From Data to Decisions:
Strengthening the Sector Through Term-Based Reporting

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Langues Canada

Outline

1. Why Data Matters

2. What Changed and Why

3. How to Complete the Survey

4. From Reporting to Decisions
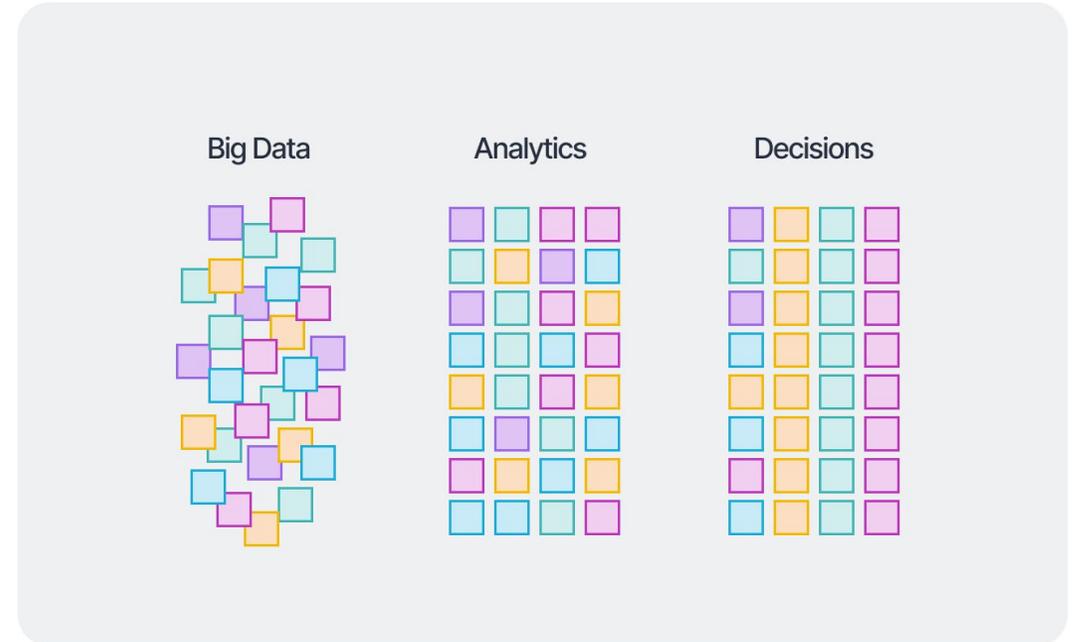
5. 2025 Cumulative Summary

Why Data Matters

Data Is Not Just Numbers

It Is Evidence for Decisions

Raw Data → Analytics → Decisions

Raw Data → Patterns → Decisions

Raw Data → Training → Predictions

Data Collection

Big Data   Analytics   Decisions

Source: v7labs.com

How AI Works

Observe and collect data
✔ *Trends over time*

Prepare and train
✔ *Clean, structure, learn patterns, analyze*

Predict, decide, and act
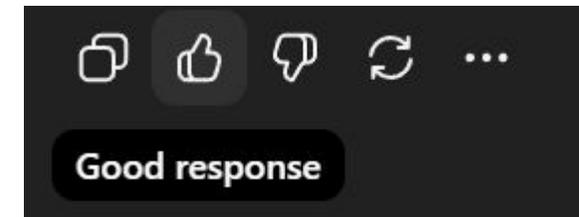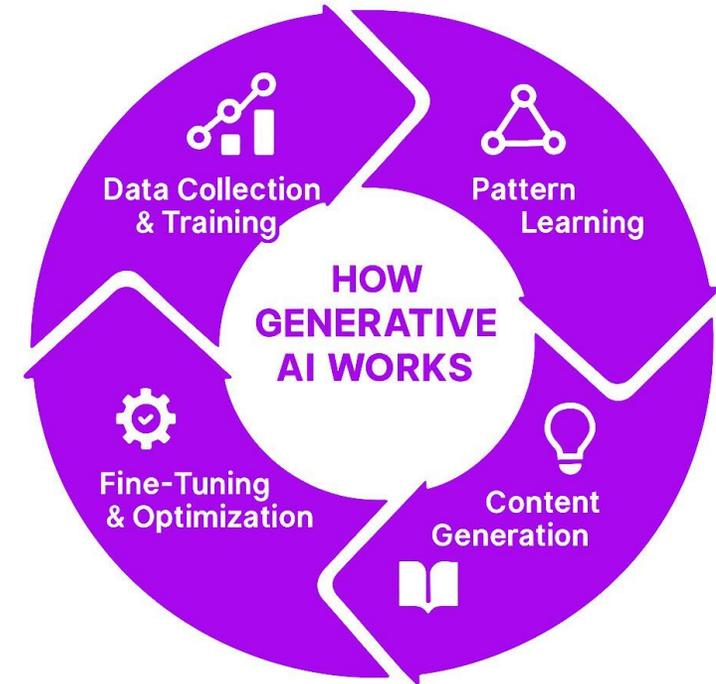✔ *Reduce uncertainty*
✔ *Support decisions*

