LANGUAGES CANADA AT A GLANCE – 2012 – ALBERTA

LANGUAGES CANADA STATISTICS - ALBERTA

- 12 member programs of the 184 across the country are located in Alberta, 6 from the public sector and 6 from the private sector
- 7312 students enrolled in Languages Canada programs in 2011, which represented:
  - an estimated $30,000,000 in tuition revenue alone
  - an estimated $79,000,000 in overall revenue for the province
- Top 5 source countries:
  - China  1,884
  - South Korea  1,466
  - Saudi Arabia  795
  - Japan  677
  - Brazil  331

MARKETING ACTIVITIES FOR 2012

- Organization of inbound familiarization tour (Montréal, Ottawa, London and Toronto)
- Organization and participation of Trade Mission to Saudi Arabia
- Organization and participation of major Canada-only student fairs in Brazil, Mexico, Italy, Russia, Ukraine
- Participation in agent workshops in Montréal, Miami, Brazil, Germany and England
- Organization and participation in 3 trade missions (Russia / Turkey, Kazakhstan / Ukraine and Spain/Italy)
- Organization and participation in major trade shows to represent Canadian French programs in USA, Mexico and Brazil

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.

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