



## LANGUAGES CANADA AT A GLANCE – 2012 – ATLANTIC CANADA

### 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 - ATLANTIC CANADA

- 11 member programs of the 184 across the country are located in Atlantic Canada, 5 from the public sector and 6 from the private sector
- 4,268 students enrolled in Languages Canada programs in 2011, which represented:
  - an estimated **\$25,000,000 in tuition revenue alone**
  - an estimated **\$64,000,000 in overall revenue** for the province
- **Top 5 source countries:**

Saudi Arabia	2,037
China	937
Japan	307
South Korea	294
Canada	128

### MARKETING ACTIVITIES FOR 2012

- Organization of inbound familiarization tour (Montréal, Ottawa, London and Toronto)
- Organization and participation of Trade Mission to Saudi Arabia
- Organization and participation of major Canada-only student fairs in Brazil, Mexico, Italy, Russia, Ukraine
- Participation in agent workshops in Montréal, Miami, Brazil, Germany and England
- Organization and participation in 3 trade missions (Russia / Turkey, Kazakhstan / Ukraine and Spain/Italy)
- Organization and participation in major trade shows to represent Canadian French programs in USA , Mexico and Brazil