Learn and improve
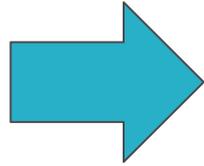✔ *Feedback refines the model*

Data Collection & Training

Pattern Learning

HOW GENERATIVE AI WORKS

Fine-Tuning & Optimization

Content Generation

Good response

Source: axerosolutions.com

What Changed & Why?

Why Term-Based Reporting?

Annual → Term

Since 2008   2025

- Education is seasonal

- Annual reports hide patterns

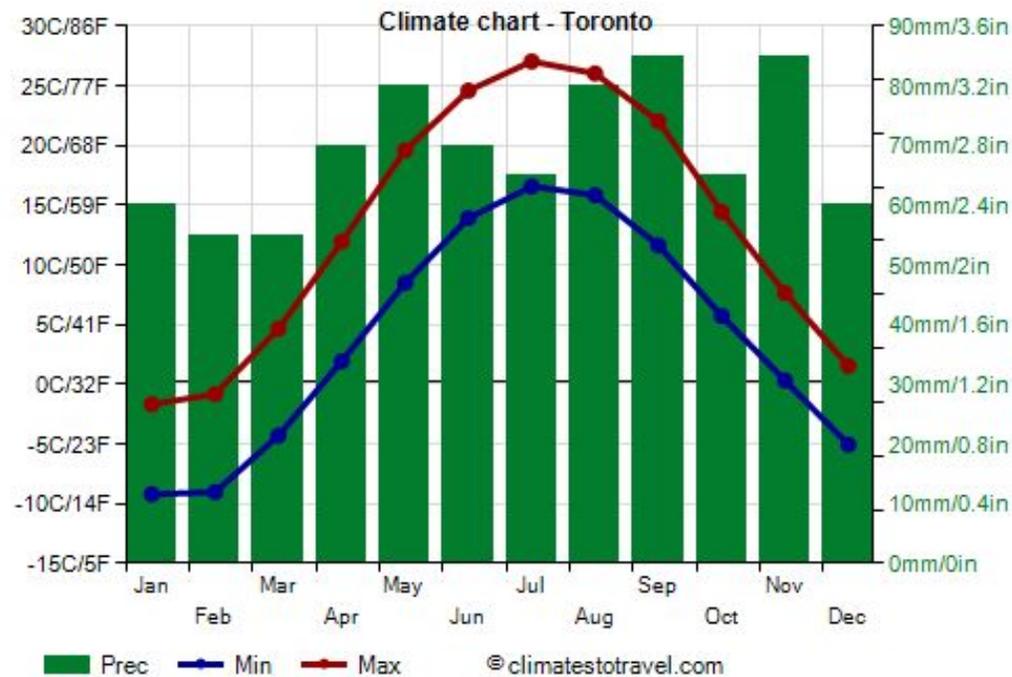- Term-based data reveals trends

- Different results

> "
> INSANITY: DOING THE SAME THING OVER AND OVER AGAIN AND EXPECTING DIFFERENT RESULTS
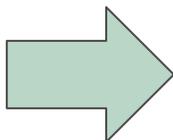> "

Is it important?

