

MINUTES - ANNUAL GENERAL MEETING
Saturday, March 5, 2016
CRYSTAL BALLROOM – FAIRMONT EMPRESS HOTEL

1. Opening Exercises

.1 Welcome and call to order

Sharon Curl (Eurocentres Canada), President of Languages Canada, called the Annual General Meeting to order and welcomed everyone who attended. She also thanked the staff for their work despite the absence of Gonzalo.

.2 Roll call / Identify proxies held

Linda Auzins listed the schools voting in person or by proxy:

PROGRAM	VOTING REPRESENTATIVE	PROXY
1. Académie Linguistique Internationale (ALI)	Gregory Mattei	
2. Algonquin College	Ernest Mulvey	
3. Apex Language and Career College	Hai Yan Sun	By proxy to Kristina Stewart
4. Birmingham International College of Canada	Zahra Zaidi	By proxy to Kerriane McKenzie
5. Bow Valley College	Sally Scholefield	
6. Brock University	Shari Sekel / Stephanie Soccio	
7. Canadian College of English Language	Jim Clark	
8. Canadian International Student Services	Adrienne Burtnick	By proxy to Paul Schroeder
9. Capital English Solutions	Coskun Ince	By proxy to Acel Clemente
10. CLLC (Canadian Language Learning College)	Aly Rajab	
11. Collège de Sainte-Anne-de-La-Pocatière	Stéphane Lemelin	
12. Columbia College	Tinn Cacciatore	
13. Coquitlam College	Diana Wright	
14. Cornerstone Academic College	Paul Denman	By proxy to Amanda Cabrera
15. Dalhousie University	David Packer	
16. East Coast School of Languages	Sheila Nunn	By proxy to David Packer
17. École Québec Monde	Viviane Brassard	by proxy to Didier Bergeret
18. EF International Language Schools	Sarah Chater	
19. ELS Language Centers	Mike Walkey	
20. Equilibrium School	Anna Jankowska	By proxy to Kyle Mack
21. ESC - English School of Canada	Anthony Stille	
22. Eurocentres - Vancouver	Sharon Curl	
23. Global Education Language Institute	Allen Song	
24. Global Village English Centres - Calgary	John Taplin	
25. Global Village English Centres - Toronto	Geneviève Bouchard	
26. Global Village English Centres - Vancouver	Paul Maher	
27. Global Village English Centres - Victoria	Paula Jamieson	
28. MacEwan University	Dorte Weber	By proxy to Heather McCrae
29. Hansa Language Centre	Sven Greve	
30. Heartland International English School	Gary Gervais	
31. ICEAP - International Centre for English Academic Preparation	Kerriane MacKenzie	
32. ILSC Language Schools - Vancouver	Paul Schroeder	

33. Interlangues Language School	Christiane Millet-Alexis	
34. International Language Academy of Canada (ILAC)	Ilan Cohen	
35. King George International College	Paul Denman	By proxy to Melissa McDonald
36. The Language Gallery	Karel Schoch	
37. Language Studies International	Lee Ramsay	
38. Lethbridge College	Scott Lehbauer	
39. Manitoba Institute of Trades and Technology	Michelle Romuld	
40. McGill University	Nadine Wielgopolski	
41. Mount Royal University	Karen Dodge	
42. NorQuest College	Patti Lefebvre, Lisa Rochman	By proxy to Maroro Zinyemba
43. Northern Alberta Institute of Technology	Crystal Drew	
44. Northern Lights College	Pamela den Ouden	
45. OHC Canada	Ramie Goudreau	
46. PGIC Vancouver	Paul Denman	By proxy to Melissa McDonald
47. Renison University College, University of Waterloo	Tanya Missere-Mihasi	By proxy to Jennie Atkins
48. Saint Mary's University	Zak McLaren	By proxy to Julian L'Enfant
49. SEC - Study English in Canada	Paul Denman	By proxy to Melissa McDonald
50. SELC Canada	Sammy Takahashi	By proxy to Jim Clark
51. Sheridan College	Gabriela Facchini	By proxy to Anthony Stille
52. St. Giles International Vancouver	Frances Seaton	
53. Stewart College	Kristina Stewart	
54. Université de Montreal	R. Biba Fakhouri	
55. Université du Québec à Trois-Rivières	Daniel Lavoie	
56. University of Alberta	Mimi Hui	by proxy to Don Mason
57. University of Calgary	Ana-Marija Petrunic	by proxy to Karen Dodge
58. University of Guelph	Julian Inglis	
59. University of Ottawa	Lise Bazinet	
60. University of Regina	Deborah Hulston	By proxy to Julian Inglis
61. University of Saskatchewan	David Parkinson	
62. University of Victoria	Didier Bergeret	
63. University of Windsor	Jennie Atkins	
64. University of Winnipeg	Carmelle Mulaire	
65. Vancouver International College of English	Lynne Passmore	By proxy to Dan Tidsbury
66. VanWest College – Vancouver	Barbara Elliot	By proxy to Dan Tidsbury
67. Wilfrid Laurier University	Valerie Kilgour	
68. Winnipeg Global Education Language Institute	Jason Li	

.3 Establish Quorum

52 votes are required to establish quorum for the meeting; 68 votes were counted for this AGM. Quorum was established.

