



# INTERNATIONAL EDUCATION *in Canadian Public Schools* 2024



Canadian Association of  
Public Schools - International

Association canadienne des  
écoles publiques - International

## OUR MISSION

Canadian Association of Public Schools-International is committed to advocacy and promotion of international education programs in Canadian public schools.

## CAPS-I'S MANDATE IS TO:

- foster a collaborative approach in the promotion of international education
- opportunities across Canada
- act as a forum for sharing information about international education in public schools
- ensure that all member programs adhere to the prescribed practices related to 'Student Care & Support, Homestay Screening & Selection, Homestay Monitoring & Support, and Working with Partners/Agents'
- serve as a resource for K-12 international student programs
- promote a unified "Canadian" approach to international education practices across the country
- initiate, facilitate, and coordinate joint marketing activities
- become a provincially, nationally, and internationally recognized organization
- act as an advocate for K-12 international education
- collaborate with provincial and federal governments and international educational groups within and outside of Canada

## CAPS-I BELIEVES THAT...

- international education strengthens public education in Canada
- public schools in Canada must provide excellent international education programming to international students
- ongoing support is essential to maximize success for international students in schools and homestays
- international students provide a complementary, enriching experience to the Canadian multi-cultural mosaic
- the presence of international programs assist Canadian staff and students in preparing for life in the global community of the future
- the multi-national relationships developed through international programs will result in long term benefits for Canada
- investment in international education programs in public schools is beneficial for sustainability and growth of international programs in a competitive, world-wide market







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## AN OVERVIEW

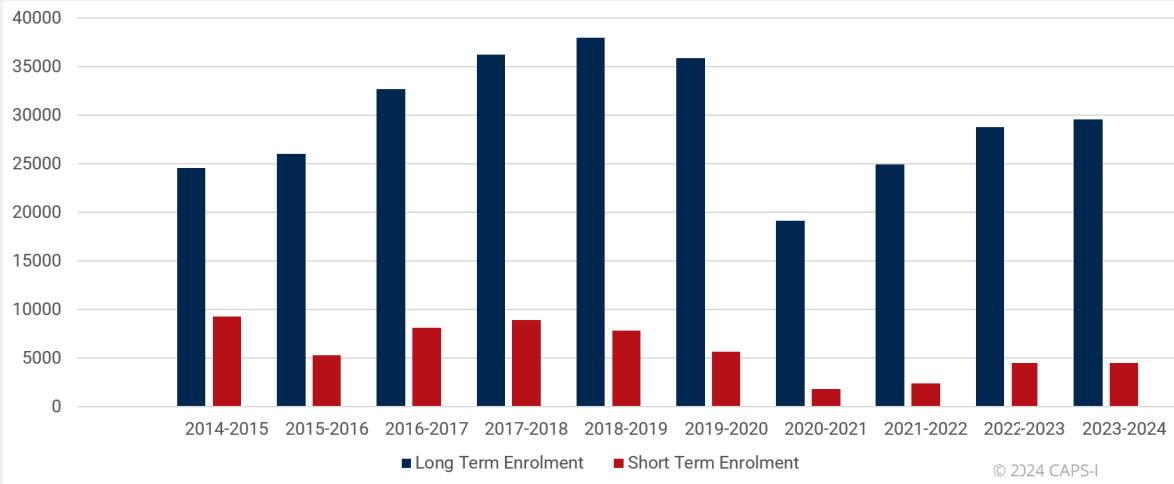
The Canadian Association of Public Schools International, (CAPS-I) is committed to the advocacy and promotion of international education programs in public schools across the country. CAPS-I's 130 member school districts and boards are committed to ensuring that the Canadian experience for the 33,000+ international students in K-12 public schools is the best in the world and that international students in Canada have access to the highest quality educational programs.

CAPS-I and members strive to foster welcoming and inclusive environments for international students. CAPS-I will continue to advocate for and develop best practices among our membership, support members in diversifying their international student enrolment and support agents and prospective students to find educational opportunities within members' programs.

International students make significant contributions to their communities and public schools across Canada. These students also have an incredibly positive impact on the culture of schools and create rewarding, life-long relationships with local students, school staff, their host family and the community. In addition to accomplishing their educational goals, international students benefit from all experiences while studying in Canada, gaining an appreciation for and learning from a Canadian perspective and way of life.



