



15th Annual Conference
RESILIENCE
in a Changing Landscape

■ March 27-30, 2022

■ Westin Ottawa Hotel





WELCOME TO OTTAWA!





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2021 in review

PUBLIC AFFAIRS

Federal Advocacy

- Engagement with Ministers Mendicino, Blair, Joly, Hadju, PMO, and senior government officials
- Coordinated efforts with the Coalition of Hardest Hit Businesses and other national associations
- Impactful, data-driven messaging (Kunin study concluded our sector enabled \$6.7 billion in export revenues and 75,000 in 2019!)
- Federal election year
- Thank you to all LC members active in MP outreach campaigns!

Federal Advocacy Priorities and Successes

- Easing of Canada's entry requirements and cost for international students, supported by safe corridors
- Access to federal relief and stimulus funding for LC members – CEWS, CERS programs; Tourism Relief Fund; Hardest Hit Recovery Program
- Strategic positioning of the English and French language education sector, post-pandemic – Canada's economic recovery, immigration, and labour force needs

PUBLIC AFFAIRS

Provincial Advocacy

Supporting members to navigate and comply with shifting PHOs to be able to keep their doors open and welcome international students safely into their classrooms.

- Institutional Readiness Plans (Study Safe Corridor)
- Regional reopenings and lockdowns
- Roll-out of vaccination mandates
- Liaison with government officials and timely dissemination of information to members

MEMBERSHIP

215 LC member programs (Dec. 31, 2021)

- 30 French
- 185 English
- 60 public college and university members
- 155 private school members

Welcome new members of 2021!

- Toronto School of Management
- Collège Avalon/ Avalon College - Montreal
- Collège Avalon/ Avalon College - Québec
- ATPAL Languages
- Collège ELC
- Ace Acumen Academy (new location in Brampton)
- Anderson College of Health, Business and Technology
- International Gateway Kelowna
- Parole de Vie-Bethel, École de Langue
- Matrix College of Management Technology and Healthcare / Collège de gestion, technologie et santé Matrix

MEMBERSHIP

2021 Virtual Conference

- 150+ delegates, partners and sponsors attending virtually
- Research presentations by BONARD (*State of the Language Education Sector in Canada*) and economist Dr. Roslyn Kunin (*Economic Impact of International Students in Language Education Programs in Canada*)
- LC Appreciation Awards to outgoing board members: David Packer, Martine Allard and David Matthews

2020 Annual Report on Language Education in Canada

- < 56% in student numbers; 65,536 compared to 150,112 in 2019
 - 65% drop in students from large eTA markets (Japan, Brazil, Mexico)
- < 49% in student weeks; 768,022 compared to 1,511,081 in 2019
- < 60% in workforce
- Incredible shift to virtual delivery; 59% of student weeks delivered online
- 50% of LC members relied on federal support programs to prevent closure
- Report demonstrates incredible ingenuity and resilience of the sector; only 11 program closures in first year of the pandemic

ANNOUNCING THE LOA VERIFICATION SYSTEM

Formal launch of the LOA Verification System later today!

- New system designed by LC for issuing and verifying Letters of Acceptance.
- Simple solution will be made available to CBSA and IRCC officers for instant validation of students' Letters of Acceptance at the time of applying for Study Permits and at the port of entry.

QUALITY ASSURANCE

- Proposed adjustments to the LC Standards
- New PTIB Designation Review Process (BC) – Reduced cost and red tape for LC members

INTERNATIONAL AFFAIRS

- Successful repurposing of CanExport 2020-21 funding to support members' virtual marketing activities
 - a 3-in-1 virtual student fair;
 - members' digital marketing campaign;
 - discounted 3-in-1 ICEF virtual workshop;
 - launch of the *Study Safe Corridor* – TRAVEL SAFE 2.0 registration site;
 - production of valuable international market research
- Agent webinars on navigating Canada's entry requirements
- Successful 2021-22 CanExport application – funding for inbound trade missions from Brazil and Mexico in Q1 2022

