



SUBJECT	International Education Strategy
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REQUEST	For information only - No action requested
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PRIOR SUBMISSIONS

The subject matter of this submission has not previously been considered by the Learning and Research Committee.

EXECUTIVE SUMMARY

As required under the Ministry of Post-Secondary Education and Future Skills' *International Education Strategic Plan Guidelines* (June 2024), UBC has submitted its International Education Strategic Plan (IES) for 2025–2030. This forward-looking document is a mandated component of B.C.'s international education framework and outlines UBC's strategic roadmap to enhance the benefits of international education while addressing key challenges—such as enrolment pressures, shifting global mobility, compliance, and student well-being—across both the Vancouver and Okanagan campuses.

Developed through consultation with stakeholders across both campuses in Fall 2024, the plan provides a cohesive institutional approach that aligns closely with provincial and federal expectations. Key pillars include balanced and sustainable enrolment aligned with government targets and guidelines (total international student enrolment at or below 30% of total headcount), diversification of source countries to reduce over-reliance on any one region and strengthened supports and services for international students. UBC continues to lead the sector in the provision of high-quality, tailored immigration advising, intercultural and mental health programming, and global career development initiatives.

The plan also affirms UBC's commitment to global engagement and research partnerships, enhancing outbound mobility for domestic students, and integrating Indigenous perspectives and reconciliation commitments into international education. Institutional risks related to market concentration, system integrity, and reputational vulnerability are mitigated through rigorous third-party recruitment oversight (guided by Senate Policy J-55), a further diversified set of recruitment and recruitment marketing tactics, a new international tuition framework for predictability, and proactive academic and compliance structures.

The IES provides a robust foundation for enhancing international student success, advancing UBC's global leadership, and contributing meaningfully to provincial goals. Board input is requested to ensure continued alignment with institutional priorities and to provide strategic guidance on areas such as enrolment management, labour market alignment, and safeguarding UBC's reputation in a volatile global landscape.

APPENDICES

1. UBC International Education Strategic Plan 2025-2030

PRESENTATION

1. UBC International Education Strategy (IES)

SUPPLEMENTAL MATERIAL

1. [International Education Strategic Plan Guidelines](#)

The University of British Columbia International Education Strategic Plan

2025-2030

Based on BC International Education Strategic Plan Guidelines
Submitted March 31, 2025



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Executive Summary

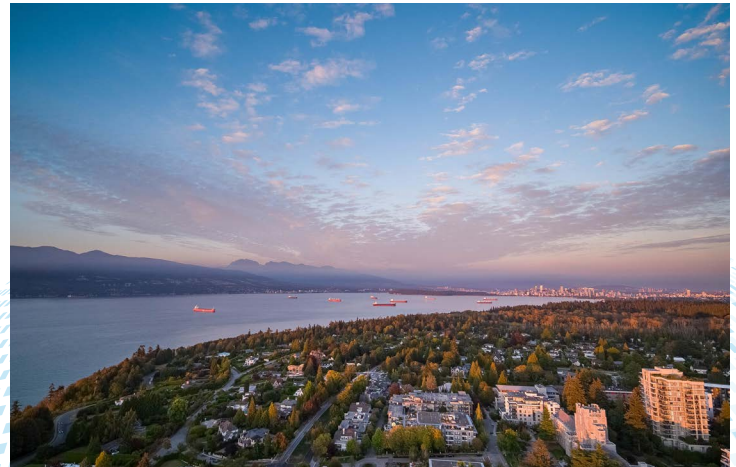
The University of British Columbia (UBC) International Education Strategic (IES) Plan (2025-2030) affirms the institution’s deep commitment to fostering a globally engaged academic community that enhances research, innovation, and student success. As one of the world’s top-ranked public universities, consistently placed among the top 20 globally, UBC strives to take a leadership role in international education to advance knowledge exchange, strengthen global partnerships, and prepare students to contribute meaningfully on the world stage. This strategic plan aligns with UBC’s broader vision, institutional priorities, and provincial and federal strategies, ensuring that international education remains sustainable, inclusive, and responsive to global challenges.

In an increasingly complex and interconnected world, international education has never been more vital. Rapid geopolitical shifts, economic uncertainties, and evolving immigration policies influence the mobility of students and scholars, reshaping academic and career pathways. At the same time, international students and global research collaborations are crucial to Canada’s higher education ecosystem, contributing to innovation, a highly skilled workforce, and national economic growth. UBC, as a globally recognized institution, plays a critical role in ensuring that Canada remains a premier destination for top talent and a hub for academic excellence.

This strategic plan reinforces UBC’s leadership in equipping international students with the skills, knowledge, and opportunities they need to succeed. UBC recognizes that international students bring invaluable perspectives, experiences, and cultural diversity that enhance both campus life and the broader economy of British Columbia and Canada. Whether UBC graduates pursue careers domestically or globally, they serve as ambassadors of Canadian excellence, strengthening global connections, advancing Canada’s leadership in research and technology, and ensuring a more interconnected and collaborative future.

Top universities across Canada, including UBC, serve as catalysts for transformative research, talent development, and global engagement, fostering networks and collaborations that drive economic prosperity.

Through this strategic plan, UBC commits to continuing to foster an inclusive and dynamic international education ecosystem that supports students, faculty, and partners in achieving shared success. As the global landscape continues to evolve, UBC remains dedicated to shaping the future of international education, reinforcing its position as a leader in academic excellence, innovation, and global engagement.



UBC IES Plan Overview

VISION

To inspire people, ideas, and actions for a better world, by fostering transformative student experiences, deepening global engagement, and advancing sustainable and inclusive international education in alignment with UBC's academic mission.

MISSION

UBC is committed to integrating international education into its academic mission by supporting student success, expanding global learning opportunities, and cultivating global partnerships that advance knowledge, research, and innovation. Grounded in the values of excellence, integrity, and equity, UBC's internationalization efforts enhance the university's role as a leading global institution dedicated to learning, discovery, and engagement for the benefit of British Columbia, Canada, and the world.

Strategic Priorities¹



Ensuring Student Success and Well-being

- Provide comprehensive academic, social, and career support for international students.
- Expand scholarships, financial aid, and emergency bursaries to improve access.
- Strengthen mental health and well-being resources tailored to international student needs.



Maintaining Balanced and Sustainable Enrolment

- Maintain responsible international student enrolment aligned with provincial guidelines.
- Continue to diversify source countries to enhance student representation and reduce dependency on specific regions.



Supporting Global Learning and Engagement

- Increase access to study abroad, exchange, and international research programs.
- Develop global competencies training for students and faculty to foster cross-cultural understanding.
- Enhance virtual and hybrid global learning initiatives to provide flexible international experiences.



Strengthening Partnerships

- Deepen collaborations with international institutions to support research, knowledge exchange, and student mobility.
- Expand UBC's global research impact through interdisciplinary partnerships and innovation.
- Foster industry partnerships to create international work-integrated learning opportunities for students.



Advancing Equity, Reconciliation, and Sustainability

- Embed Indigenous knowledge and perspectives into international education programs.
- Promote sustainability in global engagement through responsible travel and digital exchange alternatives.
- Champion anti-racism and equity-focused approaches in UBC's international education initiatives.



Providing Pathways to Career Success Globally and in Canada

- Work closely with the province to align student success with British Columbia and Canada's labour market needs.
- Provide tailored career services, networking opportunities, and skills development for international students.
- Strengthen pathways to employment in Canada and abroad, ensuring students are equipped for a competitive global workforce.



Measuring Success

Track key performance indicators (KPIs) to assess progress, including:

- Student satisfaction and retention rates.
- Diversification of international enrolments.
- Participation in global learning programs.
- Post-graduation employment and career outcomes.
- Institutional ranking and global reputation metrics.

President's Accountability Statement

I am pleased to present UBC's **International Education Strategic Plan (2025–2030)**, a reflection of our unwavering commitment to excellence in global engagement, student success, and institutional integrity.

UBC has long been recognized as one of the world's leading public universities, consistently ranked among the top 20 public universities globally. Our institution has a proud history of delivering exceptional academic programs, transformative research, and unparalleled student support services. Across both the Vancouver and Okanagan campuses, UBC is committed to supporting students at every stage of their academic journey—from pre-arrival to graduation and beyond—ensuring they thrive academically, personally, and professionally.

This strategic plan underscores our dedication to enhancing UBC's global impact while maintaining our commitment to quality and inclusivity. By responsibly managing international enrolments, diversifying our student body, and fostering global partnerships, we aim to create a balanced, sustainable international education system that benefits all students and strengthens UBC's position as a hub for learning and innovation.

UBC's International Education Strategic Plan also highlights our focus on providing exceptional services tailored to the needs of international students, ensuring they have access to academic support, mental health resources, financial aid, and career opportunities. At the same time, the plan prioritizes outbound mobility for domestic students, creating global learning experiences that cultivate leadership, intercultural competence, and a sense of global citizenship.

In alignment with provincial priorities, UBC remains steadfast in its commitments to inclusion, and reconciliation. These principles are integral to our international initiatives, fostering a university community that is respectful, and representative of the diverse world we live in.

This strategic plan reflects the collective input and efforts of our students, faculty, staff, and external partners. It is a roadmap for how we will continue to lead in international education, ensuring that UBC remains a place where ideas are nurtured, people are inspired, and actions make a difference globally.

On behalf of UBC's leadership, I affirm our commitment to realizing the goals of this strategic plan and to building an even brighter future for our university and its community.



Benoit-Antoine Bacon

President and Vice-Chancellor
The University of British Columbia

1. Introduction

The University of British Columbia International Education Strategic Plan (2025-2030) represents a forward-looking commitment to international education at UBC. As a global leader in higher education, UBC recognizes the profound impact of internationalization by enriching academic and cultural experiences, driving innovation, and enhancing its global reputation. However, the increasing complexity of the global education landscape has brought significant challenges, including intensifying competition, regulatory shifts, resource pressures, unpredictability, and the need to address systemic inequities.

Developed with input from the UBC community who have —and will continue to —supported and provided programming to international students from over 160 countries across both campuses, this strategic plan enhances international education while addressing emerging pressures and mitigating risks. It outlines a comprehensive roadmap to foster a globally engaged academic community, prioritize the holistic success of international students, and ensure the integrity, inclusivity, and sustainability of UBC’s international education efforts. By aligning with UBC’s institutional goals, the plan also seeks to strengthen the university’s capacity to contribute meaningfully to global challenges through education, research, and community engagement.

The strategic plan balances academic excellence, promotes intercultural understanding, and builds resilience within the university’s international education ecosystem. Through targeted initiatives, robust partnerships, and a focus on equity and well-being, UBC aims to create an environment that fosters personal growth and learning, and in which international and domestic students alike thrive.

Purpose and Scope

The International Education Strategic Plan (2025-2030) defines UBC’s commitment to leveraging the transformative potential of international education while addressing the associated challenges and opportunities. Across both UBC Vancouver and UBC Okanagan, the university is dedicated to fostering an inclusive learning environment that provides exceptional academic, social, and cultural support for international students. The strategic plan prioritizes maintaining a balanced and diverse student population while safeguarding the integrity of UBC’s academic systems and considering the positive impact on local communities throughout the province. It also recognizes the influence of external factors on international education such as geopolitical shifts, economic uncertainties, and global crises. By emphasizing sustainability, equity, and resilience, the strategic plan outlines how UBC will navigate these complexities while strengthening its role as a global leader in education, innovation, and cultural exchange.

Alignment with Provincial and Federal Guidelines

The UBC International Education Strategic Plan (2025-2030) aligns with the priorities established by provincial and federal governments, demonstrating the university’s commitment to supporting British Columbia and Canada’s educational and economic goals, while supporting UBC’s academic mission. Across both UBC Vancouver and UBC Okanagan, the plan emphasizes maintaining balanced international enrolments that meet provincial targets while fostering diversity through recruitment from a wide range of source countries. By ensuring compliance with regulatory requirements (IRCC reporting and regulations), the Provincial International Education Framework, the EQA/DLI system in BC, UBC supports provincial objectives for transparency and sustainability. UBC also prioritizes pathways for international students to transition to permanent residency, aligning with federal and provincial strategies that link education to workforce development and economic growth. Through targeted recruitment efforts, financial assistance programs, and collaboration across the system, UBC advances its shared mission of supporting students while contributing to provincial and national priorities.

UBC’s Commitment to Global Engagement

Global engagement is central to UBC’s mission, driving intercultural understanding, building impactful international partnerships, undertaking globally significant research, and offering transformative learning opportunities. The strategic plan prioritizes initiatives across both UBC Vancouver and UBC Okanagan that create opportunities for students to engage in international research, study abroad programs, co-op and work-integrated learning, and culturally immersive experiences. These efforts equip students with the skills needed to navigate diverse environments and succeed in an interconnected world. UBC is committed to supporting international students academically, socially, and professionally while advancing equity-focused initiatives and strengthening global partnerships. By fostering intercultural dialogue and collaboration, UBC enhances its collective global impact and reaffirms its position as a leader in global education and innovation.

2. UBC: A Global Leader in Higher Education

The University of British Columbia is a world-renowned public research university with campuses in Vancouver and Kelowna, British Columbia, Canada. Founded in 1908, UBC is consistently ranked among the top 20 public universities in the world by major university ranking systems such as *QS World University Rankings*, *Times Higher Education World University Rankings*, and *Shanghai Ranking Consultancy's Academic Ranking of World Universities*.

UBC's commitment to excellence is reflected in its strong academic programs, world-class research, and innovative teaching methods. The university offers a wide range of undergraduate and graduate programs across a diverse range of disciplines, including arts, sciences, engineering, business, law, medicine, and more.

Global Connections

UBC has a strong global presence and a reputation for fostering international collaboration. The university has partnerships with over 100 universities around the world, enabling students and faculty to engage in exchange programs, joint research projects, and international internships.

International Research

UBC is a leader in international research, with faculty members conducting groundbreaking research on a wide range of topics. The university has a strong focus on interdisciplinary research and collaboration with international partners. UBC researchers have made significant contributions to fields such as climate change, health sciences, technology, and social sciences.

Global Engagement Initiatives

UBC is committed to promoting global citizenship and intercultural understanding. The university offers a variety of programs and initiatives to support international engagement, including:

- International student exchange programs: UBC offers a wide range of exchange programs that allow students to study at partner universities around the world.
- Global research initiatives: UBC supports faculty members and students in conducting international research projects.
- International development projects: UBC is involved in a number of international development projects, working with communities in developing countries to address pressing social and economic challenges.
- Global citizenship education: UBC integrates global citizenship education into its curriculum, helping students develop the knowledge, skills, and values needed to be active and engaged global citizens.

International Partnerships

UBC has established strong partnerships with universities, governments, and organizations around the world. These partnerships enable UBC to collaborate on research projects, student exchange programs, and other international initiatives.

Global Recognition

UBC's commitment to international education has been recognized by various organizations and awards. The university has received accolades for its contributions to global education, research, and community engagement.

UBC'S INSTITUTIONAL RANKINGS

The most established and influential global rankings all consistently place UBC in the top five percent of universities in the world.

Universities are judged across multiple performance areas, including research productivity, excellence in teaching, international collaborations, collaboration with business and the public sector, and academic and employer reputation.