# 2023-2024 Enrolment Data



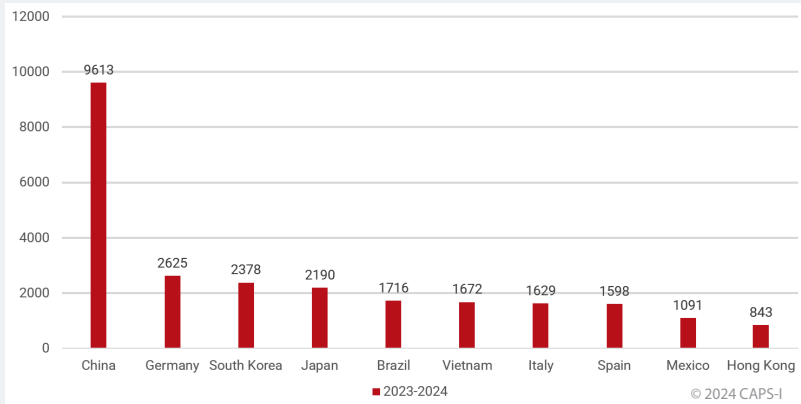
**29,578**  
**Long Term**  
**Students**  
**(Full Year/1**  
**Semester)**

**4,492**  
**Short Term**  
**Students**  
**(< 4 Months)**

**2%**  
**INCREASE IN**  
**ENROLMENT**

Overall, the 2023-2024 school year saw a nominal 2% increase in enrolment of tuition fee-paying international students. Long term enrolment increased while enrolment of students attending shorter term programs remained stable.

## TOP 20 SOURCE MARKETS OF 'LONG TERM' INTERNATIONAL STUDENT ENROLMENT



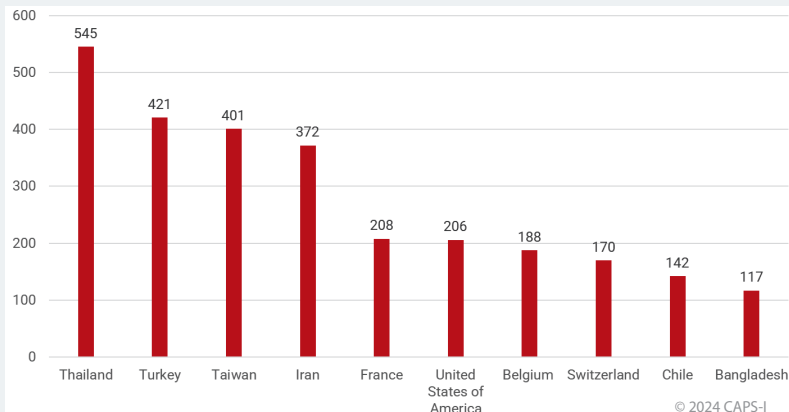
In 2023-2024, the Top 3 source markets, China, Germany and South Korea remained the same as the year prior. However, there was a 35% increase in enrolment from China, and a decrease in the number of students from Germany (20%) and South Korea (16.5%).

Growth in enrolment was noted from Japan (8%) and Brazil (20%). In fact, this was the highest number of Japanese (full academic year/one semester) students reported in the last decade of data collection. There was also a modest increase in the number of students from Vietnam.

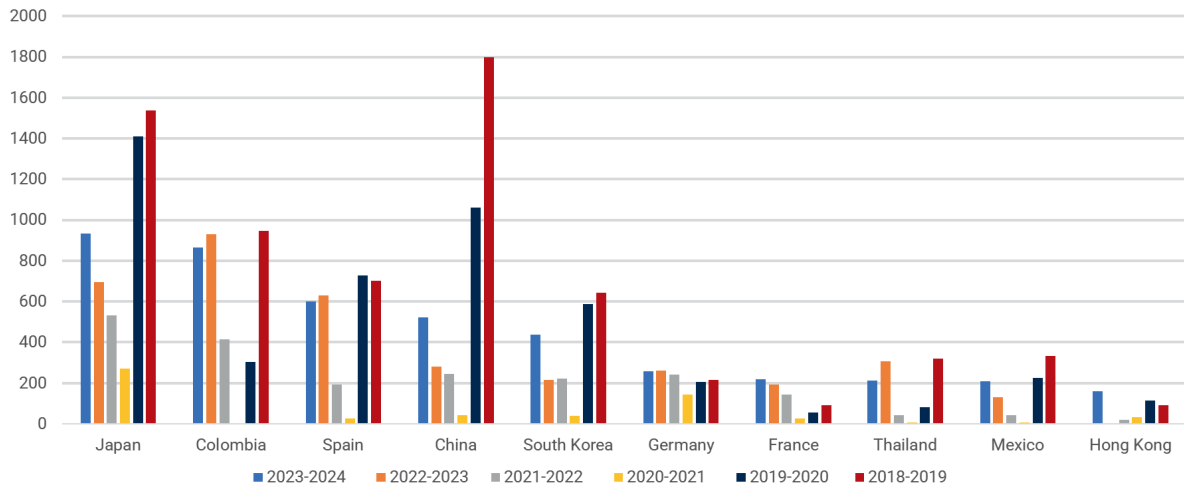
Conversely, the number of Italian (26%) and Spanish (17%) students declined and those markets fell from being ranked 4th to 7th, and 6th to 8th respectively.