.4 Approval of Agenda

MOTION: It was moved by John Taplin (Global Village Calgary) and seconded by Kristina Stewart (Stewart College) that the agenda be approved as amended. M/S/C Unanimous

.5 Approval of 2015 AGM Minutes (March 4, 2015)

MOTION: It was moved by Gregory Mattei (Académie Linguistique Internationale) and seconded by Julian Inglis (University of Guelph) that the minutes of the March 4, 2015 Annual General Meeting be approved as distributed. M/S/C 1 abstention.

.6 Presentation of Audited Financial Statements for 2015

Paul Schroeder (ILSC Education Group) reviewed the audited financial statements for the fiscal year ending December 31, 2015. The "Statement of Operating Revenues and Expenditures" outlines LC's revenue for 2015 by category and shows the comparative numbers for 2014. Total revenues for 2015 are \$1,139,464, and total expenditures \$1,239,706. LC had a surplus of \$100K in 2014 and members voted to use a part of this surplus to complete projects already in process (i.e., the website). LC's budget for 2015 was exceeded. The main reasons were that the trade missions did not attract as many participants as expected and LC also overspent in the area of advocacy, to help with negotiations regarding the PCTIA (Private Career Training Institutions Agency) and the new PTA (Private Training Act) regulations. Approximately \$40K more than budgeted was spent. Some of the over-expenditures were offset partially by not spending the entire salary budget that was approved. Recruitment for a couple of positions was a little slow and approximately \$40K was saved. LC is projecting a surplus of \$25,000 for 2016 to help recover the loss experienced this year.

There was a great deal of discussion at the private sector meeting on the Summary of LC's International Affairs' (Marketing) expenditures. There were expenditures of \$342K, with the largest components being: trade missions, website, investment in French programs, FAM tours and World Student Day. LC received \$122,000 of support from what is now known as GAC - Global Affairs Canada under the GOA program that will help to offset the cost of the trade missions and other tradeshows. Member participation fees for marketing initiatives included: \$88K for trade missions, \$21K for FAM tours, \$8K for forums, and \$30K for World Student Day. In total, LC recovered \$280K from members and from GOA grants.

The balance sheet lists LC's assets and liabilities. At the end of December, LC had \$131K in its chequing account, \$200K in term deposits, accounts receivable of \$125K, as well as prepaid expenses. Total current assets were \$500,047. LC also operates a separate Student Education Assurance Fund (SEAF) to offset any costs for students of a closed institution where LC members were not able to train out the affected students. There is currently \$220K in the SEAF. This SEAF amount is restricted and would only be used cover expenses or refund students in the event of a member school closure.

Total assets of \$768,000 / Total liabilities \$240,000

- Accounts payable at the end of the year were \$108,000
- Deferred income (pre-payments for 2016 for the conference, deposits on trade missions, etc.): \$131K

The operating fund balance was \$306K and the Student Education Assurance fund balance was \$220K. There was a small amount of movement in that fund: contributions from new members, compensations paid because of a school closure, which cost the fund approximately 5K.

Comments:

- The LC website project had LC spending a total of \$134K over two years. LC hired a company in 2014 to renew the website for a total cost of \$75,000 but the functionality and customer support made it very difficult for LC staff to manage. A new company had to be hired later in the year at an additional cost. There were also expenses for specific mobile apps for and a microsite for Brazil, (development costs: \$30,000). LC also has some funding to develop apps for further markets to be explored (Turkey, China, Vietnam). LC will recover 50% of the expenses for the microsite costs from GOA. The former website was very hard to manage, the staff experienced many functionality issues, and a new website (same basic design but better functionality) was launched last week.

MOTION: It was moved by Geneviève Bouchard (Global Village Toronto) and seconded by Mike Walkey (ELS Language Center Vancouver) that the 2015 audited financial statements be approved as distributed. M/S/C Unanimous

MOTION: It was moved by Dan Tidsbury (ILAC Vancouver) and seconded by Mike Walkey (ELS Language Center Vancouver) that Chang and Company be appointed Auditor for 2016. M/S/C Unanimous

2. Languages Canada Board Annual Report

MOTION: It was moved by Kristina Stewart (Stewart College) and seconded by Daniel Lavoie (Université du Québec à Trois-Rivières) that the Annual Report be approved as distributed. M/S/C Unanimous

3. Languages Canada Resolutions

Julian Inglis and Dan Tidsbury presented three motions from the Quality Assurance Committee for changes to the LC Standards. These changes were approved by the committee and endorsed by the Board and are now being presented to the membership for ratification.

