

March 2016, Victoria, BC

BOARD REPORT

LANGUAGES CANADA



Table of content

The Current Languages Canada Board	2
The Languages Canada Team.....	3
MEMBERSHIP, CONFERENCE AND PROFESSIONAL DEV. REPORT	4
ADVOCACY REPORT	6
QUALITY ASSURANCE COMMITTEE REPORT	8
COMMUNICATIONS REPORT	10
INTERNATIONAL AFFAIRS REPORT	12
FRENCH PROGRAMS REPORT	15
ONTARIO WORKING GROUP REPORT.....	17
BC WORKING GROUP REPORT.....	18
Languages Canada Student Statistics Collected	19

The Current Languages Canada Board

1. **Sharon Curl – President**
Member of the Executive Committee, member of the BC Working Group and the Advocacy and Affiliations Committee
2. **Daniel Lavoie – Vice President**
Member of the Executive Committee, and is responsible for French Program Representation
3. **Cath D’Amico – Vice President**
Member of the Executive Committee
4. **Paul Schroeder – Treasurer**
Member of the Executive Committee and Chair of the Finance Committee
5. **Geneviève Bouchard – Secretary**
Member of the Executive Committee and Co-Chair of the Ontario Chapter
6. **Mike Walkey** – Member of the Executive Committee, Chair of the BC Chapter and member of the BC Working Group
7. **Gabriela Facchini** – Co-Chair of the International Affairs Committee and member of the Membership, Conference and Professional Development Committee
8. **Julian Inglis** – Co-Chair of the Quality Assurance Committee
9. **Gregory Mattei** – Member of the French Program Committee
10. **Srini Pillay** – Co-Chair of the Advocacy and Affiliation Committee and member of the Membership, Conference and Professional Development Committee
11. **Anthony Stille** -- Co-Chair of the International Affairs Committee
12. **Dan Tidsbury** - Co-Chair of the Quality Assurance Committee and member of the BC Working Group
13. **John Taplin** - Co-Chair of the Membership, Conference and Professional Development Committee
14. **Sherry Yuan Hunter** - Co-Chair of the Ontario Chapter
15. **Ernest Mulvey**

The Languages Canada Team

Executive Director: Gonzalo Peralta, based in Ottawa, is responsible for the leadership and visibility of the association; advocacy and affiliations; government relations, partnerships, strategic planning and overseeing marketing initiatives, etc.

Director of Member Services: Linda Auzins, based in Aldergrove (British Columbia), manages member services, and provides board and committee support for the Membership / Conference Committee, Advocacy and Affiliations Committee and the Quality Assurance Committee. Linda is the initial point of contact for most enquiries and is responsible for most administrative functions, finances, conference, governance, marketing support, etc.

Director, Public Affairs: Nathalie Samson is based in Stoneham (Québec). She is in charge of advocacy and government relations. Her first task was to position Languages Canada during the recent federal election campaign, eliciting a commitment for the return of work rights for international language students. She also works provincially, especially in British Columbia, Ontario and Quebec, ensuring designation is accessible to language programs in these provinces.

Manager of French Programs: Maud Pinard Fréchette, based in Montréal, joined the LC team in August of 2011 and has been involved in the promotion of French programs and multiple advocacy and marketing initiatives. She was responsible for the implementation of several projects including the Forum HÉRACLÈS the forum in Beijing, ACTFL in Denver, Philadelphia and this year in Boston, etc. She is also the instigator of the Exchange Forum on French foreign and second language (FEFLES), which will be in its third edition later this year.

Manager of International Affairs and Marketing: Charbel Moreno joined the Association in fall 2014 and has already taken an active role in this position. Charbel has represented Languages Canada on trade missions in Asia, Turkey and Mexico, as well as at ICEF in Miami and Berlin. He works closely with the International Affairs Committee.

