



**THOMPSON  
RIVERS  
UNIVERSITY**

# **Internationalization at a Canadian University**

## **– *An Unconventional Approach***

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**TRU AT A GLANCE**  
**2015/16**

**25,754**  
**STUDENTS**

**13,443**  
**ON CAMPUS**

**13,471**  
**OPEN LEARNING**

**1,160**  
**DUALLY  
ENROLLED**



**3,686** INTERNATIONAL STUDENTS

**2,147**  
ON CAMPUS

**847**  
OVERSEAS

**1,001**  
OPEN LEARNING

**309**  
DUALY  
ENROLLED

FROM **87** COUNTRIES







**2,444**

ABORIGINAL  
STUDENTS

**1,624**

ON CAMPUS.

**708**

OPEN LEARNING

**112**

DUALLY  
ENROLLED



# 9 FACULTIES AND SCHOOLS

- Faculty of Adventure, Culinary Arts & Tourism
- Faculty of Arts
- Faculty of Education & Social Work
- Faculty of Law
- Faculty of Science
- Faculty of Student Development
- School of Business & Economics
- School of Nursing
- School of Trades & Technology

OVER  
**1,100**  
FULL-TIME  
EMPLOYEES



# 4 Reasons for Internationalization

- Creative power of diversity
- Understanding through culture
- Critical mass
- Building the brain chain

HOUSE OF LEARNING





# What is TRU World?

- Stand alone division
- More than 50 dedicated employees
- Separate budget (100% Recovery)
- Serves faculties and international partners
- Associate VP reports to:
  - 1) Provost and VP Academic and
  - 2) VP Administration and Finance





# What TRU World does

1. International student recruitment
2. International student services
3. Transnational education delivery
4. International mobility for domestic students (study abroad)
5. International training programs (International Training Centre)
6. Increasing intercultural understanding



# 1. Recruiting

- Agents
- Marketing
- Social media







## 2. International Student Services

- Gold standard of service
- International Student Advisors



# Our great International Student Advisors



HINDI  
PUNJABI

MANDARIN

MANDARIN

KOREAN

NYANJA  
BEMBA

RUSSIAN  
FRENCH  
DUTCH

SPANISH

SWAHILI  
LUO

JAPANESE

MANDARIN

HINDI  
PUNJABI









### **3. Transnational education delivery**

a) Offshore delivery of programs at partner institutions



## **b) Articulation: Transfer credits towards a TRU degree**





China's Maple Leaf World's Maple Leaf

c) Pathway:  
Offshore high  
schools to TRU



中国枫叶教育集团 CMLES

大连教育园区

MAPLE LEAF Educational Park





**d) Visiting students:  
Study Abroad experience at TRU**



# 4. International mobility for Canadian students

- Mobility office
- Study Abroad Ambassadors





# 5. International Training Programs

- International Training Centre (1,000 clients per year)







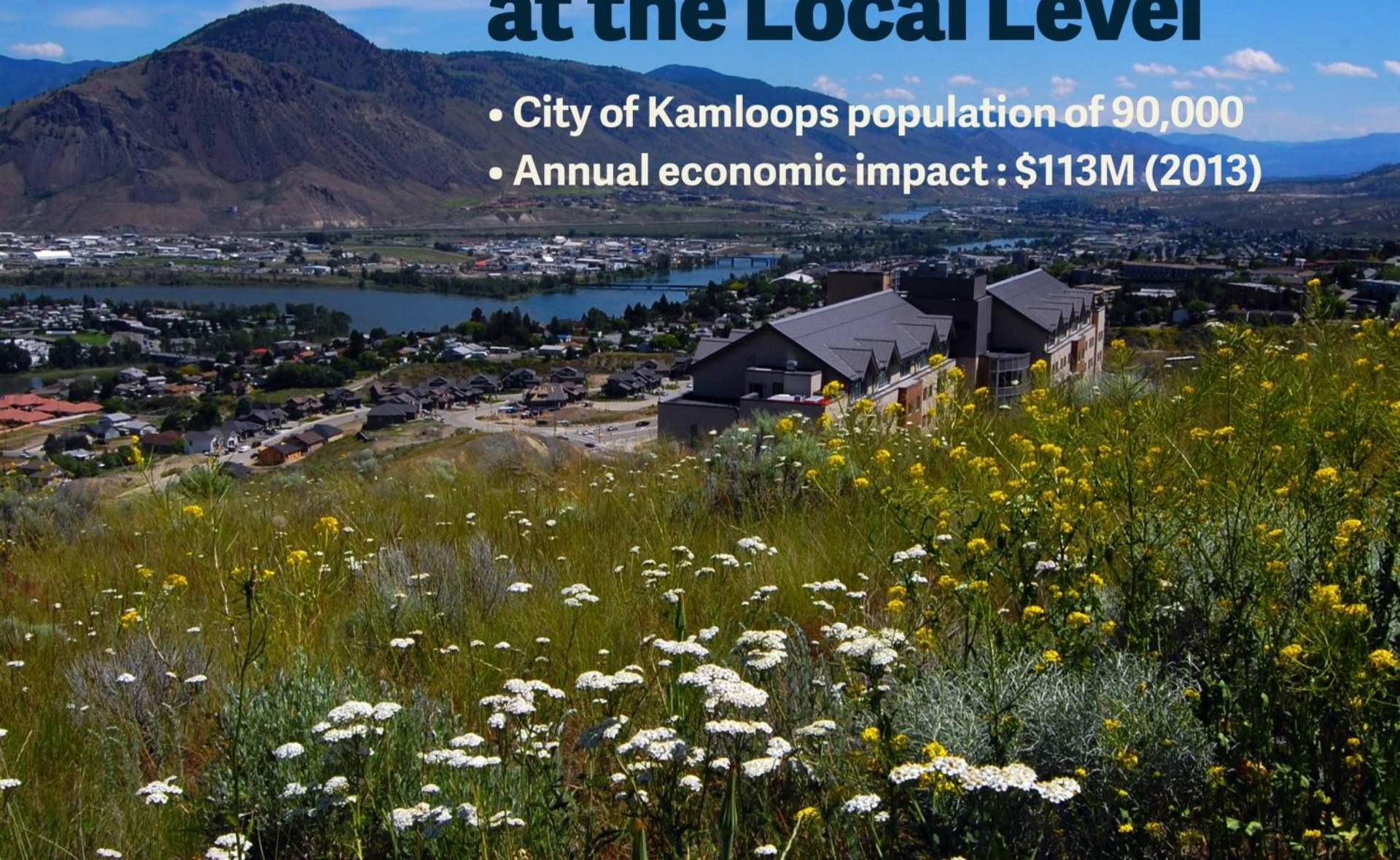
# 6. Increasing Intercultural Understanding

- IDays, festivals, powwows
- Global Competency Credential
- Faculty Award for Excellence in Internationalization
- Learning at international intersections



# Internationalization at the Local Level

- City of Kamloops population of 90,000
- Annual economic impact : \$113M (2013)





# Thank you

Questions?

# Cảm ơn

Có câu hỏi nào không?