	THE 2024	ARWU 2024	QS 2025
World Ranking	41st	47th	38th
Canada Ranking	2nd	2nd	3rd

(THE) Times Higher Education World University Rankings, (ARWU) Shanghai Ranking of World Universities, (QS) QS World University Rankings.

UBC at a glance



\$747.3 million

research funding for 9,675 projects and 247 companies spun off from UBC research



Over 400,000

alumni in 160 countries
20,828 faculty and staff



8 nobel laureates

3 Canadian prime ministers



22 3M national teaching fellows

306 Royal society of Canada Fellows



65 olympic medals

won by varsity athletes, including 19 gold



75 Rhodes Scholars

4 Rhodes Scholars in the last five years

UBC's Two Campuses

UBC's two campuses —UBC Vancouver and UBC Okanagan —provide diverse opportunities for learning, research, and engagement. Together, they reflect UBC's commitment to academic excellence, innovation, and addressing global challenges. UBC Vancouver, the larger campus, combines cutting-edge research with a vibrant cultural environment, while UBC Okanagan offers a more intimate setting with a focus on experiential and interdisciplinary education. Beyond our campuses, UBC teaching, learning, and research extend to every region of the province, through distributed medical and health education programs, field research stations, work-integrated learning placements for students, industry- and community-partnered research projects, and joint programs with other BC public post-secondary institutions.



UBC Okanagan

- Situated in Kelowna, surrounded by the Okanagan Valley's natural beauty, supporting nearly 12,000 students.
- Offers programs in fields like arts, sciences, engineering, health, and management, with a strong emphasis on interdisciplinary and experiential learning.
- Focuses on integrating sustainability, research, and community involvement into academic programs.
- Provides opportunities for hands-on learning, regional partnerships, and engagement with local and global challenges.
- Promotes a collaborative and inclusive campus culture that supports personal and academic growth.



UBC Vancouver

- Located on the Point Grey Peninsula in Vancouver, serving over 58,000 students.
- Offers a wide range of programs across disciplines such as arts, sciences, engineering, business, and medicine.
- Known for extensive research initiatives and state-of-the-art facilities in areas such as health sciences, sustainability, and technology.
- Provides opportunities for cultural enrichment and community engagement through academic, recreational, and artistic programs.
- Features a dynamic campus environment that fosters innovation, collaboration, and global connections.

STUDENTS ON OUR CAMPUSES

60,944

Vancouver students (includes medical, pharmacy, and dental residents)

11,748

Okanagan students

16,611

degrees granted in 2024

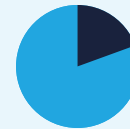
70,898

undergraduate and graduate UBC students

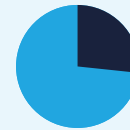
2,500

Indigenous students

INTERNATIONAL STUDENTS



19.7% of Okanagan students are international



26.8% of Vancouver students are international (includes medical, pharmacy, and dental residents)

3. Current State of International Education at UBC

Enrolment Management, Processes, and Compliance

The following enrolment data is from the 2024/2025 Enrolment Report. A detailed breakdown of enrolments is available in Appendix A.

UBC Vancouver Enrolment Trends for the Last 5 Years

The chart below shows the five-year trend of growth/decline in international enrolments.

- Saw an increase of 8% and 3% in 2020/2021 and 2021/2022
- Saw a decrease from 2023/2024 to 2024/2025

UBC VANCOUVER 2024/2025 INTERNATIONAL STUDENT NUMBERS

Total international students:

16,357

Undergraduate:

12,083

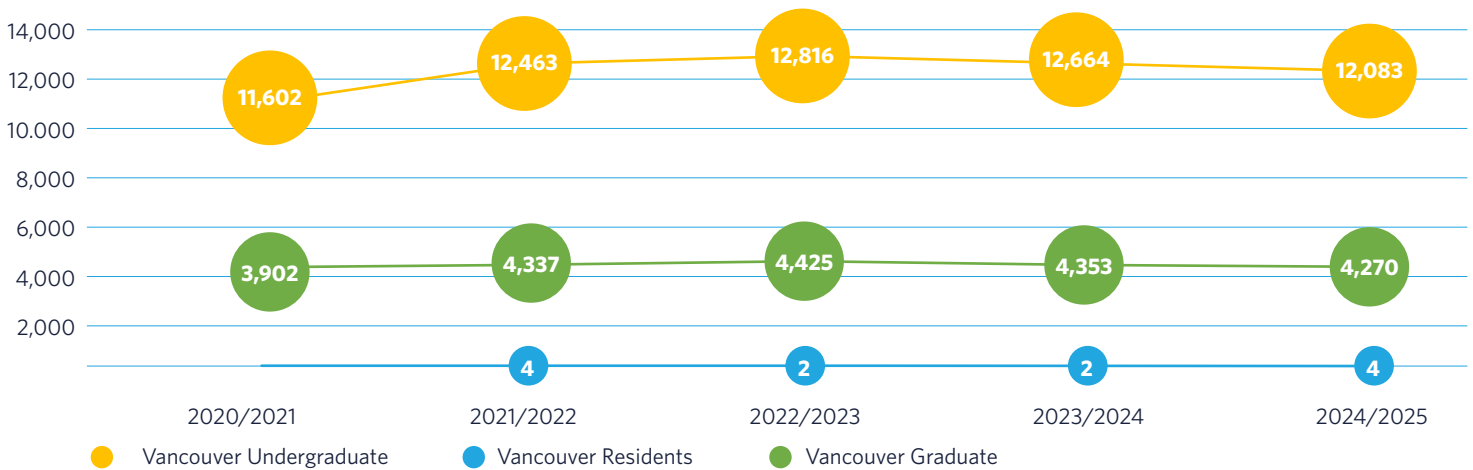
Graduate:

4,270

Residents:

4

UBC'S INTERNATIONAL ENROLLMENT 5 YEAR TREND



In 2024/2025, UBC's international students, at both campuses combined, were citizens of over 155 countries/territories. A total of 148 countries were represented by 16,357 international students at UBC Vancouver in 2024/2025. The table below shows the top countries or territories of citizenship for UBC Vancouver. The number of countries/territories represented in the "other" category is listed after the headcount in brackets.

Student Level Citizenship		2020/21	2021/22	2022/23	2023/24	2024/25	Change from 2020/21
Undergraduate	China	4,934	4,725	4,449	4,223	4,037	-18%
	India	1,576	1,973	2,296	2,230	1,900	21%
	USA	901	881	872	902	888	-1%
	Indonesia	289	348	436	500	516	79%
	Korea, South	439	447	453	447	473	8%
	Hong Kong	266	308	370	396	434	63%
	Japan	191	249	324	359	356	86%
	Vietnam	148	175	211	231	219	48%
	Taiwan	181	185	181	205	199	10%
	Mexico	124	148	166	163	158	27%
	Other	2,553 (96)	3,042 (105)	3,058 (101)	3,008 (96)	2,903 (129)	14%
	Undergraduate total		11,602	12,463	12,816	12,664	12,083
Graduate	China	1,055	1,095	1,133	1,210	1,339	27%
	USA	605	632	605	572	560	-7%
	India	458	536	596	543	381	-17%
	Iran	299	371	401	426	364	22%
	Hong Kong	45	110	128	125	114	153%
	Mexico	89	122	104	96	80	-10%
	Germany	64	69	76	64	79	23%
	Nigeria	72	82	78	79	73	1%
	Korea, South	67	62	60	59	72	7%
	United Kingdom	84	95	90	72	70	-17%
	Other	1,064 (41)	1,163 (43)	1,154 (46)	1,108 (48)	1,138 (113)	7%-
	Graduate total		3,902	4,337	4,425	4,353	4,270
Total		15,504	16,800	17,241	117,017	16,353	5%

UBC Okanagan Enrolment Trends for the Last 5 years

The chart below shows the five-year trend of growth/decline in international enrolments.

- Saw an increase of 8% and 2% in 2021/22 and 2022/23 over the previous year
- Saw a decrease from 2023/2024 to 2024/2025

UBC OKANAGAN 2024/2025 INTERNATIONAL STUDENT NUMBERS

Total international students:

2,317

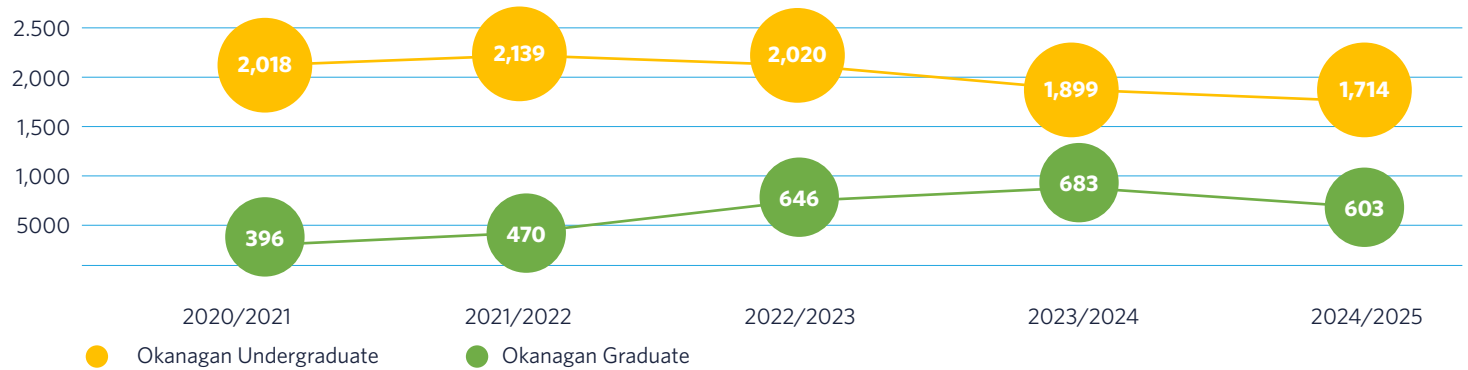
Undergraduate:

1,714

Graduate:

603

UBCO'S INTERNATIONAL ENROLLMENT 5 YEAR TREND



The diversity of international students at UBC Okanagan has increased markedly since 2005/2006 (UBC Okanagan's first year of operation), when 20 countries were represented by 86 students. In 2024/2025, 110 countries and territories were represented by 2,317 students. The table below shows the top countries or territories of citizenship for UBC Okanagan. The number of countries/territories represented in the "other" category is listed after the headcount in brackets.

Student Level Citizenship		2020/21	2021/22	2022/23	2023/24	2024/25	Change from 2020/21	
Undergraduate	China	572	486	444	424	420	-27%	
	India	357	452	468	429	339	-5%	
	USA	100	107	90	94	87	-13%	
	Indonesia	47	48	69	76	72	53%	
	Hong Kong	Hong Kong	48	63	53	59	49	2%
		Japan	42	50	49	45	46	10%
		Mexico	41	40	44	39	41	0%
		Korea, South	48	44	44	38	30	-38%
		Pakistan	20	26	27	50	29	45%
		Taiwan	41	37	34	25	28	-32%
	Other	702 (96)	786 (105)	698 (101)	640 (96)	573 (97)	-18%	
Undergraduate total		2,018	2,139	2,020	1,899	1,714	-15%	
Graduate	China	58	73	100	121	169	191%	
	Iran	97	113	137	149	117	21%	
	India	66	97	134	126	62	-6%	
	Bangladesh	28	30	42	44	35	25%	
	USA	24	24	30	26	21	-13%	
	Sri Lanka	9	8	18	19	17	89%	
	Nigeria	*	6	12	16	15	400%	
	Pakistan	12	17	20	18	14	17%	
	Ghana	*	5	5	7	12	300%	
	Egypt	9	9	15	14	12	33%	
		Other	87 (41)	88 (43)	133 (46)	143 (48)	129 (50)	48%
Graduate total		396	470	646	683	603	52%	
Total		2,414	2,609	2,666	2,582	2,317	-4%	

Recruitment, Agent Management, and Diversification

Recruitment Practices and Strategies

International Student Initiative (ISI)

UBC strives, as outlined in the [Strategic Plan](#), “to attract, engage, and retain a diverse global community of outstanding students.” The presence of international students from many different countries on UBC’s two campuses deepens the university’s engagement with the international community and enriches the learning environment for all UBC students.

Toward this end, the ISI seeks to:

- Recruit well-qualified international students from diverse backgrounds, countries, and school systems to meet faculties’ international undergraduate enrolment goals across both UBC campuses;
- Develop and manage an international student financial assistance program to recruit and retain talented international undergraduate students, including a proportion of high-achieving international students with financial need; and
- Work collaboratively with faculties, academic advisors, and student service units across the university to ensure international enrolment policies, processes, advising, and student services support international student success.

While recruitment efforts are undertaken across the system, the university has centralized the bulk of the undergraduate international recruitment work in one unit, the International Student Initiative, which reports to the two UBC provosts, one on each campus.

The ISI was established in 1996 and through its multi-modal, multi-channel recruitment and marketing approach, it reaches a global audience of prospective students and hosts face-to-face recruitment events in about 80 countries worldwide.

Student Financial Assistance and Awards

The Student Financial Assistance [portfolio](#) contains a suite of scholarships, awards, bursaries, and funding for experiential learning programs with the aim of recruiting and retaining the best international undergraduate students for UBC.

All these programs are funded through non-public funds and via a 7.5% allocation from international undergraduate tuition fees.

The flagship program within this suite of international undergraduate awards programs is the [International Scholars Program](#).

UBC’s International Scholars are high academic achievers who have demonstrated exceptional extracurricular activities, show a desire to create change at the local and global level, and are dedicated to giving back to their communities. Since 2001, UBC has awarded over 500 of these awards to cover these students’ unmet financial need. Recipients have represented more than 90 countries, many the first-or only-student from their home country at UBC. Graduates have gone on to create meaningful impact in their communities and beyond.

To ensure student success, International Scholars are supported by a team of dedicated advisors throughout their degree, plus a network of staff from across UBC’s faculties and services who will encourage their academic,

personal, and career development. Along with the financial component, it is estimated that recipients will receive over 200 hours of developmental workshops and one-on-one advising over the duration of their degree.

Global Recruitment

In-person events are delivered to high school counsellors, students, and their families in diverse, emerging, and established markets. These events are designed to proactively support students where they are in the post-secondary decision-making timeline.

UBC also has several remote recruiters stationed in diverse, emerging, and established recruitment markets. Situated full-time in these markets, these team members enable UBC to develop a network of contacts that can assist, enhance, and reduce barriers for entry into UBC, BC, and Canada.

In-market recruitment takes place in approximately 80 different countries. UBC typically spends 130-160 weeks recruiting in market, with a focus on regions such as Southeast Asia, South Asia, the Middle East, the African continent, as well as North Asia, and the USA.

Recognizing the uniqueness of UBC Okanagan, its location, and its smaller size, UBC also engages in some additional recruitment activities targeted specifically at finding students who would thrive on the Okanagan campus. These activities include in-person counsellor information events in key markets that allow for education and awareness-building around a region of the province that is not as well known internationally as Vancouver.



Campus Tours

Many prospective international undergraduate students and their families choose to visit UBC’s campuses to help them in their post-secondary decision-making process. UBC receives more than 20,000 prospective undergraduate student visitors and their guests each year.

