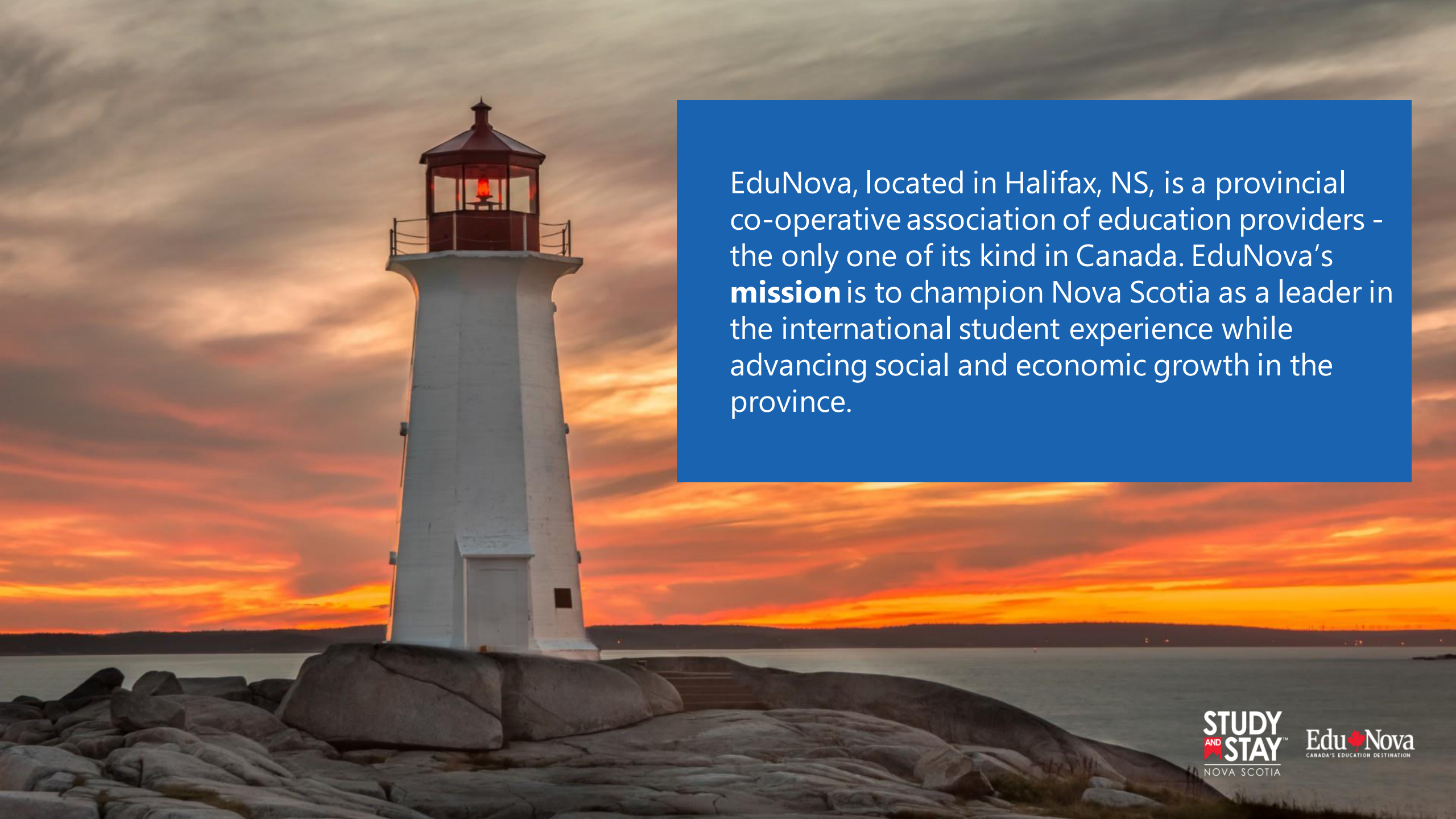




Bridging the Gaps, EduNova's Study and Stay™ Programs

Championing International Students
In a Rapidly Changing Global Environment



A white lighthouse stands on a rocky shore at sunset. The sky is filled with vibrant orange and yellow clouds, and the sun is low on the horizon. The lighthouse has a red lantern room and a white body. The foreground is composed of large, grey rocks.

