



How to Leverage the Reach of Global Student Service Providers to Diversify

LanguageCert's innovative approach to diversifying and increasing international student recruitment

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Your Presenters Today

- Carlos Cantu, Education Partnerships Manager for Canada and Latin America, PeopleCert/ LanguageCert
- Seorim Cheo, International Marketing Officer, Coast Mountain College

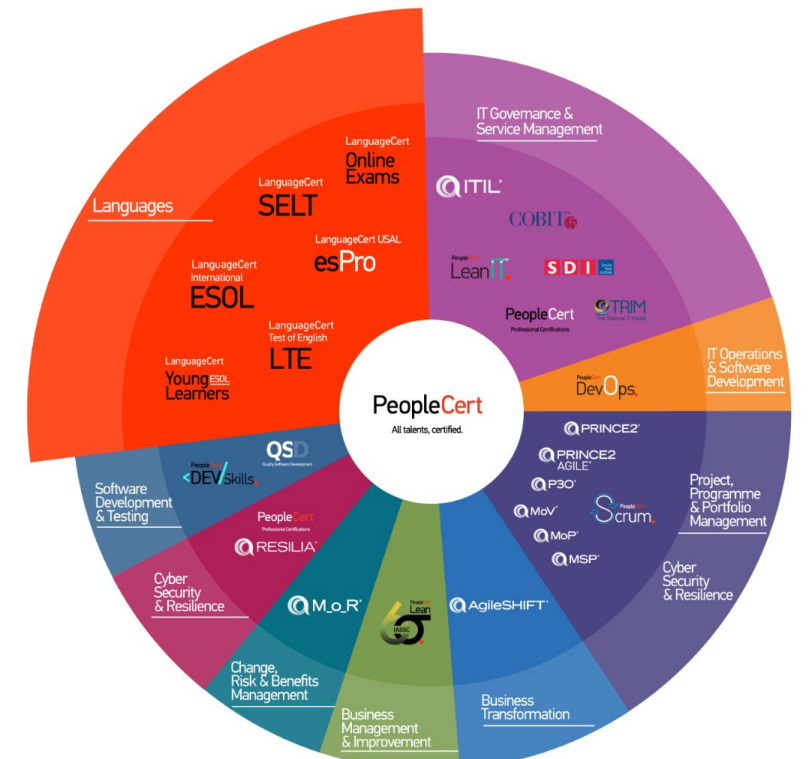
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college



PeopleCert Group - a Global Leader in the Certification of Language & Professional Skills

- Core Mission: The development and delivery of accessible, relevant and life enhancing qualifications.
- Portfolio includes:
 - 700+ qualifications and growing
 - Multi language exams
 - Gold standard Business & IT qualifications e.g. ITIL® & PRINCE2®
- LanguageCert is a 100% subsidiary of PeopleCert
- Represents the language assessment division of the company.
- We believe in making assessment accessible to all without compromising on exam security, integrity or validity.



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LanguageCert Exam Delivery Modes



FAST RESULTS 3
OR 10 DAYS
MAXIMUM:
CANDIDATE
STATEMENT OF
RESULTS VIA
EMAIL & ONLINE
CANDIDATE
ACCOUNT



HARD COPY
CERTIFICATE SENT
BY MAIL



SOFT COPY OF
CERTIFICATE
(.PDF) VIA EMAIL
& ONLINE
CANDIDATE
ACCOUNT



ONLINE RESULTS
& CERTIFICATE
VERIFICATION
THROUGH
LANGUAGECER
WEBSITE



DIGITAL BADGES
OF ACHIEVEMENT
FOR CANDIDATES
TO POST TO THEIR
SOCIAL MEDIA

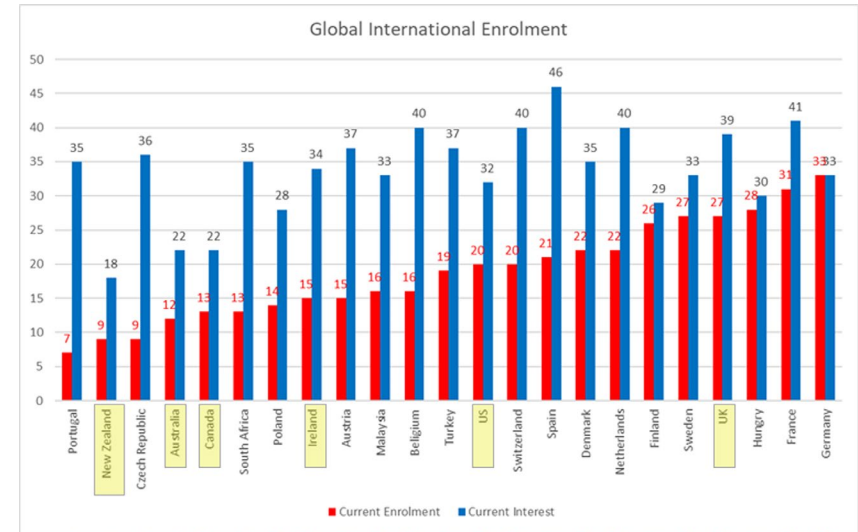
PAPER BASED (PB)	COMPUTER BASED (CB)	ONLINE PROCTORED (OLP) with live invigilation*
Classroom paper-based exam	Classroom computer-based exam	<ul style="list-style-type: none"> 1 to 1 online computer-based exam Available anytime, anyplace Written exam: remote live Proctor/Invigilator Spoken exam: remote live Interlocutor
<ul style="list-style-type: none"> Written exam: On-site Proctor/Invigilator Spoken exam: On-site Interlocutor 	LanguageCert Approved Test Centres book exam sessions up to 10 business days prior to exam date	<ul style="list-style-type: none"> LanguageCert Approved Test Centres & Candidate can order vouchers online anytime Candidates can use vouchers to book exams up to 4 hours before exams Vouchers are valid for 12 months
LanguageCert Approved Test Centres book exam sessions up to 10 business days prior to exam date	LanguageCert Approved Test Centres book exam sessions up to 2 business days prior to exam date	Results in 3 business days after the exam
Results in 10 business days upon receipt of exam material by LanguageCert	Results in 5 business days after the exam	

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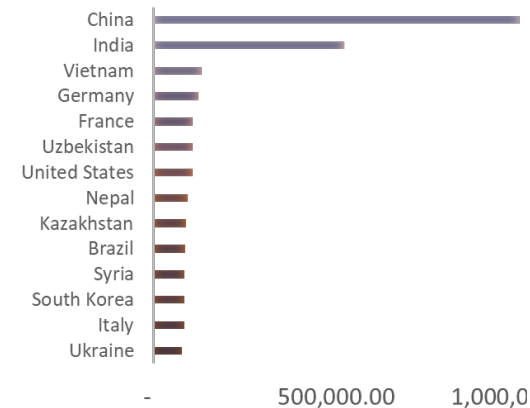
The Global State of International Enrolments

- 14 countries make up half of all international student enrolments
- Only 54 countries make up 80% of international student interest worldwide
- 30% of students abroad come from China and India