These students are provided with campus tours when they visit UBC’s campuses. These tours are available 51 weeks per year, often multiple times per day. Tour groups are kept small—typically each tour will have no more than 15 visitors. This provides visitors with a personalized experience as they engage with Student Ambassadors and experience the campus environment.

Each tour is followed by the opportunity to meet with an advisor to ask questions related to enrolling as a UBC student. During campus tours, UBC also has an opportunity to introduce prospective students to the relationship that the university has with Indigenous peoples in Canada, and with the Musqueam and Syilx First Nations in particular.

Current students are hired as Student Ambassadors to engage with prospective students and their families, providing them with a current student perspective. The Student Ambassadors are representatives of UBC's current student body—they are diverse. There is not a "typical" Student Ambassador. They come from all areas of the world, and have a wide range of academic goals, social interests, personalities, and lived experiences. They are encouraged to inject their own stories as they introduce the campus environment to prospective students and families.

To ensure that an interaction with a Student Ambassador is authentic, credible, and in the best interest of prospective students, Student Ambassadors lead campus tour groups without any staff or faculty supervision.

To ensure a positive experience for visitors, the Student Ambassadors are provided with extensive training on the history of UBC, the services provided to UBC current students, intercultural communication, public-speaking, time management, and engaging with questions and answers in a public setting.

Student Inquiries

The Client Services team responds to over 40,000 prospective student inquiries a year through many channels, including emails, online forms, social media channels, and traditional phone calls and walk-in traffic. Given that the Client Services team can be the first point of contact at UBC for students, extensive training is provided for any new member of the team so that they are confident when dealing with immediate, complex, and at times, high stakes interactions.

E-recruitment

Virtual recruitment (e-recruitment) provides prospective students and their families with the ability to connect with current UBC students, other prospective students, staff, and faculty in a format that is cost-effective, convenient, and scalable.

These online recruitment events complement in-person recruitment activities, helping UBC to reach prospective students in diverse, rural, and emerging markets, and enable UBC to assess opportunities for additional in-person activities.

Virtual recruitment events provide the opportunity for prospective students—no matter where they are located—to build community with each other in advance of enrolling at UBC. During virtual events, UBC introduces prospective students to the relationship that the university has with Indigenous peoples in Canada, and with the Musqueam and Syilx First Nations.

To increase prospective students' access to the university, UBC has experimented with simulcasting live in-person events, providing students with the opportunity to engage online as if they were physically present.

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prospective student inquiries a year through many channels, including emails, online forms, social media channels, and traditional phone calls and walk-in traffic.

Recruitment via Educational Agents

UBC views recruitment via third-party educational agents into undergraduate degrees as a complementary recruitment tactic. The aim is to use agents to help with diversity recruitment, not with volume. UBC engages with agents in regions of the world that are hard for UBC recruiters to reach directly, and/or where students in local curriculum schools would be unlikely to cross UBC's path any other way.

UBC's [Comprehensive Senate Policy J-55](#) guides the work the ISI and all other units at UBC undertake with educational agents. UBC [communicates](#) outwardly with prospective students to ensure they are aware they do not need an educational agent to apply to UBC. The university also provides a [public listing](#) of the authorized educational agents for UBC.

This approach with agents secures the protection of students as a shared primary objective. By approaching agency relationships in this way, UBC simultaneously protects the integrity of the university's admissions, and the brand and reputation of the university.

A robust five-step vetting process is required when commencing a relationship with an agent or agency, as outlined in the J-55 procedural guide. This includes determining how a third-party educational agent fits within the strategic plans of the unit and the university; scrutinizing overreliance on agency-delivered enrolment; engaging in a search, short-listing, and evaluation of qualified agents or agencies; and contract negotiation.

The vetting process includes an evaluation of fit for UBC. Fit is evaluated in several ways:

1. Reputation of the potential partner;
2. Professional networks of the potential partner;
3. The potential partner's familiarity with UBC, BC, Canada;
4. The level of study the potential partner recruits for; and
5. Site evaluation, interviews, and background checks.

Furthermore, agent partnerships are reviewed every year. This review includes an evaluation of successful student outcomes, the working relationship with the agency, and student feedback and reviews on working with the agency.

Comprehensive UBC training is delivered to agency partners in-person multiple times a year. In addition, UBC offers, through its agent portal, on-demand training accessible to all commissioned agents.

Recruitment Marketing

The approach for marketing UBC's undergraduate programs internationally is planned, intentional, and focused on what is in the best interest of the student. It is consistent with the look and feel of the UBC brand and it is geared toward achieving the institution's enrolment goals.

The marketing strategy is multi-modal and coordinated, meeting prospective students and families where they are in the decision-making process, and providing clear, consistent, timely, and accurate information through the appropriate and relevant medium and structure.

Recruitment marketing involves navigating rapidly changing attitudes, behaviours, and trends related to technology, social media usage, career interests, international student mobility, current narratives, and policy changes. UBC's recruitment marketing strategy is created with full knowledge, and anticipation, that plans may be disrupted by unexpected, incomplete, and/or unwelcoming external messages.

Recruitment marketing activities can be categorized into two approaches: passive and proactive (promotional).

The passive approach describes contexts in which students seek out information and UBC has anticipated the content they need and ensures that it's easily accessible, findable, and discoverable, when and where students need it. Examples include:

- A well-structured website that allows users to find relevant information seamlessly and easily, with minimal navigation.
- Promotional and instructional videos (gaining hundreds of thousands of views) that students can self serve.
- Social media channels that offer glimpses of the UBC experience and community, and in which students can ask UBC their questions.

The proactive (promotional) approach is one in which collaboration between marketers, faculty members, and recruiters determines the university's priorities and key messages, as well as the needs of the students, when and where they are in the decision-making process. Examples include:

- Annual digital marketing campaigns (organic and paid)
- Blog posts published weekly
- Customer Relationship Management (CRM) emails, segmented and customized to the needs of the students
- Student and faculty stories published regularly
- Handbooks and guides



Home / Prospective Students

PROSPECTIVE STUDENTS

GRADUATE STUDENTS
Find information on master's programs, doctoral programs and postdoctoral fellows. [Learn more and apply for graduate studies](#)

Your UBC academic journey starts here. Find out more about UBC's undergraduate programs and how to apply.

Studying at UBC

Browse programs by degree, subject matter or suggestions based on your interests. [Visit UBC Undergraduate Programs and Admissions](#)

Get an overview of UBC's undergraduate programs, admissions requirements, two campuses and the student experience, with worksheets to help you plan. [Download UBC's Undergraduate Student Guide](#)

International Student Supports, Services, and Programming

Overview of Services

UBC has a long-standing tradition of providing extensive and high-quality support for international students, reflecting its commitment to fostering an inclusive and globally engaged academic community. Across UBC Vancouver and UBC Okanagan, the university offers a wide range of tailored services aimed at supporting the academic success, cultural integration, career readiness, and overall well-being of international students. These services are rooted in collaboration across campuses and various university departments to ensure a unified approach to meeting the needs of this diverse student population.

Both campuses provide comprehensive immigration advising, guiding students through complex processes such as study permits, work permits, and related supports for their family members. Pre-arrival resources and detailed orientation programs help students transition smoothly to life at UBC and in Canada, offering critical information about academic expectations, cultural norms, and essential logistics such as health insurance and housing. Once on campus, international students have access to a wide array of academic and career services, including personalized advising, skills workshops, and opportunities for experiential learning.

UBC also places a strong emphasis on well-being, offering culturally inclusive mental health services, peer mentorship programs, and community-building initiatives that create a welcoming and supportive environment. Both campuses foster global connections and intercultural understanding through events, cultural celebrations, and opportunities for international and domestic students to collaborate and learn from one another.

Through collaboration between faculties, student services, and campus leadership, UBC ensures that international students are supported at every stage of their journey. The university's commitment to providing robust and innovative support systems across UBC Vancouver and UBC Okanagan reaffirms its dedication to empowering international students to achieve their academic and professional goals while contributing meaningfully to the campus community and beyond.

Overview² of Services at UBC Vancouver

Decentralized Academic Advising

UBC Vancouver's decentralized advising structure ensures that international students receive specialized support tailored to their academic disciplines. Each faculty and school, such as arts, sciences, engineering, and medicine, has its own advising office with staff trained to address the specific needs of their programs. This model ensures that advisors can offer detailed guidance on course selection, degree planning, and academic policies unique to each faculty and school.

In addition to academic advising, advisors collaborate with career services and counseling teams to provide holistic support, including workshops on study strategies, mental health, and career readiness. Students benefit from proactive engagement initiatives, such as early alerts and peer mentorship programs, ensuring that they remain on track academically and have access to resources that support their success.

Diverse Career Opportunities

UBC Vancouver offers extensive career development resources tailored to international students. Programs like Work Learn provide paid on-campus, employment opportunities that help students develop professional skills while engaging with the university community. The International Undergraduate Research Awards enable students to collaborate with faculty on cutting-edge research projects, offering valuable hands-on experience. The Launch Your Career in Canada workshop series helps international students navigate the Canadian job market, build their resumes, and refine their networking and interview skills.

In addition, the CareersOnline platform connects students to internships, co-op positions, and full-time job opportunities, while career fairs and industry networking events offer direct access to potential employers. Specialized sessions, such as tax clinics and Social Insurance Number application workshops, address practical concerns specific to international students.



Cultural and Community Spaces

UBC Vancouver fosters a welcoming environment for international students through cultural and community spaces designed to promote inclusivity and engagement. The Global Lounge serves as a hub for intercultural exchange, hosting events such as cultural celebrations, academic workshops, and community-building activities. The First Nations Longhouse, a unique space on campus, provides Indigenous and international students with opportunities to connect, learn, and engage in cultural activities. These spaces encourage collaboration, dialogue, and mutual understanding among students from diverse backgrounds.

Additionally, UBC Vancouver's vibrant student life includes over 350 clubs, societies, and student-led initiatives that allow international students to pursue interests, form friendships, and build connections with the broader campus community.

Immigration and Legal Support - International Student Development

UBC Vancouver offers comprehensive immigration advising to help international students navigate complex regulatory requirements. Pre-arrival resources include webinars on study permits, work permits, and pathways to permanent residency, and they ensure that students are well-prepared before arriving in Canada. Social Insurance Number clinics, tax assistance workshops, and information sessions on health insurance provide practical support for students' day-to-day needs.

UBC Vancouver's team of certified immigration advisors offers one-on-one consultations, drop-in sessions, and tailored guidance for students facing unique challenges, such as those impacted by global crises or policy changes. The campus also partners with government agencies and external stakeholders to host specialized workshops, ensuring students receive accurate and up-to-date information.

Campus Life and Facilities

UBC Vancouver provides a rich campus experience that blends academics, culture, and recreation. Landmarks such as the Museum of Anthropology, the UBC Botanical Garden, and the Chan Centre for the Performing Arts enhance the cultural life of the university. Recreational facilities, including state-of-the-art fitness centres and sports fields, support students' physical well-being. The campus also boasts a diverse array of dining options, with programs like Taste of Home that allow students to share recipes from their countries, and meal plans that are tailored to accommodate cultural and dietary needs. With its vibrant student life, UBC Vancouver provides international students with opportunities to thrive academically, socially, and personally.



Overview³ of Services at UBC Okanagan

Centralized Academic Advising

UBC Okanagan offers a centralized academic advising model that ensures all students, regardless of their program, have access to consistent, personalized support. Advisors provide guidance on degree planning, course selection, and academic policies while also addressing career aspirations and personal development. This integrated approach helps international students navigate the academic environment effectively and fosters a sense of belonging. Advising initiatives include workshops for first-year students, peer mentorship programs, and collaboration with the Student Learning Hub to offer additional academic support services such as tutoring and writing assistance.

Immigration and Legal Support – Global Engagement Office

UBC Okanagan provides comprehensive immigration and legal support through its Global Engagement Office, ensuring that international students have access to accurate and timely guidance on regulatory requirements. Pre-arrival resources include tailored webinars on study permits, co-op work permits, post-graduation work permits, and pathways to permanent residency. These sessions help students understand Canadian immigration policies and prepare for their journey before arriving on campus.

On-campus services include Social Insurance Number application workshops, guidance on the Medical Services Plan, and tax assistance sessions, all aimed at addressing practical day-to-day needs. Students can access one-on-one consultations with certified immigration advisors, who provide personalized support for a wide range of topics, including maintaining legal status, navigating work opportunities, and understanding immigration pathways. Drop-in sessions and email advising offer flexible options for students requiring immediate assistance or quick clarifications.

The Global Engagement Office collaborates closely with government agencies such as Immigration, Refugees and Citizenship Canada, the British Columbia Provincial Nominee Program, and other stakeholders to host workshops and information sessions. These initiatives cover topics such as pathways to permanent residency, navigating policy changes, and understanding the implications of global crises on immigration status.

UBC Okanagan's proactive approach ensures that international students are equipped with the knowledge and resources they need to succeed in Canada, providing a strong foundation for both their academic and professional aspirations.

Global Pathways Career Program

The Global Pathways Career Program equips international students with the knowledge and tools to align their career aspirations with immigration pathways. Delivered through an online platform, the program includes modules on job search strategies, interview preparation, networking skills, and immigration planning. Students create personalized career and immigration plans, participate in workshops, and engage with employers and alumni through networking events. This program ensures that international students are well-prepared to navigate the Canadian (and global) job market and pursue their long-term professional goals.

Intercultural Development and Engagement

The Intercultural Development Program at UBC Okanagan fosters global competency through workshops, social events, and community engagement. Students learn to navigate cultural diversity, build meaningful relationships, and develop skills that prepare them for success in multicultural environments. Events such as Global Education Week and intercultural brunches promote cultural exchange, while volunteer opportunities encourage students to contribute to the local community and develop leadership skills.

Experiential Learning Opportunities

UBC Okanagan emphasizes experiential education through co-op placements, research opportunities, and community-based projects. Small class sizes enable closer interactions between students and faculty, enhancing mentorship and collaborative learning experiences. Programs like Undergraduate Research Awards and practicums provide hands-on opportunities for students to apply their knowledge in real-world contexts, preparing them for academic and professional success.



Inclusive Campus Environment

UBC Okanagan integrates sustainability and community engagement into its programs, creating a supportive and inclusive campus culture. The close-knit community allows international students to form strong connections with peers, faculty, and staff. Initiatives such as themed residence communities and intercultural leadership programs promote cross-cultural understanding and provide opportunities for personal growth.

UBC Partnerships and Global Engagement

Global engagement is foundational to UBC's research, teaching, and service priorities, and has only increased in importance over time. UBC is committed to strengthening global connections and impact by facilitating partnerships and creating transformative learning opportunities for students at home and abroad.

As noted by the *Times Higher Education World University Rankings*, UBC is recognized as North America's most international university. UBC, its faculties, and many of its administrative units have clearly articulated international priorities, with operational functions to support international engagement. UBC is committed to developing global citizens through transformative student learning experiences in international locations, underpinned by global partnerships that foster teaching, learning, and research collaboration.

