



Languages Canada - Guanajuato (EDUCAFIN) Canada-Mexico Cooperation for Language Education and Capacity Building

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BCCIE Summer Conference 2018





EDUCAFIN

**Institute of Financing and
Information for Education**

About the state of Guanajuato

Socioeconomic Data

- Governor: **Miguel Márquez Márquez** (2012-2018)
- Population: **5,853,677** inhabitants (2015),
5th most populated state in Mexico.
- **7th position** in the national economic ranking with a **GDP of \$ 32,950.10 Millions USD (2015).**

Main economic sectors,

Contribution to the state GDP (2014) :

- Manufacturing Industry: **30.13%** of state GDP.
- Commerce, restaurants and tourism: **14.7%** of state GDP.
- Financial and insurance industry: **13.04%** of state GDP



Additional

Facts:

- **32 industrial areas across the state.**
- **Regional leader in attraction of foreign investment.**
- **Fastest growing automotive cluster in Mexico**
- **Educational system driven by industry**
- **2nd Mexican State with largest youth population growth**
- **Tuition in areas related to engineering is higher than 36,000 students per year.**



Where are we now

Non financial strategies and options for education

Evaluation of scholarship programs

Decentralized Public Institititon

18 years contributing to a more educated Guanajuato

Public policies for the economic support of education

We have manage to get fundraising cooperating with similar institutions

We provide resources to start or continue education

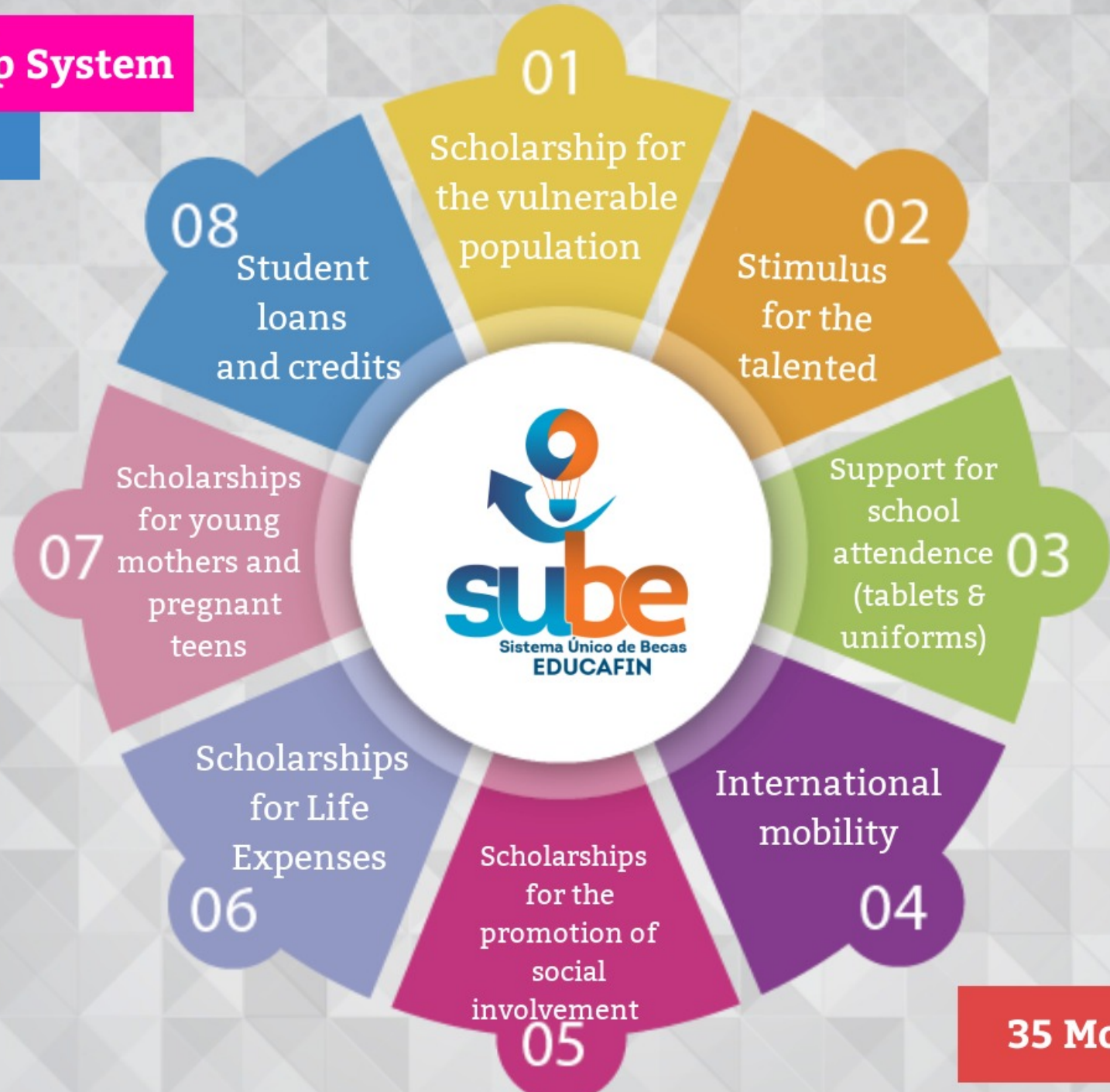
We have a Unique register of beneficiaries across the State