Reduce the risk

Take advantage

Prevention - Improvement

Why This Helps LC and Members?

Languages Canada

Evidence

Early signals

→

Advocacy

Member support

Marketing & Promotion

Members

Benchmarking

Planning

Adaptation

Adaptation in today's world is the key for survival and success.

How to Complete the Survey?

How to Complete the Survey?

Accurate term-based data power sector reporting and advocacy.

Data collection guidelines and calendar

Online survey access

Excel submission form

CRM export example

BONARD

How to Complete the Survey?

Accurate term-based data power sector reporting and advocacy.

What you report

- New students
- Continue students
- Student weeks
- Course types
- Age groups
- Visa types
- Country or Region

What it becomes

- Data consolidation and review
- Reports and analysis
- Advocacy and insights

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From Reporting to Decisions

Your Institution Is a Decision Engine

Every year, you already make data-driven choices - consciously or not.

- Where do we invest our marketing budget - and why?

- Which programs do we promote more each year?

- When do we hire more staff, or scale back?

- Which markets do we prioritize - and which ones do we ignore?

Tool for Analysis

Reports

Term-Based Trends in Official Languages Education Across Canada

Term 1 2025

Term-Based Trends in Official Languages Education Across Canada

Term 2 2025

Term-Based Trends in Official Languages Education Across Canada

Term 3 2025

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Pivot Tables

Benchmarking

Province	(All)
Search	
☑ (All)	
☑ Alberta	
☑ British Columbia	
☑ Ontario	
☑ Quebec	
☑ (blank)	
☑ Atlantic region	
☑ Saskatchewan and Manitoba	

Row Labels	Sum of Student
Japan	
South Korea	
Brazil	
China	
Colombia	
Mexico	
Canada (permar	
Canada (with cit	
Taiwan	
Vietnam	
France	
Türkiye	
Ecuador	
Peru	
Chile	
Switzerland	

☑ Select

Sort (Source Market) ? ✕

Sort options

○ Manual (you can drag items to rearrange them)

○ Ascending (A to Z) by:

| New students 2025 | ∨ |

● Descending (Z to A) by:

| New students 2025 | ∨ |

Source Market
Continuing students 2025
New students 2025
Student Weeks 2025

Nationality	Your Share	Sector Share	Gap	Label
Brazil	4%	16%	-12%	Underdeveloped Market
Japan	13%	17%	-4%	Growth Opportunity
Mexico	22%	12%	10%	Leading Market
South Korea	8%	10%	-2%	Aligned
China	10%	5%	5%	Strong Market
Taiwan	2%	6%	-4%	Growth Opportunity
Colombia	2%	5%	-2%	Growth Opportunity

Languages Canada Advocacy

- November 2024 - IRCC introduced regulations that severely damage Pathway programs.

- Data reported by you, helped LC to present concrete numbers on the impact and advocated for a solution.

- IRCC responded by creating a new policy that in turn opened the door for LC to create a new seamless pathway for students – the **Joint Pathway Program (JPP)**.

Languages Canada has officially launched the Ontario pilot of the Joint Pathway Program (JPP)—marking an important milestone in the re-establishment of compliant, sustainable language education pathways in Canada.

The pilot launch brought together accredited public and private members to formally initiate participation in the JPP.

As part of this initial rollout, **Languages Canada has signed umbrella Memoranda of Understanding with ILAC, ILSC, Oxford International, Niagara College, and Sheridan College**, signalling the transition from concept to implementation. Humber Polytechnic also participated in the launch and is engaged in ongoing development discussions related to the JPP.

