

Recruiting Students from Diverse Cultural Backgrounds

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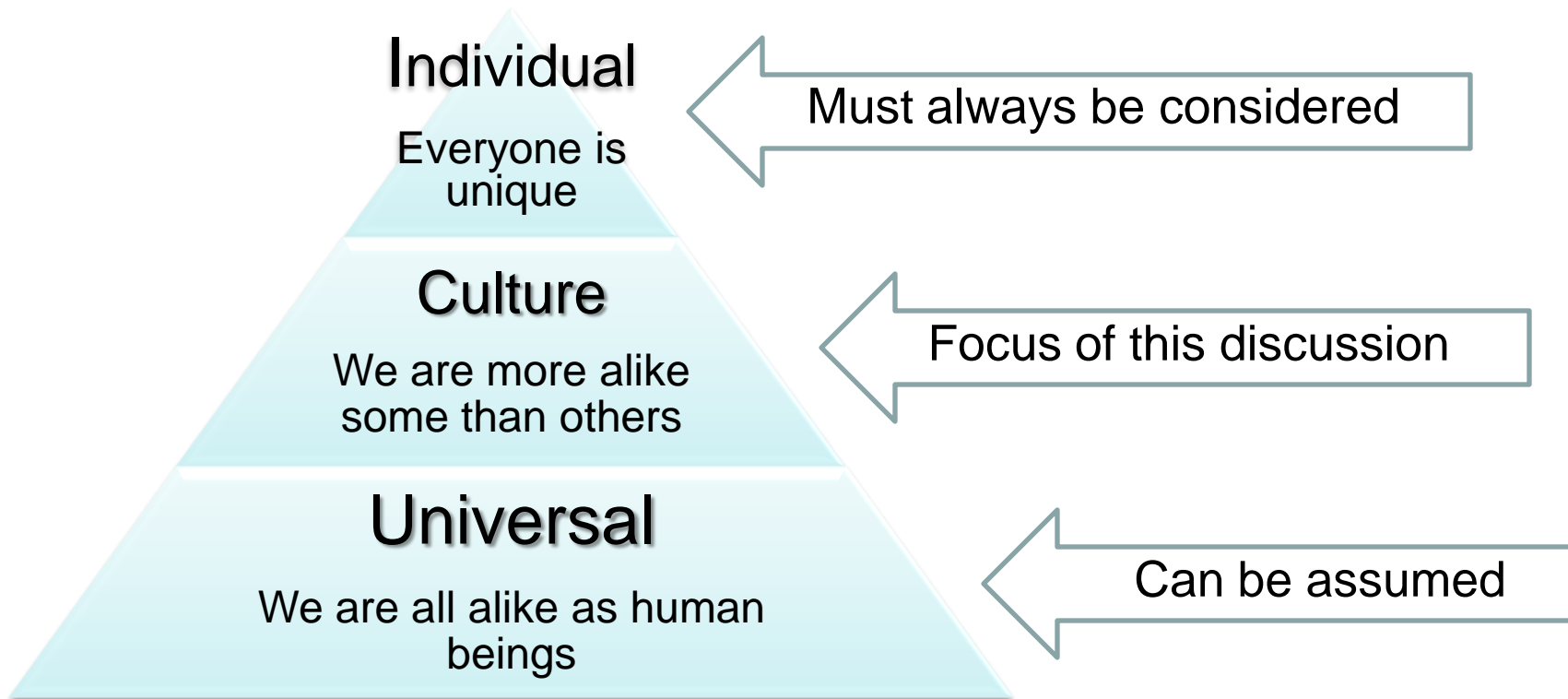
Objective

This presentation will help you to

- Understand how cultural factors influence the decision-making in choosing a university / program among immigrant families
- Identify who makes the decision based on what information
- Communicate effectively with culturally diverse students and parents