Communications Manager: Sarah Snowdon joined LC in fall 2014 in the role of Communications Manager. She has been heavily involved in the creation of the association's new website as well as improving social media presence, media outreach and member announcements.

Officer, Research and Special Projects: Felicity Borgal joined LC in April of 2013 as Executive Assistant. In her new role as Officer of Research and Special Projects, she is responsible for the annual member survey and external research, World Student Day, and several other projects including the Syrian Refugee Integration Initiative and the Canada-Brazil Forum for Language, Education and the Workforce.

Communications and Executive Assistant: Coline David, based in Ottawa, took on the role of Communications and Executive Assistant in September 2015. She works directly with the Executive Director, Director of Member Services and Communications Manager to support the executive, operational and communications objectives for the association.

LANGUAGES CANADA MEMBERSHIP, CONFERENCE AND PROFESSIONAL DEV. REPORT

Annual Conference March 2-5, 2016

Jenny Atkins and John Taplin

Welcome to Victoria, B.C. and our 9th Annual Languages Canada conference! It is significant to note that it is a pleasure to host the Conference this year in Victoria, where the decision to form Languages Canada was overwhelmingly supported in 2007 by members representing all our constituents.

The Conference theme, program and sessions are driven by member input. **Please take a moment to fill in the survey when it is made available after the Conference, because member feedback is vital for framing future conference sessions that remain inclusive of the many interests that are represented in our organization.**

The Committee decided that the Conference theme of “**Leading Quality Language Education**” reflects our strong desire to continue to strengthen and improve the quality of language education sector in Canada. The conference program offers workshops and professional development for all four membership quadrants: English, French, Public and Private sector. Through the association’s work, whether in advocacy, quality assurance or marketing, it strives to ensure that Canada remains high on the list among the preferred destinations for international students in the extremely competitive international market. We continue to find speakers and presenters, including our members, who share their experience and expertise around issues that administrators will find beneficial. We thank all conference participants for attending and we are especially grateful to our speakers and presenters, who have come from across Canada, and overseas.

This year, the Conference Committee has responded to feedback and among other program highlights has provided a special interest session on homestay issues, a very key element of international students’ experience and a very important, not to say complex, administrative offering by most of our members. In addition, we have also woven in more sessions on pedagogical themes which will be of interest to leaders within programs and organizations, as well as for Academic Coordinators and Directors of Studies, irrespective of whether they are English or French, or are in the public or private sector. The conference is a key forum by which Languages Canada provides professional development and networking opportunities, and the Conference Committee has certainly worked hard to ensure that members receive maximum benefit by attending and participating in the Conference.

Our sponsors and exhibitors are integral to our conference’s success. Their product and services help enhance our industry and we sincerely appreciate the generosity of the diverse array of organizations who, through their participation at this event are helping to support the association. We encourage you to spend some time meeting them in The Exhibit Hall. This conference could not happen without them!

Special thanks to the Languages Canada staff for their constant vigilance and attention to detail, and to fellow members of the Committee, in ensuring that the annual conference is truly an event that is worthwhile for all participants.

Languages Canada currently (as of January 31, 2016) has 230 member programs representing 28 French and 202

English programs. 68 member programs represent the public sector and 162 are from the private sector. In 2015, 13 new programs were accredited with a further 7 new members to date in 2016.

New member programs for 2015

- | | |
|--|---------------------|
| 1. CanPacific College of Business & English | Toronto, ON |
| 2. Hanson International Academy | Toronto, ON |
| 3. University of Lethbridge | Lethbridge, AB |
| 4. Medicine Hat College | Medicine Hat, AB |
| 5. Providence University College | Otterburne, MB |
| 6. Can-Quest ESL & TOEFL Academy | North Vancouver, BC |
| 7. ICEAP – International Centre for English Academic Preparation | Toronto, ON |
| 8. Solomon College | Edmonton, AB |
| 9. Queen’s Language School | Etobicoke, ON |
| 10. Oxford College of Arts, Business and Technology | Toronto, ON |
| 11. Regal English Language Academy (RELA) | Ottawa, ON |
| 12. Lakehead University, English Language Program | Thunder Bay, ON |
| 13. UCW – The Language Gallery | Vancouver, BC |