The number of students from Mexico remained stable while the number of students from Hong Kong (16%) and Thailand (19%) declined.

The number of students enrolling from Turkiye, Taiwan, US and Bangladesh was also up over the year prior.

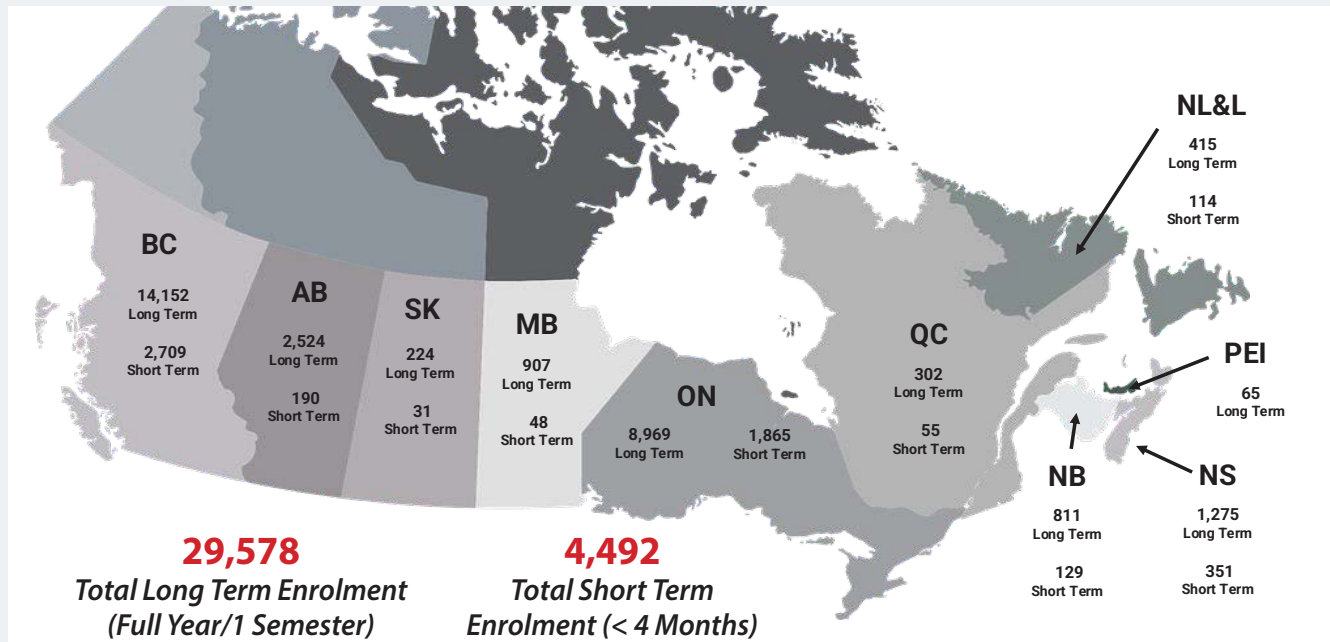


## TOP 10 SOURCE MARKETS OF 'SHORT TERM' INTERNATIONAL STUDENT ENROLMENT



Overall, the number of tuition fee-paying international students enrolling in short term programs in member schools during the 2023-2024 school year remained stable with less than a 1% difference compared to the year prior. Japan regained the number one position and was the largest source country of short term students.