Promote social responsibility among our beneficiaries



Unique Scholarship System

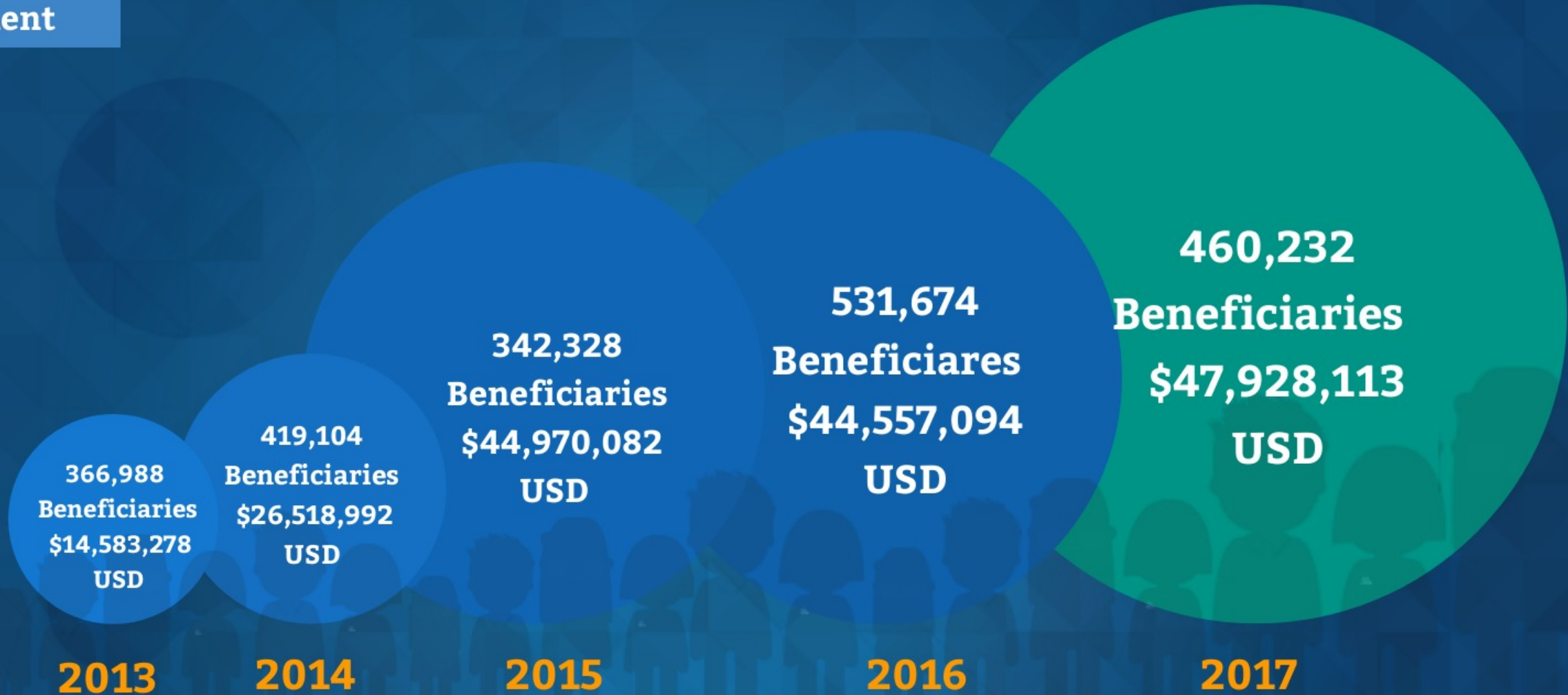
Where are we now



35 Modalities

Unique System of Scholarships (SUBE as a whole)