New member programs for 2016

- | | |
|--|-----------------|
| 1. Winnipeg Global Education Language Institute | Winnipeg, MB |
| 2. Global Education Language Institute | Toronto, ON |
| 3. Global Education Language Institute | Richmond, BC |
| 4. Université de Montréal – École de langues (programme français / French program) | Montréal, QC |
| 5. Interlangues (programme français / French program) | Ottawa, ON |
| 6. Heartland International English School | Mississauga, ON |
| 7. Birmingham International College of Canada | Toronto, ON |

Memberships Terminated 2015 & 2016

- | | |
|---|---------------|
| 1. Arbutus College | Vancouver, BC |
| 2. University of Toronto (New College Program only) | Toronto, ON |
| 3. Embassy Centre for English Studies (Victoria only) | Victoria, BC |
| 4. Little Mountain Academy | Vancouver, BC |
| 5. Ryerson University (Chang School of Continuing Education) | Toronto, ON |
| 6. Camosun College | Victoria, BC |
| 7. British Columbia Institute of Technology | Vancouver, BC |
| 8. Thompson Rivers University | Kamloops, BC |
| 9. NSL Camps (National School of Languages) | Ottawa, ON |
| 10. BEC Rocky Mountains | Canmore, AB |
| 11. BEC Montreal | Montreal, QC |
| 12. University of Saskatchewan (French Language Program) | Saskatoon, SK |
| 13. Hudson College | Toronto, ON |
| 14. PGIC Victoria (Victoria location only) | Victoria, BC |
| 15. Cornerstone Academic College (Vancouver location only) | Vancouver, BC |
| 16. King George International College (Halifax location only) | Halifax, NS |

LANGUAGES CANADA ADVOCACY REPORT



Annual Conference March 2-5, 2016

It is important to bear in mind that defending interests, by definition, means asking for support, which is a process predicated on good relations. Building a network of sustainable relations takes time. We will succeed by creating better public awareness of Languages Canada and maintaining good relations with government representatives and the media. We will thus begin to see policies tailored to the reality of the sector appear. This can sometimes take years to come to fruition, which is why perseverance is the key to success!

Year 2015 can be seen as a year of transition in terms of defending the interests of members and the sector. Many things changed, starting with the Government of Canada.

Languages Canada has made advocacy a priority. After preparing the annual action plan, the Committee spearheaded the first actions of the year and was supported by the new Director of Public Affairs who was hired last June.

Federally		
	Immigration, Refugees and Citizenship Canada (IRCC; Formerly CIC)	<ul style="list-style-type: none"> • After the election, LC reopened talks with IRCC representatives to obtain a work visa for international language students. Meetings will take place in early 2016 and will continue in the months to come. • LC has kept the members informed of changes introduced in January 2015 on the way in which individuals request permanent residence status through the Express application. • Designated learning institutions (DLI) had to make an initial report to CIC. LC assisted its members and answered several questions in addition to ensuring a smooth flow of information throughout this process. LC pointed out the difficulties it encountered to CIC. • LC organized a webinar in collaboration with IRCC on the need for electronic travel authorizations.
	Global Affairs Canada (GAC; formerly DFATD)	<ul style="list-style-type: none"> • LC maintained close ties with Edu-Canada within GAC, which included the presentation of our annual survey findings. Due to the federal election, less meetings were held in 2015. The annual NEMR meeting was postponed until 2016.

