

TRU WORLD

INTERNATIONAL UPDATE

Presented to TRU New Faculty Orientation

August 19, 2019



Our Mandate

TRU World is a centralized unit responsible for coordinating all international activities on behalf of TRU. Our main areas of focus are:

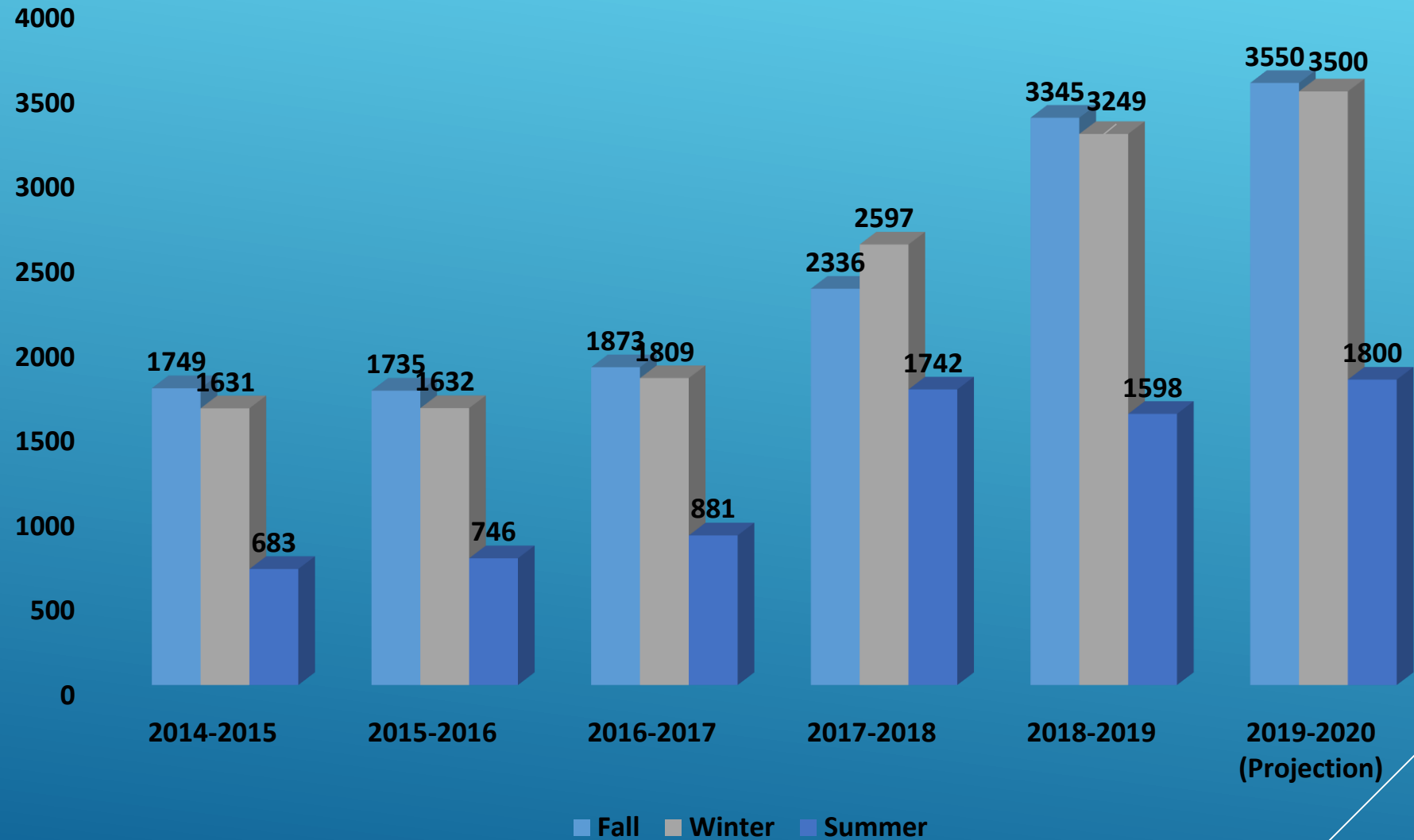
- ❖ International Student Support Services
 - ❖ International Marketing and Recruitment
 - ❖ International Linkages and Transnational Education Programs
 - ❖ TRU Student Mobility
 - ❖ International Contract Training
 - ❖ Campus Internationalization
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International Activity: Facts and Figures