In the Provost and Vice-President, Academic offices on both campuses, units supporting global engagement facilitate the development of more complex partnerships—such as joint degrees—by providing a wide range of process-oriented supports that help proponents navigate internal administrative processes in close coordination with governance units, including Legal Counsel and Senate. Externally, these units foster partnerships and steward relationships on behalf of the university; facilitate visits to UBC campuses by delegations and international stakeholders; support outbound visits of UBC's senior leadership; and drive initiatives in support of UBC's strategic goals, global connectivity, and reputation.

Institutional Partnership Agreements

UBC has over 300 active institutional partnership agreements involving international research, student mobility, and/or collaborative academic programs (see Appendix B). These collaborations are with institutions in over 50 countries around the world and represent a wide range of partnerships, from faculty/department international collaborations to Student Mobility Agreements, Memoranda of Understanding and Erasmus+ Agreements, to more complex joint and dual degree agreements.

Satellite Offices

UBC's partnership development and international engagement abroad are further supported by two satellite offices: the Asia Pacific Regional Office (APRO) located in Hong Kong and the India Liaison Office (ILO) located in Delhi. Both are staffed by in-country professionals and provide support to UBC faculties, faculty members, and staff.

APRO serves as a hub for development and alumni activities, international student recruitment, and Vancouver Summer Program promotion.

The ILO acts as the key liaison between UBC and Indian government agencies, higher education institutions and other partners, and has been actively pursuing opportunities in areas of capacity building, knowledge-sharing, training, and student mobility. It also supports IC-IMPACTS in India, a consortium between UBC, the University of Toronto and the University of Alberta. Additionally, the ILO is critical to UBC's government compliance requirements in support of base camp student recruiters in India.

Student Mobility

Working with university partners from around the world, UBC, through its Go Global office, provides students with a range of Global Educational Experiences (GEE) that include term-based exchange, summer study abroad, research abroad and faculty-led programs (including credit-bearing global seminars, and co-curricular opportunities).

Student mobility participation has grown steadily at UBC, peaking in 2018-19 at 3,163 students, which represents 4.7% of all UBC students. Post-pandemic, participation continues to grow and UBC participation exceeds the Canadian average of 3.1%. Like other post-secondary institutions across Canada, UBC is striving to increase student participation in global engagement experiences.

Overall, 4.3% of students (2,597) from the Vancouver campus and 2.6% (315) students from the Okanagan campus participated in a Global Educational Experience (GEE) in 2022-23. Undergraduate students accounted for 79% of overall GEE participants, with Term-Based Exchange representing the majority of experiences, followed by Global Seminars, Summer Study, and other self-reported experiences. Other self-reported experiences represented the majority of graduate students' GEEs, followed by Fieldwork/Practicum/Internships, and Special Programs (such as research forums, conferences, and field trips).

For additional information, details and examples of programming refer to Appendix B.

KEY FOCUS AREAS

Provide Global Opportunities for Scholars and Learners

- Develop and steward strategic partnerships and networks responsive to the needs and aspirations of faculties and the university, and to issues of global relevance
- Support faculty in global endeavours and engagement
- Provide global learning opportunities for students

Champion Innovation in Global Learning, Research, and Service

- Design impactful global educational experiences
- Help students develop global competencies through international, local, and virtual academic studies, research experiences, and co-curricular immersive experiences

Build and Sustain Strategic Global Networks that Enhance Impact

- Prioritize and support collaborations that benefit the world and our partners
- Help students, faculty, and staff broaden their perspectives, learn from peers and colleagues around the globe, and contribute to a shared positive impact

4. Strategic Direction and Planning

Goals and Objectives

UBC's International Education Plan builds on the university's well-established strengths as a global leader in international education. With a reputation as a top 20 public university globally, UBC has long demonstrated excellence in fostering international student success, global engagement, and intercultural understanding. Many of the goals outlined in this plan reflect ongoing efforts at UBC Vancouver and UBC Okanagan, ensuring alignment with provincial and federal priorities while sustaining and enhancing the university's leadership in international education.

INTEGRATION WITH UBC'S MISSION, VISION, AND VALUES

Mission: UBC's mission to "pursue excellence in research, learning, and engagement" is reflected in its dedication to fostering innovative, globally oriented programs for international students.

Vision: The plan supports UBC's vision of inspiring "people, ideas, and actions for a better world" by equipping students with the tools to address global challenges.

Values: The international education strategy reinforces UBC's core values of excellence, integrity, equity, sustainability, and respect by prioritizing quality education, inclusivity, and environmental stewardship in its global initiatives.

ALIGNMENT WITH PROVINCIAL AND FEDERAL OBJECTIVES

Provincial objectives: UBC's plan aligns with British Columbia's priorities by ensuring balanced enrolment, supporting system integrity through compliance, fostering source country diversification, and enhancing student outcomes.

Federal objectives: By emphasizing research excellence, skills development, as well as potential immigration pathways for skilled graduates, UBC contributes to Canada's economic and social goals for international education.

High Level Goals

1. SUSTAIN AND ENHANCE THE QUALITY OF THE INTERNATIONAL STUDENT EXPERIENCE.

Goal: Provide exceptional academic, social, and cultural support for international students, ensuring they thrive at UBC and beyond.

Ongoing efforts:

- Comprehensive advising services, mental health and wellness programs, and academic support initiatives tailored for international students.
- Robust orientation and transition programs, such as Jump Start, Create and Imagine UBC, designed to foster belonging and engagement from the start.

2. MAINTAIN GLOBAL ENGAGEMENT AND FOSTER INTERCULTURAL COMPETENCY

Goal: Provide opportunities for students, faculty, and staff to develop global competencies through academic programs, research collaborations, and mobility initiatives.

Ongoing efforts:

- UBC's Go Global program offers extensive exchange, study abroad, and international research opportunities.
- Intercultural programming, such as the Intercultural Development Program and cultural workshops, equips students with critical global skills.

3. DIVERSIFY INTERNATIONAL RECRUITMENT AND PARTNERSHIPS.

Goal: Build on existing strategies to ensure a balanced and diverse international student population while deepening equitable global partnerships.

Ongoing efforts:

- Recruitment from a broad range of source countries, with a focus on expanding into underrepresented regions.
- Strong collaborations with global institutions, including dual-degree programs, research partnerships, and visiting scholar initiatives.



4. STRENGTHEN PATHWAYS TO INTERNATIONAL STUDENT SUCCESS.

Goal: Provide seamless academic, career, and immigration pathways for international students, ensuring their success from pre-arrival to post-graduation. Work closely with the province to align student success with British Columbia and Canada's labour market needs and strengthen pathways to employment in Canada and abroad, ensuring students are equipped for a competitive global workforce.

Ongoing efforts:

- Pre-arrival workshops, immigration advising, and targeted career development programs.

5. ADVANCE EQUITY, RECONCILIATION, AND SUSTAINABILITY IN INTERNATIONAL EDUCATION.

Goal: Integrate equity, reconciliation, and sustainability into international education to ensure responsible global engagement.

Ongoing efforts:

- Alignment with UBC's Indigenous Strategic Plan and the Truth and Reconciliation Commission's Calls to Action by embedding Indigenous knowledge into programs.
- Sustainability initiatives such as promoting virtual exchanges and minimizing the environmental impact of international recruitment and travel.



6. REINFORCE UBC'S STATUS AS A PREMIER GLOBAL EDUCATION DESTINATION.

Goal: Leverage UBC's academic and research excellence to attract outstanding international students and foster global collaborations.

Ongoing efforts:

- Active promotion of UBC's globally recognized programs, world-class faculty, and vibrant campus communities.
- Strategic storytelling of UBC's success in nurturing talent and advancing solutions to global challenges.

Alignment with Truth and Reconciliation Calls to Action

Across both campuses, UBC integrates reconciliation and Indigenous-focused initiatives into its strategic priorities for international education. <https://isp.ubc.ca/>

Integration of Indigenous Strategic Plan (ISP) as part of the UBC IE

Highlighting Indigenous Knowledge and Leadership

- Indigenous Strategic Plan (ISP) guide
- <https://isp.ubc.ca/>

Collaboration with Indigenous Communities

- Partnerships with Indigenous communities on both campuses involve international students in experiential learning projects and research opportunities.
- UBC Okanagan, in collaboration with Indigenous Programs & Services (IPS), integrates land-based learning experiences into its Go-Global programs (Mexico, Australia, New Zealand).

Indigenous Student Support and Engagement

- Support structures for Indigenous students, such as mentorship programs and scholarship opportunities, are extended to Indigenous students from Canada and internationally, strengthening UBC's global Indigenous education connections.
- <https://goglobal.ubc.ca/go-global/indigenous-global-connections>

Intercultural Competency Development

Training and Education for Students and Staff

- UBC offers intercultural competency workshops and training, such as the Intercultural Development Program (IDP), which incorporates principles of reconciliation and anti-racism.
- International student orientation includes modules that highlight Indigenous histories, cultural protocols, and the responsibilities of studying on Indigenous lands.

Global Engagement and Indigenous Focused Programming

- UBC promotes research and dialogue on global Indigenous rights through collaborations with international Indigenous communities and organizations.
- Study abroad and exchange programs integrate learning opportunities related to Indigenous knowledge systems and intercultural understanding.
- <https://goglobal.ubc.ca/go-global/indigenous-global-connections>

5. Enrolment Management

UBC's enrolment objectives are to enrol a diverse community of outstanding students from BC, the rest of Canada, and around the world; increase the enrolment of Indigenous students; provide access for other historically underrepresented populations; and meet the government's targets for domestic undergraduate and graduate FTEs.

The university is committed to improving the accessibility of university education for students from all socio-economic backgrounds. UBC's 2023-2024 Student Financial Support Report highlights a record \$463.6 million in financial aid disbursed across both campuses, marking an 18% increase from the previous year. Funding includes government support, UBC operating and donor contributions, and external sources, benefiting students through scholarships, bursaries, and work-integrated learning. UBC has prioritized financial aid for Indigenous, Black, and Former-Youth-In-Care students, demonstrating its commitment to accessibility and equity. Additionally, initiatives such as the Student Affordability Plan and the Work Learn program continue to expand opportunities for students. To read the full report, [click here](#).

New undergraduate student enrolment is managed according to distinct domestic and international targets, which are approved annually and separately by the Senates and the Board of Governors. Targets are set based on a group of known factors and a group of variables that must be estimated. Known factors include the degree programs offered and physical space occupancy limits. Variables that must be estimated include the number of students who will accept an offer of admission, the number

of students who will actually register and pay their tuition, whether the students will take normal course loads, the students' progression and retention rates, and the numbers that will graduate in a given year.

Managing the admissions process to meet the established targets requires estimating and modeling based on additional factors such as the number of applications received, the academic qualification of those applicants, the decision-making behaviour of the potential students, changes to Canada's political relationships with other countries, changes in the economy including currency fluctuation, and other unforeseen global events, such as pandemics.

Most of the variable factors can be modelled with good accuracy based on the data collected over prior years, but a few factors are highly unpredictable or cannot be controlled by UBC. As a result, it is a rare event to enrol exactly to target for a program, or even more so at the campus level.

UBC attracts applications from many international students and the numbers have been increasing over time. It is important to note that international students do not compete with domestic students for the government-funded seats and thus do not displace domestic students. The two groups of students are measured academically by common standards in two independent applicant pools and processes.

Over the last five years, UBC's international student enrolment headcount averaged 26% of the total student enrolment. These international students are in addition to the domestic undergraduate and all graduate students funded by the government. In 2024/2025, UBC is projected to deliver 120% of the government funded full-time equivalent (FTE) targets.

Student Type	2020/21	% of Total Headcount	2021/22	% of Total Headcount	2022/23	% of Total Headcount	2023/24	% of Total Headcount	2024/25	% of Total Headcount
International	17,918	26%	19,413	27%	19,909	27%	19,601	27%	18,674	26%
Domestic	52,106	74%	52,868	73%	52,676	73%	53,175	73%	54,018	74%
Total	70,024		72,281		72,585		72,776		72,692	

UBC is committed to expanding educational opportunities for Indigenous students and supporting Indigenous students' success. UBC also recognizes that Indigenous students make valuable contributions to its learning environment. UBC may consider Indigenous applicants who do not meet the current competitive admissions cut-off set by the individual faculties and schools, but who meet the university-wide academic minimum requirements may be considered for admissions under the Admissions Policy for Canadian Aboriginal Applicants. In addition, UBC Okanagan's Aboriginal Access Studies program is an entrance program that prepares and transitions Indigenous learners who may not be prepared for direct admission to a degree program at UBC Okanagan, helping to ensure that every Indigenous student applicant at UBC Okanagan can be admitted to one of a variety of pathways to a university degree. Access Studies at UBC is a program that offers flexible post-secondary learning options to people of all ages and backgrounds.

The last five years of UBC's enrolment shows that UBC's Indigenous enrolment averaged 3% of UBC's total. Indigenous enrolment is part of UBC's domestic targets.

Campus	Student Type	2020/21	% of Total Headcount	2021/22	% of Total Headcount	2022/23	% of Total Headcount	2023/24	% of Total Headcount	2024/25	% of Total Headcount
Okanagan	Indigenous	712	6.2%	758	6.3%	745	6.2%	774	6.5%	787	6.7%
	Total	11,562		11,989		11,978		11,913		11,748	
Vancouver	Indigenous	1,330	2.3%	1,446	2.4%	1,558	2.6%	1,611	2.6%	1,713	2.8%
	Total	58,462		60,292		60,607		60,863		60,944	
Total	Indigenous	2,042	2.9%	2,204	3.0%	2,303	3.2%	2,385	3.3%	2,500	3.4%
	Total	70,024		72,281		72,585		72,776		72,692	

Pathways to Success: Specialized Programs for Student Transition and Support

UBC is committed to supporting students from diverse backgrounds and ensuring their academic success. To achieve this, UBC offers several specialized programs designed to help students transition smoothly into university life and thrive in their studies.

UBC Vantage College provides the Vantage One programs, which are designed for academically outstanding international students who do not yet meet UBC's English Language Admission Standard (ELAS). These programs combine first-year degree courses with English language instruction, helping students transition smoothly into their second year at UBC Vancouver.

UBC's English Language Institute provides intensive English language programs to help international students meet UBC's English language proficiency requirements. Through a combination of classroom instruction, cultural activities, and personalized support, the English Language Institute prepares students for academic success at UBC Vancouver.

The Coordinated Arts Program is a first-year program that offers a coordinated curriculum across several disciplines within the Faculty of Arts at UBC Vancouver. It provides a supportive learning community and helps students develop critical thinking and academic skills, easing their transition into university life.

The English Foundations Program is designed for students who need to improve their English language skills before starting their degree program. It combines English for Academic Purposes classes within first-year university courses at UBC Okanagan, allowing students to earn credits while enhancing their language proficiency.

These programs collectively support UBC's enrolment management by ensuring that students from diverse backgrounds are well-prepared for their academic journey, thereby enhancing retention and success rates.

Admissions process

UBC uses a competitive admission process as it receives applications for more qualified students than can be accommodated. UBC's admission requirements are designed to select students who are the most likely to succeed in their learning and to thrive at UBC. Admission decisions are based upon a fair and equitable process that evaluates applications on their individual merits.