		<ul style="list-style-type: none"> Jane Rooney was introduced by Edu-Canada as the new GAC representative of CCIE.
	Election – August 2 to October 19	A questionnaire was sent to the five major parties and to 1246 candidates. 4 parties replied. 49 candidates replied. Meetings with 11 candidates
Provincially		
	British Columbia	
		The Working Committee met twice a month on average. Three meetings were held with members in the private sector. An external lobbyist was hired.
		Three meetings with Minister Wilkinson of Advanced Education (AVED). We also met with 5 MLAs, including Moira Stillwell twice. Meeting with the Chiefs of Staff of the Ministers of Advanced Education, Economic Development and Tourism. Several meetings took place with public servants.
		Meetings and collaboration with the Canadian Federation of Independent Business (CFIB) and the Canadian Taxpayers Federation (CTF).
		Still no adjustment to the regulations for the Private Training Act (PTA) or revision to take special interests in the sector into account.
	Quebec	2 affiliation MOUs signed with 2 designated institutions
		Deferral of the September 30 deadline for the designation of private schools
		Negotiation of affiliations with two partners for private schools.
	Ontario	
		Active working committee
		Lobbying day set for May 9, 2016 and sponsored by MLA Hong.
		Meeting with Minister Moridi (MTCU) and his adviser.
		Outreach meeting with the Parliamentary Assistants of the Ministers of Training, Colleges and Universities, Education and Immigration.
		Meeting with the CEO of Career Colleges Ontario
	Other provinces	
		Contacts with leaders to main strong ties.
		Sharing of our annual survey
Other		
	Hiring of the Director of Governmental Affairs	Nathalie Samson
	World Student Day	More than 6500 students in 10 cities, presence of elected officials and media coverage
	Creation of a new Representation Committee	Representative of various membership groups and all regions. Co-chaired by Srin Pillay and David Parkinson
	Syrian Refugee Integration Initiative	LC members' offer sent to the Prime Minister, federal and provincial ministers and to host organizations
	Course now offered for student advisors in the immigration process	ICCRC (Immigration Consultants of Canada Regulatory Council) approved the credentials of RISIA (Registered International Student Immigration Advisor) in the fall of 2015 following more than two years of consultations with the Canadian Consortium for International Education.

		The Canadian Bureau for International Education created an online course for this accreditation, and everything is now at the approval stage.
	Canadian Consortium for International Education	Active participation maintained

LANGUAGES CANADA QUALITY ASSURANCE COMMITTEE REPORT



Annual Conference March 2-5, 2016

Appreciation is expressed to all those who have contributed to the work of the committee over the past year. Regular committee participants are:

Amanda Cabrera	Valerie Kilgour	Frances Seaton	Richard Novek
Julian L'Enfant	Jaime-Lyn LaPierre	Brandon MacNeil	Ali Noori
Dan Tidsbury (Co-Chair)	Julian Inglis (Co-Chair)		

Meeting regularly throughout the year, the Quality Assurance committee continued to review and assess the Languages Canada standards to ensure that our quality assurance framework meets the needs of the association, meets the expectations of regulators and third parties, and keeps pace with the international evolution of best practices in language instruction.

The results of our work this year in key areas can be summarized as follows:

1. Changes to standards

- Updates are needed to bring the written standards into harmony with existing changes in practice.
- The proposed changes have been approved by the Board for presentation to the membership at the AGM.

2. Code of Conduct for Member approval

- The Code of Ethics has been reviewed and a revised and renamed Code of Conduct. Approved by the Board, it is now ready for presentation to the membership for ratification.
- The changes were initiated to make the Code more concrete, to avoid duplication of standards and to put the focus clear on concrete practice rather than abstract ideas.

3. TESL Canada / Provincial TESL organizations Update

- Dan Tidsbury represented Languages Canada at the 2015 TESL Canada Conference. Additional discussions have been held between the QA committee and TESL Canada as well as the provincial associations in BC and Ontario that have not renewed their operational agreements with TESL Canada.
- The QA working group will continue to monitor this situation as well as explore a range of options for working with other organizations to fulfill the vital function of teacher standards within the LC Quality Assurance framework.