The number of students enrolled from Colombia, Spain and Thailand declined while the number of students enrolled from China, South Korea and Hong Kong more than doubled over the previous year. The source markets of Germany and France remained a relatively stable source of shorter term students while a reasonable increase in students from Mexico was also noted.



The number of students enrolled for a full academic year or one semester declined in British Columbia, Manitoba and Prince Edward Island when compared to the year prior. Enrolment was fairly stable in Quebec. The overall growth in enrolment of 2% in 2023-2024 was due to increases in enrolment across all other provinces.

With respect to enrolment in shorter term programs, British Columbia, Alberta and Nova Scotia experienced increases while other provinces had a decline in short term program enrolment. The exception was PEI where no short term program students were enrolled.

192 fee-paying international students enrolled in Francophone member programs across New Brunswick and Ontario.





16 years

CAPS-I is a national not-for-profit association incorporated in 2008.

9 board members

CAPS-I is governed by an elected Board of Directors, comprised of a Chair, Past Chair, five Regional Directors and two Directors at Large.

3 staff

**Bonnie McKie**  
*Executive Director*

**Lisa Williamson**  
*Marketing & Communications Manager*

**Marie Grote**  
*Finance & Administrative Coordinator*

115 members

CAPS-I has 115 members comprised of over 130 public school boards, districts, divisions across all 10 provinces.



# Benefits of Membership



## ADVOCACY & INTEL

As the recognized voice of the K–12 sector for international education in Canada, CAPS-I is in regular communication with staff of Global Affairs Canada, Canadian Embassy/Consulates abroad, IRCC, provincial counterparts as well as other key stakeholders.

CAPS-I maintains a record of the 2000+ prospective agencies that the association has met with or had participate in trade missions over the last decade. This resource supports members' market development efforts abroad.

## MARKETING & PROMOTIONS

All CAPS-I members in compliance with the association's Standards of Practice have a dedicated page online at [caps-i.ca/education-in-canada/member-schools-list](https://caps-i.ca/education-in-canada/member-schools-list), in print in our Guidebook (updated annually) and a listing on our Map of Schools. [caps-i.ca/resources/promotional-materials](https://caps-i.ca/resources/promotional-materials)

Each year CAPS-I hosts missions to primary or emerging markets around the globe. These missions provide members with an opportunity to gain market intelligence, meet 1:1 with agent representatives and network with colleagues.

CAPS-I exhibits and presents at Agent Workshop events both virtually and in-person around the globe (5 to 8 times per year) promoting member programs and distributing CAPS-I's Guidebook, map posters, and other resources.

Members are profiled on CAPS-I's social media platforms including Facebook, Instagram, LinkedIn and YouTube ([youtube.com/capsiacepi](https://youtube.com/capsiacepi)). CAPS-I's YouTube Channel features testimonials of students from 25 different countries.

Members are given the opportunity to participate in collaborative print ads in popular industry publications each year. Some publications are country-specific while others are broader in scope.

## PROFESSIONAL DEVELOPMENT

CAPS-I offers a three-day annual conference in early May each year. Next year our conference will be held in Calgary from May 4-6, 2025. The conference offers 60 workshop sessions, many of them a sharing of best practices by members. Each year, more than 30 industry service providers also attend and many provide tailored or discounted services to CAPS-I members.

CAPS-I's mentorship program is available to new staff in leadership positions of International Student Programs.

The Association also offers various virtual training/workshops from time to time, most recently with a focus on Anti-Racism.

## RESOURCES

**Members Online Portal** – Collection of resources and past conference presentation slide decks

**CAPS-I App** – Useful not only for the annual conference program but for year round access to resources

**Critical Incident Response Guide** – Addresses 14 different potential critical incidents and safety while travelling abroad

**Travel Best Practices** – Supports international travel policies/procedures for International Student Program staff

**Leadership Competencies** – Supports recruitment/development of ISP leaders through identified competencies

**Gender Inclusivity in Homestay** – Supports gender inclusive homestay program policies/practices

Membership with CAPS-I provides unparalleled support for International Student Program development as well as marketing and intel, sharing of best practices, advocacy and professional learning opportunities.

# SAVE *the* DATE

CAPS-I ANNUAL CONFERENCE  
MAY 4 - 6, 2025  
CALGARY, ALBERTA



**For more information:**

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