Investment



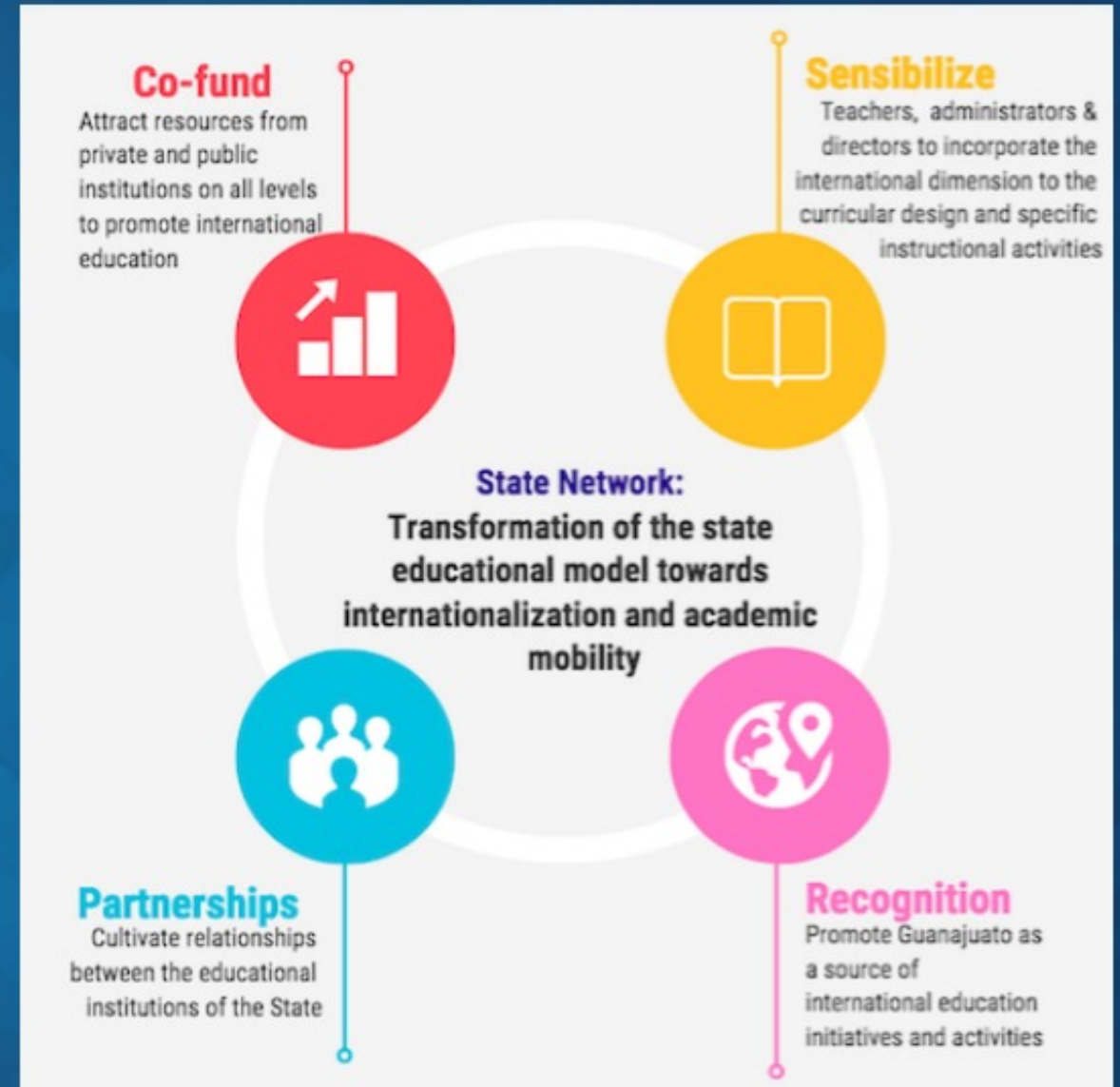


State internationalization and mobility

Study on Internationalization and Academic Mobility for Higher Education

Under the direction of EDUCAFIN, in collaboration with COEPES (State Commission for Higher Education Planning) and the Secretary of Education in the state; included the participation of 148 universities, 114 companies, 987 students and 213 teachers surveyed, in addition to interviews and focus groups.

It was also built with data from the national survey for international mobility, as well as statistical information on support for this kind of activities, provided by EDUCAFIN.



Challenges on student level

The study also showed that of the Students interviewed who had not yet participated in international mobility activities knew about programs and calls available at the state and federal level.



● Language proficiency

● Motivation

● Funding

● Work responsibilities

● Paperwork at home institution

Challenges on teachers level

Absence of English in the classroom & language proficiency

Only 10% of respondents mentioned teaching some of their courses in English, while 65% mentioned that they use reading materials in this language.

