

## **Opportunities in French Language Programming**

### ***Opportunit s en mati re de programmation en langue fran aise***

**Gonzalo Peralta**, Executive Director, Languages Canada

**Ankita Goyal**, Regulated Canadian Immigration Consultant (RCIC-IRB)

**Angela Johnston**, Vice President, Academic, ILAC

**Ergio Guitan**, Marketing Director, ATPAL Languages

# Opportunities in French language programming Policy Context and Immigration Trends

By: Ankita Goyal, RCIC-IRB

[www.immigracia.ca](http://www.immigracia.ca)

[ankitagoyal@immigracia.ca](mailto:ankitagoyal@immigracia.ca)



# LAND ACKNOWLEDGEMENT

We appreciate and acknowledge that we are gathered on the ancestral and traditional territory of the Blackfoot Nations of the Siksika (Seeg-see-kah), Piikani (bee-Gun-nee) and Kainai (G-ai-nah) First Nations; the Îethka Nakoda Wîcastabi (ee-YETH'-kah nah-COH'-dah WHISK'-ah-tah-bay) First Nations, comprised of the Chiniki (Chin-ick-ee), Bearspaw, and Goodstoney First Nations; and the Tsuut'ina First Nation. The City of Calgary is also homeland to the historic Northwest Métis and to the Otipemisiwak (Oti-pe-MES-se-wa) Métis Government, Métis Nation Battle River Territory (Nose Hill Métis District 5 and Elbow Métis District 6).

We acknowledge and give gratitude to the many First Nations, Métis, and Inuit who have lived in and cared for these lands for generations and call Calgary home. We would also like to acknowledge that you are joining us today from many places, near and far, and acknowledge the traditional owners and caretakers of those lands.



# Disclaimer



This presentation is for general informational and educational purposes only and does not constitute legal advice. Immigration laws, policies, and program criteria are subject to continual change.



Please refer to the official **IRCC** website for the most up-to-date information. Individual eligibility and outcomes vary based on personal circumstances.



# Francophone Immigration Targets

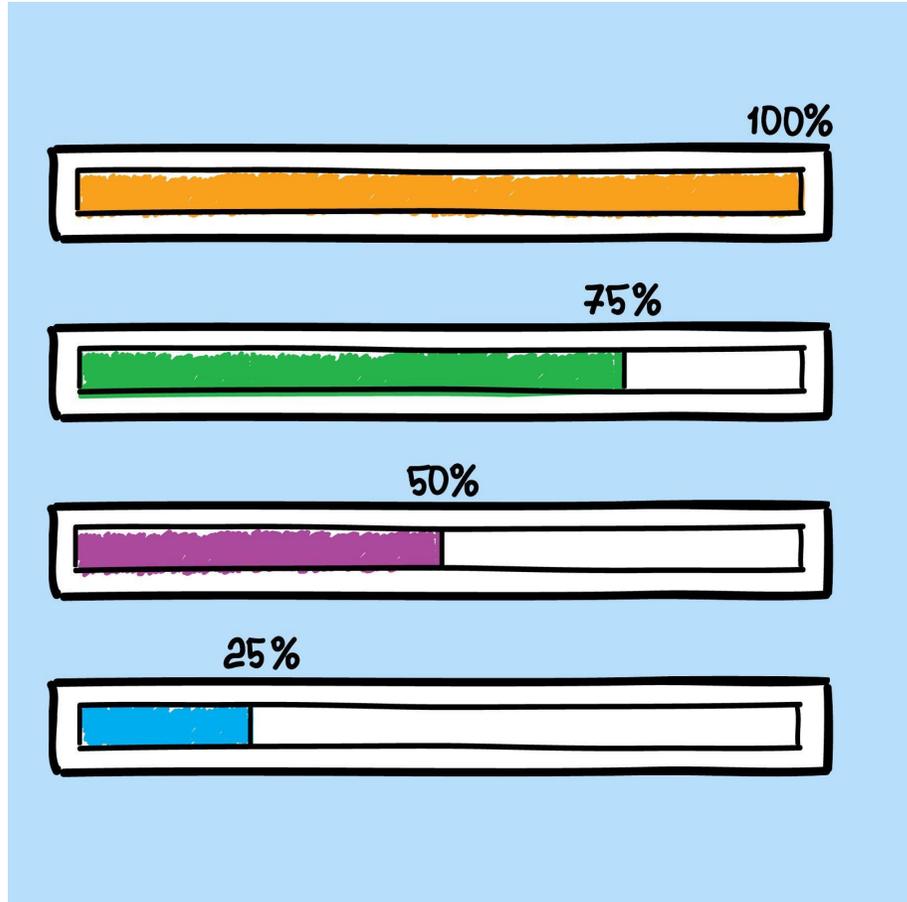
Canada has committed to increasing the proportion of **French-speaking permanent residents outside Quebec.**