Global Focus:

- ❖ 3,500 students from over 100 countries
- ❖ Projects, exchange programs and partnerships in over 40 countries
- ❖ 60 different training projects
- ❖ Over 1,000-1,500 short term trainees each year for customized programs
- ❖ 600 off-shore from 3 countries students in transnational programs
- ❖ Double credentials in Business, Science, Tourism, Adventure Studies
- ❖ Over 65 bilateral exchange partners, over 300 ISEP partners, and up to 12 international field schools each year

Enrolment by Academic Year



International Student Services & Support

- ❖ International Admissions & Enrolment Services
 - ❖ Application processing
 - ❖ Course registration
 - ❖ Enrolment Services
 - ❖ Continuing student confirmation, visa letters, fee invoices
 - ❖ International Student Advising
 - ❖ Culture and language support
 - ❖ Medical insurance and housing
 - ❖ Certified immigration related advising
 - ❖ International student crisis and emergency management
 - ❖ Events and activities
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Student Mobility

2017/2018

- ❖ 157 Exchange Students (inbound and outbound)
 - ❖ 51 International Field School Participants
 - ❖ 12 Study Abroad Ambassadors
 - ❖ 60 bilateral partners and over 200 ISEP partners
 - ❖ Off- Campus Travel Safety Registry
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International Linkages and Transnational Education Programs

Accreditations:

- ❖ 4 partners in 3 countries

Double Degrees:

- ❖ 5 partners in 4 countries

Articulations:

- ❖ 28 partners in 10 countries

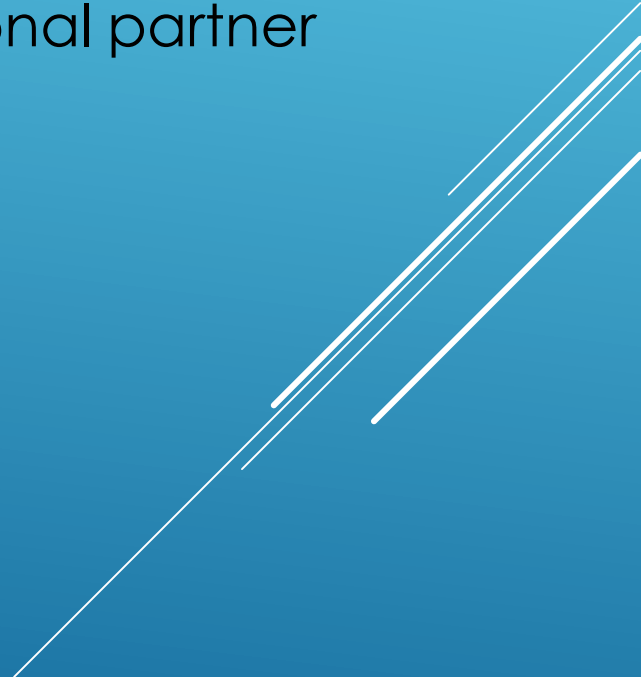
Pathways:

- ❖ 10 partners in 3 countries

Visiting Student Program:

- ❖ 8 partners in 3 countries

International Training Centre

- ❖ Over 1000 international trainees from a dozen countries
 - ❖ Open, short-term language and culture programs
 - ❖ Customized professional development for international partner institutions
 - ❖ On-site, on-demand training
 - ❖ BC off shore program
 - ❖ Visiting student program
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International Marketing & Recruitment

- ❖ Worldwide recruitment activities
 - ❖ On-line and digital recruitment
 - ❖ A team of 9 in-house covering 100 countries
 - ❖ Major Social Media presence
 - ❖ 11 Marketing Service Representatives covering 40+ countries
 - ❖ Recruitment Agents: 200+ Worldwide
 - ❖ 300+ Annual Events Worldwide
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Where do our Students Come From?



International Revenue

Forecast for international revenue in 2019/20: \$61.7 million

- ❖ \$52 M - undergraduate tuition
 - ❖ \$6.1 M - graduate tuition
 - ❖ \$3.6 M - ITC contract revenue
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Emerging Markets

- ❖ Africa: Kenya, Ethiopia, Rwanda, Mauritius, Nigeria, Zimbabwe
 - ❖ Asia: Bangladesh, Pakistan, Vietnam, Philippines, Iran, Kazakhstan
 - ❖ Americas: Brazil, Mexico, El Salvador, Jamaica
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QUESTIONS?