<http://studyportals.com/report/benchmarking-geographic-diversification/>

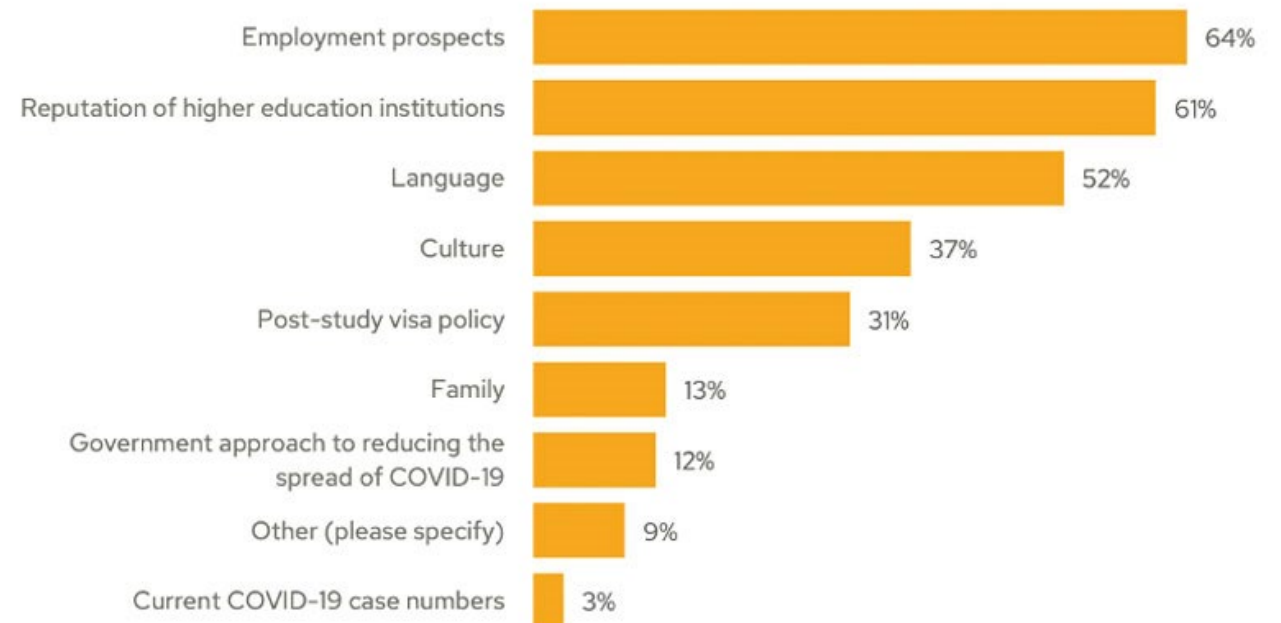


50% OF TOTAL ENROLMENTS FROM 14 COUNTRIES



What are the most important factors for students' choice of which country to study in

- **Employment prospects top the list of priorities**
- A QS survey found that students consider employment prospects (64%), followed closely by an institution's reputation (61%), to be the top factors influencing where they choose to study. "COVID case numbers" came in at only 3%



Canada's International Enrolments

Canada's Emerging Markets Gain Percentage Since 2019

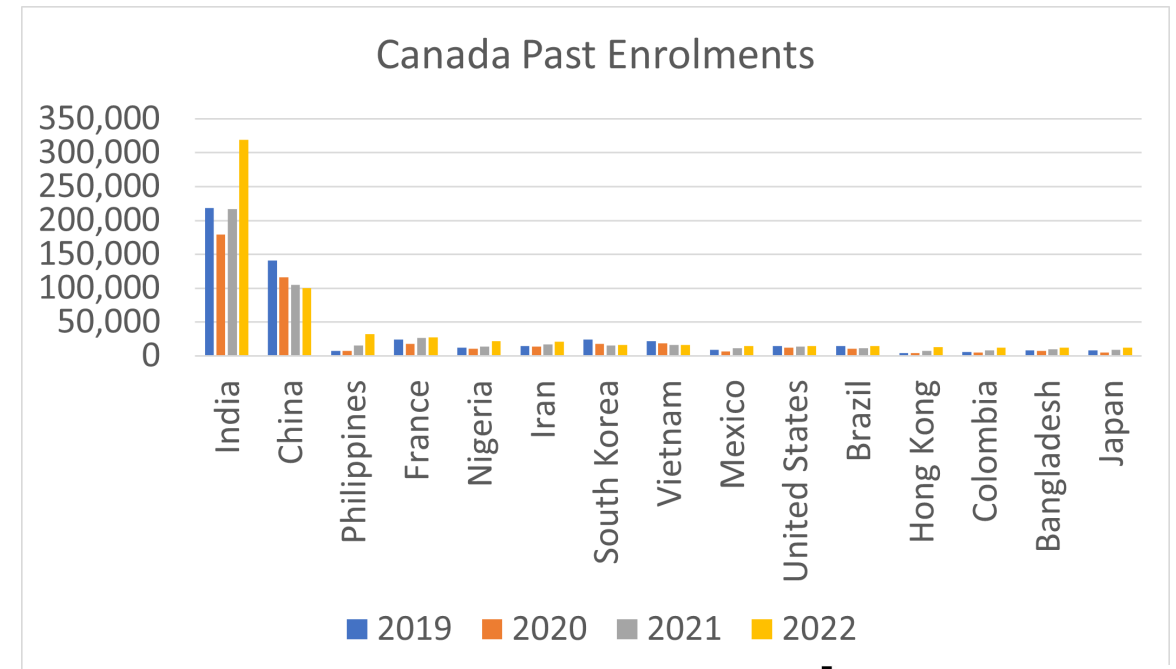
- Philippines +112.19%
- Nigeria +59.85%
- Hong Kong +72.6%
- Colombia +54.34%

Popular Fields of Study.

Business and administration, one of the most popular for international students in Canada, with 112,911 students.

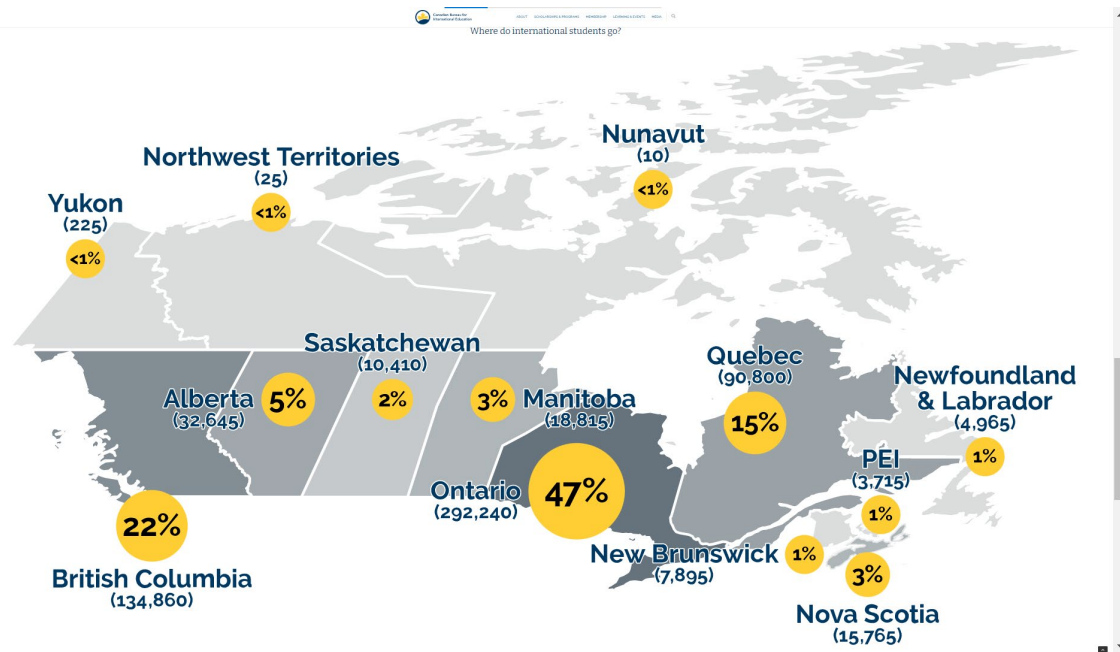
Engineering and engineering technology attracts the majority of international students in STEM, a total of 55,608 students.

Sources: <https://erudera.com/statistics/canada/canada-international-student-statistics/> and <https://studyportals.com/report/core-audience-by-destination/>



Where are students going?

