



## LANGUAGES CANADA AT A GLANCE – 2013 – QUÉBEC

### LC QUALITY ASSURANCE FRAMEWORK

#### Standards and Accreditation

Only nationally and internationally recognized standards and accreditation scheme for language programs in Canada.

Entirely independent, arm's-length accreditation process.



#### Guaranteed Program Completion for Students

##### Education Completion Assurance Program eCAP™

ECAP™ assures that every student registered at a Languages Canada member program will be able to complete their studies. In case of school closure, students are transferred into a member program at no additional cost.

##### Student Education Assurance Fund™ (SEAF™)

Funds from SEAF™ would be used to reimburse students who cannot complete their studies in the event placement is not possible.

#### By-laws, Membership Policies & Code of Ethics

By-laws and related membership policies including Code of Ethics provide the guiding principles for members of Languages Canada. Members not meeting criteria including standards may lose membership.

Code of Ethics requires that LC members ensure that all applicable laws and regulations for their jurisdiction are followed at all times.

### LANGUAGES CANADA STATISTICS - QUÉBEC

- 27 member programs of the 191 across the country, 7 from the public sector and 20 from the private sector
- 12,894 students enrolled in Languages Canada programs in 2012, which represented:
  - an estimated **\$44,000,000 in tuition revenue alone**
  - an estimated **\$110,000,000 in overall revenue** for the province
- **Top 5 source countries:**

Canada	3,544
China	1,748
Brazil	1,284
Mexico	984
Saudi Arabia	590

### MARKETING ACTIVITIES FOR 2013

- Organization of two inbound familiarization tours for agents
- Organization of and participation in Trade Mission to Saudi Arabia
- Organization and participation of major Canada-only student fairs in Brazil, Mexico and Italy
- Participation in agent workshops in Toronto, Miami, Brazil, Germany
- Organization and participation in 3 trade missions (Russia/Ukraine, Turkey/Kazakhstan and Spain/Italy)
- Organization and participation in major trade shows to represent Canadian French programs in USA, Mexico and Brazil
- Organization and hosting of two journalist tours
- Co-operative advertisements in Study Travel Magazine (March, June, September and November issues)