EduNova, located in Halifax, NS, is a provincial co-operative association of education providers - the only one of its kind in Canada. EduNova's **mission** is to champion Nova Scotia as a leader in the international student experience while advancing social and economic growth in the province.

BRIDING THE GAPS - CHAMPIONING INTERNATIONAL STUDENTS

- Background + History
- Challenges to Solutions
- Overview of the Study and Stay™ Programs
- Study and Stay™ CONNECT Launch
- Summary and Lessons Learned

CHAMPIONING INTERNATIONAL STUDENTS – INTERNATIONAL STUDENT RETENTION

- Setting the stage - 11 universities, 1 college in Nova Scotia
- 2013 Ivany Report - *Now or Never: An Urgent Call to Action for Nova Scotians*
- Retention of international students
- Encourage settlement outside Halifax
- Focus on welcoming communities
- Solutions? What do international students need to be successful in the job market?

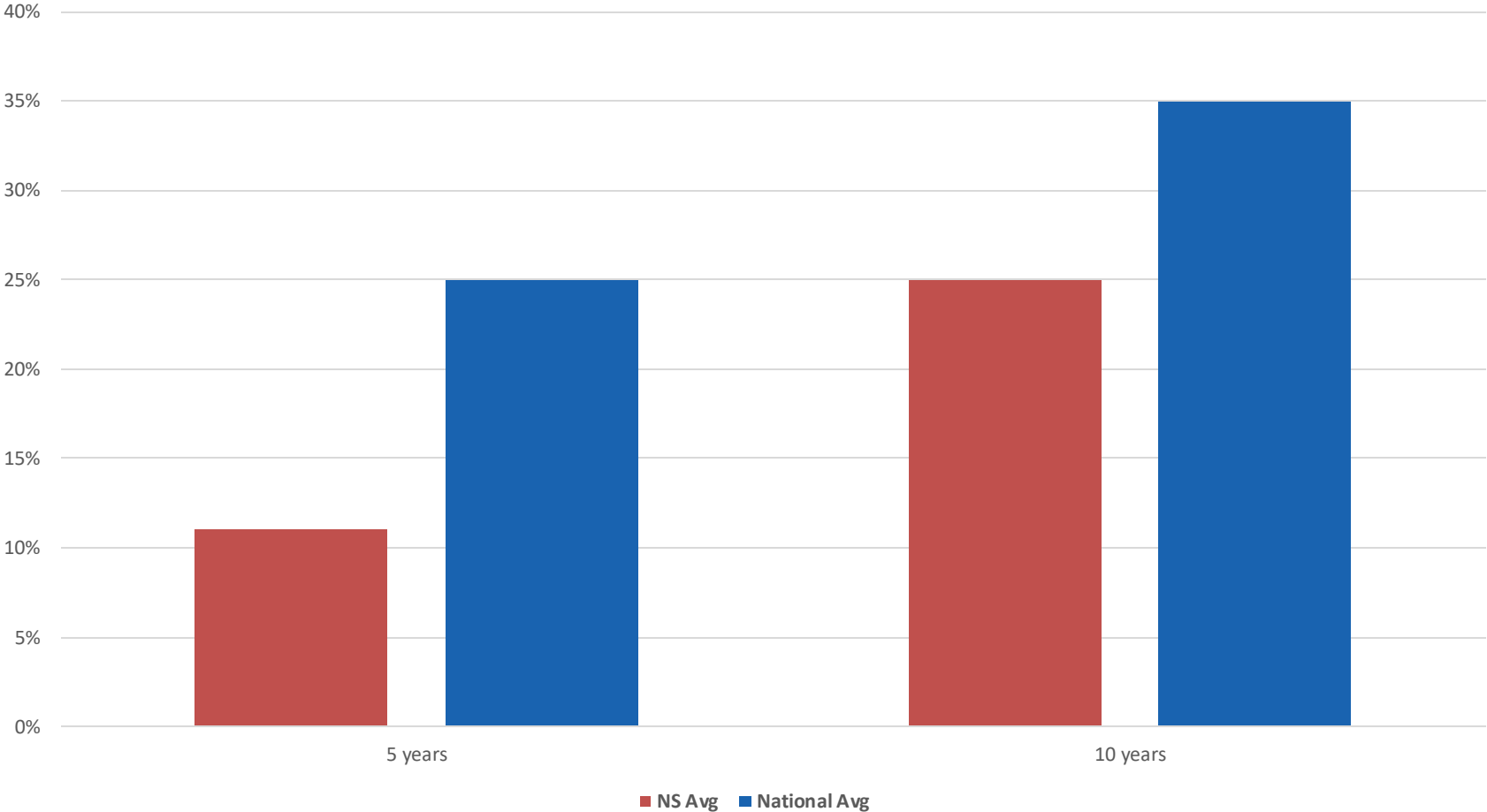
CHALLENGES TO SOLUTIONS

**STUDY
AND
STAY**
NOVA SCOTIA

EduNova
CANADA'S EDUCATION DESTINATION

AVG INTERNATIONAL STUDENTS > PR STATS CAN, 2021

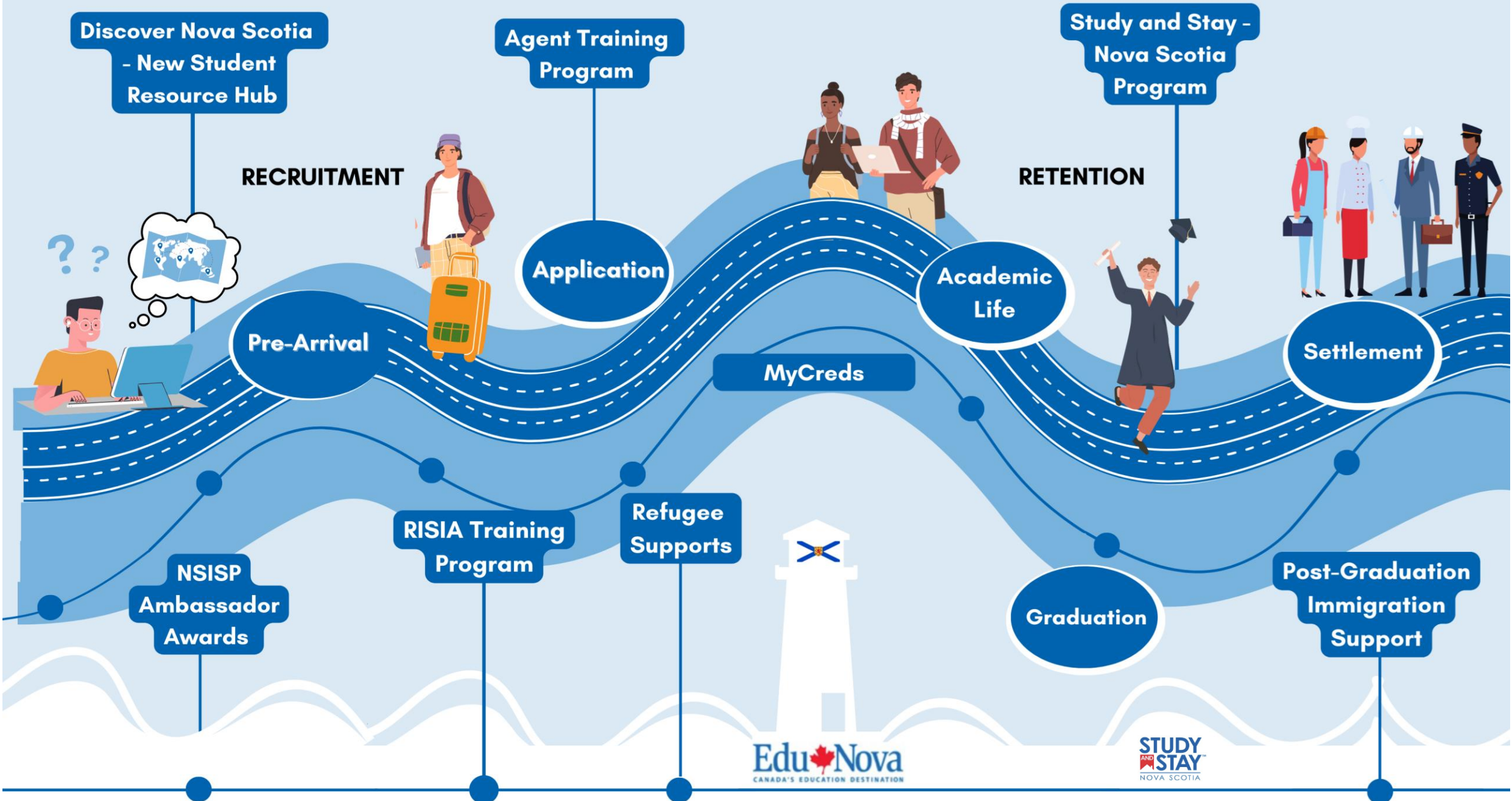
Metric Two: Average % International Students > PR