Motions to be approved:

- a. **Motion:** Standard B1b be amended to read: Site visits are conducted at Member Programs once every **four** years. **Maintenance reviews will be conducted two years after each full accreditation review.**

MOTION: It was moved by Julian Inglis (University of Guelph) and seconded by Mike Walkey (ELS Language Center Vancouver) that the amendment of Standard B1b be approved as distributed. M/S/C 3 abstentions

- b. **Motion:** Standard H1a be amended to read: Documented minimum period of three years program delivery and operation required for Full Members. **Those applying for Novice Membership may apply with documented minimum period of one year of program delivery and operation.**

MOTION: It was moved by Julian Inglis and seconded by Stéphane Lemelin that the amendment of Standard H1a be approved as distributed. M/S/C 1 abstention.

- c. **Motion:** Approve Code of Conduct as distributed to members.

MOTION: It was moved by Dan Tidsbury and seconded by Frances Seaton that the amendments in the Code of Conduct be approved as distributed. M/S/C Unanimous

4. Languages Canada Committee Reports / Priorities

Sharon Curl asked the Committee Chairs to give an update of the plan of their respective committees:

a. Membership, Conference & Professional Development

John Taplin gave an update on the committee. It is a small but effective committee, represented across the country (from Halifax to BC). He reported the committee had met the day before, focusing on the 2017 conference. In regards to Professional Development, many sessions were organized during the conference. It was also reported that in the past members were asked if they wanted to join Professional Development seminars through an electronic form. Members will be asked again if they are interested. Committee members were thanked, and Jenny Atkins, co-chair for six years who will stay in the committee. John welcomed Stephanie Soccio from Brock University, the new co-chair. John also applauded the efforts of Linda Auzins, deeply involved in the committee. He added by saying LC was exploring Quebec City for the next conference, and encouraged delegates to fill and send back the survey LC will send in order to get feedback.

b. International Affairs

Anthony Stille is co-chair with Gabriela Facchini. He announced the name of the committee had changed to International Affairs to reflect the work being done outside of Canada. Charbel Moreno and Gabriela Facchini were thanked for their hard work on the committee. The committee will be working on recruitment and offshore trade missions: market recognition in Taiwan (April), a bundled recruitment effort in Italy and Eastern Europe (October), and another one in Latin America (November). The committee will be doing more of the ground work itself, relying on StudentMarketing for some of the work with the agencies. Other events: Canada-Brazil Language Education Forum in March, Canada-Mexico Language Education Forum in May (together with CICAN), annual meeting of AAIT, Forum Héraclès. LC will be attending ICEF events in Toronto in May, ICEF Berlin in October and ICEF Miami in December.

c. Quality Assurance and Standards

Dan Tidsbury reported that two key issues will be tackled by the committee this year: the existence of compliance checks between the audit, and the development of an effective, efficient and affordable system. A plan is being developed and to be presented to the Board. Julian added that the committee had been very productive this year, and the priority next year will also be teacher standards, and to continue working with QALEN. We also want to work as closely as we can with TESL Canada, which currently needs support from the sector.

d. Advocacy & Affiliations

David Parkinson gave a brief update of the work done by the committee. The committee launched the LC Ambassador Program at a lunch on Friday. The aim of this program is to raise LC's visibility and credibility with media and stakeholders. The priority of the committee is to reinstate fair work rights for language students. Major events for the committee will be the Day on Queen's Park on May 9th and World Student Day on July 15th.

5. Sector Groups Report Back

a. French Programs

Daniel Lavoie thanked Maud, Gregory, Gonzalo, Nathalie, Linda for their hard work. He highlighted the fact that “Strategic Direction” replaced the word “Plan.” It was decided that in the upcoming weeks, members would receive a list with the items featured in this Strategic Direction document so that members can prioritize them and determine performance and assessment indicators. This will help LC members measure their development and have concrete results next year. Another item pointed out was that the popularity of French on Vancouver Island was discussed in a workshop during the conference. Very interesting and unknown facts were revealed including that there is a very high demand for learning French on Vancouver Island. LC should become an association helping French programs to fulfil this great demand, here and everywhere in Canada.

b. Private Sector English Programs

The private sector members reviewed and discussed the LC Strategic Direction and confirmed priorities for their sector. There were discussions on fair access to work rights for all international language students. This will also be beneficial to the public sector language programs and post-secondary institutions. The “ask” will be for students on study permits for a period of six month or more, to have access to work for up to 20 hours a week. This would make Canada more competitive (i.e., Australia). Geneviève also pointed out that the focus of the sector meeting and number one priority for the association is advocacy. Advocacy takes many forms: International Affairs, Communications, French Programs, etc. The next steps after finalizing the strategic direction is to ensure the resources of the association are distributed properly. In response to the feedback received, next year the Strategic Direction / Strategic Plan will be distributed earlier so that everyone has the time to review it in advance.