Students apply, complete their applications with all their necessary documents, gain admission, and ultimately register for courses. Each stage of the process contains fewer students than the previous stage and requires ongoing analysis and strategic decision-making to ensure the best possible enrolment outcomes.

Students are informed of the costs of tuition when they are given an offer of admission via public-facing resource pages. In addition, students are provided with information regarding next steps, and to secure their spot at UBC they must accept their offer of admission and pay their acceptance deposit by a noted deadline. The deposit is applied toward the student's first-term tuition. International students who accept their offer and pay their deposit are issued a Provincial Attestation Letter. UBC will be increasing the acceptance deposit from \$1,000 to \$3,000 for 2025W in order to encourage the good faith acceptance of an offer of admission.

When international students are given an offer of admission, a Letter of Acceptance is issued to the student. The Letter of Acceptance provides information on the approximate cost of their tuition and refers them to resources like UBC's cost estimator for financial planning (<https://you.ubc.ca/financial-planning/cost/>).

UBC has approved a cap on future tuition increases for new and continuing international undergraduate students starting in 2025W. This is part of a recommendation from UBC's Student Affordability Task Force to develop a multi-year tuition framework and is consistent with guidelines announced by the Ministry of Post-Secondary Education and Future Skills on July 15, 2024.

Enrolment Management and Support for Indigenous and Domestic Students

As noted previously, UBC manages new undergraduate student enrolment according to domestic and international targets approved annually by the Senates and the Board of Governors. This process involves estimating and modeling based on various factors, including the number of applications received, the academic qualifications of applicants, decision-making behaviours of potential students, changes in Canada's political relationships with other countries, economic fluctuations, and unforeseen global events such as pandemics.

Indigenous reconciliation remains a top priority for UBC. Reconciliation efforts include supporting Indigenous student and faculty recruitment, curriculum development, language and cultural revitalization, engaging in partnerships with Indigenous communities, and providing financial aid for Indigenous students. UBC also has formal affiliations with both the Musqueam Indian Band and the Okanagan Nation Alliance. Guided by UBC's Indigenous Strategic Plan, which sets a bold, long-term vision for UBC as a leading university globally in the implementation of Indigenous peoples' human rights, the university continues to take action to advance its commitment to reconciliation, as articulated and called for by the Truth and Reconciliation Commission of Canada.

In 2023, UBC Okanagan began accepting applications for the new Indigenous Knowledges theme in its Interdisciplinary Graduate Studies program, making it the first in Canada to offer Indigenous Knowledges master's and doctorate degrees. Also in 2023, the First Nations Longhouse at UBC Vancouver celebrated its 30th anniversary. The Longhouse – one of the first of its kind on a university campus – serves as an academic, cultural, social, and spiritual gathering space for Indigenous students.

To ensure fair access to courses, UBC's registration process is set up so that students are given registration times based on their year level and academic GPA, without differentiating between domestic and international students. This approach ensures that all students have equal opportunities to register for classes. However, Indigenous students are given priority registration times to support their academic success.

UBC also has specific policies and programs to support Indigenous students. The Aboriginal Admissions Policy provides pathways for Indigenous students to gain admission to UBC, recognizing the unique challenges they may face. Additionally, the Okanagan Aboriginal Access Program offers support and resources to help Indigenous students transition to university life and succeed in their studies.

Progression of students to the next year of study and selection of majors at UBC are academically competitive, with targets for majors and programs factored into the original enrolment and admissions planning. This careful planning helps UBC maintain a balanced and diverse student body while addressing any potential displacement concerns.

UBC offers programming that collectively supports the university's enrolment management by ensuring students are engaged, supported, and well-prepared for their academic journey.

Outreach Programs

UBC's outreach programs play a crucial role in the recruitment and post-application phases. These programs include targeted recruitment efforts, personalized emails, and registration support throughout the summer to keep students engaged and ensure they are registered in their courses. This proactive approach helps UBC monitor enrolment levels and address any potential issues early on, ensuring a smooth transition for new students.

UBC Vancouver

Jump Start

Jump Start is an enhanced orientation program designed for first-year students coming directly from high school. It helps students acclimate to university life before the term begins by offering academic and social programming. This early engagement helps UBC identify and address any enrolment concerns, ensuring students are well-prepared and supported from the start.

Meet the Prof Sessions and Alumni Involvement

Online Meet the Prof sessions, alumni meet-and-greet events, and the involvement of peer mentors and orientation leaders over the summer provide continuous support and engagement for new students. These initiatives help UBC monitor student needs and address any concerns, fostering a sense of community and belonging.

Vancouver Summer Program

The Vancouver Summer Program offers international undergraduate students a four-week academic and cultural experience at UBC. By providing an immersive learning environment, this program helps UBC attract and retain international students, contributing to the university's enrolment targets and enhancing the diversity of the student body.



UBC Okanagan

Jump Start

Jump Start is an enhanced orientation program designed for first-year students coming directly from high school. It helps students acclimate to university life before the term begins by offering academic and social programming. This early engagement helps UBC identify and address any enrolment concerns, ensuring students are well-prepared and supported from the start.

Indigenous Youth Summer Camps

UBC's Okanagan campus hosts two annual overnight summer camps for Indigenous youth. Indigenous Summer Scholars Camp and Indigenous Summer Leadership Camp are free, overnight, multi-day programs that include all food, accommodations, events, and programming. These programs aim to provide the next generation of Indigenous leaders with opportunities to build their interest in post-secondary education, connect with other students in a fun and interactive environment, and increase their ability to act as leaders in their communities and schools.

Okanagan Global Summer Program

The Okanagan Global Summer Program offers interdisciplinary, project-focused courses that provide students with a blend of academic and cultural experiences. This program supports UBC's enrolment management by attracting international students and offering them a unique educational experience, which helps maintain balanced enrolment level.



Future Enrolment Plan

The intake targets for UBC Vancouver direct-entry undergraduate programs are determined by the faculties, in consultation with the Vice-President, Academic and Provost Vancouver's Office, the Office of Planning, Analytics and Institutional Research, Enrolment Services, and the International Student Initiative. The 2025/2026 undergraduate intake targets are based on the provincial government's mandate regarding overall domestic student enrolment, the university's strategic goals, and the opportunities and capacities identified by the faculties. The forecasts aim to uphold the university's commitment to providing a world-class teaching and learning environment while ensuring outstanding support for UBC students. The forecasts for UBC Vancouver and UBC Okanagan received approval from their respective Senates in February 2025 and received Board of Governors in March 2025.

UBC Vancouver 2025/2026 Enrolment Plan

The proposed intake targets for the 2025/2026 academic year aim for 8,785 new-to-program domestic undergraduate students and 3,086 new-to-program international undergraduate students. For 2025/2026, there are no significant changes to domestic undergraduate targets, while for international undergraduate students there is a 7.8% decrease when compared to the previous academic year targets (2024/2025). Noted below is UBC Vancouver's annual normal load FTE forecast for the next five years.

For details on the forecasts for specific programs, refer to Appendix A.

UBC VANCOUVER'S ANNUAL NORMAL LOAD FTE

Program Type	Domestic/ International	Actual 2023/24	March 1 Projection 2024/25	2025/26	2026/27	2027/28	2028/29	2029/30
Undergraduate	Domestic	32,062	33,081	32,767	32,479	32,285	32,182	32,138
	International	10,868	10,108	10,308	10,592	10,984	11,408	11,683
Residents		1,587	1,805	1,805	1,805	1,805	1,805	1,805
Graduate	Domestic	5,488	5,862	5,862	5,862	5,862	5,862	5,862
	International	3,585	3,323	3,323	3,323	3,323	3,323	3,323
Total		53,590	54,179	54,065	54,061	54,259	54,580	54,811

UBC Okanagan 2025/2026 Enrolment Plan

The proposed intake forecasts for the 2025/2026 academic year aim for 2,145 new-to-program domestic undergraduate students, and 418 new-to-program undergraduate international students. For 2025/2026, there are no significant changes to domestic undergraduate intake forecasts, while for international undergraduate students there is a 12.9% decrease when compared to the previous academic year intake forecasts (2024/2025). Noted below is the UBC Okanagan's annual normal load FTE forecast for the next five years.

For details on the forecasts for specific programs, refer to Appendix A.

UBC OKANAGAN'S ANNUAL NORMAL LOAD FTE

Program Type	Domestic/ International	Actual 2023/24	March 1 Projection 2024/25	2025/26	2026/27	2027/28	2028/29	2029/30
Undergraduate	Domestic	7,713	7,675	7,678	7,558	7,518	7,532	7,554
	International	1,699	1,433	1,458	1,414	1,379	1,379	1,381
Graduate	Domestic	628	677	664	677	709	736	736
	International	583	536	563	625	678	726	764
Total		10,622	10,321	10,362	10,274	10,284	10,373	10,435

6. Diversification of Source Countries

As noted in the section addressing current state (section 3), UBC's approach to international recruitment has incorporated diversification on many fronts, including regions, socio-economic, and levels of study. UBC has long maintained a clearly defined and balanced approach to international recruitment.

Over the past decades, the university has successfully implemented strategies aimed at “attracting, engaging, and retaining a diverse global community of outstanding students.” This approach not only deepens UBC's engagement with the international community but also enriches the learning environment across its two campuses. UBC actively recruits well-qualified international students from diverse backgrounds, supports them through tailored financial assistance programs, and collaborates across faculties, academic advisors, and student service units to ensure their success. Central to these efforts is the International Student Initiative, established in 1996, which has expanded UBC's recruitment reach to approximately 80 countries through a multi-modal, multi-channel recruitment and marketing strategy.

For a detailed overview of UBC's approach to recruitment, please see section: *Recruitment, Agent Management, and Diversification*

7. Provision of Information, Services, and Supports

Comprehensive Overview of Services for International Students

This summary outlines services available across both UBC Vancouver and UBC Okanagan. UBC remains at the forefront of advising international students, navigating the evolving policy landscape, and addressing the changing needs of its diverse student body. Detailed information and specific program descriptions are available on UBC's websites and in the appendices of this document.



Pre-Enrolment Services

UBC offers extensive pre-enrolment services to ensure that international students are well-prepared for their transition to university life in Canada. These services are designed to address practical, academic, and cultural needs before students arrive on campus:

- **Comprehensive Pre-Arrival Resources:** Online webinars and guides cover essential topics such as study permit applications, visa processing, health insurance enrolment, and housing selection. These resources provide step-by-step instructions, helping students navigate complex administrative processes with ease.
- **Dedicated Immigration Support:** Certified immigration advisors provide guidance on study permits, work permits, and co-op work permits, ensuring students meet legal requirements and deadlines.
- **Personalized Advising Sessions:** Virtual one-on-one sessions help address individual concerns, offering tailored advice on transitioning to life at UBC.
- **Orientation Courses:** Programs like IPREP (UBC Vancouver and UBC Okanagan) and UBC 101 (UBC Okanagan) introduce students to academic expectations, cultural norms, and campus resources. These interactive courses are available online to accommodate varying time zones.



Orientation Programs

UBC's orientation programs are immersive and comprehensive, designed to provide international students with the tools they need to succeed both academically and socially:

- **Jump Start:** A multi-day orientation available on both campuses that combines academic preparation, workshops, and social activities to help students build early connections and navigate their new environment. Sessions include faculty-led academic guidance, cultural adjustment workshops, and opportunities to explore campus life.
- **Faculty-Specific Orientations:** Both campuses provide discipline-focused sessions that introduce students to program-specific resources, academic expectations, and faculty networks.
- **Intercultural Peer Programs:** International students are paired with trained upper-year mentors who provide ongoing guidance throughout the academic year, helping them adjust to university life and Canadian culture.

Housing and Accommodation Supports

At both UBC Okanagan and UBC Vancouver, comprehensive housing and living supports are provided to ensure international students have a seamless transition and a culturally enriching university experience. These supports range from on-campus housing assistance to extensive resources for off-campus living. Students benefit from a robust network that includes guidance on securing accommodation, understanding tenancy rights, and accessing financial literacy workshops. This holistic approach not only helps students adjust to campus life but also fosters a sense of community and belonging.

Key On-Campus Housing Supports:

Assistance with On-Campus Housing Applications:

- Guidance and support in applying for residence, including programs designed to build community among international students.

Culturally Inclusive Residence Experience:

- Intercultural residence programming and themed living-learning communities that promote cross-cultural exchange.
- Individualized cultural and religious support, with specialized placement options.
- Enhanced training for Residence Advisors, many of whom are former international students, to ensure culturally sensitive support.

Residence Guarantee and Protected Beds:

- First-year residence guarantee for students who apply by the designated deadlines.
- Designated beds for international transfer, exchange, visiting academic partnerships, and Mastercard Foundation Scholars.

Key Off-Campus Housing and Living Supports:

Comprehensive Off-Campus Housing Guidance:

The Student Experience Office offers online resources covering:

- Navigating the rental market and avoiding housing scams.
- Setting up utilities and budgeting for off-campus living.
- Transition support for students needing additional guidance during their move.

Housing Safety and Tenancy Rights Workshops:

Regular workshops covering lease agreements, safety measures, and legal tenant rights in British Columbia.

Financial Literacy and Transition Resources:

Workshops and passive educational resources to help students manage housing costs, understand banking, and develop effective budgeting skills.



Additionally, both campuses emphasize a holistic living experience by offering culturally sensitive dining options and wellness resources.

Culturally Sensitive Dining Services:

- Diverse menu options catering to various dietary preferences.
- Special programs during Ramadan, including advance take-out meal options.
- The Taste of Home Program, which allows international students to share recipes from their home cultures.

Academic Supports

UBC prioritizes academic success for its international students by providing a robust network of resources and advising services:

Tailored Advising Models:

- **Vancouver:** A decentralized model where faculty-specific advisors address discipline-specific needs, offering specialized guidance on course planning, degree requirements, and research opportunities.
- **Okanagan:** A centralized model that ensures consistency across all programs, providing personalized support for academic planning, degree progression, and co-op integration.

Student Learning Resources:

- **Vancouver:** Workshops and peer mentoring initiatives address foundational academic skills and strategies for adapting to Canadian education systems.
- **Okanagan:** The Student Learning Hub offers tutoring, learning strategists, and writing support to help students excel in challenging courses.

Proactive Retention Strategies: Early alert systems identify students at risk academically, providing timely interventions through academic coaching and faculty mentorship.

Integration of Global Learning Opportunities: Advisors encourage participation in study abroad programs, interdisciplinary courses, and international research collaborations, helping students gain global perspectives and enhance their academic profiles.

Post-Graduation Services:

UBC offers comprehensive support to help international students transition to the workforce or further studies.

Post-Graduation Work Permit (PGWP) Guidance: Dedicated advising sessions help students understand the application process, timelines, and legal requirements for staying in Canada after graduation.

Career Workshops and Networking Events: Programs such as Launch Your Career in Canada provide insights into the Canadian job market, resume writing, and interview preparation. Networking opportunities connect students with industry professionals, alumni, and potential employers.

Alumni Support Services: Recent graduates have continued access to career advising, mentorship opportunities, and job boards, ensuring a smooth transition to professional life.

Global Pathways Career Team (UBC Okanagan): Holistic and wraparound supports from arrival to three years post-graduation (alumni) in navigating IRCC programs and career development specific to the nuanced needs of international students.