4. QALEN

- The QA Committee continues to explore the benefits and implications of increased involvement and dialogue with QALEN.
- Julian Inglis represented Languages Canada at the QALEN conference in Malta (with members from the USA, NZ, UK, Malta, Australia). This was a good opportunity to gain visibility as well as a greater understanding of how Languages Canada can benefit from increased interaction with international associations.
- The next QALEN meeting will be in September 2016 in Washington DC.

1. Working Group – Teacher qualifications

- At ICEF Berlin, Julian Inglis had a discussion with EAQUALS' Executive Director, about potential interactions with LC: They have huge resources and potential in terms of professional development for instructors and administrators in language programs. They currently represent programs in Europe and they have a strong desire to work with schools in North America. Opportunities for future engagement will be explored at the QA committee level with reports to the Board and the membership as appropriate.
- Julian L'Enfant will be attending the EAQUALS' conference in April in Portugal and will report back about language teaching, quality assurance, and training on a global basis.
- Organizations such as EAQUALS have done a great deal of research on professional development and instructors' qualification. They have created a "Profiling grid for language teachers", which evaluates and certifies instructors. Application of this and similar tools to our Canadian teacher qualification issues will be explored.

LANGUAGES CANADA COMMUNICATIONS REPORT



Annual Conference March 2-5, 2016

Advocacy Communications

- Ongoing media relations and social media support for advocacy issues across Canada
- Media strategy (social and traditional) for World Student Day 2015
- Key message development for the 2015 election campaign and 2016 Ambassador Program

Digital Projects

- Website launch completed Feb 2015
- Brazilian microsite completed
- Website replatform in progress (to launch Feb 2016)
- Brazil, China, Turkey and Vietnam mobile app replatforms in progress (to launch Mar 2016)

Corporate/Brand Communications

- New brand presence: Logo refresh, corporate collateral (new brochures, folders, banners, PPT, etc.) and brand development
- Design and coordination for (online and print) advertisements for ICEF, Quality English publications among others

Research

- Annual survey editing, design and production, and media relations plan (social and traditional media)

Membership

- Conference communications strategy and execution (2015/2016)
- Ongoing weekly updates to members, partners and stakeholders

International Affairs and French Programs

- Ongoing promotion of LC marketing activities through email marketing, print collateral, digital and social media channels (Facebook, Twitter, LinkedIn, YouTube)

Social Media Marketing

Oct 2014 to Dec 2015

- Twitter: We grew our community from 1,255 to 1,694 followers – 35% increase
- Facebook: We grew our community from 2,250 to 2,658 page likes – 18% increase
- LinkedIn: We grew our company page following from 572 to 866 – 51% increase

May 2015 to Dec 2015

- Twitter: We grew our community from 1,694 to 2,018 followers – 19% increase
- LinkedIn: We grew our company page following from 866 to 1,215 – 40.3% increase
- Facebook: We grew our community from 2,658 to 2,887 page likes – 8.6% increase

Media Highlights

Jan to Dec 2015

- [Q&A with Executive Director Gonzalo Peralta](#) – *Study Travel Magazine*, February Issue
- [Canadian language providers rally in face of tough policy](#) – Mar. 13, 2015, *The PIE News*
- [Canadian groups sign new partnerships](#) – Apr. 15, 2015, *Study Travel Magazine*
- [Languages Canada and Brazil's Ministry of Education announce scholarship institutions](#) – May 21, 2015, *Schools & Agents*
- [World Students Day celebrated at Fortress of Louisbourg](#), *Cape Breton Post*, June 2015
- [Languages Canada's second annual World Student Day fast approaching](#), *Yahoo News*, June 2015
- [Canada: language enrolment up in 2014 but losing market share](#), *ICEF Monitor*, June 2015
- [Languages Canada to lobby in-house for the first time with a revamped GR strategy](#), *Lobby Monitor*, November 2015
- [Quality control](#), *The PIE Review*, Winter 2015
- [Languages Canada signs Québec agreement](#), *Study Travel Magazine*, November 2015
- [Languages Canada and the Ministry of Education of Brazil sign historic MOU](#), *Schools & Agents*, December 2015