Year	Target
2026	9%
2027	9.5%
2028	10.5%

Long-term objective:

➔ **12% of permanent resident admissions outside Quebec by 2029.** These targets are established under the **Immigration Levels Plan 2026–2028.**

# Recent Progress



Canada has already exceeded its recent Francophone immigration targets.

**2025**

- **8.9% of permanent resident admissions outside Quebec were French-speaking**
- This marks the **fourth consecutive year** Canada has exceeded its Francophone immigration target.

Implication:

➔ Federal measures to attract French-speaking immigrants are producing measurable results.

# Immigration Pathways Supporting French Speakers

Several immigration programs now prioritize **French language proficiency and Francophone settlement outside Quebec.**

## Key pathways include:

- **Express Entry – French-language proficiency category draws**  
Priority invitations for candidates with strong French language ability.
- **Francophone Mobility Program**  
LMIA-exempt work permits for French-speaking workers employed outside Quebec.
- **Provincial Nominee Program (PNP) Francophone streams**  
Several provinces prioritize or award additional points for French-speaking candidates.
- **Francophone Community Immigration Pilot (FCIP)**  
Community-driven program designed to attract and retain French-speaking immigrants in selected communities.
- **Francophone Minority Communities Student Pilot**  
Supports French-speaking international students studying in designated institutions.

## Policy direction

- Expand immigration pathways that support **Francophone community growth across Canada.**

# What This Means for Language Institutions

Canada's immigration policies are creating **growing incentives for French language acquisition.**

## Emerging opportunities for language institutions

- Expanding **French as a Second Language (FSL)** programs alongside traditional **ESL offerings**
- Offering **French language training aligned with immigration pathways** (e.g., Express Entry French-language category)
- Developing **bilingual learning pathways** combining **English and French language skills**
- Building partnerships with **Francophone institutions and communities**

## Potential learner groups

- International students seeking **additional immigration pathways**
- Skilled workers aiming to improve **CRS scores through French proficiency**
- Employers seeking **bilingual talent**

## Key takeaway

➔ **As immigration pathways increasingly reward French proficiency, demand for French language training is likely to continue growing.**



# LinkedIn Weekly Newsletter



Thank you!  
Any Questions?

[ankitagoyal@immigracia.ca](mailto:ankitagoyal@immigracia.ca)

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# Why Partnerships Matter



## Accelerating Growth through Collaboration

Strategic partnerships combine strengths to accelerate growth, innovation, and service quality beyond individual capabilities.

## Trust as a Foundation

Trust and aligned values transform challenges into opportunities, strengthening long-term collaboration.

## Adaptive and Open Mindsets

Successful partnerships require adaptive thinking, openness to learning, and commitment to navigating differences constructively.

## Unlocking Strategic Advantages

Well-nurtured relationships unlock efficiencies, enhance diversity, broaden presence, and drive innovation.



# Partnership Overview



## Multi-Year Collaboration

Partnership established through trust-building, shared values, and strategic alignment between both organizations.

## Complementary Strengths

ATPAL's expertise in French and ILAC's global reach combine to create a powerful education alliance.

## Key Collaborative Opportunities

Curriculum integration, delivery enhancement, and global student recruitment are core collaboration areas.

## Advancing Bilingual Education

Aim to set a new standard for bilingual education pathways and enhance student learning experiences globally.



