

A compliant pathway solution to

Improve PAL & study permit conversion
Boost revenue
Expand & diversify market reach

THE JOINT PATHWAY PROGRAM (JPP)



Improve PAL & SP Conversion

Better-qualified candidates and more streamlined processes.



Boost Revenue

Longer study pathways and improved student retention.



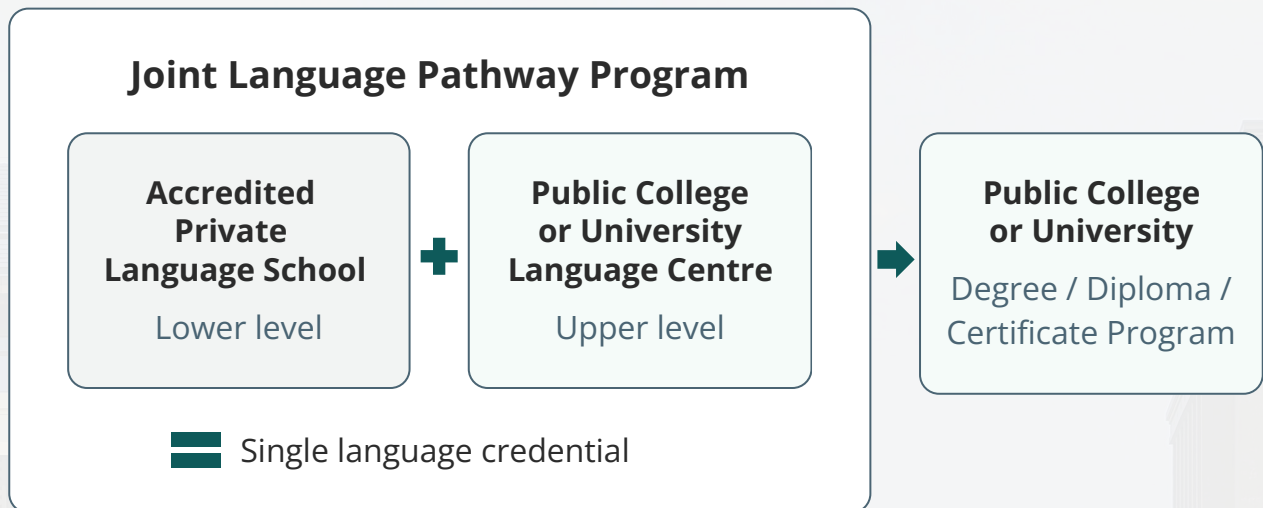
Expand & Diversify Market Reach

Collaborative recruitment targeting diverse source markets.

A government-approved language-to-credential pathway between accredited language schools and public colleges and universities

What is the Joint Pathway Program

A seamless, compliant transition between language pathway and academic programs at public colleges and universities



The JPP Reduces Risk and Complexity



- Approved by IRCC & MCURES
- Compliant with IRCC's newly created joint program category
- Lowers the risk of study permit delays
- Reduces student confusion and friction
- Limits risk of students changing institutions

Governed and Supported by Languages Canada

Languages Canada is the national representative body for accredited Official Languages (English and French) programs at Canadian universities, colleges, and private schools. It provides coordination, oversight, and the quality assurance framework for the Joint Pathway Program. Languages Canada advocates at all levels of government for an equitable and sustainable Canadian international education system and a welcoming, seamless student experience.

Why Institutions Choose the JPP

Institutional Benefits

Enrolment and Revenue

Improved conversion, stronger retention, higher lifetime value per student.

Recruitment and Diversification

Access to established recruitment networks in diverse markets without increased spend.

Student Experience and Success

Fewer transitions, clearer expectations, stronger academic readiness and performance.

Leverage the expertise of Languages Canada members

ESL/FSL students have

2x

higher study permit approval rates* than international students applying for direct entry into degree/diploma programs

*Based on Jan-Aug 2025 data from IRCC

Request a tailored JPP impact snapshot for your institution

Conversion, enrolment, and revenue implications
—based on your current pathway model.

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