

OVERSEAS OVERWHELMED

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Let's Go Canada - India: The Next Frontier

As we reported last week, Indians are seeking to study abroad in larger numbers than ever. Higher-Edge spoke to Amola Jhaveri, entrepreneur and creator of CampusIndia, an extensive database tool with valuable information on the Indian student market. According to Jhaveri, there are several key factors to explain this growing trend. First, there is a growing English educated middle class "whose standard of living has increased dramatically due to India's economic liberalisation policies," thereby making an education overseas financially viable and a smooth transition to a Canadian educational environment. Second, the perceptions of Indians also play a role, as a Western education is believed to offer "strong academic focus," which is believed to be a strong foundation for success in one's career, an important status indicator in Indian society.

Finally, the successful marketing strategies of universities have exposed potential Indian students to the possibilities overseas. For more information visit www.higher-edge.com/campusindia.htm or contact Nick Yeo at nick@higher-edge.com.

Globe Tipping - Cabs In China Continued

We continue our look at taxis in two major Chinese cities: Shanghai and Beijing.

In Shanghai, the most reliable taxis are the light teal-green Da Zhong (Tel. 021 6258-1688). Taxi drivers are not allowed to smoke or spit out the window, and cannot refuse to take you to your desired destination.

In Beijing the rate per kilometre is posted on the side windows: 1.20, 1.60 or 2.00 RMB. The 1.20 cab is the smallest, so if you have a lot of luggage, it may not fit in the trunk. Almost all the cabs are red, but while the cheapest cabs are not allowed to pick up passengers at the Beijing airport, they can drop you off there.

Our Grace Huang adds that there are many illegal taxis that mill around areas like airports, train stations. She recommends that travelers do not take such cabs as they do not have any meters and the fare must be negotiated before entering the vehicle.

Over the Counter - Enrollment Management Guide

An effective enrollment management policy requires a proper understanding of the successes and failures of recruitment initiatives, according to Walter Lee, Coordinator of International Inquiries and Applications from the University of New Brunswick (UNB). This can be achieved by understanding the correlation between prospective student data and enrollment data, by combining an automated response system for student inquiries with an institution's Student Information System (SIS) to "filter quality prospects from the larger pool of interested students." He is however against the idea of outsourcing enrollment management, as he believes private companies do not this deliver this service effectively. Lee points to an administrative driven project within his institution to combine the recruitment and admissions data systems into a single SIS unit.

While UNB has been continuously developing its strategies for the past five years, Lee admits that they, like many other Canadian institutions, "have a long way to go before we will be as sophisticated" as most American institutions.

Walter Lee is open to discussion and can be reached at wlee@unb.ca.

Abroad Perspective - Canadians Studying Abroad

One of the key tenets of this week's US International Education Week is the importance of study abroad programs. According to Barry Tonge, Director of Education Abroad, from University of Alberta, due to the changing nature of education, there is more interest amongst Canadian students to study abroad and that some are "demanding access to the unique learning environment outside the classroom." He imagines that the majority of Canadians abroad in degree programs choose the US as their destination, while short-term non-degree programs participants tend to select the UK, Spain and France as their destinations. What is lacking in the Canadian education system is "a reporting tool similar to Open Doors in the USA where we get institutional data surveys" thereby providing a better picture of Canadians overseas.

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