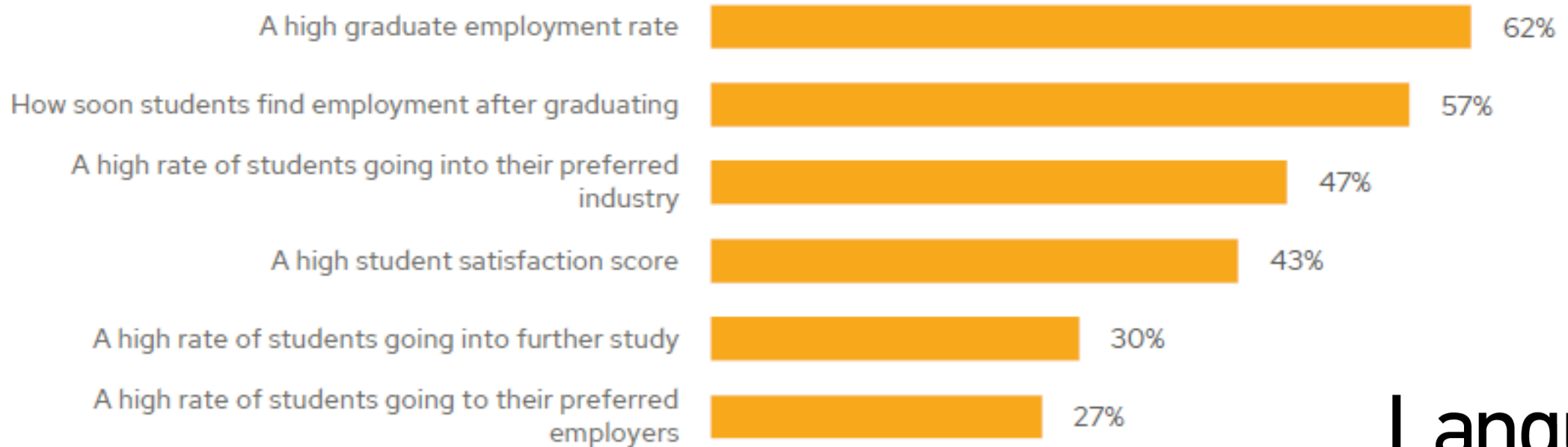
- 84% of students enroll into a program in BC, Ontario or Quebec

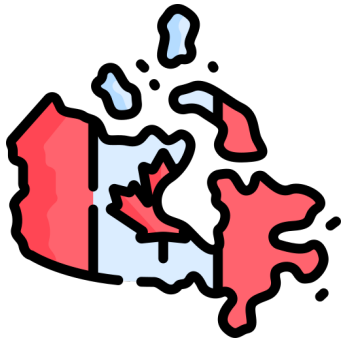
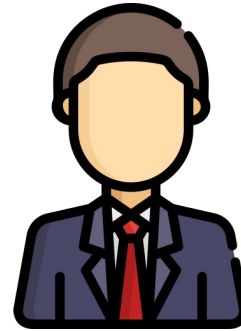
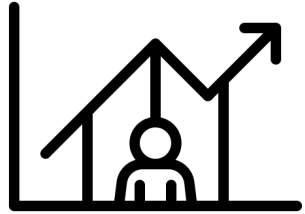


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When choosing a university, what are the top three most important measures when thinking about graduate outcomes?

- QS Canada International Student Survey 2022





International Enrolment Key Takeaways

- Canada: top receiver, but limited diversity
- Top three provinces dominate international education
- Business and engineering favored by international students
- Jobs and employment rate drive international student enrollment



Leveraging the reach of global student service providers

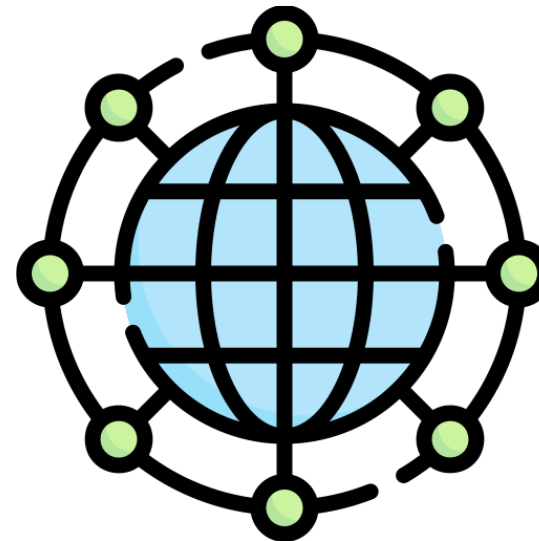
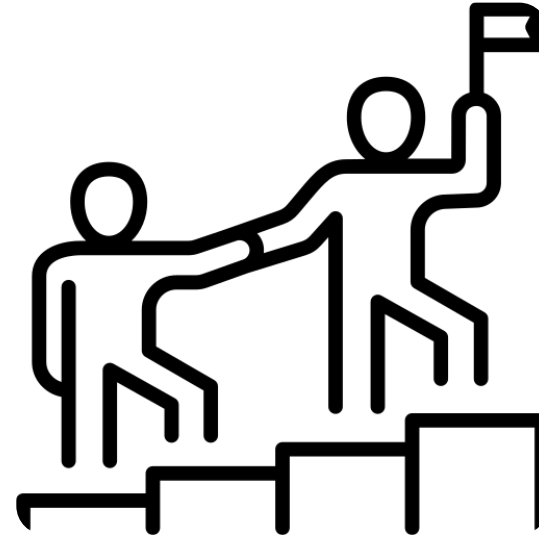
As a global student service provider, we have the unique opportunity to leverage our extensive reach to connect international students with academic institutions and employers around the world.



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Why Partner with PeopleCert/LanguageCert

- **Global Reach:** Leverage our extensive network.
- **Career-Ready:** Give your students a head start in the employment market making them more competitive job candidates.
- **Unmatched Lead Pool:** Access a vast database of language exam takers
- **Fulfilling Mission:** Join us in our mission to support education
- **Career Pathway:** Help your students navigate the journey from college admission a direct path to employment in their field.



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Accelerating Results with Innovative Solutions



Demonstrating the Value of our Test as a Recruiting Tool: Offering free tests to show the impact and effectiveness of using LanguageCert as a tool for student recruitment.



Supporting Targeted Markets through In-Kind Sponsorship: Partnering with institutions to identify their desired student markets and providing in-kind sponsorship for information sessions.



Boosting Awareness with Free Marketing: Reaching 100K+ students through our quarterly newsletter, LanguageCert Connect, to increase awareness and understanding of our language proficiency tests.



Scholarship Programs for Diversity and Success: Supporting diversity and student success by offering scholarships to help institutions and students reach their goals.

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Education Unbound

Partnership with LanguageCert to diversify the International population

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International Marketing Officer

 coastmountaincollege.ca

 Schoe@coastmountaincollege.ca

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About Coast Mountain College

2 Achievements & Challenges

3 Partnership with LanguageCert

4 Conclusion



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Part 1,

Introduction



Wii Gyemsiga
Siwilaawksat

14

Part 1, Introduction

About Coast Mountain College



Our region

Coast Mountain College has five regional campuses serving 34 communities, 21 of which are First Nations communities in BC's beautiful northwest region.



Programs

CMTN offers college access programs; small class sizes; health and human services programs; online programs; university credit programs, trades foundation and apprenticeship programs.



Student Services

Student Services are available from the time you show interest in CMTN until the time you complete your studies. View our services or connect with a member of our Student Support Team.

We create adventurous pathways
to transform lives.