Culture Defined

Culture is the way we do things when nobody tells us what to do



Cultural Differences

Dress code, Org chart, Office layout

Concept and use of time, time consciousness

Education and career planning

Social status of a professional

Importance of technical and soft skills

Communication – verbal and non-verbal

Manager - employee relationship

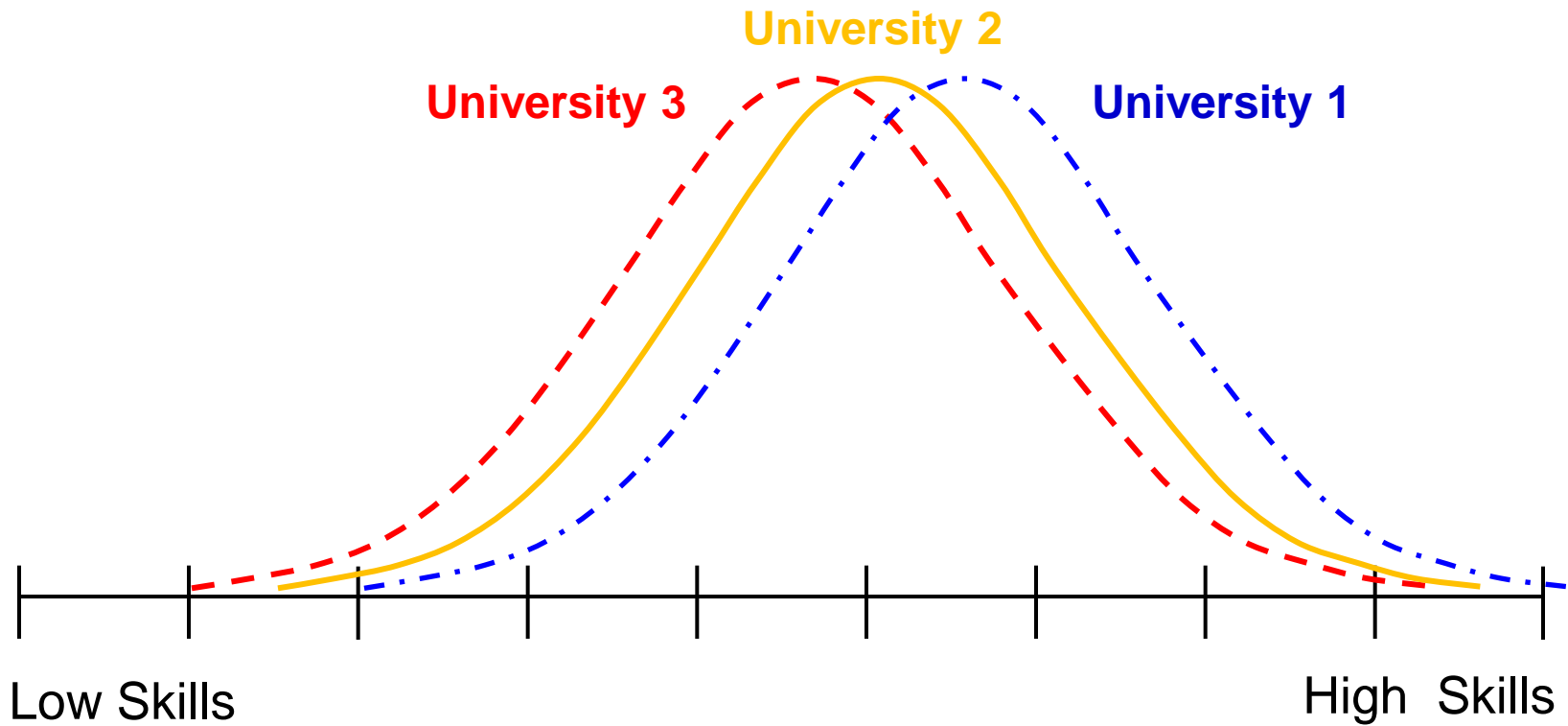
Performance management, feedback

Men and women in the workplace

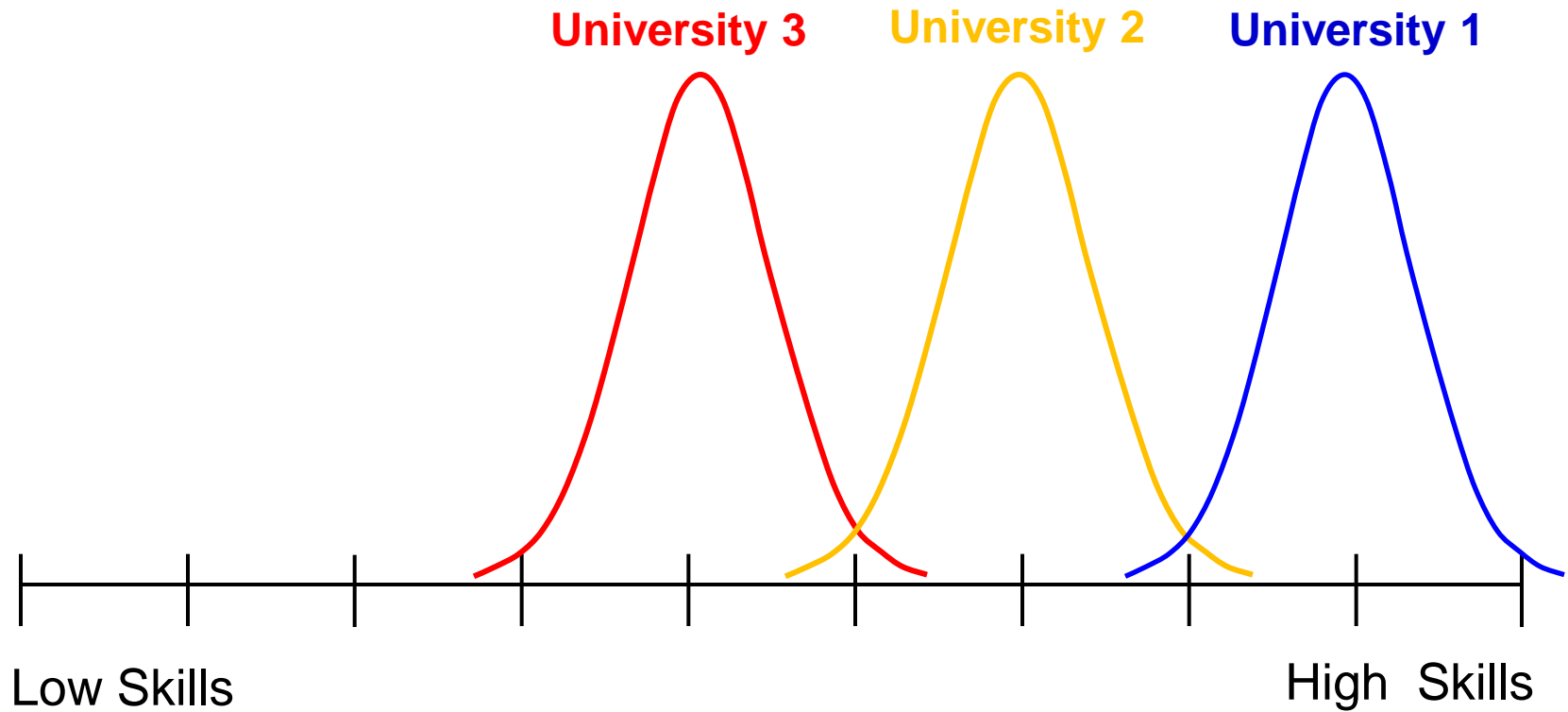
Approach to problem solving

Teamwork, and many more....