8. Key Performance Indicators (KPIs) for International Education at UBC

UBC has a long-standing commitment to supporting international education and already tracks numerous metrics to ensure the success of its international students and programs. Building on this foundation, UBC will continue to monitor these metrics in a comprehensive manner, ensuring alignment with institutional priorities, the British Columbia International Education Strategy, and the university's broader strategic plan. These KPIs will help UBC measure progress, enhance its supports, and continue its reputation as a global leader in higher education.

1. ENROLMENT MANAGEMENT AND DIVERSIFICATION

International Student Proportion: Maintain international student enrolment within the outlined ranges of total enrolment, aligned with the province's guidelines for balance and sustainability.

Source Country Diversification: Measure the percentage of international students from various source countries to ensure promoting diversity and resilience in student recruitment.

Retention and Graduation Rates: Utilization of data from our PAIR Office to continue to track retention from first to second year and overall graduation rates of international students, comparing them with those of domestic students to identify areas for intervention and support.

2. STUDENT EXPERIENCE AND WELL-BEING

Student Satisfaction Index: Continuation of the annual surveys (e.g., NSSE) to assess international students' satisfaction with academic programs, advising, housing, health services, and overall campus experience.

Sense of Belonging: Measure the percentage of international students reporting a strong sense of belonging through engagement surveys and focus groups.

3. ACADEMIC SUCCESS

Academic Performance: Continue monitor the average GPA of international students across faculties to ensure parity with domestic students and identify areas for improvement.

Academic Program Completion Rates: Continue to evaluate the time-to-completion for degrees among international students, ensuring alignment with program expectations.

4. CAREER DEVELOPMENT AND POST-GRADUATION OUTCOMES

Work-Integrated Learning Participation: Track the number of international students engaging in co-op placements, internships, and research positions annually.

Post-Graduation Employment Rates: Measure employment outcomes within six months of graduation, focusing on roles related to students' fields of study.

5. SERVICE UPTAKE AND OPERATIONAL EFFICIENCY

Immigration Advising Engagement: Count the number of advising appointments, workshops, and self-paced online courses completed by international students to support immigration compliance and understanding.

Health Insurance Coverage and Utilization: Track the enrolment and utilization rates of IMED, MSP, and extended health insurance plans to ensure adequate access to healthcare.

Housing Support Metrics: Measure the percentage of first-year international students accessing the residence guarantee and participation in off-campus housing transition workshops.

6. GLOBAL ENGAGEMENT AND INTERCULTURAL LEARNING

Outbound Mobility Participation: Measure the number of domestic students participating in study abroad programs, global internships, or international field schools.

International Partnerships: Track the number of active collaborations with global institutions, including dual-degree programs, research partnerships, and exchange agreements.

Intercultural Programming Engagement: Measure participation in cultural events, the Intercultural Development Program, and other initiatives promoting intercultural competence and global citizenship.

7. INSTITUTIONAL IMPACT AND REPUTATION

Reputation Metrics: Maintain and improve UBC's standing among the top 20 public universities globally, emphasizing the role of international education in enhancing its academic and research excellence.

Global Alumni Engagement: Track the number of international alumni engaged with UBC through mentorship, networking events, or giving programs.

Monitoring and Evaluating the Strategic Plan

Data Collection and Evaluation Tools

INSTITUTIONAL SURVEYS:

- Conduct regular surveys such as the UBC Student Experience Survey to gather feedback on academic, social, and cultural experiences.
- Leverage faculty- and department-specific surveys to understand unique challenges faced by international students.

CANADIAN BUREAU FOR INTERNATIONAL EDUCATION (CBIE) SURVEYS:

- Participate in national and international surveys to benchmark UBC's performance against other Canadian institutions.
- Use data from CBIE's International Student Survey to gain insights into broader trends and policy impacts.

SERVICE USAGE RECORDS:

- Track metrics such as appointment volumes, workshop attendance, and online resource engagement for immigration advising, counseling services, and academic support.
- Analyze trends in housing applications, residence satisfaction, and dining program participation.

EXTERNAL BENCHMARKS:

- Compare UBC's international education strategies and outcomes with peer institutions globally.
- Monitor rankings and KPIs from organizations such as QS, Times Higher Education, and Maclean's to identify strengths and areas for growth.

Annual Review Process

KPI REVIEW AND GAP ANALYSIS:

- Evaluate KPIs annually, focusing on key metrics such as international student retention, graduation rates, and satisfaction levels.
- Identify gaps in services, unmet needs, or underperforming initiatives to inform strategic adjustments.

CROSS-CAMPUS CONSULTATIONS:

- Host annual review sessions involving stakeholders from UBC Vancouver and UBC Okanagan to ensure that both campuses are aligned and contributing to shared goals.
- Engage with international student representatives, faculty advisors, and service staff to validate findings and gather qualitative feedback.

ACTION PLAN REFINEMENT:

- Adjust strategies and programs based on the findings of the annual review to address emerging challenges and opportunities.

Ongoing Monitoring Mechanisms

STUDENT FEEDBACK CHANNELS:

- Maintain open channels such as feedback forms, focus groups, and town halls to capture real-time insights from international students.
- Use student feedback to assess the effectiveness of orientation programs, academic supports, and community engagement initiatives.

REAL-TIME ANALYTICS:

- Work with PAIR to continue to implement data dashboards to track live metrics related to enrolment trends, service usage, and program participation.
- Use predictive analytics to identify risks, such as declining engagement or potential retention issues, and proactively address them.



Reporting and Accountability

ANNUAL REPORTS:

- Publish an annual report summarizing progress on the strategic plan, key findings from evaluations, and updates on KPIs.
- Highlight success stories, innovative programs, and areas requiring improvement in alignment with UBC's international education goals.

PROVINCIAL REPORTING:

- Submit annual updates to the Government of British Columbia.

INTERNAL GOVERNANCE:

- Present findings and recommendations to UBC's Board of Governors, senior leadership, and other internal committees to ensure institutional accountability.
- Align strategic plan outcomes with broader institutional strategies, such as UBC's Indigenous Strategic Plan and Climate Action Plan.

Continuous Improvement

PERIODIC STRATEGIC REVIEWS:

- Conduct in-depth reviews of the strategic plan every three years to assess long-term progress and make comprehensive updates.
- Include consultations with international education experts, government representatives, and community stakeholders to refine objectives.

PILOT PROGRAMS AND INNOVATIONS:

- Test new initiatives and approaches, using data from pilot programs to evaluate effectiveness before scaling them across both campuses.
- Explore partnerships with external organizations to bring innovative solutions to international education at UBC.



Appendices



Appendix A

Enrolment Breakdown by Program and Country Enrolment Management, Processes, and Compliance

UBC Vancouver Enrolment Trends for the Last 5 Years

- Growth/decline in international enrolments:
- Saw an increase of 8% and 3% in 2020/2021 and 2021/2022 and a decrease from 2022/2023 to 2024/2025

UBC VANCOUVER 2024/2025 INTERNATIONAL STUDENT NUMBERS

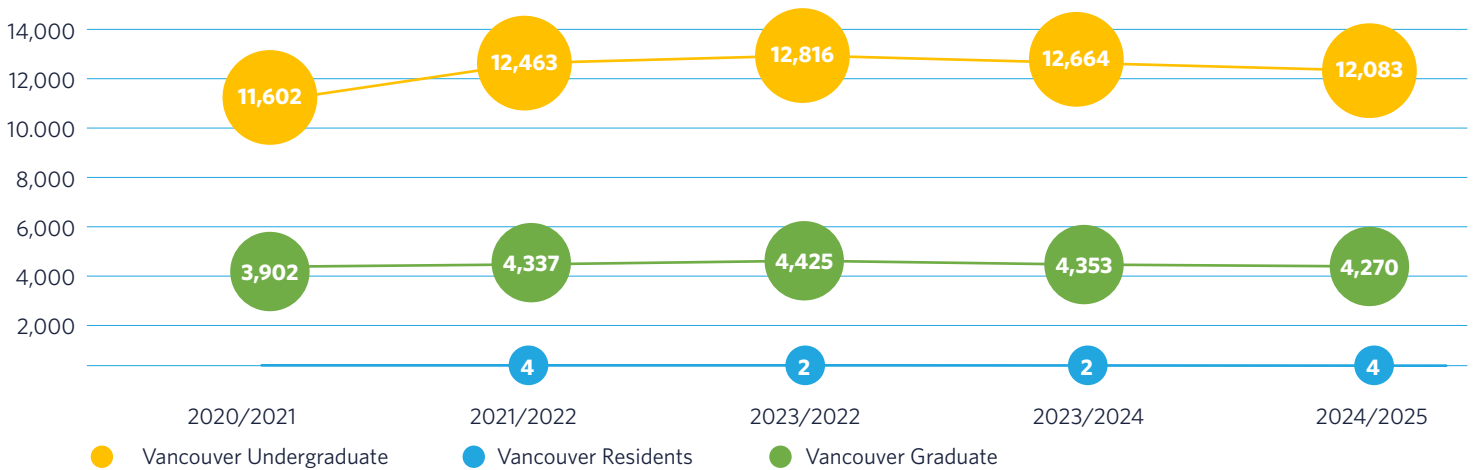
Total international students:
16,357

Undergraduate:
12,083

Graduate:
4,270

Residents:
4

UBC'S INTERNATIONAL ENROLLMENT 5 YEAR TREND



In 2024/2025, UBC's international students, at both campuses combined, were citizens of over 155 countries and territories. A total of 148 countries were represented by 16,337 international students on UBC Vancouver in 2024/2025. The table below shows the top countries or territories of citizenship for the UBC Vancouver. The number of countries and territories represented in the "other" category is listed after the headcount in brackets.

Student Level Citizenship		2020/21	2021/22	2022/23	2023/24	2024/25	Change from 2020/21
Undergraduate	China	4,934	4,725	4,449	4,223	4,037	-18%
	India	1,576	1,973	2,296	2,230	1,900	21%
	USA	901	881	872	902	888	-1%
	Indonesia	289	348	436	500	516	79%
	Korea, South	439	447	453	447	473	8%
	Hong Kong	266	308	370	396	434	63%
	Japan	191	249	324	359	356	86%
	Vietnam	148	175	211	231	219	48%
	Taiwan	181	185	181	205	199	10%
	Mexico	124	148	166	163	158	27%
	Other	2,553 (96)	3,042 (105)	3,058 (101)	3,008 (96)	2,903 (129)	14%
	Undergraduate total		11,602	12,463	12,816	12,664	12,083
Graduate	China	1,055	1,095	1,133	1,210	1,339	27%
	USA	605	632	605	572	560	-7%
	India	458	536	596	543	381	-17%
	Iran	299	371	401	426	364	22%
	Hong Kong	45	110	128	125	114	153%
	Mexico	89	122	104	96	80	-10%
	Germany	64	69	76	64	79	23%
	Nigeria	72	82	78	79	73	1%
	Korea, South	67	62	60	59	72	7%
	United Kingdom	84	95	90	72	70	-17%
	Other	1,064 (41)	1,163 (43)	1,154 (46)	1,108 (48)	1,138 (113)	7%-
	Graduate total		3,902	4,337	4,425	4,353	4,270
Total		15,504	16,800	17,241	17,017	16,353	5%

DEMOGRAPHICS: AGE AND GENDER - UBC VANCOUVER

Student Level	Age Group	Domestic	International	Total
Undergraduate	20 or younger	15,237	5,476	20,713
	21-25	15,030	5,995	21,025
	26-30	2,851	379	3,230
	31-40	1,636	161	1,797
	41 or older	1,003	70	1,073
	Unknown	16	2	18
Graduate	20 or younger	7	0	7
	21-25	2,009	1,342	3,351
	26-30	2,255	1,696	3,951
	31-40	1,881	1,009	2,890
	41 or older	870	220	1,090
	Unknown	2	3	5
Total		42,797	16,353	59,150

Student Level	Gender Identity	Domestic	International	Total
Undergraduate	Man	14,669	5,651	20,320
	Woman	19,742	6,091	25,833
	Non-Binary Person	368	98	466
	Choose Not to Disclose	156	27	183
	Unknown	838	216	1,054
Graduate	Man	2,506	1,987	4,493
	Woman	4,378	2,171	6,549
	Non-Binary Person	73	49	122
	Choose Not to Disclose	9	6	15
	Unknown	58	57	115
Total		42,797	16,353	59,150

UBC Okanagan Enrolment Trends for the Last 5 years

The chart below shows the five-year trend of growth/decline in international enrolments.

- Saw an increase of 8% and 2% in 2020/2021 and 2021/2022
- Saw a decrease from 2023/2024 to 2024/2025

UBC OKANAGAN 2024/2025 INTERNATIONAL STUDENT NUMBERS

Total international students:

2,317

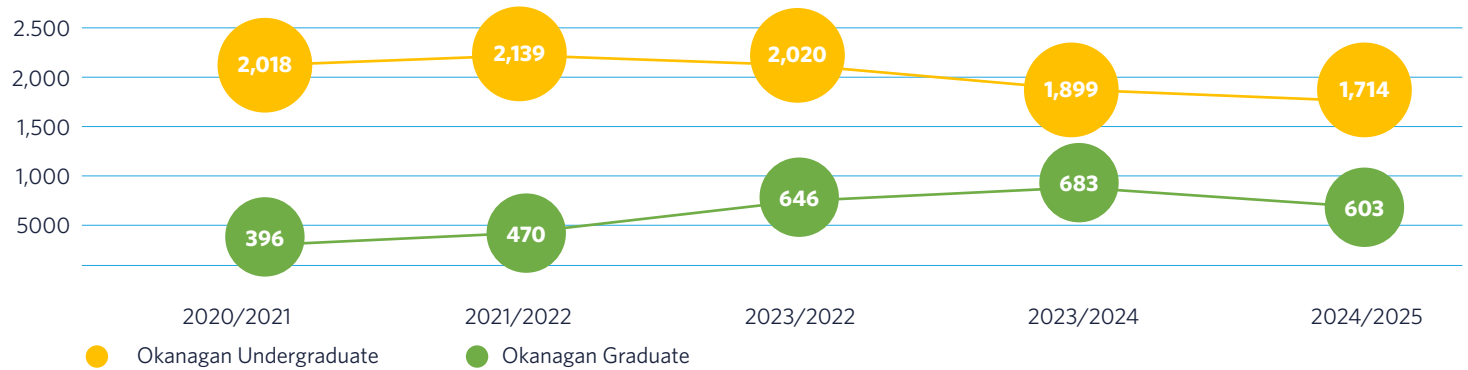
Undergraduate:

1,714

Graduate:

603

UBCO'S INTERNATIONAL ENROLLMENT 5 YEAR TREND



The diversity of international students at UBC Okanagan has increased markedly since 2005/2006 (UBC Okanagan's first year of operation), when 20 countries were represented by 86 students. In 2024/2025, 110 countries and territories were represented by 2,317 students. The table below shows the top countries or territories of citizenship for UBC Okanagan. The number of countries/territories represented in the "other" category is listed after the headcount in brackets.

