

City of Toronto Workshop: May 2, 2018

Opportunities & Challenges for the Language Education Sector in Toronto: Results of The Survey Completed by 17 Schools

CHALLENGES

1. Access to Affordable Accommodation
2. Visas: Private Schools are not treated like public institutions
3. The following four areas tied
 - a) Brand Awareness—Competition from Unregulated Schools
The City is continuing to work on this through business directories, but how they can address it is still unclear
 - b) Increase in Wages
 - c) Recruiting Qualified Teachers
4. Student Recruitment: achieving a healthy mix
inconsistent seasonal enrolment
agent expectations
5. City Bureaucracy: Fire, clearance reports, permits
Not easy to get building permits

OPPORTUNITIES

1. Promotion & Marketing: (Every school Indicated this as a top priority)
2. Student Engagement: Volunteers, Visits to City Attractions
3. City Related:
Info on Orientation to City/Government Services
Favourable City passes/Metro passes
Housing
4. Specific International Student Activities
-Airport Welcome
Celebration at Nathan Phillips Square
Support of World Student Day

BREAKOUT GROUP DISCUSSION: OPPORTUNITY

Following Leslie Fink's* instructions for the breakout groups to expand on priority opportunities, our group agreed on the following priority areas:

1. PROMOTION & MARKETING

1a). Invite the City to join Schools' Familiarization Tours for Education Agents.

John Tory visited ILAC and joined an agent fam tour in 2017

This would give City staff to see firsthand the efforts and investments that language schools (both private schools and public colleges) make to showcase their schools to education agents from around the world.

1b). Create a City of Toronto Welcome Video for Language Students.

A brief message from the Mayor and Staff from Economic Development and Culture to show the students that the City extends a warm welcome,, and wants them to enjoy a fantastic experience in our great city. etc.

Languages Canada would be happy to collaborate on this initiative

1c). A Tourism Campaign to Showcase what Toronto has to offer in the Winter. We compete against Montreal and Quebec, who have strong marketing campaigns around their winter activities and festivals, and against Vancouver with their promotion of mild winters, top quality ski facilities within the city, and world-class skiing a day trip away in Whistler.

2. SPECIFIC INTERNATIONAL STUDENT ACTIVITIES

A dedicated Welcome/Reception area at Pearson Airport. This would be a space where schools could set up their banners on weekends (when 90% of language students arrive). This would be a waiting/meeting point for the students to meet the Airport Pick-up Service Provider who will take them to their host family.

3. STUDENT ENGAGEMENT

VOLUNTEER OPPORTUNITIES

Many schools are reporting that their students want to enrich their experience in Toronto with an opportunity to get involved in the community.

They want to be more than a visitor.

They want an experience that makes them feel a connection to the city, some type of civic engagement.

They want to practice their English and get to meet 'Torontonians'

Suggestion: The City of Toronto's Volunteer Centre could send coordinators to schools to do an info/recruiting session.

<http://www.volunteertoronto.ca/>

4. CITY RELATED

Provide flyers or Brochures about City of Toronto Community and Recreation Centres

For students who are staying in Toronto for extended periods of time.

Let them know about affordable fitness/dance/sports classes and groups