# Combined Strengths



## Strategic Partnership Strengths

Bringing together 80 years of combined excellence in FSL & ESL. ATPAL's unique pedagogical approach aligns seamlessly with ILAC's reputation for quality and global recruitment network.

## Bilingual Education Pathways

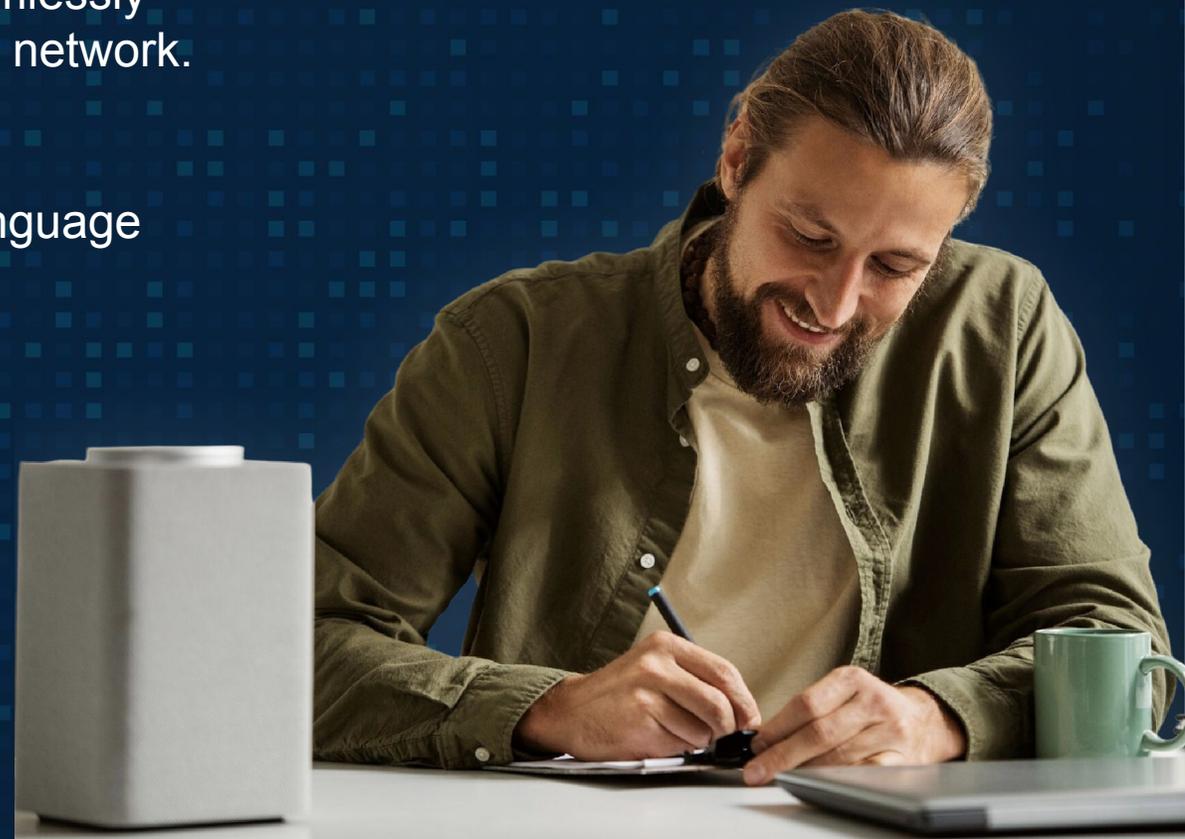
Students access interconnected French and English language pathways through accredited, reputable institutions.