2025
Cumulative summary

Term based scheme highlights

132
Reporting members
in Term 2

80%
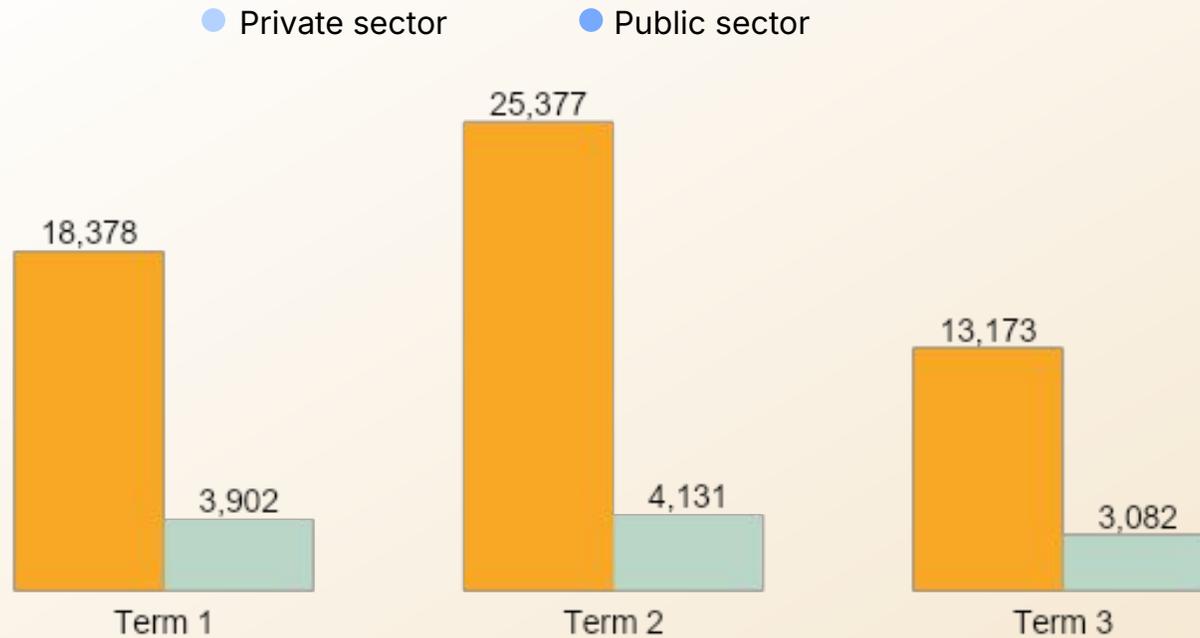Student
volume

87
Reporting members
across all terms

68,043
students

612,643
Student weeks spent

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2025 Overview:
At glance

● Private sector ● Public sector

	Term 1	Term 2	Term 3
Private sector	18,378	25,377	13,173
Public sector	3,902	4,131	3,082
Student distribution (%)	33%	43%	24%

Source: Languages Canada & BONARD, 2026

Student demographics

	Domestic students	International students
Term 1	7%	93%
Term 2	5%	95%
Term 3	6%	94%

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2025 Overview:
At glance

Sample size: 120 participating members in Term 1; n= 132 in Term 2 and n= 114 in Term 3
Source: Languages Canada & BONARD, 2026

Course type distribution by term

	Term 1 2025 (Share %)	Term 2 2025 (Share %)	Term 3 2025 (Share %)
General English/French	34%	40%	25%
Business English/French	31%	43%	27%
English/French for Academic Purposes	40%	33%	27%
English/French for Specific Purposes	35%	52%	13%
Pathway program	40%	35%	26%
Summer or winter camp for junior students	7%	90%	4%
Other	48%	23%	29%

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www.bonardeducation.com

2025 Overview:
Source regions

■ Term 1 ■ Term 2 ■ Term 3

	Term 1	Term 2	Term 3
Africa	276	203	232
Asia	9,436	10,244	6,417
Europe	1,704	4,311	1,589
North America	1,601	2,039	999
LATAM	6,767	8,824	4,935
The Middle East	885	923	844
Other	15	11	<5

Sample size: 120 participating members in Term 1; n= 132 in Term 2 and n= 114 in Term 3
Source: Languages Canada & BONARD, 2026