LANGUAGES CANADA INTERNATIONAL AFFAIRS REPORT



Annual Conference March 2-5, 2016

The 2015 Marketing plan prioritized the following objectives and activities:

1. Leadership in promoting the Canadian Language Education sector, both in Canada and abroad.
2. The Marketing Communications Strategy, tailored to streamline member communications and to keep partners in the loop.
3. Market Development through: trade missions and fairs, offshore trade missions, and exploratory missions.

Calendar of activities from 2015

The marketing activities for 2015-2016 were focused not only on developing new markets, but also following up on those strategies that have brought good positioning to Languages Canada and its members over the past few years. At the same time, the plan aimed to align with the Canadian Government's International Education Plan.

It is worth mentioning that a significant objective of this plan was to get the most out of our strategic partners, who have been key players in the success of many of our past activities. Therefore, our plan was based on trust in their expertise in the Education Market at the international level.

Activity	Dates	Description	Outside stakeholders
GOA 2015 Submission	January	Requested funding through DFATD's Global Opportunity for Associations (GOA)	- GOA Officer; - Partner organizations (TBC)
GOA 2015 Modifications	January	Cut-off date for modifications to GOA 2014 submission	- GOA Officer
Member Outreach Tour	January - February	Visited Languages Canada members based in Halifax, Montreal, Toronto, Victoria and Vancouver in order to present marketing activities and reinforce relationships	- LC members
Expolangues Paris, France	February 5 - 7	Participated in Expolangues Paris where Languages Canada was special guest of the Embassy of Canada in France	- Trade Commissioner in Paris;

			- LC Members;
Languages Canada Annual Conference	March 1 - 4	Supported Languages Canada AGM with marketing initiatives involving communication with members and partners. Prepare presentations about marketing opportunities for members	- Student Marketing - DPMC
Attend ICEF Montreal	May 10 - 12	Supported members, gave presentations and hosted a booth.	- ICEF - Edu Canada - Other associations for Canada Pavillion
Fam Tour in Montreal	May 13 – 14	Toured LC schools with selected agents attending ICEF Montreal.	- StudentMarketing for agent recruitment; - travel logistics company. - ICEF
Fam Tour in Toronto	May 13 – 14	Toured LC schools with selected agents attending ICEF Montreal.	- StudentMarketing for agent recruitment; - travel logistics company. - ICEF
Welcoming event for Japanese journalists	June 1	Presented the Canadian Language Education Sector to a Japanese Delegation of journalists	- Global Village - Embassy of Canada in Tokyo
Marketing Intelligence webinar (Turkey)	June 16	Conducted a webinar for LC members with valuable information about the Turkish market prior to the trade mission	- Guard.me
Marketing Intelligence webinar (China and Vietnam)	July 9	Conducted a webinar for LC members with valuable information about the Chinese and Vietnamese markets prior to the trade mission	- StudentMarketing
Briefing meeting with MTCU	July 31	Presented the Canadian Language Education Sector to Education and Immigration advisors from the Government of Ontario	- Global Village - Capital English Solutions
Marketing Intelligence webinar (Mexico)	Sept. 15	Conducted a webinar for LC members with valuable information about the Mexican market prior to the trade mission	- Gabriela Facchini
Attended ICEF Berlin	Nov. 2 - 4	Supported members, gave presentations and maned a booth to promote	- ICEF