COMMUNICATIONS

- Record number of communications to members:
 - updates on PHOs, travel and border measures
 - advocacy initiatives
 - adhoc surveys
 - calls-to-action
 - international activities and opportunities
- 11 townhall meetings
- Increased social media presence, press releases, blog posts

SUCSESSES

- Assured continued flow of students to members
- Created strong alliances with partners through Hardest Hit Coalition to advocate for best entry measures for students
- Forged strong relationships with elected officials and gained influence
- Maintained members informed of latest entry and on-campus requirements from each province and the federal government
- Negotiated and clarified new requirement to improve situation for members and students
- Assured inclusion and access to available government funding
- Fared best in the world in reducing losses of members, indicating the strength of sector and the impact of our collective efforts
- Successful fiscal responsibility with better than expected financial results and strengthening our ability to deliver on our mission and 2023 targets
- Built community



Looking ahead
to 2022



Your LC Team

Executive Director

Gonzalo Peralta

Director, Member Services

Linda Auzins

Director, Public Affairs and Operations

Rachel Lindsey

Director, International Affairs

Diego Sanchez

Research and Projects Officer

Yulia Motuz

Communications Officer

Marie-Claude Loiselle

PUBLIC AFFAIRS

- Advocate for continued science-based easing of Canada's border restrictions to increase flow of international students into LC members' classrooms.
- Ensure eligibility of LC members for any post-pandemic stimulus funding, particularly through programs that target Canada's Hardest Hit sectors.
- Position the language education sector as a valuable contributor in addressing Canada's labour force needs and immigration targets.
- Establish access to work for international language students through an experiential language learning model.
- Support members with provincial regulatory and government issues, DLI status in Quebec.

MEMBERSHIP

2022 Conference

- Return to in-person!
- Strong presence of Canadian elected officials and government contacts.
- Focus on contribution of our sector in meeting Canada's goals for economic recovery and growth, diversity and inclusion, a strong labour force, and immigration.

Member Support

- Ensure members continue to be well informed on relevant issues

INTERNATIONAL AFFAIRS

Two successful in-person Inbound Trade Missions in Q1 of 2022

- Brazilian agents mission to Lake Louise and Vancouver (Jan);
- Mexican agents mission to Quebec City and Toronto (March)

Upcoming in 2022

- Mexico Partnership Roundtable at BCCIE International Education Week (June)
- Outbound Trade Mission to Saudi Arabia (Oct)
- Participation of LC in agent workshops
 - ICEF Toronto (May)
 - Alphe UK (Sept)
 - ICEF Berlin (Nov)
 - ICEF San Diego (Dec)
- Inbound missions of agents from Japan and Colombia planned for Q1 2023... stay tuned!

LC SUPPORT FOR STUDENTS IMPACTED BY WAR IN UKRAINE

- LC-coordinated effort to support impacted Ukrainian students and professionals coming to Canada under the Canada-Ukraine Authorization for Emergency Travel, and students and professionals already in Canada without financial means due to the war.
- Call to members for offers of support (primarily donated French and English courses) launched

LOA VERIFICATION SYSTEM

- LOA Verification System will be presented and formally announced at the LC Annual Conference
 - Join us today - 11:30 to 12:30 in Governor General Ballroom II & III!
- LC members will be invited to register and use the system on a first-come, first-served basis



Looking ahead to 2022

QUALITY ASSURANCE

- Adjustments to LC Standard - LC members will vote to ratify these changes during the 2022 LC AGM
- Quality Assurance Committee will continue work on modernizing the LC Standard to respond to evolving quality assurance needs

COMMUNICATIONS

- Continued emphasis on providing timely and accurate information to members on relevant government programs and policy changes, market intelligence and resources, and opportunities that support members' as they navigate this period of recovery from the COVID-19 pandemic.
- Leveraging traditional and social media channels.



Looking ahead to 2022

BUDGET

Eyes on 2023

Thank you!