The International Student Journey



THE NOVA SCOTIA INTERNATIONAL STUDENT JOURNEY



Discover Nova Scotia - New Student Resource Hub

RECRUITMENT

Agent Training Program

Study and Stay - Nova Scotia Program

RETENTION

Pre-Arrival

Application

Academic Life

Settlement

MyCreds

Graduation

RISIA Training Program

Refugee Supports

Post-Graduation Immigration Support

NSISP Ambassador Awards



THE STUDY AND STAY™ HISTORY + HIGHLIGHTS

**STUDY
AND
STAY™**
NOVA SCOTIA

EduNova
CANADA'S EDUCATION DESTINATION

RESEARCH – WHY?

CAREER-RELATED CHALLENGES FOR INTERNATIONAL STUDENTS

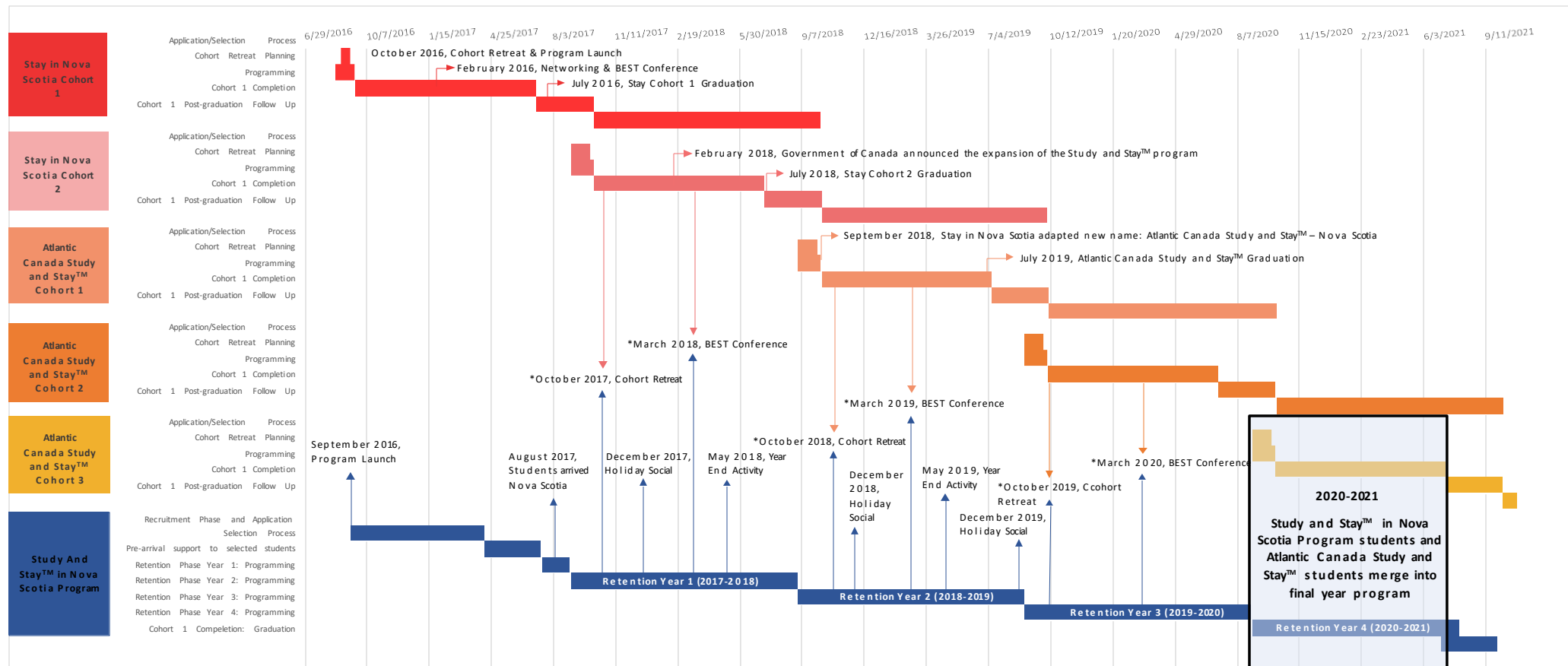
TOP IDENTIFIED NEEDS

- **Networking & developing professional relationships** (1) (86%) (1) (69%)
- **Immigration** (2) (71%) (n/a)
- **Mock interviews (preparing for an interview)** (3) (46%) (2) (51%)
- **Mentorship** (4) (42%) (3) 47%
- **Building a personal brand and marketing oneself** (5) (37%) (4) (40%)
- Professional workplace and communication (32%)
- Labour market and job trends (27%)
- Entrepreneurship (27%)



THE STUDY AND STAY™ PROGRAMS – HISTORICAL OVERVIEW

EduNova Study and Stay™ Project Gantt Chart 2016-2022