Regarding the i-graduate student barometer discussed last year (a survey that benchmarks student satisfaction in competing markets), Felicity will be asked to coordinate a survey in order to determine which members would be interested. It would need to be on a cost-recovery basis with costs shared by the members who are interested.

c. Public Sector English Programs

The main objective was to discuss the LC Strategic Direction, but people did not have the plan early enough to have a full discussion on it. There were discussions around the priorities reflected in the plan, and how these priorities impacted the public sector. There were also discussions around advocacy being the top priority. The public sector has not done a good enough job articulating the issues important to their sector, this is why a brainstorming took place to discuss the priorities and it was decided to send a document to members of the public center with these ideas, such as:

- Advocacy on brand building
- Improving self-reporting to IRCC
- Supporting internal advocacy within public sector members
- Further improvements to the accreditation process
- Work more effectively within the international education consortium

6. 2016 Strategic Direction

The Strategic Direction is a living document and it was reported that having more people involved in the various committees would be very appreciated. Members were asked to let Linda Auzins know if they wanted to be more involved in committee work. It was pointed out that there is a difference in the cultures between the private and public sector so the meetings are not the same. We must be aware of these different cultures to be able to work together. The main priority is advocacy for everybody.

7. Presentation of 2016 Budget

Paul Schroeder reviewed the 2016 budget as follows:

The Board decided membership fees would be frozen given the economic situation and the decline in student enrollment.

Membership fees: \$682K (Public Sector Members: \$2,250; base membership and supplementary fees for Private Sector Members: \$2,250 – \$10,000). This fee structure was implemented two years ago to provide additional funding for the association’s advocacy efforts.

Conference fees: \$59K. Conference sponsorship: \$71K with anticipated conference expenses: of \$100K: Net revenue of \$31K

International Affairs revenue: \$285K (including trade mission revenue: \$186K)

World Student Day revenue: \$44K. LC is anticipating higher participation than last year (LC budgeted \$50K but achieved \$30K, due to the economic climate).

Sponsorship revenue: \$29K

Partnership revenue: \$18K

Government / GOA revenue: \$91K

In total, LC is budgeting just under \$1.2 million revenue. About half of the revenue is spent on staffing. Last year, LC’s budget for staffing was \$638K but was not entirely spent because of the time it took to hire.

Accounting and legal audit: \$20K

Advocacy and affiliations: \$75K (± 50 % of human resources are focused on advocacy efforts)

International affairs and promotion: \$242K. It is anticipated that activities will generate a profit.

Communications: \$109K. There is still work to be done on the website, translations, advertising, social media, public relations (a consultant will be hired to help with media strategy around advocacy efforts), print collateral, etc.

Total administrative expenses: \$1,169,035. The budget shows surplus of revenue over expenses of \$25K, to make up for the shortfall experienced in 2015.

8. Motion to Approve 2016 Budget and Strategic Direction

MOTION: It was moved by Kristina Stewart and seconded by Julian Inglis that the 2016 Budget and Strategic Direction be approved as distributed. M/S/C Unanimous

9. Nomination and Elections

This year, four Board members are completing their second year of the term. There are nine Board members whose term is up and who will stand for another term. Three people expressed interest in working on the Board.

Current Board members who have agreed to complete the second year of their two-year term:

Anthony Stille	English School of Canada
Daniel Lavoie	Université du Québec à Trois Rivières
Paul Schroeder	ILSC Education Group
Ernest Mulvey	Algonquin College

The slate of candidates for an additional two-year term includes:

Sharon Curl	Eurocentres Canada
Geneviève Bouchard	Global Village Toronto
Cath D'Amico	Trent University
Gabriela Facchini	Sheridan College
Julian Inglis	University of Guelph
Dan Tidsbury	International Language Academy of Canada (ILAC)
Mike Walkey	ELS Language Centers
Gregory Mattei	Académie Linguistique Internationale
John Taplin	Global Village Calgary

The slate of candidates for a new two-year term includes:

Kristina Stewart	Stewart College
Stéphane Lemelin	Collège de Sainte-Anne-de-La-Pocatière
Veronica Cartagenova	Montreal International Language Centre / CSLI Vancouver

There were no additional nominations from the floor; therefore the slate as presented was endorsed by acclamation.

11. Adjournment

MOTION: Dan Tidsbury moved and Julian Inglis seconded that the Annual General Meeting be adjourned. M/S/C Unanimous.

Please Note: Board meeting of new Board to take place **Saturday, March 5, 2016 immediately following the AGM.** This will be for the newly elected Board members only.