Numbers Don't Lie

It is the role of teachers as promoters of student mobility activities, it is their experience and contact with foreign actors and organizations

75% without international activities in the past 5 years



English as a second language: 62% of the respondents indicate that they are capable of holding a conversation in English, 19% say they do not speak another language and only 11% mentioned French as a second or third language.

Challenges on the HEI level



Not enough specialized staff



Lack of monetary resources, the year budget does not contemplate enough internationalization activities on campus or abroad.



Lack of agreements with international institutions in general, and often not strategic.

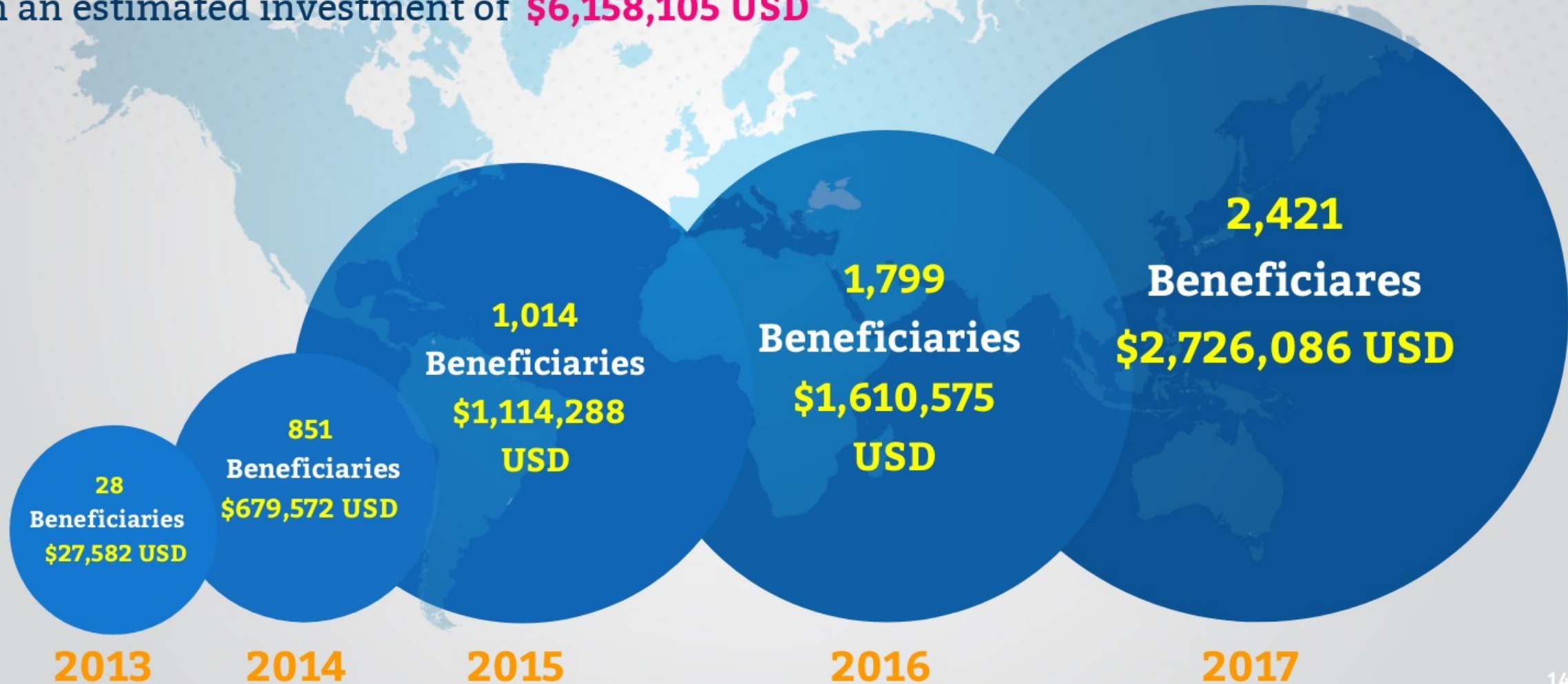


Difficulty to define objectives within the institutions for mobility initiatives



International education activities are often seen as a luxury, not a necessity.