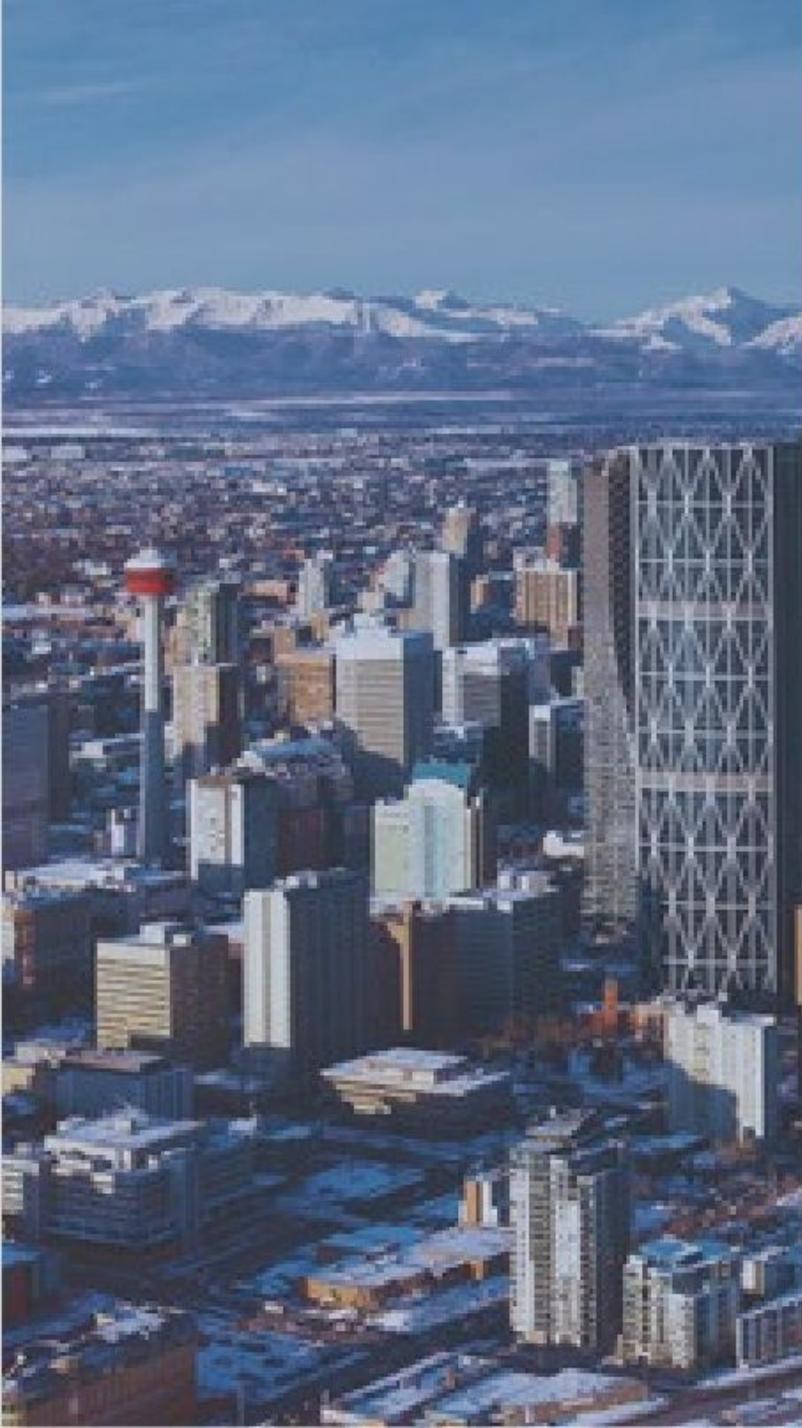
## Enhanced Accessibility and Mobility

The partnership offers diverse program delivery modes and student mobility across major Canadian cities.

## Multicultural Learning Environment

The collaboration fosters a multicultural & multilingual environment reflecting Canada's linguistic identity.





## **Questions for discussion / *Questions pour la discussion:***

1. Are there other examples participants would like to share of ways their institutions are innovating to respond to national and provincial objectives and learner demand related to French language programming?

*Y a-t-il d'autres exemples que les participants souhaiteraient partager sur la manière dont leurs établissements innovent pour répondre aux objectifs nationaux et provinciaux ainsi qu'à la demande des apprenants en matière de programmes de langue française ?*

2. What partnership models, new markets, learner types, course types, recruitment channels, and funding sources can members benefit from in exploring opportunities for French language programming?

*De quels modèles de partenariat, nouveaux marchés, types d'apprenants, types de cours, canaux de recrutement et sources de financement les membres peuvent-ils tirer parti pour explorer les*