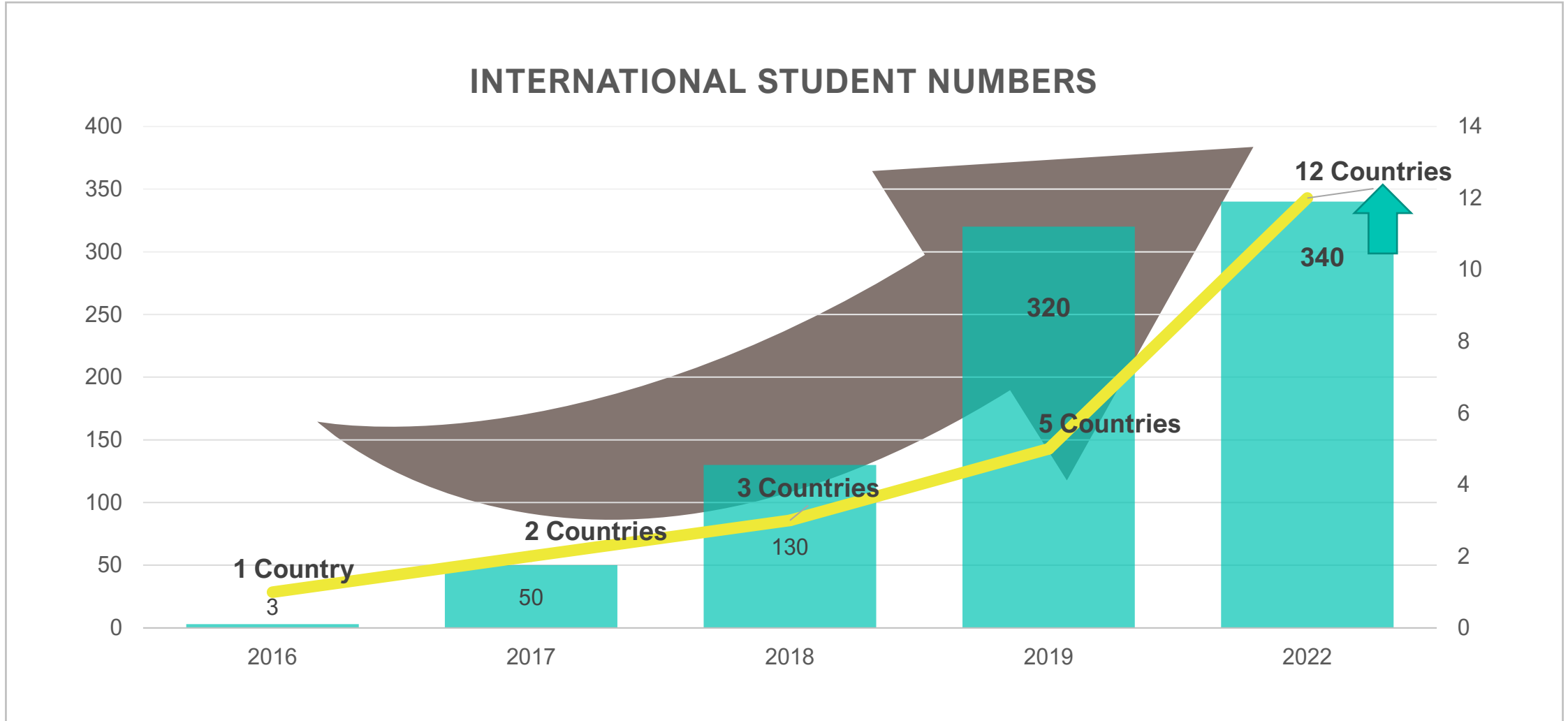
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Part 2, Achievements & Challenges

Housing Building
Wii Gyemsiga Siwilaawksat
Where learners are content or comfortable.



International recruitment



Summary

1

Reached a 5-year capacity within 3 years

2

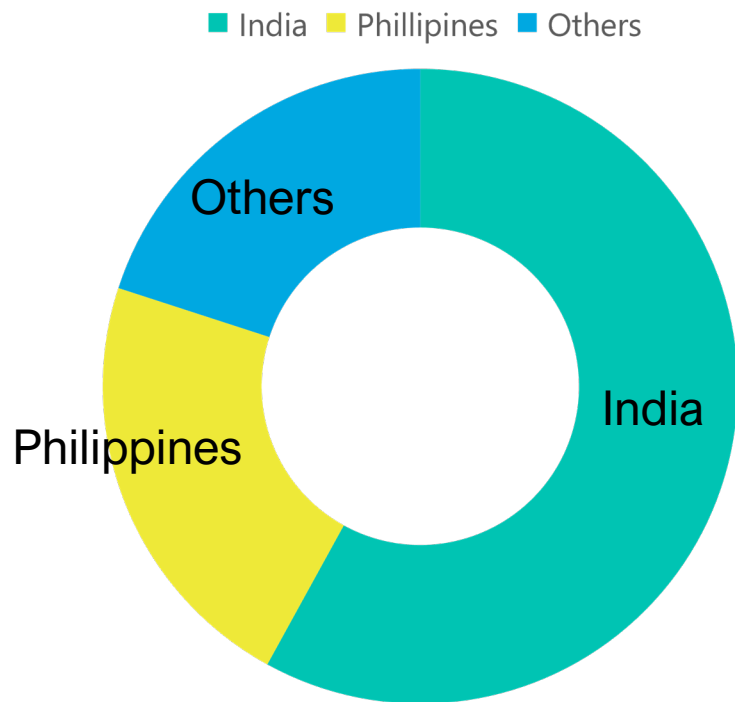
Increased diversity of more than 12 countries

3

Partnership with diverse student service providers

To diversify international students population

Rate of Countries



Recruiting for Diversity

Two-thirds of the international student numbers come from India and the Phillipines. **Other countries account for 20%, which we aim to increase for diversity.**

Summary

1

Relatively small numbers outside the Philippines and India

2

There are no ESL/EAP programs at CMTN



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Part 3,
Partnership with LanguageCert