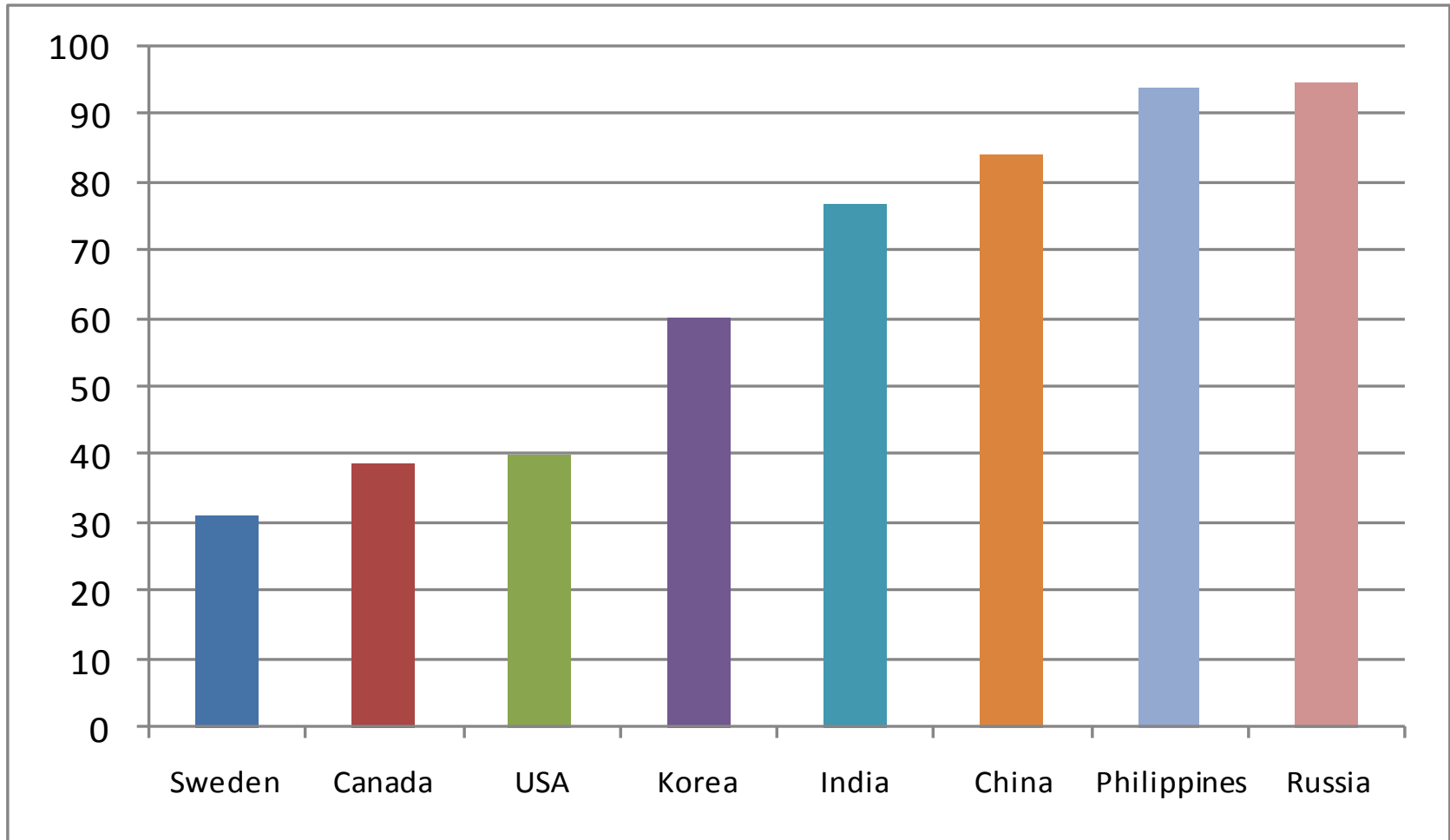
Which university is the best?



Which university is the best?