		Canadian language education at ICEF Berlin	- Edu-Canada
Attended Edu-Canada Student Fair in Rome	November 6	Participated at the student fair and presented the Canadian Language Sector to students and parents	- Canadian Embassy staff in Rome
Trade Mission to Turkey and Middle East (hosted in Istanbul)	Nov. 9 - 11	Developed new revenue streams by facilitating offshore market development for members.	- Canadian Embassy in Turkey
Trade Mission to Asia	Nov. 23 - 27	Developed new markets in Vietnam and China. Follow up trade mission from 2014	- Canadian Embassy staff in countries
Attended ICEF Miami	Dec. 7 - 9	Supported members, gave presentations and managed a booth to promote Canadian language education at ICEF Miami	- ICEF - Edu-Canada - Other associations for Canadian Pavilion
Strategic meetings in Mexico	Feb. 2 2016	Established relationships for future collaboration with the General Coordination of Technological Universities in Mexico	- Ministry of Education in Mexico - General Coordination of Technological Universities in Mexico - Canadian embassy staff in Mexico
Trade mission to Mexico	Feb. 2 – 4 2016	First LC trade mission in Mexico. Developed partnerships and business opportunities.	- StudentMarketing - Canadian Embassy staff in Mexico

In 2015, members of Langues Québec were invited to take part in various activities to promote and represent their French programs. First of all, it is important to point out that French university programs have regained a firm foothold within Language Canada. The establishment of privileged member status and the efforts Languages Canada has made to represent and promote the association with public institutions have largely contributed to the interest they have in our association. Two new programs have been added: Université de Montréal (2016) and Interlangues (2016), along with UQAM and the University of Ottawa (French sector) which are in the process of obtaining certification. The following is a list of the occasions and events at which the French programs have stood out:

REPRESENTATIONS

1. Positioning of Languages Canada with the Government of Quebec in the case involving the designation of association member institutions (2014 and 2015)
2. **Development of partnerships** between designated schools and members in the private sector through AFFILIATION
3. The **2nd Exchange Forum on French as a Second Language** in Montreal – October 27, 2015

Once again, this event brought together around forty participants and speakers from various spheres of the language world such as associations and non-member schools along with government representatives.

4. Participation in the **8th HERACLES forum** in Morocco – 2015

The 8th HERACLES World Forum, which was based on the educational-linguistic policies theme, took place in June at Marrakech University in Morocco. This year, Edgar Morin gave a much-awaited conference on complex thought. Daniel Lavoie represented Languages Canada.

5. Participation in the **American Association of Teachers of French (AATF)** convention

Languages Canada took part in the 88th Annual Convention of the AATF in Chicoutimi. The association and all of its members were represented by two public and private sector representatives (International Linguistic Academy and the University of Québec à Trois-Rivières).

6. **Submission of a brief** to the Department of Immigration, Diversity and Inclusion (MIDI) – January 2015.

PROMOTIONS

7. Participation in **ICEF Montreal** – May 10, 2015

A seminar on the recruiting of international students centred on the Francophone sector was organized in partnership with the ICEF. This event included presentations by 8 presenters in education. This provided an opportunity for participants and presenters to exchange views and opinions and answer several questions on marketing, recruiting and the internationalization of teaching institutions.

8. **Organization of a familiarization visit** in Montreal from May 7 to 9, 2015

A visit aimed at developing familiarity with French programs took place in Montreal. The officers were impressed by the way they were received and the presentations by the French institutions.

LANGUAGES CANADA ONTARIO WORKING GROUP REPORT



Our goal this year has been to work hard on developing a positive and constructive relationship with Ministry of Training, Colleges and Universities and to advocate for our inclusion in the creation of the policy and framework related to our industry.

Events and Meetings:

June 8 – Nathalie Samson joins LC team as Director of Public Affairs

June 11 – Fundraiser at ILAC for Minister Moridi. Had the opportunity to meet Minister Moridi and his Senior Policy Advisor, Jean-Guy Fréchette.

June 19 – Meeting at MTCU with Jean-Guy Fréchette and staffers from Quality and Partnership Unit ahead of revisions to the designation renewal process.

July 15th – OWG Meeting to assist Nathalie Samson in preparing position paper to advocate our position and our strong desire to work with MTCU.