Note: *shared programming and activities



Study + Stay™ Nova Scotia Retention Highlights

Since 2016, a total of **370** international students have graduated from a Study and Stay™ final-year curriculum program in NS. **317 (86%)** of these graduates remained living in Nova Scotia one-year post-graduation.

Study and Stay Final-Year Program (Nova Scotia)	# Program graduates (alumni)	# Retained in Province one- year post-graduation
Study and Stay NS Cohort 6 (2021-2022)	73	68 (93%) to date
ACSS Cohort 5 (2020-2021)	60	48 (80%)
ACSS Cohort 4 (2019-2020)	53	43 (81%)
ACSS Cohort 3 (2018-2019)	46	44 (96%)
Study and Stay Recruitment & Retention Years 1-4 (2017-2021)	45	35 (78%)
STAY in Nova Scotia Cohorts 1 & 2 (2016-2018)	93	79 (85%)
TOTAL	370	317 (86%)

- In addition, **32** graduates completed the Study and Stay™ Entrepreneurship program, led by Saint Mary's University in partnership with EduNova.



STUDY AND STAY™ QUICK FACTS

Study and Stay™ Quick Facts



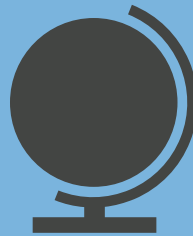
The Study and Stay™ - Nova Scotia program started in 2016. Since then, it has evolved to support more than 400 students across the province.



