



Improving Success of Institution Pathways

A TWO-WAY STREET

Public Institutions fear that having a pathway agreement will take away from the ESL program

- ▶ Private ESL students looking for more flexible starts, smaller classes, cheaper, being in the centre of the city, they have not selected a college yet
- ▶ Students prefer going into the big city and visit different colleges, shop around
- ▶ Students are coming with a shorter study permit. No longer choosing the college sight unseen
- ▶ Not looking to compete with public institutions
- ▶ Language school have greater marketing budgets and personnel to sell and brand pathways than public institutions. The language schools only have one program

Advantages of pathways

- ▶ Private language school have a much large pool of agents
- ▶ Public institutions would not get the student anyway
- ▶ Most public ESL programs have majority of students from China, Vietnam, Syria but the private sectors strong hold is Brazil, Colombia, Mexico, Ecuador, Turkey, Japan, Korea. So, our markets are different. You need pathways to diversity
- ▶ Private go to smaller markets that you would never otherwise have: like Chile, Argentina, Kurdistan, etc.
- ▶ Private ESL institutions have different channels of recruitment

Challenges

- ▶ Union concerns
- ▶ If they come from a language school, they won't be as well prepared
- ▶ PHDs and English professors vs TESOL trained ESL teachers
- ▶ Language schools have every Monday intake, so the class does not gel the same. Pathways have closed groups with fixed start dates

What public post-secondary institutions are looking to establish pathway agreements?

- ▶ What other pathways do you have?
- ▶ EAP program
- ▶ Writing samples of graduates
- ▶ Test on exit, sample results
- ▶ Examples of grades as a fail
- ▶ Metrics for grades and how they match up with international scales (IELTS/TOEFL/CEFR/CLB)



What you might need

- ▶ In most cases they want to come and inspect the EAP program and see the school facilities
- ▶ Some will ask to interview students
- ▶ Class observations 30-60 minutes usually
- ▶ Chairs of Directors of the language centres of the public institutions are normally the ones who do the inspections.
- ▶ Georgian, Algonquin, Conestoga, Sheridan based decisions on other pathways
- ▶ Some may require references



What do private institutions need to approach a postsecondary institution?

We have agents and students asking for transfers to your institution. Demonstrate that you have interested students

Go to pitch package: teacher qualifications, list of textbook, curricula for EAP and list of existing partners

Approach your local partners first, people go to the big city first but then they will go outside (stages)

What do sample agreement look like?

Linkage Agreement

Between

Sheridan College of Technology and Advanced Learning

(Hereinafter referred to as 'Sheridan')

1430 Trafalgar Road

Oakville, Ontario L6H 2L1

And

English Language Centres

(Hereinafter referred to as 'EC')

This linkage has been established between Sheridan and EC to facilitate the admission of qualified international students from EC to an academic study program at Sheridan.

The following components comprise this agreement, and may be subject to review as mutually determined by the parties:

- ▶ Admissions to Diploma Programs
 - ▶ Students who successfully complete **EC's Pre-Advanced with a minimum score of 75% and 80% attendance** or higher will be exempt from taking a TOEFL, IELTS or Sheridan's EPA tests, and will be deemed to have fulfilled the English Language requirement and can apply to Sheridan programs at the Diploma level.
 - ▶ All incoming applications from EC are subject to Sheridan college evaluations and pre-requisites.
 - ▶ The documentation required by Sheridan College to indicate completion of English entrance requirements, exclusive of the general admission requirement, is an EC transcript.
 - ▶ The focused attention to Linkage referrals, EC will ensure that referred student applications are submitted online at <http://www.studyatsheridan.ca>.

▶ Conditional Acceptance Terms to Diploma Programs

- ▶ A prospective EC student can apply directly to Sheridan College for a Diploma Program from his/her country. If the student is accepted to the program on the merit of the application, but does not meet the English requirements, Sheridan will send the student a conditional letter of acceptance to the program, conditional on fulfilling the English requirements. These English requirements can be fulfilled at EC.
- ▶ If the student cannot fulfill the English requirements by the date stated on the acceptance letter, the offer will be rescinded. In order to save a seat in the program and to avoid having to reapply, it is required that the student pay the first semester fees by the deadline date. EC or the student should notify Sheridan International Admissions about the deferred start date. While Sheridan will attempt to accommodate all international applicants if a deferred start date is required, there is no guarantee that there will be a seat in the requested program at a deferred date.