July 30th – Meeting with Senior Policy Advisors from MTCU, Ministry of Education and Ministry of Citizenship, Immigration and International Trade at GVToronto.

September 22nd – Ontario Chapter Meeting at EF. Opportunity for members to receive an update from Gonzalo Peralta and to offer Nathalie Samson feedback on the LC position for Ontario. The Syrian Refugee Integration Initiative was introduced at the meeting.

December – Announced May 9th, 2016 for “Day at Queen’s Park.
Formed OWG for Day at Queen’s Park to work with Nathalie Samson

December 15 - First meeting of OWG (DAQP) to review process, research needed and timeline.

February 21 – OWG (DAQP) meeting to refine strategy and position

2015, like previous two years, was dominated by the questions of regulating the private language sector:

- Private LC members in BC started the year with access to the ISP designated list via EQA designation, which in turn was accessible by having met the LC accreditation requirements.
- AVED announced private language schools would require PCTIA registration/accreditation by Oct 2015 for continued EQA access, and therefore ISP designation, beyond Dec 2015.
- The intention was to have PCTIA replaced by new Private Training Act (PTA), with new regulations, in place by summer 2015.
- PTA still was not ready, meanwhile schools were forced to comply with PCTIA if they wanted to maintain designation.

PCTIA was never intended for the private language sector:

- Duplicates LC accreditation
- Includes elements irrelevant to our sector
- Very high registration fees
- Very high Student Tuition Completion Fund fees; a percentage of tuition revenue.
- Result: BC has highest accreditation fees in Canada, more than double Ontario, ten times more than most other provinces.

School Size	Annual # Weeks	Annual Tuition Revenue	AB or NS	ON	BC
Small	2000	\$640,000	\$4,000	\$14,000	\$21,494
Medium	10000	\$3,200,000	\$7,150	\$27,150	\$62,922
Large	20000	\$6,400,000	\$10,650	\$40,650	\$104,494

* based on LC membership and provincial requirements; ongoing annual (not first time)

- Multiple meetings were held with AVED staff.
- Meetings with Minister Wilkinson.
- Letter writing campaign to Premier.

Message:

- This will do more harm than good.
- Do not impose PCTIA, wait for new PTA.
- Bring us in to discussions to develop regulations that provide meaningful student protection, avoid duplication of existing LC accreditation, make costs reasonable, recognize effectiveness of existing LC student protections.

Questions for the near future:

- What will the new PTA regulations look like?
- Will it address our concerns?
- Will it offer more meaningful and cost-effective student protection?

- Will the new regulations, by making compliance costs so high, fuel the growth of unregulated, unaccredited schools?
- These issues affect both private and public members.

LANGUAGES CANADA

Languages Canada Student Statistics Collected



Annual conference, March 2-5, 2016

As an annual requirement of membership, all Languages Canada members are required to submit an annual report showing the numbers of students, total number of study weeks, countries of origin of these students as well as other brief data. This is such an important initiative and helps the association in their advocacy efforts with all levels of government.

- Total number of **students** in 2014 – 137,416
- Total number of **student weeks** in 2014 - 1,692,697
- **Top ten nationalities (plus domestic numbers)** in 2014

Nationality	2014	2013	Difference	% Increase/ decrease	% of Total Market
Brazil	20128	17656	2472	14%	15%
Japan	20081	17990	2091	12%	15%
China	17685	14426	3259	23%	13%
South Korea	15571	14100	1471	10%	11%
Saudi Arabia	10497	11162	-665	-6%	8%
Canada	7758	7449	309	4%	6%
Mexico	7623	6091	1532	25%	6%
Taiwan	3392	3155	237	8%	2%
Switzerland	3002	3003	-1	0%	2%
Venezuela	2506	2280	226	10%	2%
Spain	2536	2519	17	1%	2%

- Overall, student numbers increased by 5.9% and student weeks increased by 6.6%.