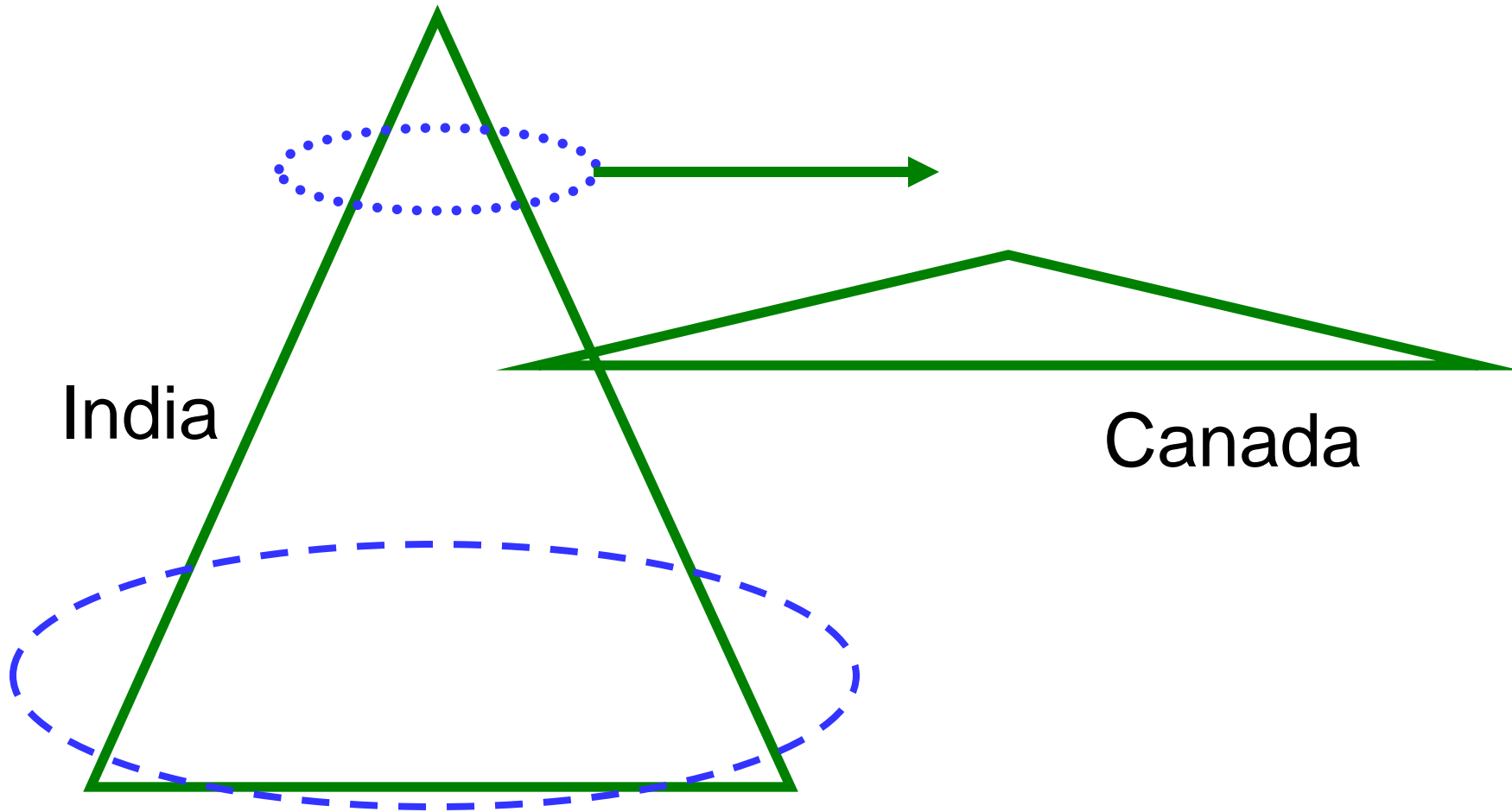
Hierarchy & Career Planning



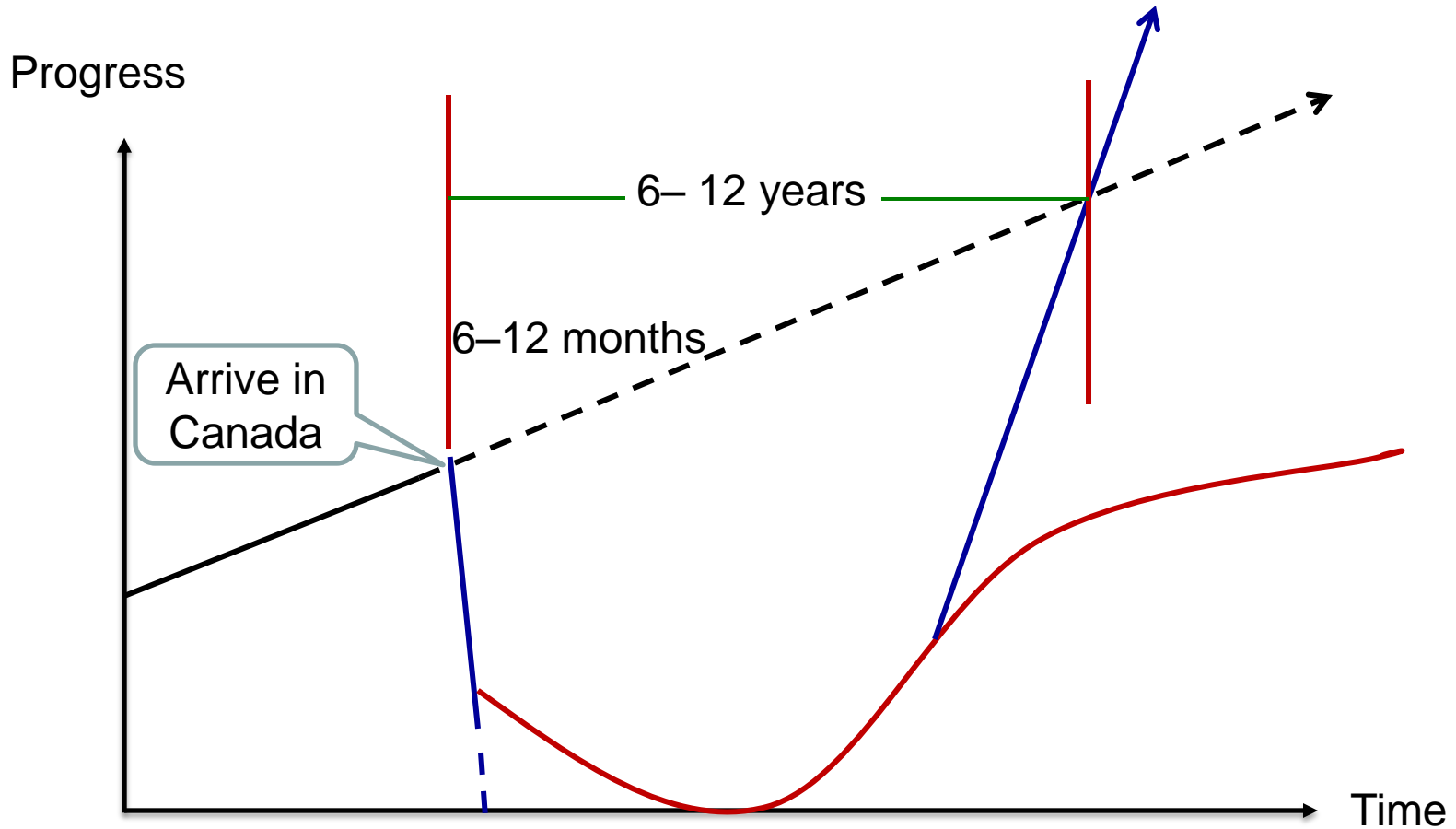
Social Status of a Professional

	GDP/capita	Starting salary of professionals
Canada		
India		

Social Status of a Professional

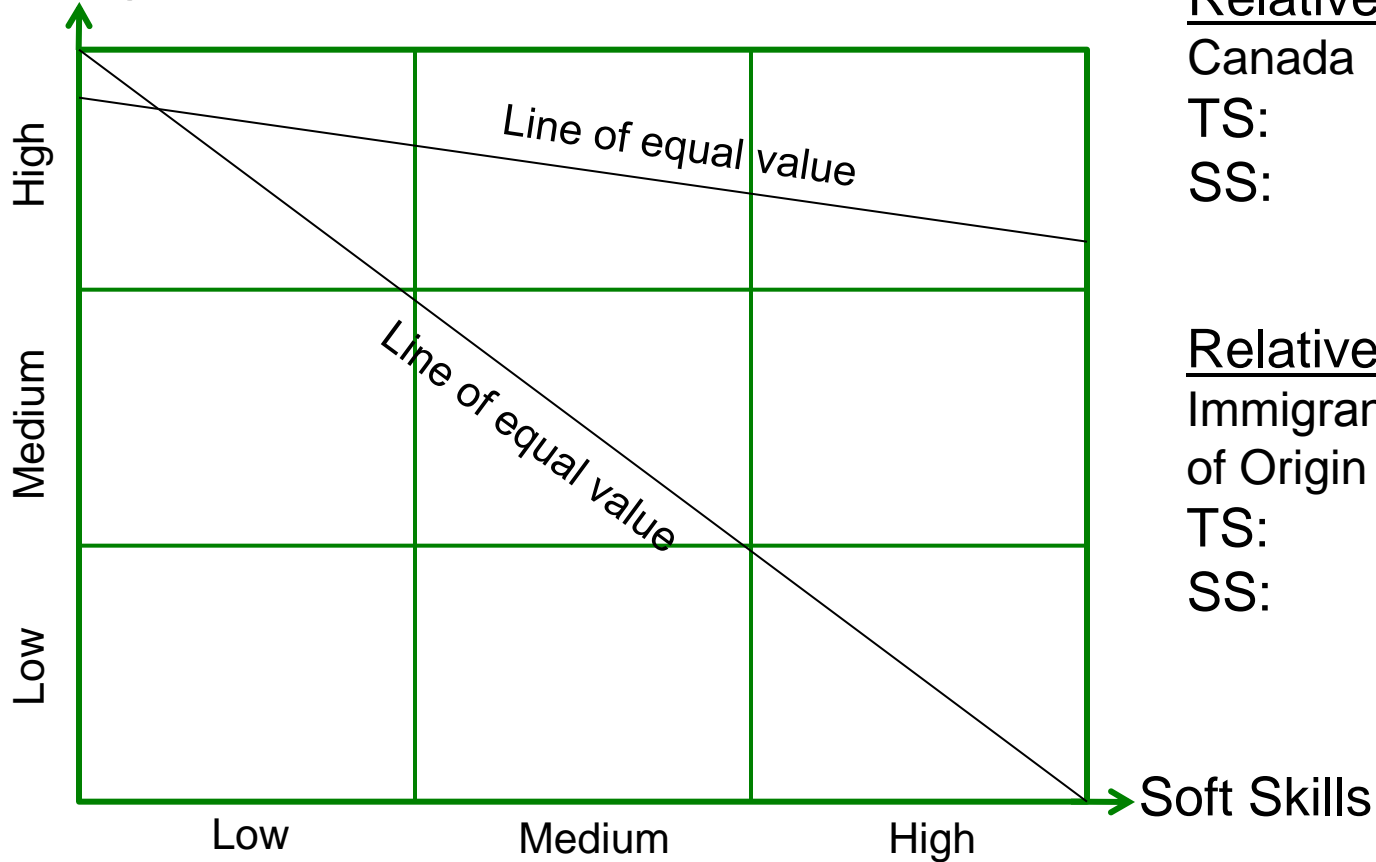


The Integration Process



Technical Skills and Soft Skills

Technical Skills



Relative Weight

Canada

TS:

SS:

Relative Weight

Immigrants' Countries
of Origin

TS:

SS:

Specialists vs. Generalists



Immigrants like to have their children study on a wider subject or several subjects because their home countries value generalization.

Vertical Depth (Specialization)

Canada is a country of specialists. Employers are looking for specialized knowledge and in-depth experience.

Cross Cultural Communication

English as a Second Language / Accents

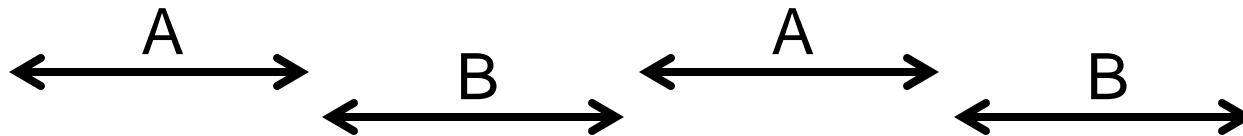
- Use simple vocabulary and sentence structure
- Avoid “isn’t it”, “do you want A or B” type of questions
- Avoid idioms and sports English
- Explain acronyms
- If you have trouble understanding
 - Don’t ask non-English speakers to repeat; ask them to rephrase; ask the question in different ways
 - Ask them to spell a particular word
 - Have a dictionary handy