Collaboration Projects

Online
Newsletter

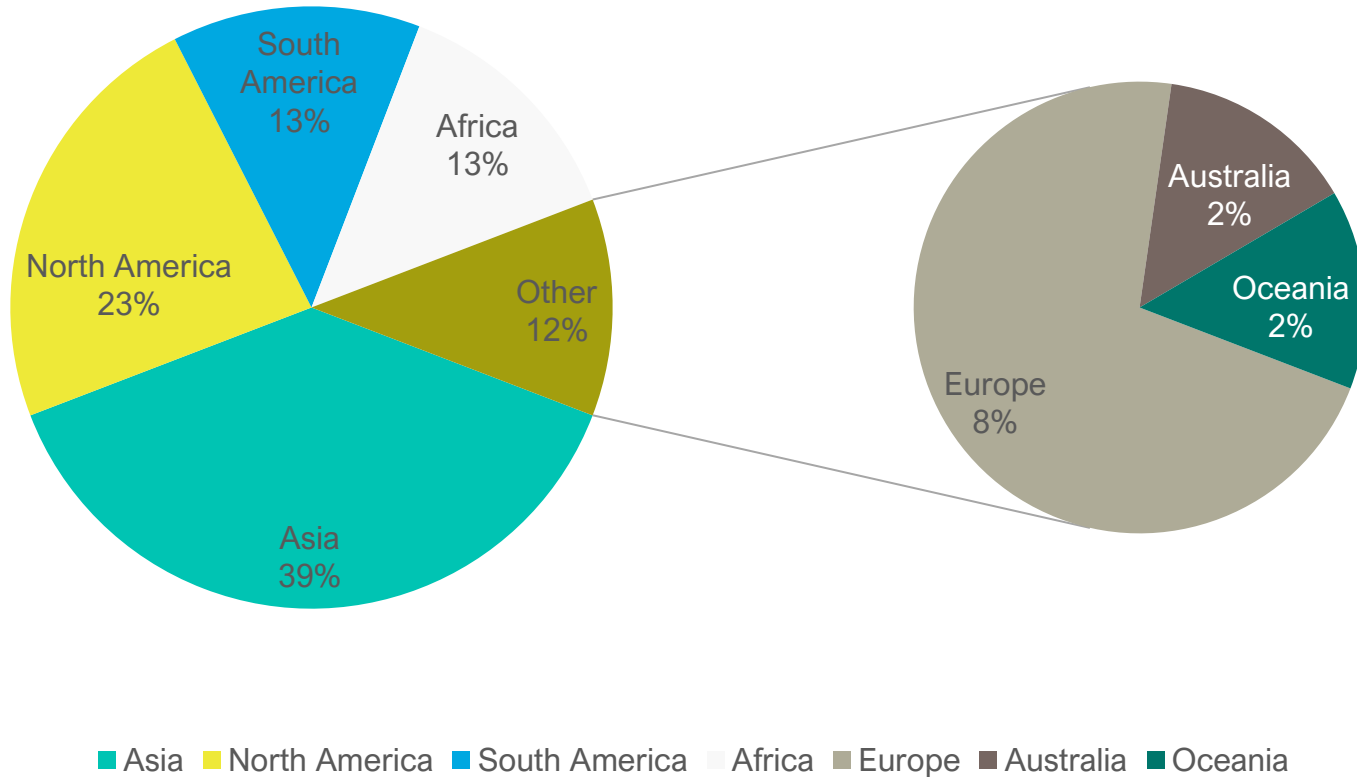
Diversifying Audiences

Free English
Test
Vouchers

Approaching target regions

Part 3-2, **Open rates Comparison**

Open rates of Coast Mountain College in-house newsletter in January



CMTN newsletter

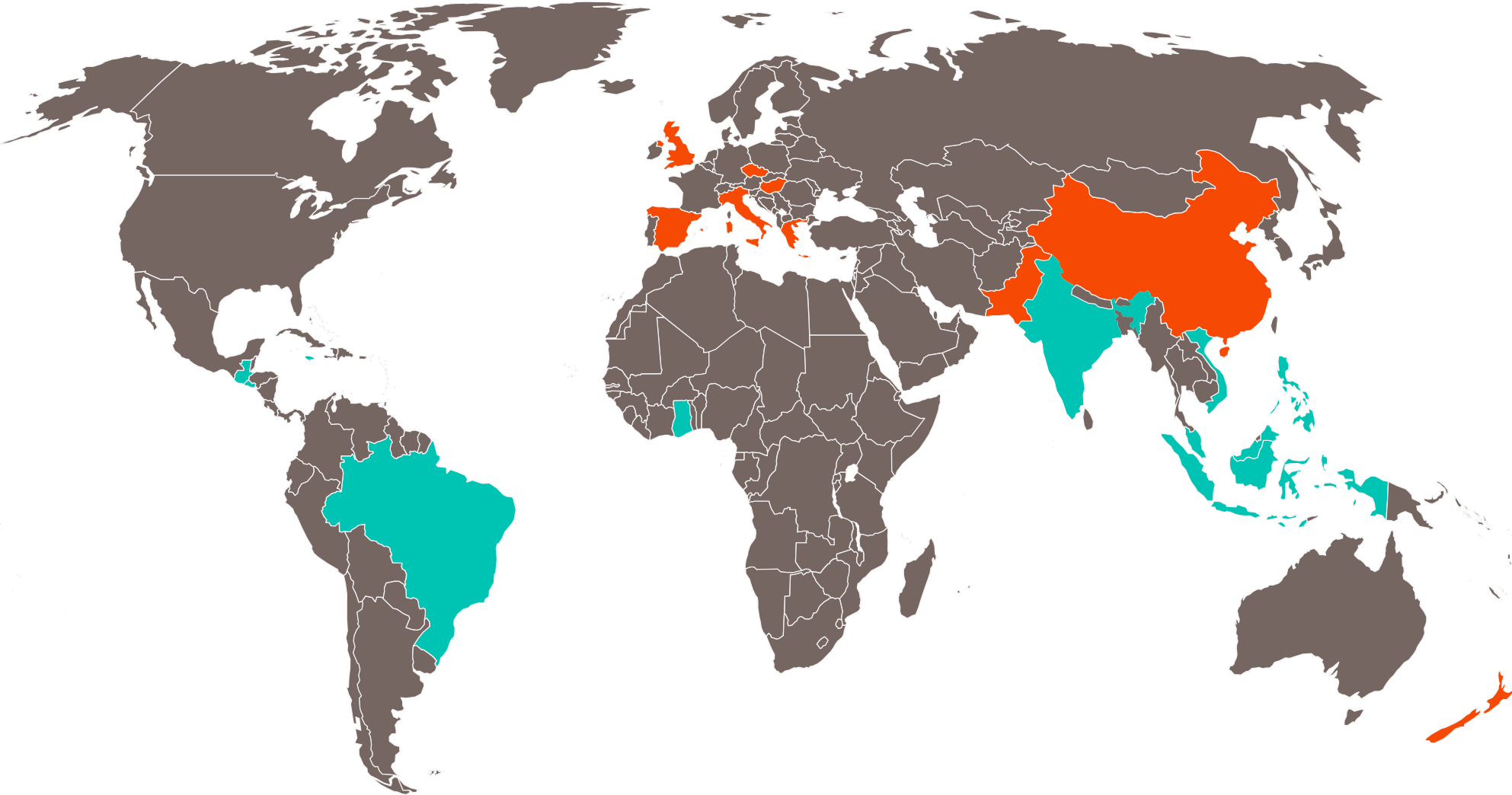
Regarding open rates, **Asia is top**, with over one-third of the January newsletter's open rates. North America took the second highest place. **On that front, the highest stake is in the Philippines, Jamaica, and India at 11%, 8%, and 6%.**

Part 3-3, Open rates Comparison

Open rates of LanguageCert e-newsletter

CMTN

1	Philippines
2	Jamaica
3	India
4	Guatemala
5	Brazil
6	Indonesia
7	Ghana
8	Hong Kong
9	Malaysia
10	Vietnam



LC

1	Spain
2	China
3	Hungary
4	Greece
5	Italy
6	Pakistan
7	UK
8	NZ
9	India
10	Czech Republic

Part 3-4,

Offering the free English test

Mexico Fair



Free English Proficiency Test (limited offer)!
Get an English proficiency test totally free and use it to enter your program of choice. Ask us more!

¡Examen de dominio de inglés GRATUITO! (cupo limitado)

Obtén tu examen de dominio del inglés totalmente gratis y úsalo para entrar a tu programa de preferencia.

¡Echa un vistazo a los premios de \$5,000 dólares canadienses por entrar a CMTN!

Ofrecemos un premio valorado en \$5000 dólares canadienses a estudiantes internacionales de nuevo ingreso.

¡Pregúntanos más al respecto!



Translator from Mexico

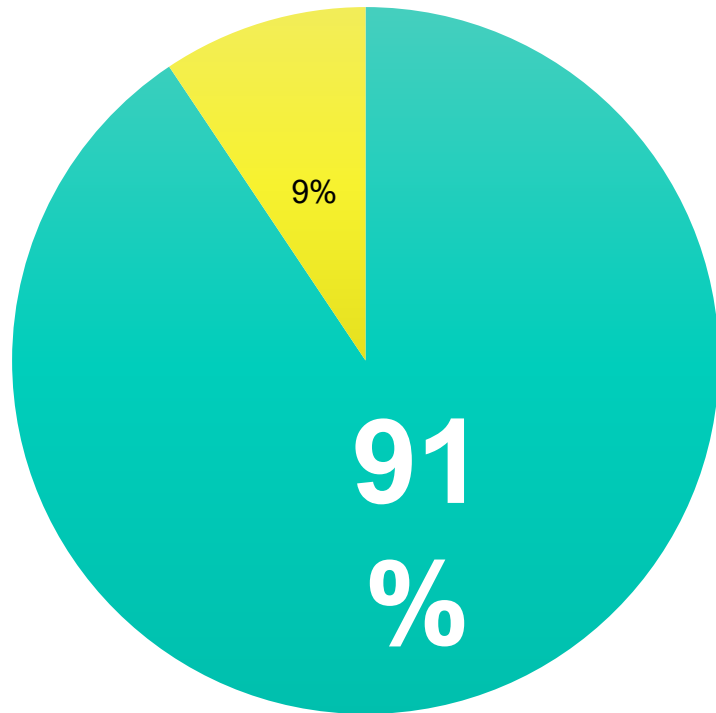
David

“ Students loved the opportunity to take an English proficiency test to get through the English requirement. ”

Part 3-5, **Offering the free English test**


Early Childhood Care Education Info session

RSVPs




■ Interested in vouchers ■ Not indicated

Agency from Nigeria:

 **Chionma**

“ This voucher would definitely help my student's journey at CMTN. It would serve as a perk or incentive for choosing to study at CMTN. ”

A prospective student, Hide, have not enough scores in TOFEL:

 **Masahide Omote**

This student worried that the scores are not enough to meet the requirements. We offer an English Voucher to open a second chance to get into the College.