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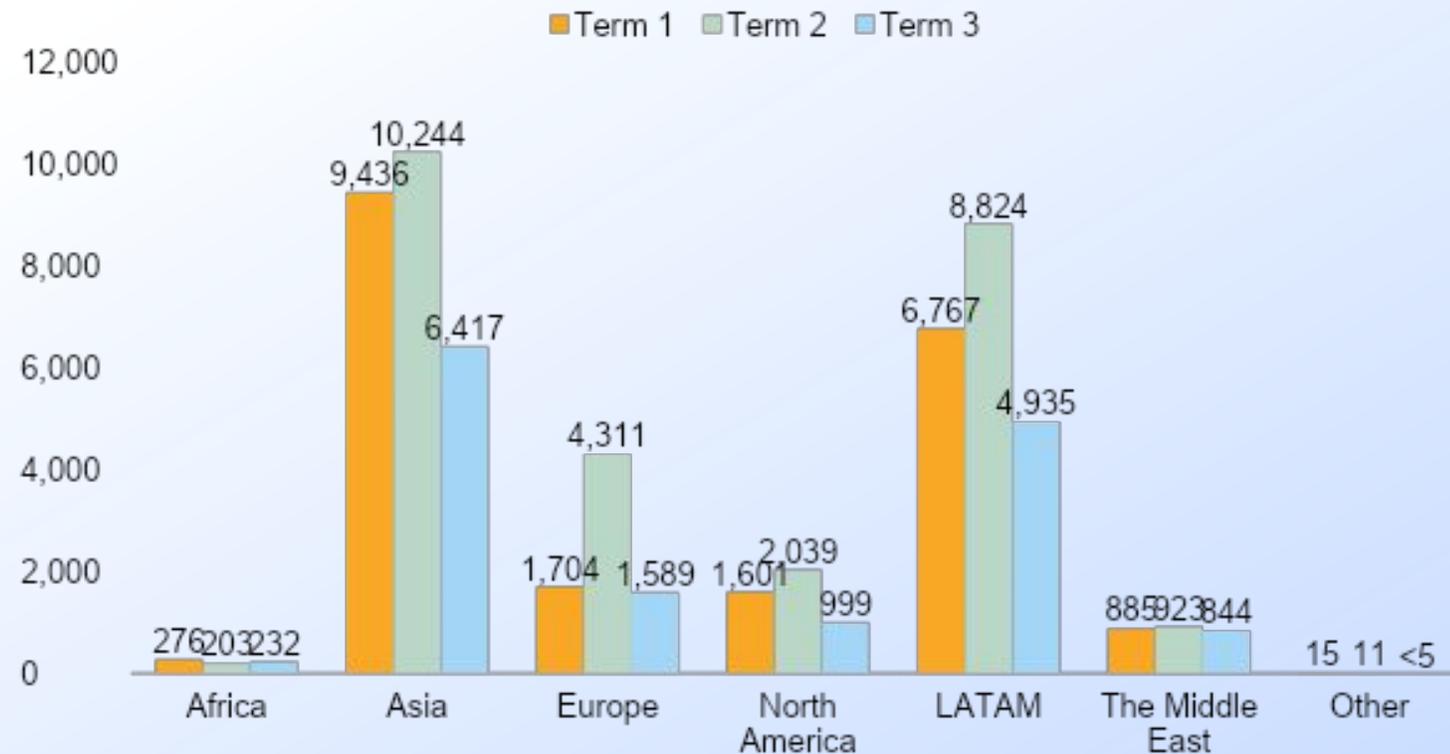Asia remained the largest source region (26,097 students)

Asian enrolments were evenly distributed across terms (T1 36%, T2 39%, T3 25%)

Europe showed stronger seasonality, with 55% in Term 2 (vs. 22% T1, 21% T3)

Latin America enrolments were stronger in the first half of the year (T1 33%, T2 43%)

2025 Overview:
Top 10 source markets by term

Student numbers

Top 10 in Term 1	Top 10 in Term 2	Top 10 in term 3
Japan	Japan	Brazil
Brazil	Brazil	Japan
South Korea	Mexico	South Korea
Mexico	South Korea	Mexico
Canada	Canada	Canada
China	Taiwan	China
Colombia	China	Taiwan
Taiwan	Colombia	Colombia
France	France	France
Vietnam	Italy	Saudi Arabia