Cross Cultural Communication

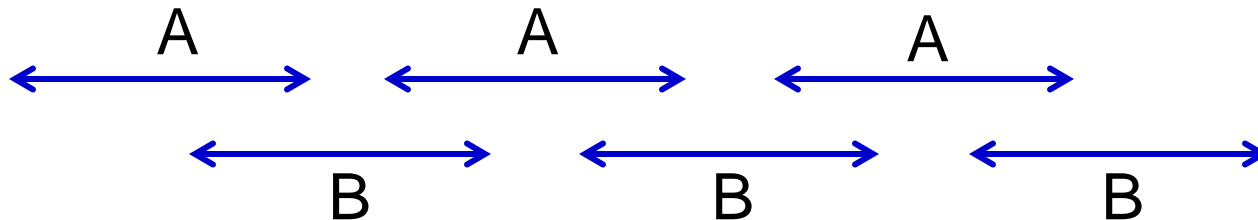
East Asia



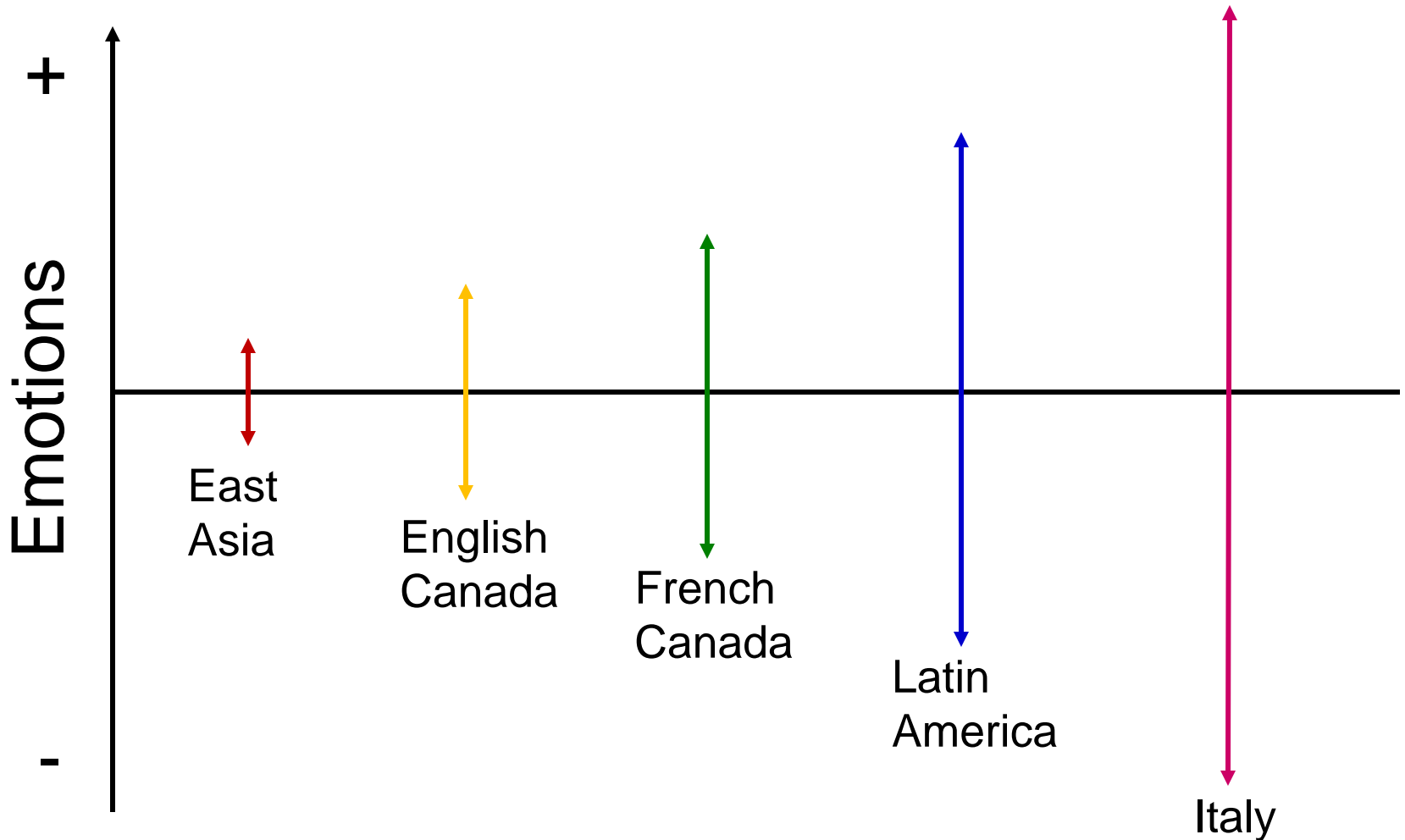
Canada



Latin America



Cross Cultural Communication



Conclusion

- Children of immigrant families adapt to the Canadian education system to various degrees depending on the age at which they came to Canada and their family influence.
- Some may be very Canadianized, while others retain more of their own cultural values toward education.
- Parents of culturally different families also adapt to the Canadian society to various degrees, but in general less than their children.
- In order to reach this population more effectively, we need to understand how they think and what they value.