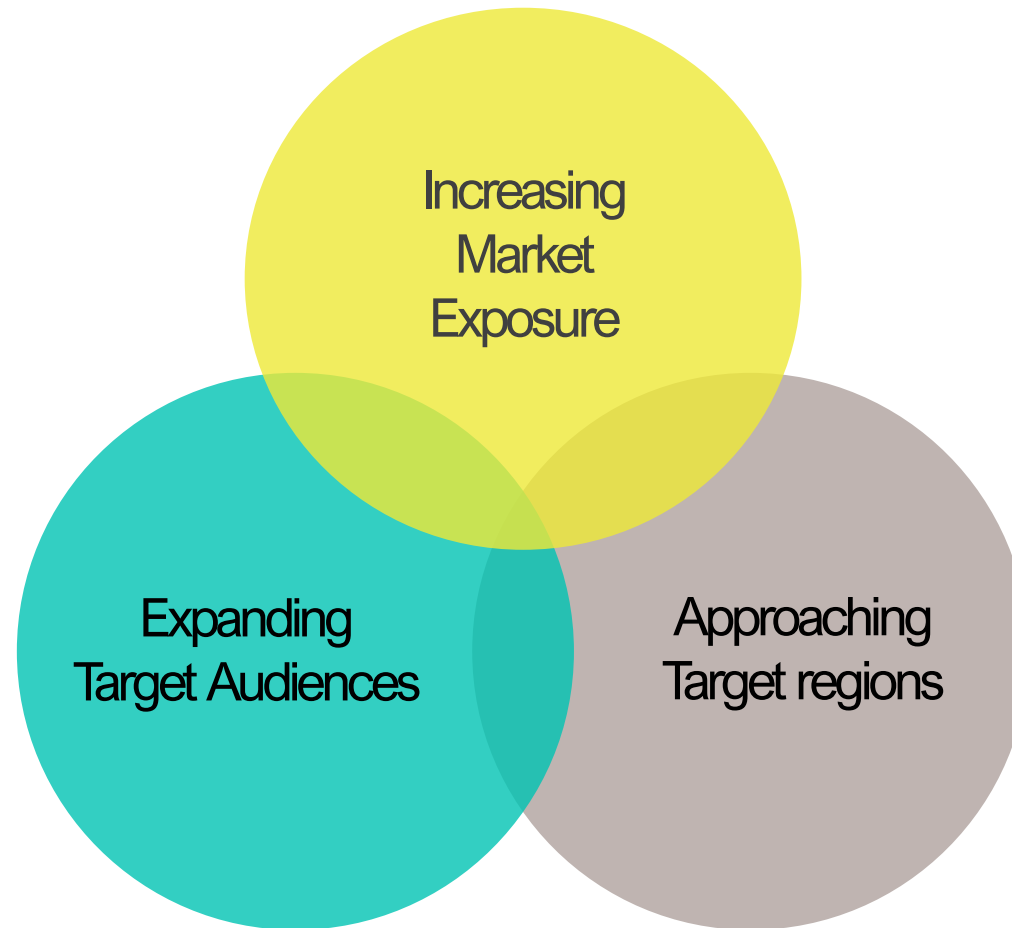
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Part 4,
Conclusion

Conclusion

To diversity the international student population

Collaboration Projects



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The CCID Languagecert Scholarship program

The scholarship program is open to institutions that meet the following requirements:

1. CCID membership for 1-3 years or board membership
2. Acceptance of the iESOL exam as proof of English language proficiency at no cost
3. Verification of enrollment of the winning student from the institution on official census day.

70% of CC International Students Indicate Scholarship Need as Top Challenge.

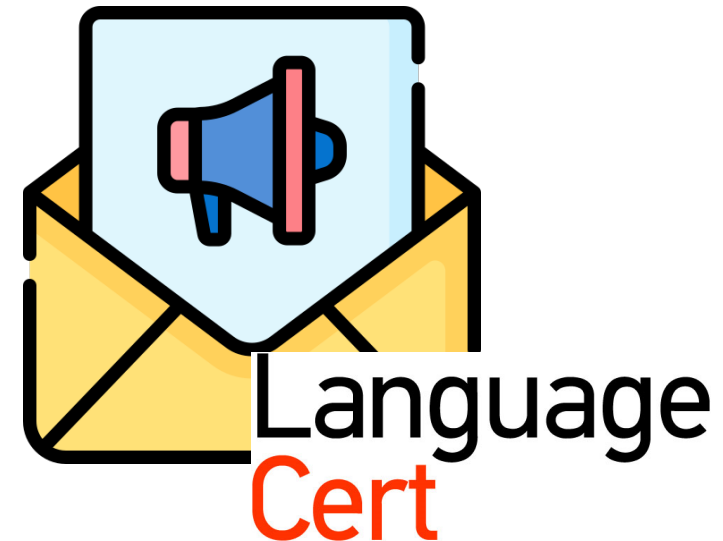
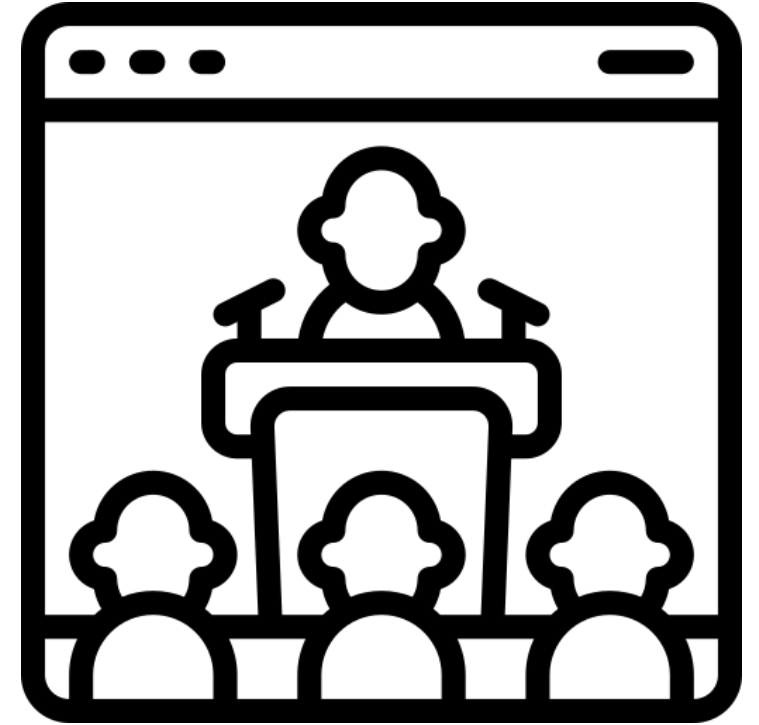
ACCORDING TO FALL 2022 SFCC SURVEY OF INTERNATIONAL STUDENTS

ANSWER CHOICES	PERCENTAGE	RESPONSES
▼ Navigating the English language and style of education in the U.S.	27.50%	11
▼ Understanding my professors during lectures	15.00%	6
▼ Not being sure what classes to register for each quarter	25.00%	10
▼ Asking for help from my professors outside of class	15.00%	6
▼ Turning in assignments on time	25.00%	10
▼ Taking quizzes/tests	17.50%	7
▼ Understanding the syllabus	10.00%	4
▼ Making friends with Americans	27.50%	11
▼ Understanding U.S. Classroom Culture and Expectations	15.00%	6
▼ Citation requirements (citing the work of other people in papers - APA/MLA format)	15.00%	6
▼ Getting tutoring support	7.50%	3
▼ Finding an institutional job on campus	32.50%	13
▼ Getting Involved with Clubs / making friends	10.00%	4
▼ Funding and finding additional scholarships	70.00%	28
▼ Understanding immigration requirements	20.00%	8
Total Respondents: 40		

Top Challenges:
Funding & Jobs

Expanding Reach, Enhancing Diversity: Our Goals Ahead

- Focused Information Sessions
 - Hosting information sessions that highlight specific countries, regions, and fields of study to attract targeted students.
- Expanding Our Digital Marketing Reach
 - Broadening our direct mail campaign reach to include registered Business and IT candidates in our database, now totaling 400K+ potential leads.





