The Emerging Roles of an SIO as a Driver for Innovation

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“For the public good”
Empower SIOs to broaden their scope of action
Country-specific differences as to relationships between governments and universities
SIOs as stakeholder managers
→ Internally
→ Externally
Cultivation and management of stakeholder relations

- Identifying appropriate stakeholder
- Building relationships
- Understanding mutual interest
- Finding alignment of interests
- Managing collaboration
The Emerging Roles of an SIO as a Driver for Regional Innovation

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#AIEA2019
National Context

...alignment?
Impact of International Education Service Exports (Canada - 2017)

494,525 🎓 International students in Canada

Canada is renowned for science, research, innovation and quality in its world-leading education institutions

$18.7B 🐥 in exports of educational services

Canada’s economic prosperity is a top priority for the Government of Canada

200,000 📚 jobs

Canada has a dynamic and diverse workforce that supports FDI attraction and strengthens economic growth
Canada-Mexico Partnership - Human Capital Working Group
Ottawa, Canada, October 2018
Engagement

...important?
Multiple players with shared and diverse goals regarding International Students & Internationalization

- **Educational Institutions**
- **Federal/National**: Skills, Labour, Research
- **State/Foreign Affairs**
- **Trade**
- **Immigration**
- **Regional Jurisdictions**: Education, Innovation, ...
- **Associations**
Canada Day in May @ NAFSA
Philadelphia, May 2018
Strategic Role

...manage risks?
International Students in Canada
(as of December 31, 2017)

International Students in Canada (as of December 31, 2017)
## Trends:
### International Students in Canada

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>68,315</td>
<td>131,135</td>
<td>140,530</td>
<td>7%</td>
<td>106%</td>
</tr>
<tr>
<td>India</td>
<td>27,305</td>
<td>76,075</td>
<td>123,940</td>
<td>63%</td>
<td>354%</td>
</tr>
<tr>
<td>South Korea</td>
<td>22,630</td>
<td>21,175</td>
<td>23,050</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>France</td>
<td>12,735</td>
<td>20,605</td>
<td>21,925</td>
<td>6%</td>
<td>72%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>3,110</td>
<td>7,470</td>
<td>14,095</td>
<td>89%</td>
<td>353%</td>
</tr>
<tr>
<td>USA</td>
<td>12,095</td>
<td>12,760</td>
<td>13,975</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Brazil</td>
<td>3,265</td>
<td>9,200</td>
<td>11,775</td>
<td>28%</td>
<td>261%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>4,425</td>
<td>10,640</td>
<td>10,880</td>
<td>2%</td>
<td>146%</td>
</tr>
<tr>
<td>Japan</td>
<td>5,995</td>
<td>7,770</td>
<td>7,950</td>
<td>2%</td>
<td>32%</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>14,155</td>
<td>9,075</td>
<td>7,640</td>
<td>-16%</td>
<td>-46%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>248,585</strong></td>
<td><strong>410,400</strong></td>
<td><strong>494,525</strong></td>
<td><strong>20%</strong></td>
<td><strong>99%</strong></td>
</tr>
</tbody>
</table>

*IRCC December 31st, 2017 data*
Merci

› EduCanada.ca
INTERNATIONALIZATION AS A DRIVER FOR INNOVATION:
Senior International Officers (SIOs)
SIO - CURRENT ROLES

• International Student Recruitment Efforts
• Campus Services for International Students
• Study Abroad Programming
• International Research Partnerships
• International Development
• Other International Contracts/Initiatives (i.e. Off-shore campuses)
ECONOMIC CHALLENGES

• Talent Shortages

• Building an Innovation Eco-system

• Investment Attraction

SIO LEADERSHIP AND SKILLS

= Economic Growth and Diversification
IS THERE AN EXPANDED SCOPE FOR THE SIO ROLE

- Global research and Innovation Talent Scout
- Facilitator and Architect of International Research Networks
- Government to Government Relationship “Broker”
- Contributor to Industry Capacity: International Trade and Investment Attraction
International Students in STEM – Computing Science

- International Students dominate STEM graduate programs (National Foundation for American Policy)

**Graph:**
- **US Students**
- **International Students**
How are PSI’s and SIO’s uniquely positioned to assist local, state, and provincial economies in addressing talent shortages?
How could SIO’s take advantage of new technologies to advance talent attraction efforts?
Major League Baseball
Sports analytics:
IS THERE AN EXPANDED SCOPE FOR THE SIO ROLE

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- Contributor to Industry: International Trade and Investment Attraction
University of Alberta-Mexico Energy Partnership
MEXICO ENERGY REFORM

• December, 2013 Mexican Government
• Need to address country’s declining oil production.
• Mexican Energy Reform goals:
  • Increase production through new exploration and development
  • Increase and attract private investment
  • Strengthen oil and gas sector through promotion of technological innovation
UALBERTA RESEARCH STRENGTH IN ENERGY AND ENVIRONMENT

• Basic and applied research generate close to $500 million in sponsored research funding annually (strengths: Energy and Environment, Health and Life Sciences, Food and Agriculture)

• 200 senior faculty members and 1000 researchers (including graduate students) focused on energy research

• Ranked #6 in the world for Energy Research Publications

• Major energy partnerships: Helmholtz-Alberta Initiative & China’s Tsinghua University

• UAlberta awarded $75 million from Canada First Research Excellence Fund (CFREF) for new research initiative: Future Energy Systems
CHRONOLOGY OF UALBERTA-MEXICO PARTNERSHIP

- **November, 2015**: Hosted Mexican delegation of 25 on UAlberta campus. Ensured key UAlberta energy experts/infrastructure was on display.

- **December, 2015**: a Letter of Intent that was signed by the Ministry of Energy (SENER) and the University of Alberta in the presence of Secretary Joaquin.

- **December, 2016- January 30, 2017**: CONACYT-SENER Hydrocarbon Fund call for proposals is launched.

- **March 1, 2017**: Results announced

- **March 8-10, 2017**: President Turpin visits Mexico City and hosted by Secretary Joaquin and President of UNAM (Dr. Enrique Graue Weichers)

- **April 2017 to present**: budget adjustment and formalization process with CONACYT
RATIONALE OF UALBERTA-SENER PARTNERSHIP

- Changing Alberta economy to more diversified and knowledge-based profile
- Building on UAlberta brand in energy and environment, expanding into low carbon renewables and smart grids
- Mexico is a country of strategic interest to our Federal and Provincial governments
- Canadian Energy Industry has growing interests in the Mexican Market (Syncrude, TransCanada, ATCO)
- Partnership had possibility of significant funding (research and education)
## INTERNATIONAL STUDENT GROWTH: UALBERTA (5/2017)

<table>
<thead>
<tr>
<th>Students from Mexico</th>
<th>2016 Applications</th>
<th>2017 Applications</th>
<th>% Change in Applications</th>
<th>2016 Admissions</th>
<th>2017 Admissions</th>
<th>% Change in Admissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>19</td>
<td>32</td>
<td>+68%</td>
<td>0</td>
<td>2</td>
<td>+200%</td>
</tr>
<tr>
<td>Graduate</td>
<td>20</td>
<td>66</td>
<td>+230%</td>
<td>1</td>
<td>16</td>
<td>+1500%</td>
</tr>
</tbody>
</table>
Thank you!