Student Level Citizenship		2020/21	2021/22	2022/23	2023/24	2024/25	Change from 2020/21	
Undergraduate	China	572	486	444	424	420	-27%	
	India	357	452	468	429	339	-5%	
	USA	100	107	90	94	87	-13%	
	Indonesia	47	48	69	76	72	53%	
	Hong Kong	Hong Kong	48	63	53	59	49	2%
		Japan	42	50	49	45	46	10%
		Mexico	41	40	44	39	41	0%
		Korea, South	48	44	44	38	30	-38%
		Pakistan	20	26	27	50	29	45%
		Taiwan	41	37	34	25	28	-32%
	Other	702 (96)	786 (105)	698 (101)	640 (96)	573 (97)	-18%	
Undergraduate total		2,018	2,139	2,020	1,899	1,714	-15%	
Graduate	China	58	73	100	121	169	191%	
	Iran	97	113	137	149	117	21%	
	India	66	97	134	126	62	-6%	
	Bangladesh	28	30	42	44	35	25%	
	USA	24	24	30	26	21	-13%	
	Sri Lanka	9	8	18	19	17	89%	
	Nigeria	*	6	12	16	15	400%	
	Pakistan	12	17	20	18	14	17%	
	Ghana	*	5	5	7	12	300%	
	Egypt	9	9	15	14	12	33%	
		Other	87 (41)	88 (43)	133 (46)	143 (48)	129 (50)	48%
Graduate total		396	470	646	683	603	52%	
		2,414	2,609	2,666	2,582	2,317	-4%	

DEMOGRAPHICS: AGE AND GENDER - UBC OKANAGAN

Student Level	Age Group	Domestic	International	Total
Undergraduate	20 or younger	4,341	867	5,208
	21-25	3,543	812	4,355
	26-30	459	31	490
	31-40	232	4	236
	41 or older	117	0	117
Graduate	20 or younger	0	0	0
	21-25	169	215	384
	26-30	252	218	470
	31-40	199	153	352
	41 or older	119	17	136
Total		9,431	2,317	11,748

Student Level	Gender Identity	Domestic	International	Total
Undergraduate	Man	3,770	1,021	4,791
	Woman	4,663	657	5,320
	Non-Binary Person	127	16	143
	Choose Not to Disclose	39	9	48
	Unknown	93	11	104
Graduate	Man	273	345	618
	Woman	453	248	701
	Non-Binary Person	8	4	12
	Choose Not to Disclose	0	2	2
	Unknown	5	4	9
Total		9,431	2,317	11,748

Appendix B

Global Engagement, Partnerships, Mobility Programs, and Exchange Agreements

Direction and Goals (2025–2028)

Global Partnerships

- Raise UBC's profile with key partner countries, such as Germany, France, and Chile.
- Invest in strategic regional engagement. The current focus is on the Indo-Pacific region, considering Canada's Indo-Pacific Strategy, which commits new resources for Canadian civil society organizations to engage with the region.
- Provide seed funding for cooperation with the Global South as a means of supporting UBC researchers in initiating or strengthening new and/or existing partnerships, projects or collaborations with partners in the Global South.
- Steward key institutional and network partnerships. Examples include specific university partners (e.g., KU Leuven, Stuttgart) and major funding bodies, such as the EU's Erasmus+ and Horizon Europe.

Student Mobility

UBC is committed supporting equitable access to outbound international education opportunities by Indigenous and underrepresented domestic students through the following initiatives:

Indigenous Student Initiatives

Go Global has a designated advisor to provide advising support to inbound and outbound Indigenous students. This advisor is an active member of the Indigenous Working Group and organizes and participates in various outreach initiatives, including prospective student events, new student orientation, off-site advising, and hosting a Longhouse lunch each year. Go Global has actively implemented the Indigenous Strategic Plan and holds regular professional development events with an Indigenous learning focus. This model has inspired new work to support Black students, and other students who have traditionally been underrepresented in mobility programs.

In 2017, Go Global conducted a review of the accessibility of the Go Global program to consider how to increase participation from underrepresented student groups (in particular Indigenous students). A focus group was conducted with colleagues from the Faculty of Arts, Indigenous Student Advisors, and students. The application fee was identified as a significant barrier to participation, resulting in a fee waiver being introduced. Go Global was also encouraged to have a point of contact for Indigenous students.

Indigenous Global Connections 2021-2025

Indigenous Global Connections is a multifaceted program aimed at connecting Indigenous and non-Indigenous students at UBC with Indigenous students, faculty, and community members in other areas of the world. The objectives of the program are to provide students with virtual and in-person learning opportunities to develop a stronger understanding of the Indigenous lands on which they live and learn, and to discover the context of Indigenous peoples around the globe. This project was funded by Universities Canada Global Skills Opportunity Grant with a total of \$462,284 Mobility Funds and \$50,000 Innovation Funds. This program has supported 137 students participating in virtual and physical mobility programs.

DEMOGRAPHICS:

- 94 Indigenous students
- 20 low-income students
- 3 students who identify having a disability
- 20 other eligible students (Canadian or PR)

PROGRAMS SUPPORTED:

- Virtual exchange with Argentina
- Tūrangawaewae, Pōkai Whenua in New Zealand
- Iceland GSP: Systems Approaches to Regional Sustainability
- Ecuador GSP: Spanish Language and Local Culture
- UBCO Korea: Exploring Educational Landscapes
- UBCO Germany: Educational Field Experience
- UBCO Tanzania: Community, Creativity, and Communication
- UBCO Japan: Manufacturing Engineering
- UBCO Mexico: Protecting Traditional Language, Knowledge, Territory
- Alaska ARCL 306 Indigenous Archaeology
- Peru LAST 315 Making and Unmaking Indigeneity in the Andes
- Nepal FNIS 360 Global Indigeneity
- Indigenous Australia
- Mexico: Protecting Traditional Language, Knowledge, Territory
- Monash Indigenous Study Tour
- Hawaii: Field Course: Systems Approaches to Regional Sustainability

Global Pathfinder Award

The Global Pathfinder Award was launched in 2019 and provides funding to support students who have historically been marginalized or underrepresented and who face barriers in participating in Go Global programming. \$100,000 in total funding will be allocated to students each year: \$50,000 for domestic students and \$50,000 for international students. Students receive \$5,000 for winter term-based experiences and \$2,000 for summer abroad, Global Seminar, and research experiences.

A unique aspect to the Global Pathfinder Award is that students can apply for it prior to any relevant program deadlines, and there is no fee to apply. Successful students will be notified of their award prior to the program deadlines, meaning that they can safely apply for Go Global with a guarantee of substantial funding to support their experience.

As of the 2024-2025 academic year, 93 students have been supported to participate in Go Global learning opportunities through the Global Pathfinder Award, and a total of \$345,000 has been awarded. Go Global received 212 Global Pathfinder Award applications in 2024.

Black Student Initiative

While racial demographic data on students partaking in Go Global mobility programs is not collected, Go Global staff that identify as Black or have worked within IBPOC programs at UBC have identified that Black students are less participatory. As a result, the Black Student Initiative was created and aims to:

- Discover whether there is a discrepancy between Black students participating in Go Global comparatively to other students.
- Identify the causes and factors of this discrepancy (illimited to the shortcomings of UBC in general and of partner universities and countries).
- Formulate solutions and recommendations for a diverse and inclusive support system for Black students within the Go Global office.
- Potentially contribute to UBC's institutional shortcomings in providing support for Black students.

PROJECT PHASES:

- Phase 1 – Information gathering
- Phase 2 – Pooling resources for Black students in Canada and abroad
- Phase 3 – Providing peer-to-peer support
- Phase 4 – Creating a presence in Black student spaces

Student outreach

Beginning in March of 2023, a series of roundtable discussions were held inviting students to participate in conversations related to participation in Go Global programs. The discussions included topics including factors for choosing an exchange location, financial barriers and affordability, lack of awareness of the different Go Global programs available, and concerns about students facing racism while abroad. Actionable items were then reviewed and included in the plan for the Black Student Initiative.

In fall of 2023, the Black Student Initiative began collaborating with the Black Student Space and the Black Student Union to offer information sessions on the different Go Global programs available, funding opportunities, and unique partner institutions who promote similar Black student spaces, and groups to engage with while abroad. A survey was also

conducted in 2023 and in 2024, in collaboration with the Black Student Union, to identify awareness of programming and funding, motivations for participation in the programs, potential barriers to participation, and feedback for best practices moving forward.

Inclusion of students with disabilities in faculty-led programs project

The Global Seminars team is currently working to establish best practices on the inclusion of students with disabilities in faculty-led programs. Every aspect of the program cycle is being reviewed. This work is funded by the Global Skills Opportunity Innovation Grant of \$65,000. Steps include:

- Literature review
- Survey of students
- Focus groups with students
- Consultation with faculty
- Piloting initiatives on the Hawaii Global Seminar in Reading Week 2025

DELIVERABLES:

- A set of resources for faculty and program staff on best practices and recommendations to be shared publicly online and in a knowledge-sharing event open to practitioners across Canada
- Implementation of recommendations into the Go Global support and guidelines for faculty-led programs
- Training to program faculty on understanding disability (especially those that are invisible), and universal design for learning

Other efforts around equity promotion in faculty-led programs

- Reviewing and developing program-selection guidelines for faculty to reduce bias and increase transparency in selection.
- Asking faculty to address several equity questions as part of the program proposal phase (including around accessibility barriers).
- Encouraging students, at every stage of the program phase, to reflect and plan for safety with consideration of their own identities and health needs in relation to the places they are going and the activities they will be taking part in.

Faculty of Forestry Global Skills Opportunity funding

In 2023 and 2024, the Global Skills Opportunity (GSO) Mobility funding supported 76 students to participate in several field school programs. The funding totaled \$368,125 from GSO and \$76,000 in awards from Go Global, and 38 of these students met the criteria for full program funding (e.g., being an Indigenous student, being a student with a disability, or being a student with financial need).

FORESTRY GSO-FUNDED STUDENTS BY PROGRAM

Program	2023	2024	Total
Chile GSP: Field School: Natural and Planted Forests in the Global Bioeconomy	7	12	19
Ecuador GSP: International Conservation and Forest Management Field School	14		14
Europe GSP: Field School: Forestry and Natural Resources Conservation	12	12	24
Indonesia GSP: Field Studies in Policy Analysis for Agriculture and Natural Resources LFS 303		1	1
Indonesia GSP: Impact Evaluation Analytics: LFS 302B		1	1
Indonesia GSP: LFS 302B + LFS 303		1	1
Peru GSP LAST 315: Making and Unmaking Indigeneity in the Andes		1	1
South Africa GSP: Communities, Wildlife, and Conservation in Post-Apartheid South Africa	2	13	15
Total	35	41	76

FORESTRY GSO-FUNDED STUDENTS BY TARGET CATEGORY

	2023	2024	Total
Disability	3	6	9
Indigenous	3		3
Indigenous, disability	1		1
Low income	6	16	22
Low income, disability	2		2
Low income, Indigenous	1		1
Not in target group (eligible for partial funding)	19	19	38
Total	35	41	76

GLOBAL PARTNERSHIPS OF UBC

University Name	Country	Type of Agreement
Universidad Austral	Argentina	SMA
Universidad Nacional de La Matanza	Argentina	SOC
Deakin University	Australia	SMA
Monash University	Australia	SMA
Queensland University of Technology	Australia	SMA
University of Melbourne	Australia	SMA
University of Queensland	Australia	SMA, SOC
Paris Lodron University Salzburg	Austria	Erasmus+
Vienna University of Economics and Business	Austria	SMA
Katholieke Universiteit Leuven	Belgium	SMA
Universite Libre de Bruxelles	Belgium	SMA
Federal University of Ceará	Brazil	SOC
Federal University of Goiás	Brazil	SOC
Federal University of Santa Catarina	Brazil	SOC
Fundação Getulio Vargas	Brazil	SMA
Universidade da Integração Internacional da Lusofonia Afro-Brasileira	Brazil	SOC
Universidade Federal do Rio de Janeiro	Brazil	SOC
University for International Integration of Afro-Brazilian Lusophony	Brazil	SOC
University of Sao Paulo	Brazil	SOC
Asia Pacific Foundation of Canada	Canada	MOU
Concordia University	Canada	SMA
Correctional Services Canada, Fraser Valley Institution	Canada	SOC
Fraser Basin Council	Canada	SOC
Siemens Canada Limited	Canada	MOU
Universities Canada	Canada	Global Skills Opportunity Program
University of Ottawa	Canada	SOC
Pontifical Catholic University of Chile	Chile	SMA, SOC
University of Chile	Chile	SMA
Beijing Forestry University	China	SMA, MOU
Beijing Jiaotong University	China	VSP
Beijing Normal University	China	VSP
Beijing University of Posts and Telecommunications	China	VSP
China Foreign Affairs University	China	SOC
Chinese University of Hong Kong, Shenzhen	China	SMA
Fudan University	China	SMA
Guangzhou University	China	VSP
Hainan University	China	SMA, SOC
Hainan University, College of Forestry	China	SMA, SOC
Hangzhou Normal University	China	SOC
Harbin Institute of Technology	China	VSP
Harbin Normal University	China	VSP
Hunan Agricultural University	China	VSP

University Name	Country	Type of Agreement
Jimei University	China	VSP
Nankai University	China	SOC
Shanghai Jiaotong University	China	MOU
Shanghai University	China	VSP
Sichuan University	China	VSP
SILC Business School Shanghai University	China	VSP
South China Normal University	China	VSP
Southwest University of Political Science and Law	China	SMA
Southwestern University of Finance and Economics	China	VSP
Sun Yat-sen University	China	SOC
Tsinghua University	China	SMA
University of Shanghai for Science and Technology	China	VSP
Wuhan University	China	VSP
Xiamen University	China	SOC
Xi'an Jiaotong University	China	SOC
Zhejiang Agriculture & Forestry University	China	MOU
Zhejiang Normal University	China	VSP
Zhejiang Ocean University	China	VSP
Zhejiang Sci-Tech University	China	VSP
Zhejiang University	China	SMA
MarViva Foundation	Costa Rica	SOC
Universidad de Costa Rica	Costa Rica	MOU
Open University of Cyprus	Cyprus	Erasmus+
University of South Bohemia	Czech Republic	Erasmus+
Copenhagen Business School	Denmark	SMA
Technical University of Denmark	Denmark	SMA
University of Copenhagen	Denmark	SMA
Aalto Boreal Alliance	Finland	SOC
Natural Resources Institute Finland	Finland	SOC
University of Eastern Finland	Finland	SMA
University of Helsinki	Finland	SMA
CentraleSupélec	France	SMA
Ecole Supérieure d'Agricultures	France	SMA
Ecole Supérieure du Bois	France	SMA
France Agro3	France	SMA, Erasmus+
KEDGE Business School	France	SMA
Sciences Po	France	SMA
Sciences Po Grenoble	France	SMA
Sciences Po Lyon	France	SMA
Université Grenoble Alpes	France	SMA
Université Jean Moulin - Lyon III	France	SMA
Université Lumière Lyon II	France	SMA
Université Toulouse - Jean Jaurès	France	SMA

