LANGUAGES CANADA AT A GLANCE – 2013 – BC

LANGUAGES CANADA STATISTICS - BC

- 68 member programs of the 191 across the country are located in BC, 23 from the public sector and 45 from the private sector.

- 60,488 students enrolled in Languages Canada programs in 2012, which represented:
  - an estimated $217,000,000 in tuition revenue alone
  - an estimated $591,500,000 in overall revenue for the province

- Top 5 source countries:
  - Japan: 11,436
  - South Korea: 8,999
  - Brazil: 8,565
  - Saudi Arabia: 4,625
  - China: 4,270

MARKETING ACTIVITIES FOR 2013

- Organization of two inbound familiarization tours for agents
- Organization of and participation in Trade Mission to Saudi Arabia
- Organization and participation of major Canada-only student fairs in Brazil, Mexico and Italy
- Participation in agent workshops in Toronto, Miami, Brazil, Germany
- Organization and participation in 3 trade missions (Russia/Ukraine, Turkey/Kazakhstan and Spain/Italy)
- Organization and participation in major trade shows to represent Canadian French programs in USA, Mexico and Brazil
- Organization and hosting of two journalist tours
- Co-operative advertisements in Study Travel Magazine (March, June, September and November issues)

LC QUALITY ASSURANCE FRAMEWORK

**Standards and Accreditation**

- Only nationally and internationally recognized standards and accreditation scheme for language programs in Canada.
- Entirely independent, arm’s-length accreditation process.

**Guaranteed Program Completion for Students**

- **Education Completion Assurance Program eCAP™**
  - ECAP™ assures that every student registered at a Languages Canada member program will be able to complete their studies. In case of school closure, students are transferred into a member program at no additional cost.

- **Student Education Assurance Fund™ (SEAF™)**
  - Funds from SEAF™ would be used to reimburse students who cannot complete their studies in the event placement is not possible.

**By-laws, Membership Policies & Code of Ethics**

- By-laws and related membership policies including Code of Ethics provide the guiding principles for members of Languages Canada. Members not meeting criteria including standards may lose membership.

- Code of Ethics requires that LC members ensure that all applicable laws and regulations for their jurisdiction are followed at all times.