



DIRECTOR'S OFFICE

Briefing Notes

Date: November 18, 2009

Topic: International Education Next Steps

Background:

The TCDSB has proven to be a destination of choice for international students from Asia, South America and Europe when studying abroad. Students bring with them a global perspective and complement our rich Catholic communities. From our experiences last year, it is clear that our target market is Korea and that the remainder of Asia, Europe and South America have also expressed an interest in placing students in a Catholic school system when studying abroad. TCDSB will continue its outreach for VISA students, to create a marketing plan that focuses on outreach both locally and abroad, and to further develop our website and promotional material. Our outreach abroad will focus on a recruitment trip to Korea, China and Vietnam in the winter/spring. The TCDSB admission policy will be reviewed by a committee to explore the possibilities of amending the waitlist priorities for students from abroad requesting a placement at the TCDSB and to create a centralized process for acceptance. Tuition fees collected for International Education students (less 10% agent commissions) represent a net profit for the Board.

Country of Origin	Students
China	4
Germany	2
Korea	38
Macau	3
Taiwan	1
Total	48

Tuition Fees by Panel	
Elementary	\$ 137,550
Secondary	369,700
Total Tuition	\$ 507,250