Sample size: 120 participating members in Term 1; n= 132 in Term 2 and n= 114 in Term 3
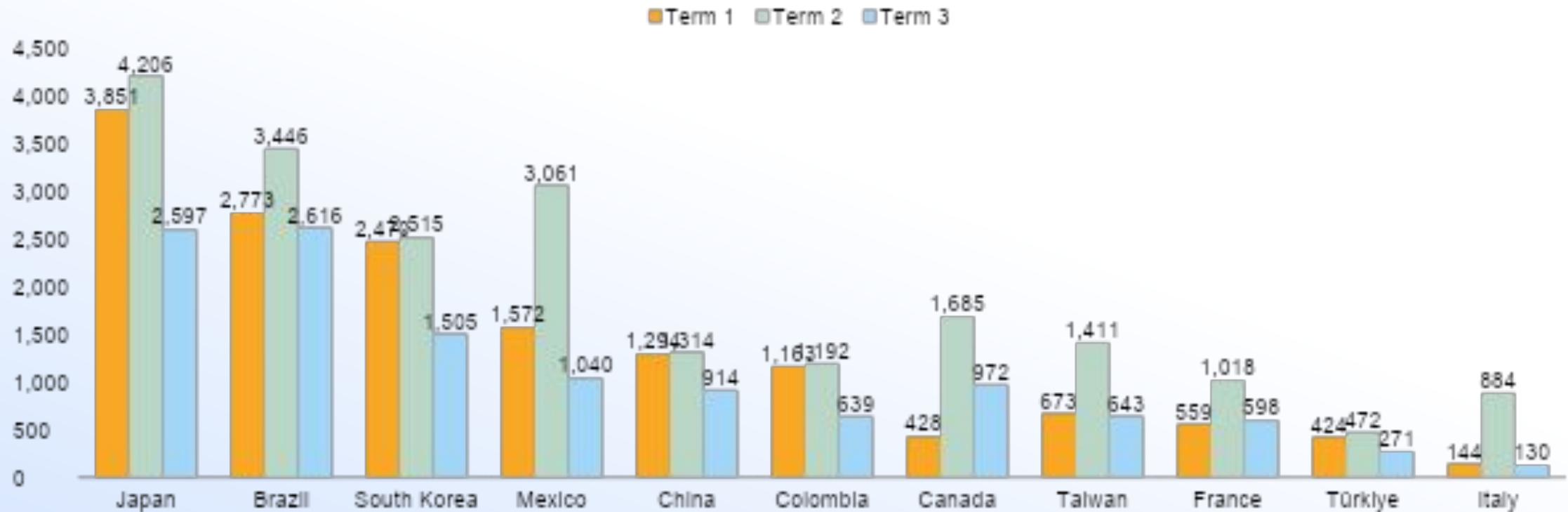Source: Languages Canada & BONARD, 2026

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2025 Overview:
Top 10 source markets

Legend: ■ Term 1 ■ Term 2 ■ Term 3

Market	Term 1	Term 2	Term 3
Japan	3,851	4,206	2,597
Brazil	2,773	3,446	2,616
South Korea	2,472	2,515	1,505
Mexico	1,572	3,061	1,040
China	1,294	1,314	914
Colombia	1,163	1,192	639
Canada	428	1,685	972
Taiwan	673	1,411	643
France	559	1,018	598
Türkiye	424	472	271
Italy	144	884	130

Sample size: 120 participating members in Term 1; n= 132 in Term 2 and n= 114 in Term 3
Source: Languages Canada & BONARD, 2026

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FAQ

What is the rationale for reporting new and continuing students separately?

What is the correct methodology for calculating and reporting student weeks?

How do I report a student who is enrolled in two courses?

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"We built this platform over two years so you don't have to piece together fragmented data across reports and spreadsheets. Now it's all in one place, ready for your next student recruitment cycle."

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Ready to grow your **international student enrollment?**
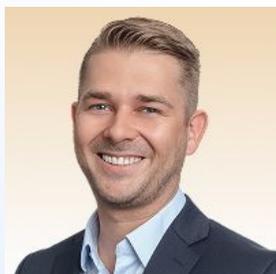
Patrik Pavlacic
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ESOMAR 24 Individual   RICS

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