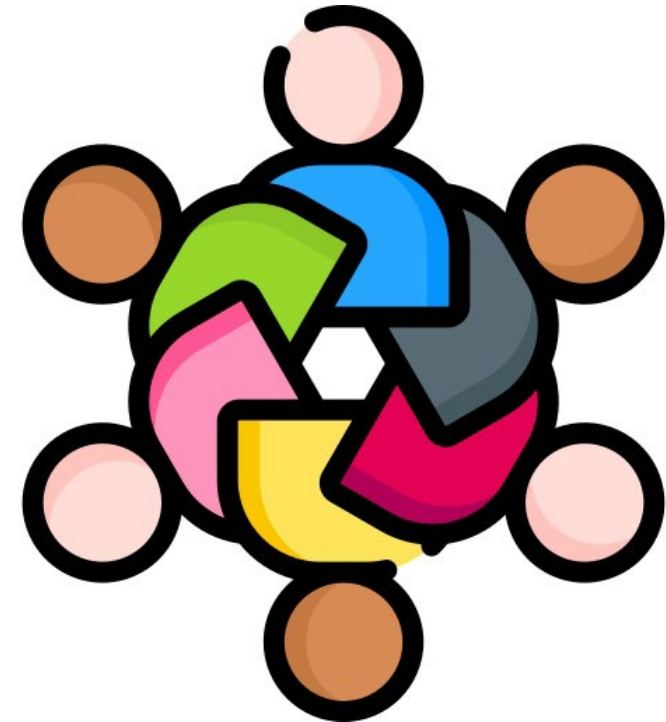
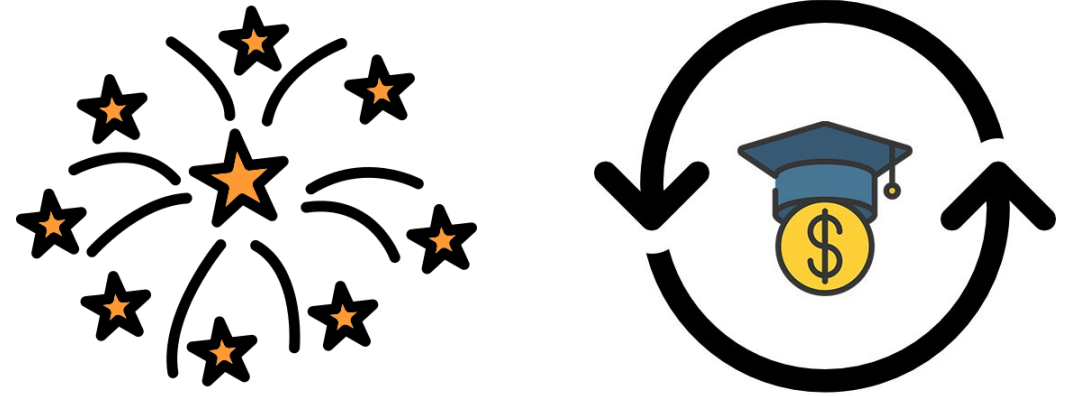
Expanding Reach, Enhancing Diversity: Our Goals Ahead

- **Diversifying through Theme-Based Scholarships**
 - Offering additional scholarships with themes that promote diversity and inclusivity in our recruitment efforts.
- **Increasing Accessibility of Certifications**
 - Offering employer-aligned certifications to academic institutions to attract a more diverse student population and increase the accessibility of our portfolio of business, IT, and language qualifications. This initiative includes student discounts, turn-key course materials, award-winning web proctoring software, and recognition of educational partners on PeopleCert's website.

LanguageCert International Diversity Scholarship

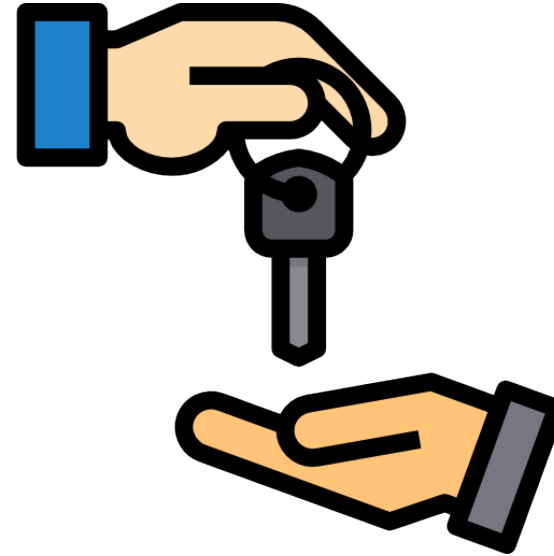
It Aligns with Canada's International Education Strategy (2019-2024) framework and helps institutions diversify their recruiting efforts on three fronts: Country of origin, Destination in Canada, and Field of study.

- Five 20,000 CAD yearly awards
- 5,000 per year renewables for up to 4 years.
- Awards split into three for universities and two for colleges.
- Selection criteria include, country of citizenship, field of study, host Canadian province, and host Canadian institution.
- Scholarship launches mid-April 2024



EDUCATIONAL PARTNER PROGRAM

- Access to PeopleCert's Entire Portfolio of Business, IT & Language Qualifications
- Student Discounts on Industry Recognized Certifications
- Turn-Key Course Materials and Learning resources readily align Industry Competencies to Existing Self-Paced, Hybrid or Virtual Courses and Programs.
- Award-winning web proctoring software allows organizations to deliver exams and certify learners, without geographical limitations.
- Recognition and promotion of Educational Partners on the PeopleCert's Website.



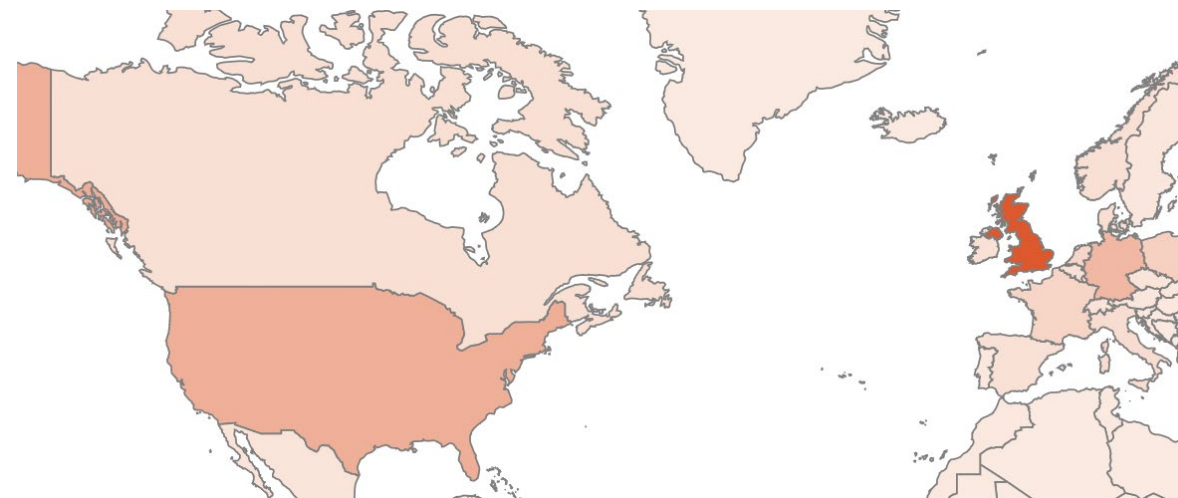
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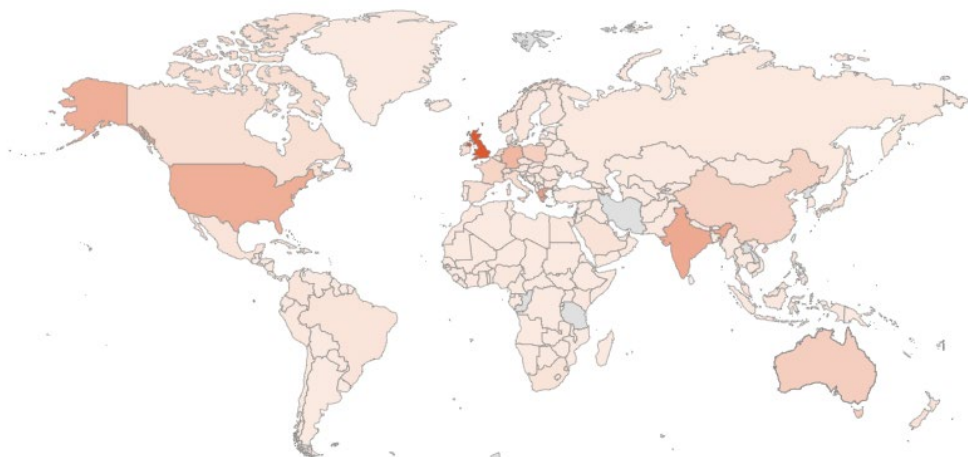