- ▶ Admissions to Degree and Graduate certificate Programs
 - ▶ Students who successfully complete **EC's Advanced with a minimum score of 75% and 80% attendance** or higher will be exempt from taking a TOEFL, IELTS or Sheridan's EPA tests, and will be deemed to have fulfilled the English Language requirement and can apply to Sheridan programs at the into Sheridan's Degree and Post Graduate Programs
 - ▶ All incoming applications from EC are subject to college evaluations and pre-requisites.
- ▶ Conditional Acceptance Terms to Degree and Postgrad Programs
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▶ Curriculum Changes

- ▶ Notice of any changes affecting the EC curriculum of English must be made to the Dean of English Language Institute at Sheridan College, and may result in a change to the established linkage.

▶ Promotion and Marketing

- ▶ Sheridan College will provide EC with an information session to present its programs, admission requirements, etc.
- ▶ Sheridan College will let EC know when it offers information sessions at Sheridan (Once a semester).
- ▶ Sheridan College will provide EC with a range of marketing materials including calendars and brochures.
- ▶ Sheridan College, at the request of EC will make presentations at organized student information sessions at EC Toronto Locations to promote its programs and the Linkage with EC. Contact:

Gabriela Facchini

Manager Business Development and Partnerships

International Centre

905-845-9430 ext. 2883

gabriela.facchini@sheridancollege.ca

- ▶ EC staff and Sheridan staff are invited to visit one another's respective facilities in order to strengthen their knowledge base of one another's programs and facilities.
 - ▶ Sheridan College reserves the right to approve any use of Sheridan College's name in its promotional materials.
 - ▶ EC will not be considered an agent – Commissions will only be paid to agents or EC's agents if they apply on behalf of the student.
 - ▶ Commissions will only be paid to registered companies (not to individuals) and only after receipt of an invoice from the agent within 90 days of the start of each semester. If commission is not claimed within the 90 day period the commission will be forfeited. Commissions are only paid for semester one and two. EC is responsible for educating their agents of this agreement and the process of claiming commissions.
 - ▶ Agents will receive a commission percentage (depending on the current rate in the country of origin) which will be paid per student, per semester only for the first two semesters of a Sheridan College program. Commission will be paid only once a student is officially registered on the 10th day of classes of each academic term of study and tuition fees have been paid in full for two semesters.
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- ▶ Length of Linkage and Amendments
 - ▶ EC and Sheridan College will establish the Linkage from January 1, 2020 for a period of five years till December 31, 2024.
 - ▶ If the Linkage is determined jointly by EC and Sheridan College to be satisfactory, it will be automatically extended for 5 years, at which time it will be reviewed jointly.
 - ▶ This linkage is subject to amendments/supplements as outlined in any attached addenda and signed by both parties.
 - ▶ Either party may terminate this agreement by serving three months advanced notice.

▶ Quality of Programming

- ▶ It is understood that EC runs a credible institution with high regards for academic integrity and program quality.
- ▶ An audit into student progress once at Sheridan will be randomly conducted
- ▶ Should the audit prove that the students are not progressing successfully at Sheridan, EC and Sheridan will meet to identify possible gaps in student evaluation
- ▶ During the improvement time period or the termination term outlined in clause 7.4 above, all students in the EC program applying to Sheridan will have to take the Sheridan English Placement test to determine their competency level.
- ▶ Should Sheridan and EC not come to a solution as to the improvement of the student competencies, Sheridan can terminate the linkage program immediately.

Signatures and dates

What criteria are public postsecondary institutions evaluating?

- ▶ Private Institutions should send a list of student they sent to their public partner institutions, and public schools can evaluate how the students performed in higher education programs
- ▶ One year trial period if necessary

At a time when international enrolment is at an all time high, what benefits are gained by public postsecondary institutions partnering with private institutions?

- ▶ More pathway partners means more security if things do change
- ▶ Captive audience already here: chose Canada, they have a study permit approved, they are in Canada
- ▶ Low hanging fruit, they are here, you don't have to travel and spend money to recruit them. You can visit the schools, see the students, invite them to visit
- ▶ Diversity, reliant on a few markets
- ▶ Private language schools are first into emerging markets
- ▶ Large budgets to investigate new markets
- ▶ Less bureaucracy to get things done

Commissions

- ▶ Many institutions do not pay commission to language schools.
- ▶ Some ELS school have registered agencies to be able to collect commissions to pass on to their agents
- ▶ If the agent has the existing relationships with the public institution it is easier
- ▶ Fewer agreements are necessary for public institutions
- ▶ Best to have two agreements: one as an agency and one as a pathway

Questions?

THANK YOU!



Contacts:



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