University Name	Country	Type of Agreement
Bauhaus University, Weimar	Germany	Erasmus+
Freie Universität Berlin	Germany	SMA, Erasmus+
Hertie School	Germany	SMA
Humboldt-Universität Zu Berlin	Germany	SMA
Max Planck Society	Germany	SMA
Pädagogische Hochschule Freiburg	Germany	SMA, Erasmus+
Rosenheim Technical University of Applied Science	Germany	SMA
Rosenheim University of Applied Sciences	Germany	SMA
RWTH Aachen University	Germany	SMA
Technical University of Dresden	Germany	Erasmus+
Technische Universität Darmstadt	Germany	SMA
Technische Universität München	Germany	SMA
University of Heidelberg	Germany	MOU
University of Hildesheim	Germany	Erasmus+
University of Konstanz	Germany	SMA
University of Mannheim	Germany	SMA
University of Stuttgart	Germany	SOC, SMA, Erasmus+
University of Stuttgart and Max Planck Institute	Germany	Institutional Joint PhD Agreement
University of Würzburg	Germany	SMA
WHU Koblenz, Otto Beisheim Graduate School of Management	Germany	SMA
University of Cape Coast	Ghana	SOC
University Of Ghana	Ghana	SOC
ADM Capital Foundation	Hong Kong	SOC
Chinese University of Hong Kong	Hong Kong	SMA
City University of Hong Kong	Hong Kong	SMA
Education University of Hong Kong	Hong Kong	SMA
Hong Kong Polytechnic University	Hong Kong	VSP
Hong Kong University of Science and Technology	Hong Kong	SMA
University of Hong Kong	Hong Kong	Dual Degree (Sauder)
Eötvös Loránd University	Hungary	Erasmus+
University of Iceland	Iceland	Erasmus+
Ahmedabad University	India	SOC
Ashoka University	India	SMA
FLAME University	India	SOC
Indian Institute of Management, Ahmedabad	India	SMA
Indian Institute of Management, Bangalore	India	SMA
ITS Dental College	India	SOC
Lovely Professional University	India	VSP
Ministry of Environment, Forest and Climate Change	India	MOU
O.P. Jindal Global University	India	SOC
Shoolini University	India	SOC
Bogor Agricultural University	Indonesia	SMA
Indonesian Institute of the Arts Denpasar	Indonesia	MOU
Universitas Indonesia	Indonesia	SOC, MOU

University Name	Country	Type of Agreement
Universitas Gadjah Mada	Indonesia	MOU
Trinity College Dublin	Ireland	SMA
Hebrew University of Jerusalem	Israel	SMA
Tel Aviv University	Israel	SMA
Libera Università Internazionale degli Studi Sociali Guido Carli	Italy	SMA
Università Commerciale Luigi Bocconi	Italy	SMA
Università degli Studi di Roma - La Sapienza	Italy	SOC
University of Padova	Italy	SOC
Aoyama Gakuin University	Japan	SMA
Doshisha University	Japan	SMA
Fukuoka Institute of Technology	Japan	SOC
Hokkaido University	Japan	SOC, SMA
International Christian University	Japan	VSP
Kyoto Prefectural University of Medicine	Japan	SOC
Kyoto University	Japan	SMA, SOC
Nara Institute of Science and Technology	Japan	SOC
Okayama University	Japan	SMA
Osaka University	Japan	SOC, SMA
Ritsumeikan Asia Pacific University	Japan	SMA
Ritsumeikan University	Japan	SMA
Ritsumeikan University	Japan	SOC
Soka University	Japan	SOC
Sophia University	Japan	SMA
Tohoku University	Japan	SMA
Tokushima University	Japan	SOC, MOU
Tokyo Institute of Technology	Japan	SOC
Tokyo University of Agriculture	Japan	SMA
Tokyo University of Foreign Studies	Japan	SMA
Tsuda University	Japan	SOC
University of Tokyo	Japan	MOU, SMA
University of Tsukuba	Japan	SMA
Waseda University	Japan	SMA
Universiti Sains Malaysia	Malaysia	SMA
WorldFish Centre	Malaysia	SOC
Monterrey Institute of Technology and Higher Education	Mexico	Academic Joint Program, SMA
German-Mongolian Institute for Resources and Technology	Mongolia	SOC
Ministry of Education and Sciences of Mongolia	Mongolia	SOC
Mongolian University of Science and Technology	Mongolia	SOC
National University of Mongolia	Mongolia	VSP
Stand Tall Education Network	Multiple	SMA
Linköpings University and University of the Western Cape	Multiple (Sweden, South Africa)	MOU
Copenhagen Business School, Chinese University of Hong Kong Shenzhen	Multiple: Denmark, Hong Kong	MOU
PBL Netherlands Environmental Assessment Agency	Netherlands	SOC
University of Amsterdam	Netherlands	SMA

University Name	Country	Type of Agreement
Vrije Universiteit Amsterdam	Netherlands	SMA
Wageningen University Research	Netherlands	SMA, Erasmus+
University of Auckland	New Zealand	SMA
University of Otago	New Zealand	SMA, SOC
Norwegian University of Life Sciences	Norway	SMA
University of Oslo	Norway	SMA
Universidad de Ingeniería y Tecnología	Peru	SOC
Universidad de Piura	Peru	SMA
Auschwitz-Birkenau State Museum	Poland	MOU
University of Agriculture Krakow	Poland	Erasmus+
University of Warsaw	Poland	SMA
University of Wrocław	Poland	Erasmus+
Warsaw University of Life Sciences	Poland	Erasmus+
Nanyang Technological University	Singapore	SMA
National University of Singapore	Singapore	SMA
Singapore Management University	Singapore	SMA
Yale-NUS College	Singapore	SMA
National University of Singapore, Yale University	Singapore, USA	SMA
University of Ljubljana	Slovenia	SMA, Erasmus+
Stellenbosch University	South Africa	SMA
University of Cape Town	South Africa	SMA
Ewha Womans University	South Korea	SMA
Hallym University	South Korea	VSP
Korea University	South Korea	SMA
Sejong University	South Korea	SOC
Seoul National University	South Korea	SMA
Sungkyunkwan University	South Korea	SMA
ESADE Business School	Spain	SMA
IE University	Spain	SMA
Universidad de Granada	Spain	SMA, Erasmus+
Universidad de Navarra	Spain	SMA
Universitat Pompeu Fabra	Spain	SMA
University of the Basque Country	Spain	SMA, SOC, Erasmus+
Universidad Autonoma de Madrid	Spain	Erasmus+
Lund University	Sweden	SMA, Erasmus+
Stockholm University	Sweden	SMA
Swedish University of Agricultural Sciences	Sweden	SMA
University of Gothenburg	Sweden	SMA
Uppsala University	Sweden	SMA
Lucerne University of Applied Sciences and Arts	Switzerland	SOC
Swiss Federal Laboratories for Materials Science and Technology	Switzerland	SOC
University of Bern	Switzerland	SMA
University of Geneva	Switzerland	SMA
University of Zurich	Switzerland	SOC

University Name	Country	Type of Agreement
Zurich University of Teacher Education	Switzerland	SMA
Chang Gung University of Science and Technology	Taiwan	SOC, VSP
National Taipei University	Taiwan	VSP
National Taiwan Normal University	Taiwan	SMA, SOC
National Taiwan University	Taiwan	SMA
National Yang Ming Chiao Tung University	Taiwan	VSP
University of Dar es Salaam University	Tanzania	SOC
Mkwawa University College of Education	Tanzania	SOC
Chulalongkorn University	Thailand	SMA
Thammasat University	Thailand	SMA
Izmir University of Economics	Turkey	SOC
Koç University	Turkey	SMA
Middle East Technical University	Turkey	Erasmus+
Cardiff University	United Kingdom	SMA
Durham University	United Kingdom	SMA
King's College London	United Kingdom	SMA
Lancaster University	United Kingdom	SMA
Loughborough University	United Kingdom	SMA
Queen Mary University of London	United Kingdom	SMA
University of Birmingham	United Kingdom	SMA
University of Bristol	United Kingdom	SMA
University of Cambridge	United Kingdom	SMA
University of East Anglia	United Kingdom	SMA
University of Edinburgh	United Kingdom	SMA
University of Exeter	United Kingdom	SMA
University of Leeds	United Kingdom	SMA
University of Manchester	United Kingdom	SMA
University of St. Andrews	United Kingdom	SMA
University of Warwick	United Kingdom	SMA
Environmental Defense Fund	United States	SOC
Scholars at Risk	United States	MOU
United States Department of Agriculture National Wildlife Research Centre	United States	MOU
University of California Education Abroad Program	United States	SMA
University of California, Berkeley	United States	SMA
University of Central Florida	United States	SOC
University of Hawai'i at Mānoa	United States	SMA
University of Maryland	United States	SMA
University of Washington	United States	SMA
Hong Bang International University	Vietnam	SOC
University of Social Sciences and Humanities, VNU	Vietnam	SOC
Vietnam National University of Forestry	Vietnam	SMA
VinUniversity	Vietnam	SOC



UBC International Education Strategy (IES)

Learning and Research Committee

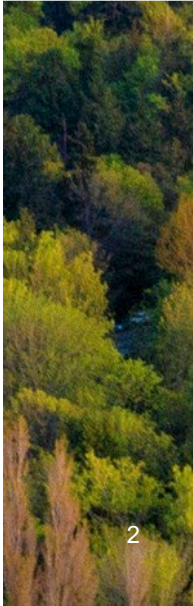
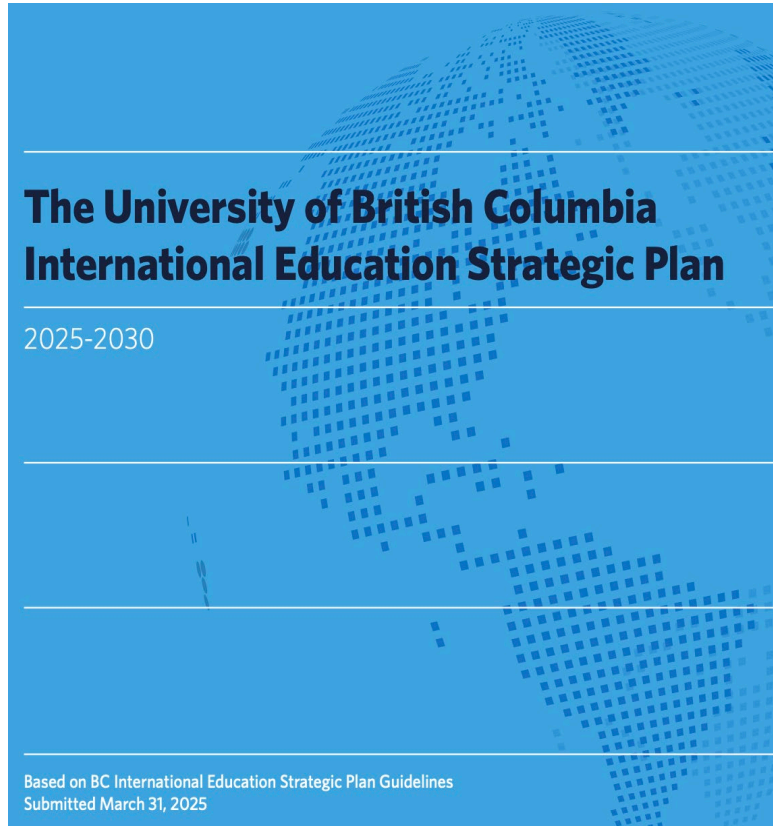
June 3, 2025

Philipp Reichert, Director, Global Engagement (Chair IES Working Group)
Damara Klaassen, Executive Director, International Student Initiative
Cheryl Dumaresq, Executive Director, Office of Global Engagement



Introduction and summary

- Required by the Province of BC of all public post-secondary institutions to ensure international students are well-supported
- Working group of 18+ from across Vancouver and Okanagan campuses
- Development started in October 2024, with broad consultation across both campuses
- Reflects UBC's role as a top 20 public university and its commitment to global engagement, equity, and sustainability



Key Highlights from the IES

Here are some key highlights from UBC's 2025 IES submission:

- Strategic Priorities
- International Enrolment Trends
- Recruitment, Agents and Diversification
- Supports and Student Success
- Partnerships and Global Engagement

The IES document contains further important content on enrolment management, housing and living supports, pre-enrolment and orientation services and more.



Strategic Priorities

- 1. Student success and well-being**
 - Academic, social, career, financial and health supports
- 2. Balanced international enrolment**
 - <30% of total headcount required by the province, diversification of source countries in progress
- 3. Support global learning and engagement**
 - Increased access and global competencies training for students and faculty, virtual and hybrid initiatives
- 4. Strengthen international partnerships**
 - Research, knowledge exchange, student mobility, and work integrated learning



Strategic Priorities continued

5. Advance equity, reconciliation and sustainability

- Embed indigenous knowledge, promote sustainability, and champion anti-racism and equity-focused approaches

6. Provide pathways to career success globally and in Canada

- Partnership with province, tailored career services, and pathways to employment in Canada and abroad

7. Measure outcomes

- Student satisfaction and retention rates, diversification of source countries, participation rates, post-graduation employment, and global reputation metrics



International Enrolment

UBC Vancouver Enrolment Trends

- Increase of 8% and 3% in 2020/21 and 2021/22
- Decrease from 2023/24 to 2024/25

UBC Okanagan Enrolment Trends

- Increase of 8% and 2% in 2021/22 and 2022/23
- Decrease from 2023/24 to 2024/25

UBC VANCOUVER 2024/2025 INTERNATIONAL STUDENT NUMBERS

Total international students:

16,357

Undergraduate:

12,083

Graduate:

4,270

Residents:

4

UBC OKANAGAN 2024/2025 INTERNATIONAL STUDENT NUMBERS

Total international students:

2,317

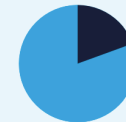
Undergraduate:

1,714

Graduate:

603

INTERNATIONAL STUDENTS



19.7% of
Okanagan students
are international



26.8% of
Vancouver students
are international
(includes medical, pharmacy,
and dental residents)

Recruitment, Agents, and Diversification

- Multi-modal, multi-channel recruitment strategy
- Data-driven tactical decision-making
- Third party recruitment agents are employed in careful alignment with Senate Policy J-55
- In-market recruitment efforts in 80 different countries
- Recruitment marketing initiatives focused on what is in the best interest of the student



Supports and Student Success

- Robust immigration advising, mental health services, and cultural integration programming
- Career pathways: work-integrated learning, co-op, and transition to permanent residency
- Pre-arrival and orientation support tailored to academic, social, and cultural needs
- Experiential learning opportunities
- Inclusive campus environment



Partnerships and Global Engagement

Key focus areas:

1. Provide global opportunities for Scholars and Learners
2. Champion innovation in global learning, research and service
3. Build and sustain strategic global networks

To date:

- 300+ active institutional partnerships in 50+ countries around the world
- Satellite offices in Hong Kong (APRO) and Delhi (ILO)
- Increasing participation in student mobility



UBC - Advancing Canada's Global Role

With the strength of the UBC brand and a rapidly shifting geopolitical landscape, there is a clear opportunity for UBC to lead nationally in reimagining the international student experience.

As global challenges intensify, universities must play a vital role in advancing Canada's international relationships, talent development, and reputation on the global stage.

