



Toronto
2023



EC English Language Centres



- Family business founded in Malta 32 years ago
- Globally recognised brand with 22 centres in Canada / USA / UK / Malta / South Africa
- Welcome 50,000+ students from 120+ countries per year
- 3 Centres, 6 Schools in Canada
- Weekly Student Intakes / Departures
- Average Length of Stay: 8 weeks (EC Toronto)
- Average Age: 26 years old
- General English, University Pathways, Test Preparation, Teacher Training (CELTA/DELTA), Young Learners / Achievers, 30+ and 50+ programmes, EC Live
- ST Star Award Hall of Fame: 5-time winner Chain School, 2-Time ST Star Innovation Award winner





Orange Carpet Service



- Setting you up for success before you get here
- Making you feel at home as soon as you arrive
- Helping you fulfil your language dreams
- We're here to support you
- See you next time, never goodbye

Who We Are



Jon Chodarczewicz

- 30 Years of Industry Experience
- 17 Years with EC
- Overseas Experience
- Teacher, Academic Year coordinator, Curriculum Design, Teacher Trainer Director of Studies, Regional Academic Director, Centre Director
- Head of Operations (Canada)



John Friel

- Over 20 Years of Industry Experience
- 8 Years with EC
- Overseas Experience
- Teacher, Teacher Trainer, Curriculum Design, Pathways
- Director of Studies / Head of Teacher Training @ EC Toronto



- How Orientations were done previously
- Effects Learnt from the Pandemic
- How We Conduct Orientations Now Pre-arrival
- How We Conduct Orientations Now - Once Students are In-country
- Benefits for Students
- Student testimonials
- Benefits for Staff / teachers / centre
- Challenges

Agenda



How Orientations Were Done Previously



- Intake Every Monday
- Agents send welcome letter & instructions
- Students asked to take placement test
- First Day:
 - Speaking & Writing Assessments
 - Welcome / How We Learn Lesson
 - Students taking placement test
 - Schedules & Textbooks distributed
 - New Students start on Tuesday



How Orientations were done previously

➤ Benefits

- Face-to-Face
- Read the room?
- Oversight of Placement tests



➤ Challenges faced

- Placement tests pre-arrival = low
- Long stressful day
- New students miss class Monday
- Last minute changes
- Potential for misplaced students
- Teachers on standby
- Too much paper / physical files

Lessons Learned from the Pandemic



- Change is good / necessary / needed to thrive
- Stds more open to online / hybrid learning solutions
- Most agents more willing to provide contact info now
- Efficiency of processes
- Cost savings / less need of physical / human resources





How We Conduct Orientations Now Pre-arrival

- Welcome emails sent directly to students
- Students invited to online orientation
- Follow-up emails after orientation:
 - Fillable digital forms (government / contracts)
 - First day details



How We Conduct Orientations Once Students are In-Country



- Sunday Welcome event:
 - Online / F2F – seasonal
- Monday morning welcome
 - Document collection
 - Distribution of texts / schedules
 - School Tour
 - Straight to class
- Follow up with any std who has not completed the placement process
- Short follow-up after class
- Mid-week follow up



Benefits for Students



- Students better prepared
 - Academic
 - Financial
 - Meet peers / staff pre-arrival
 - Familiarization with school / location / city etc...
- Personalization – Pre-Arrival & First day
- Reduce stress
- Greater engagement
- More efficient



Student testimonials

- “The best school in the world! The reception is certainly something that makes a big difference in this school. You receive all the guidelines by email, you have a meeting prior to your arrival at the school to help you answer questions, and on the first day of your arrival you receive an important welcome!” Catia Cristina Cercal
- “The information was clear and because of the online orientation, everything was clear in my mind when I arrived because I had everything before.” Jennifer Homman
- “Online orientation was much easier and I got to know the atmosphere of EC Toronto and the city before I came here”. Yusaku Katayama

Benefits for Staff, Teachers & Centre

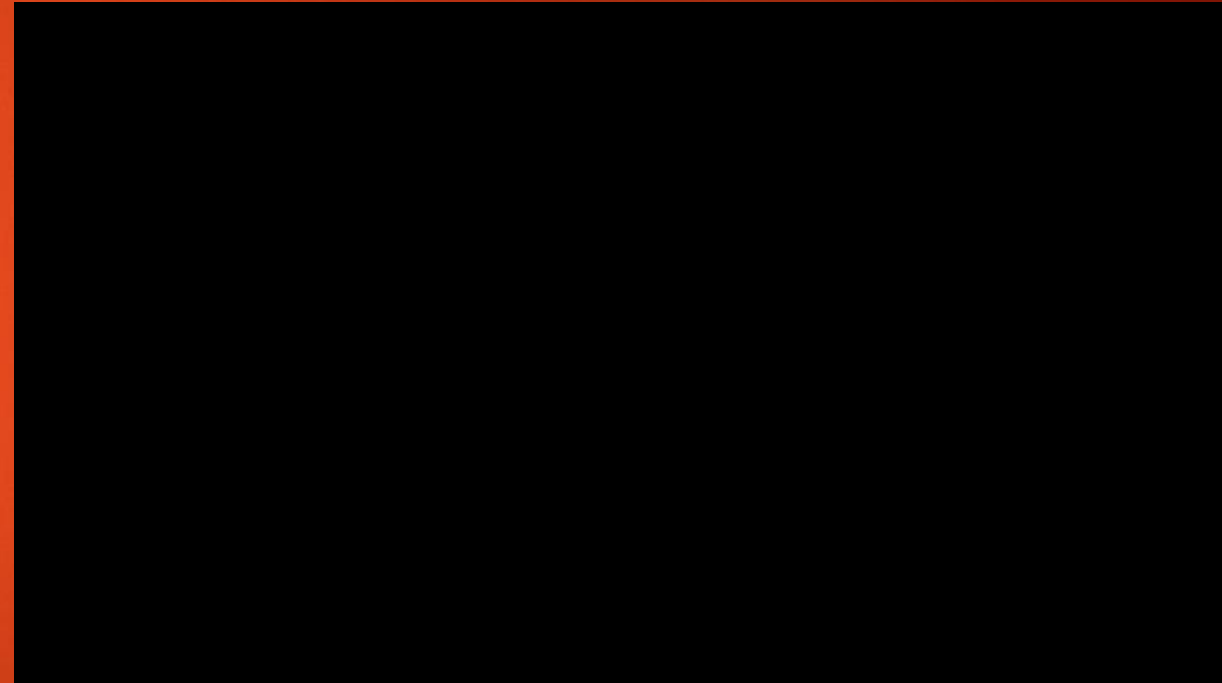
- ✓ Better preparation
- ✓ Class placements set ahead of time
- ✓ Better integration with existing classes
- ✓ Fewer last-minute changes
- ✓ Reduces stress
- ✓ More free time on first days
- ✓ Better customer service



Challenges for Online Orientations



- Demand for F2F
- Students who miss orientation / don't do placement test
- Agents who don't want centres contacting stds prior to arrival
- Agencies who don't provide stds with information
- Tech issues
- Large groups – esp with assessment of productive skills – specifically speaking
- Non-responsive stds



Conclusion



- Successful Online orientations
- Model for other EC Schools
- Room for improvement?
 - More interactive?
 - Increase % of online orientation participation
 - Other?