Pre-employment and career services and supports for select participants, along with an opportunity to connect with their local communities.



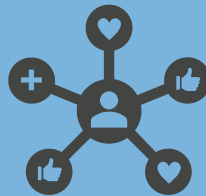
The program has supported over **400** students to stay in Nova Scotia



Trained Retention Coordinators in NB, NFLD, PEI (18-21) to **support 100s of students**



We now have a community that creates **social events**



Collaborate with more than 18 partners and institutions to provide program supports



Study and Stay™ Quick Facts



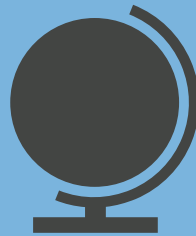
2021-2022 saw **88 mentors** support **73 students**, with many mentors returning since 2016+.



Last year, **27 program graduates** indicated they found direct employment as a result of their mentor. 93% are still in the province



Diversity: In 2022-2023, we welcomed students representing **27 nationalities** into the program.



2021-2022: Entrepreneurship stream for 32 international students, led by Saint Mary's University in partnership with EduNova.



Study and Stay™ CONNECT Launch



4 years of funding
from Nova Scotia's
Department of
Advanced Education
and ACOA – Nova
Scotia



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique



Meet the EduNova Team



Shawna Garrett
President + CEO



Natasha McNeil
Director, Finance +
Operations



Gabriela Martins
Manager, Student
Success and Retention



Michael Hennigar
Director of Recruitment
and Marketing



Francielle Ciconetto
Retention Coordinator,
Study and Stay™
Nova Scotia program



Elorm Anyadi
Retention Coordinator,
Study and Stay™
Foundations program



Prasad Patil
Events and Digital
Content Coordinator



Madoka Imamura
Administrative
Coordinator



Asma Lokhandwala
Projects
Coordinator

Study and Stay™ CONNECT:

Making Connections that Matter

Study and Stay™ CONNECT is a **four-year funded project** which includes **two programs** designed to increase international students' connection to campuses, communities, and employers, helping them stay and thrive in Nova Scotia:

1. **Study and Stay™ Final-year Capstone Program** (100 final-year students selected/year).
2. **Study and Stay™ Foundations Program** for international students in all years of study (approx. 400 students per year).





