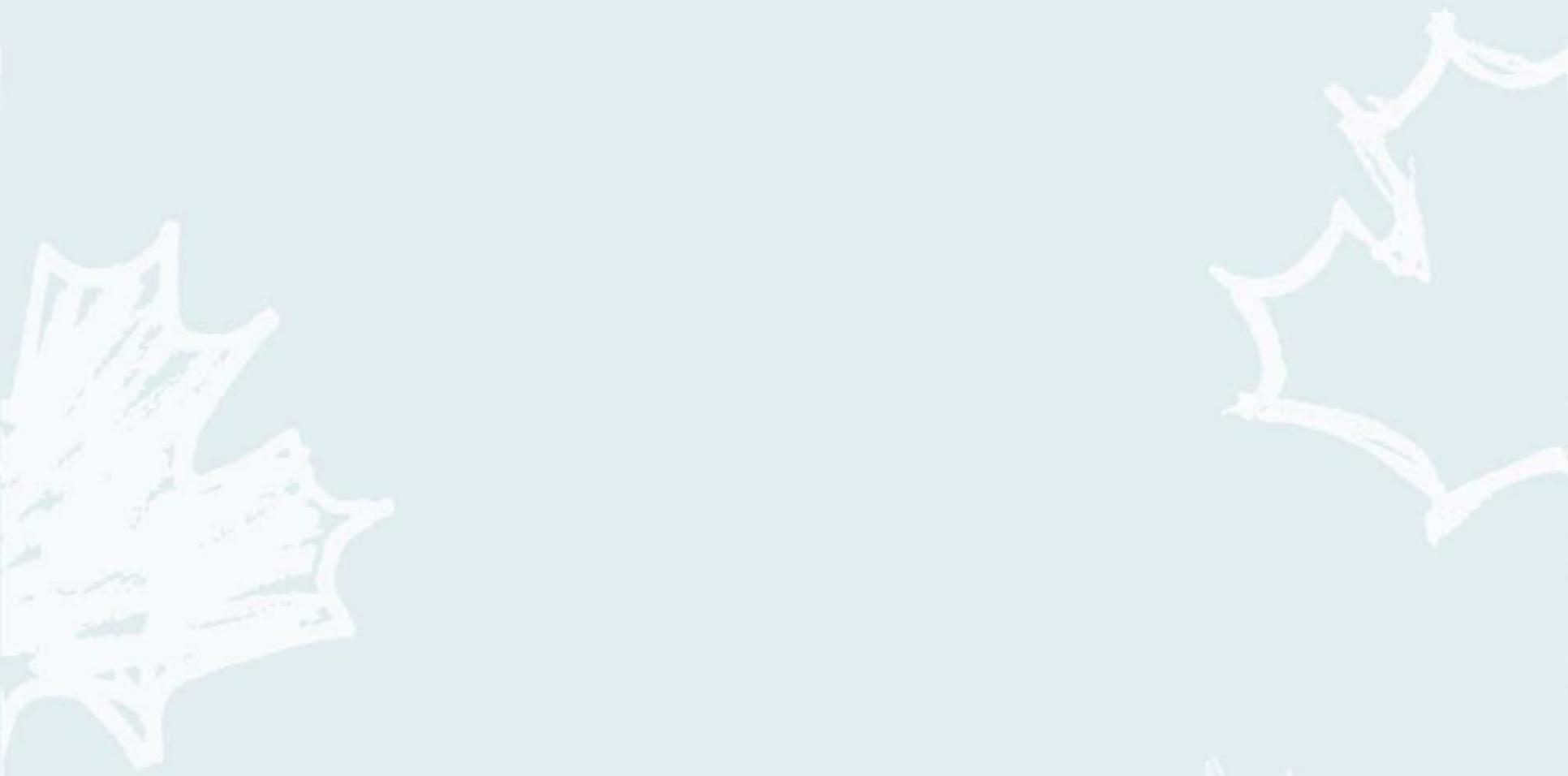
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Top Source Countries - 2008



Short-Term International Students

 Difficult

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 **IMAGINE**
Education au/In Canada