



INTERNATIONAL EDUCATION COQUITLAM SCHOOL DISTRICT

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TRUSTEES APPROVE NEW POSITION (March 19, 2005)

School District 43 will hire a marketing manager for its international education department this spring, to attract more overseas students for summer programs.

Secretary-treasurer Lorcan O'Melinn said at a board meeting Tuesday that as the program has "grown in leaps and bounds, the department needs additional staff support to keep up the pace and continue to grow. The reason for the urgency of this is that with international education, the springtime is key," O'Melinn said. "It's a very critical time, as students begin planning what they will do in the summer. We have a window right now where we need another marketing person to help us."

The marketing manager, who would report to district principal Patricia Gartland would receive a salary of between \$65,000 and \$75,000 plus benefits, which O'Melinn said would come partly out of international education revenues and the district surplus.

Now grossing more than \$13 million in income, the international education program has grown to more than 1,000 students from 45 since its inception in 1999 - an increase of 450 per cent - to incorporate seven of eight secondary schools, all 13 middle schools and 40 of the district's 50 elementary schools.

The number of teachers employed directly by the program is approximately 81, and schools receive more than \$500,000 annually in grants for materials and supplies. The board was asked to approve the new position, and Trustee Brian Robinson said he understood why the request was made.

"Anyone who goes into that office knows, especially in the summer, that they need the help," he said. "I think senior staff have come to us and said "look, this needs help."

Come budget time, O'Melinn said, international ed will also be asking the board to hire a vice-principal and program co-ordinator to expand existing programs, provide support to schools and co-ordinate programming.

This, according to a report to trustees, would allow Gartland to focus on strategic directions, marketing and college expansion, as opposed to operational activities.