Intercultural/Professional Communication



Career Supports



Networking



Employer Connection Development



Community Integration



Mentorship



Access to Immigration Supports



Entrepreneurship



Level One
Nova Scotia and Campus Involvement



Level Two
Community Connections



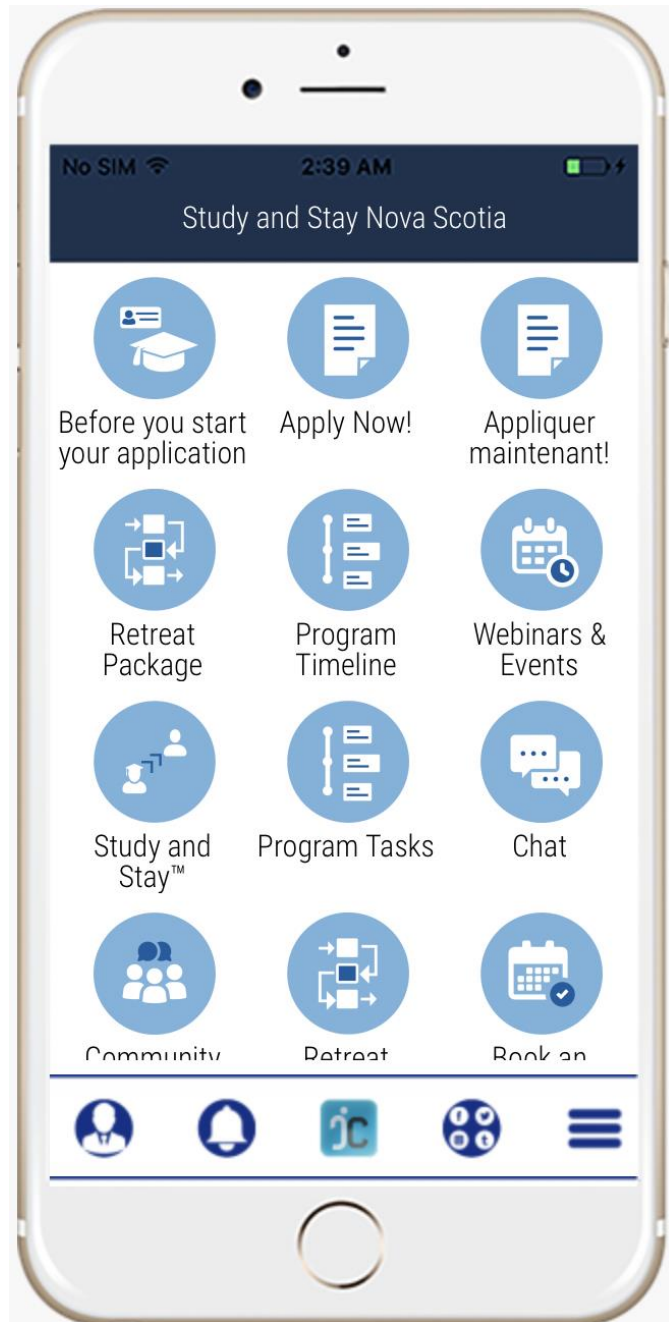
Level Three
Early Career Supports



Level Four
Pre-Employment Supports and Employer Connections

- 100 final-year international students per year (selected from across Nova Scotia)
- Delivered 80% online
- Ten-month intensive program addressing all program pillars, starting with a mandatory retreat and ending with program graduation.

- 400+ students/year, open to all international students at a NS post-secondary institution
- Delivered 100% online
- Recommended levels based on year of study
- Scaled up-and-out
- Engages students: campus and community.



The Study and Stay™ iCent App – Looking Forward





STUDY + STAY™ NOVA SCOTIA - CAPSTONE PROGRAM

- 100 **final-year** students selected from Nova Scotia's participating post-secondary institutions
 - 10-month cohort-based program
 - Mandatory workshops, tasks, and pre-employment support
 - 6-month 1:1 mentorship component
- **Milestones include:**
 - Program Retreat
 - BEST Conference
 - Networking event
 - Program Graduation

PROGRAM 2: Study and Stay™ FOUNDATIONS

- International students in **any year of study** at a NS post-secondary institution may access resources, at any time during their studies.
- Four modular **Foundation levels** will include mini-video lessons, learning quizzes, and engagement activities.
- Students can choose to complete a SNS Foundation Level anytime throughout their academic year.
- Campus and *community asset mapping, volunteer training and engagement* will be key activities.
- *Monthly webinars, employer and alumni panels, networking resources* and more!



