



Education and Training

Post-Secondary Education in Canada

MARKET OVERVIEW

Canada represents a key recruitment market for US educational institutions. This is due to Canada's proximity to the U.S., a common language, and the growing strength of the Canadian dollar that has made U.S. education more affordable for Canadian students. In 2006, Canada's expenditure levels within the education industry reached \$75.7 billion, representing 16.1% of the country's total spending allocations. Of this amount, 67% occurred at the post-secondary level. The Canadian education market includes approximately 1,000 private career colleges, 339 colleges and institutions, 94 accredited universities and 426 school boards. Education in Canada is a provincial mandate, and although the Federal Government allocates significant funds, creates fee structures and new programs, most universities operate independently in terms of admission standards, degree requirements, administration of their own finances and programs. Canada is a bilingual country where education at all levels is widely available in English and French. U.S. schools should note that the Province of Quebec's official language is French.

WHY SHOULD U.S. SCHOOLS LOOK UP NORTH?

- ◆ Canada is the **number one** market in the Western Hemisphere for recruitment of students going to the United States.
- ◆ During the academic year 2006/07, over 28,000 Canadian students enrolled in U.S. universities and colleges, an increase of 23% since 1996/97.
- ◆ Of the total Canadian enrollment in the U.S., 47.9% of students enrolled in undergraduate studies, while 44.2% enrolled in graduate programs.

UPCOMING EVENT: "STUDY USA" MISSION 2008.

WHAT: Recruitment Opportunity

WHEN: October 8, 2008

WHERE: Ottawa, Ontario, Canada

SPACE: 8-10 schools maximum.

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www.buyusa.gov/canada/en/education.html

- ◆ In 2006/07 women outnumbered men in the number of degrees earned, accounting for 60% of the total. The largest gains occurred in health, parks, recreation and fitness, followed by humanities, math, computer and information sciences, agriculture, natural resources and conservation and education.
- ◆ The apprenticeship branches of provincial and territorial governments reported 19,700 individuals completed apprenticeship programs in 2004, up 17% from 1994. Metal fabricating, and industrial and related mechanical trades showed the highest growth rates over the rated decade.

POST-SECONDARY EDUCATION TRENDS AND OPPORTUNITIES

- ◆ Between 2000 and 2006, full-time university enrolment increased by more than 190,000, or 31% in Canada. From 2006 to 2016, national full-time enrollment is expected to grow between 9-18% despite demographic trends that show a decline of Canada's population aged 18 to 21 starting in about 2012. *This represents a market opportunity for US educational institutions to direct its recruitment efforts towards Canada.*
- ◆ In 2006, there were about 815,000 fulltime students at Canadian universities and university colleges – approximately 700,000 undergraduates and 115,000 graduate students. An additional 265,000 students were enrolled part-time – 220,000 in undergraduate and 45,000 in graduate programs. *As Canadian institutions reach full capacity, there is an opportunity for US educational institutions to promote e-Learning, distance education or co-operative programs in Canada.*
- ◆ Over the last 16 years, the number of fulltime jobs filled by graduate degree holders has grown from 550,000 in 1990 to more than one million in 2006, whereas the jobs for those who have not completed any postsecondary education has declined. *As Canada struggles to improve the skills and education for its current workforce, due in part to the overcapacity experienced in various provinces, education in the US represents the best and closest option for skilled workers to improve their knowledge to remain competitive.*
- ◆ Full-time master's and PhD enrolment has risen rapidly from 65,000 students in 1996 to 102,000 students in 2006. This is a 57 % increase over the decade, with most of that growth having taken place since the fall of 2000.

Full-time graduate enrolment grew by more than 50 percent over the last decade