Candidate Profile



Volume of Test-Takers
100.00 300,000.00

PeopleCert Professional Certifications By Country

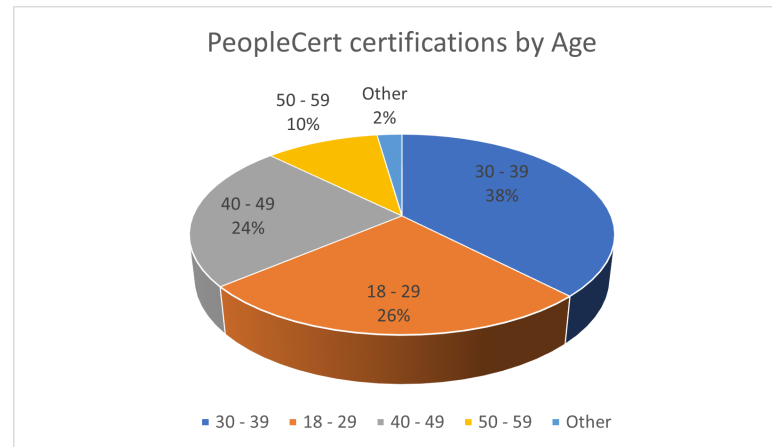
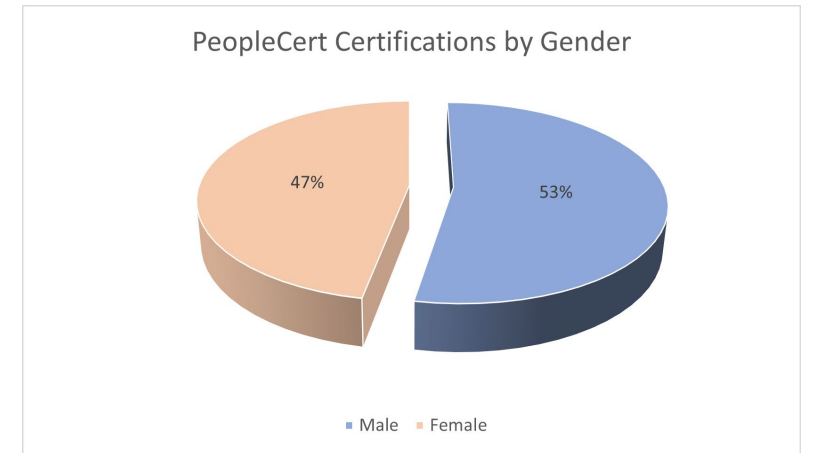
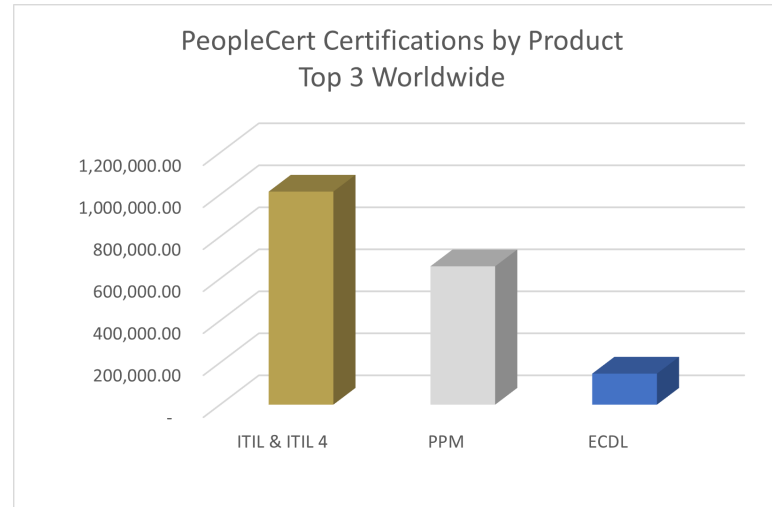


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PeopleCert Candidate Profile



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CERTIFICATIONS

All Certifications

IT Governance & Service Management

Data Science

Project Programme & Portfolio Management

Change, Risk & Benefits Management

DevOps

Scrum

Software Development & Testing

Cyber Security & Resilience

Lean Six Sigma

PeopleCert Professional Certifications



SEARCH IN CERTIFICATIONS

MOCK EXAMS

ITIL® Mock exam

PRINCE2® Mock exam

Lean Six Sigma® Mock exam

MEMBERSHIP

MyAxelos

MOST POPULAR CERTIFICATIONS



Browse
our certifications.



ITIL 4 for undergraduates: developing tomorrow's IT professionals



“Before we incorporated ITIL 4 into our Technology Management Program, our graduates would be technically competent but then they’d need to get additional training later. So, having it as part of the curriculum is now an advantage for them in the job market. Recognizing the value of ITIL certification at undergraduate level is not about becoming a trade school but preparing students for their future jobs.”



TEXAS A&M
UNIVERSITY.

Dr Dave Sweeney, Director for Information Technology at Texas A&M

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Tulane University 's School of Professional Advancement partners with PeopleCert to offer students access to instruction and certification on ITIL 4 and DevOps, two best practice IT Management frameworks used in most mid-to-large information technology companies.

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Algonquin College Corporate Training

Algonquin College Corporate Training
1,207 followers
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We are a proud Accredited Training Organization of ITIL® and PRINCE2® training! Check out the blog below to learn more about training paths in these fields.

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Did you know that ITIL, PRINCE2 and Scrum are widely regarded as some of the top certifications to pursue based on demand and salary? ...see more

MSP® Managing Successful Programmes
Foundation & Practitioner Certification

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Check out this excellent **AXELOS Global Best Practice** article and learn more about PRINCE2® Agile. <http://ow.ly/GlM50Msvxn> ...see more

AXELOS
Getting certified what next?



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Register today 📍 <http://ow.ly/v2jQ50Mj3YW>

#ProjectManagement #Agile #ProfessionalDevelopment #OnlineLearning

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Closing Thoughts

- Canada's international recruitment needs to diversify
- International competition is fierce
- Institutions can leverage the global reach of global service providers
- Canada supports the employment prospect factor and embraces the immigration pathway
- Professional Certifications enhance your programs' value and provide better ROI for the students.

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- Carlos Cantu
- Education Partnerships
Manager Canada and LATAM
- Carlos.cantu@peoplecert.com

Thank you!

- Book an appointment with me