Photo credit: Tourism Nova Scotia / Photographer: Jive Photograph

STUDY AND STAY™ FOUNDATIONS: FOUNDATION LEVELS AND AREAS OF SUPPORT



Photo credit: Tourism Nova Scotia / Photographer: Acorn Art & Photography



Level One
Nova Scotia and
Campus
Involvement



Level Two
Community
Connections

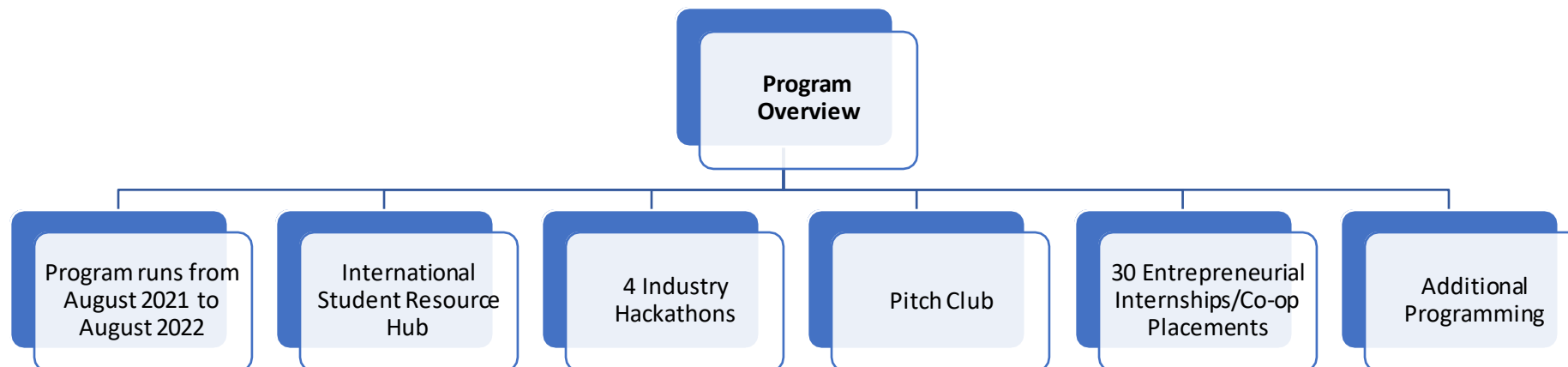


Level Three
Early Career
Supports



Level Four
Pre-Employment
Supports
and Employer
Connections

ENTREPRENEURSHIP LABOUR MARKET CONNECT PROJECT

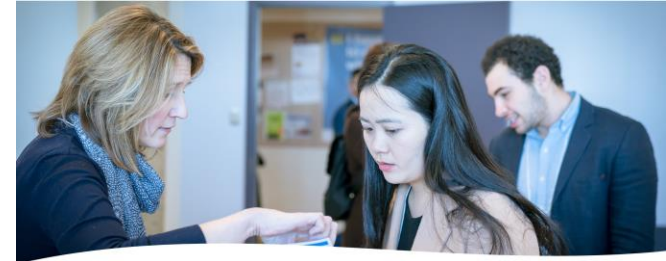


SUMMARY + LESSONS LEARNED



Shared Successes and Impacts: Implications for Employers

- *Over 1000 employers and community leaders involved in a variety of ways*
 - Mentors - as champions & ambassadors
 - Panelists - knowledge sharing
 - Networking events
 - Sponsors
 - Presenters
 - Both repeat & new employers
- *Connection to DEI and building inclusive organizations and/or industries*
 - Learning first-hand experiences of immigrants from diverse cultures
- *Introductions to PSE and community groups that help bridge connections to early-stage talent*



EduNova
CANADA'S EDUCATION DESTINATION

Mentor Impact Stories

Working together

to advance the interests
of our aerospace,
defence, and security
industries in Atlantic
Canada.

[MORE ABOUT US](#) ↗





SUMMARY + LESSONS LEARNED

- Collaboration is key
- Openness to new ideas and approaches
- Leveraging interest from international students
- Listening to students' needs
 - Involving current students and new international student grads in planning
- Connecting with employers
- Learning as we go
- Evolving programs along the way



COLLABORATIVE PROGRAMS & OPPORTUNITIES

Mindset + Approach

- Focused on an aligned goal:
 - Maximizing impact in the province
- Sharing data, resources & expertise
- Learning from & with each other
- Iterative approach
- Multi-stakeholder participation
- Meeting students 'where they are'
 - Multiple, diverse opportunities for engagement
 - Consistently

Sample Programs + Events:

- Study and Stay™ - Nova Scotia Program
- BEST Conference

Thank you Study and Stay™ Program Funders



**Department of
Advanced Education**



**Atlantic Canada
Opportunities
Agency**

**Agence de
promotion économique
du Canada atlantique**

Canada 

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Questions?



Find us on social media!



@study_nova_scotia



EduNova Co-operative Ltd.



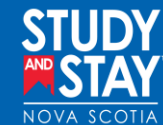
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@EduNova_News

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