During the current administration (2013-2017) we have contributed to international activities of over **6,113** students from Guanajuato, thru finance and scholarships for the attendance of conferences, seminars and studies abroad in **50 different countries**, with an estimated investment of **\$6,158,105 USD**



Our Investment for 2018

2018

3,790
Beneficiaries
\$4,247,765
USD

2,421
Beneficiaries
\$2,726,086
USD

2017

Investment in Canada



2018

2,205

Beneficiarios

\$3,300,563

CAD

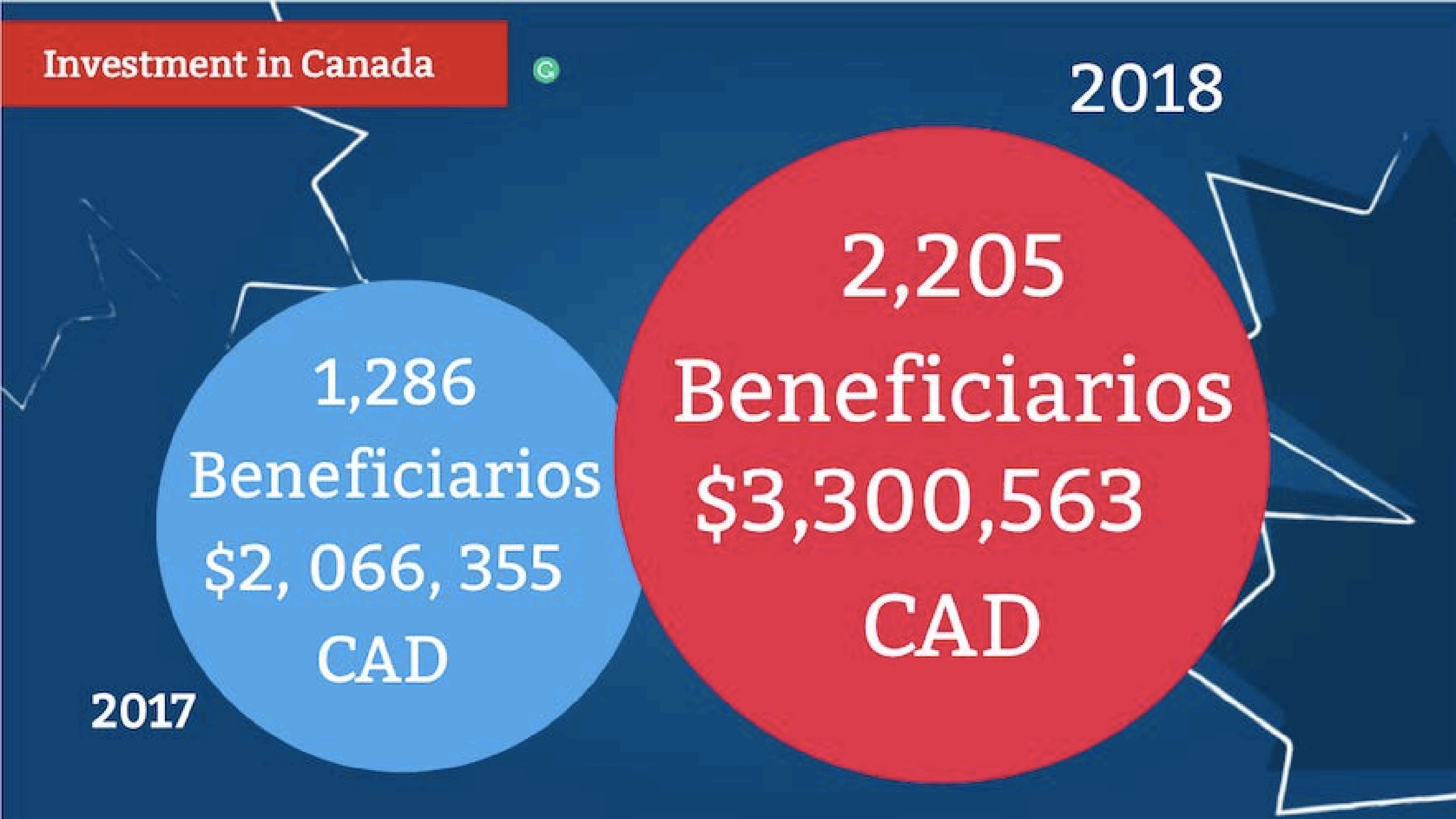
1,286

Beneficiarios

\$2,066,355

CAD

2017





Leaders in Canada- English

EDUCAFIN thru Algonquin College and the University of Toronto has 8-week programs of EAP to improve the communication (oral and written) for work and academic environment during the summer.

It also features a seminar for development of leadership skills with concepts, tools, and abilities needed to have effective leaders in the state.

Students also get volunteer experiences and accommodations with local families or at university dorms.



Leaders in Canada - French

EDUCAFIN thru Université Laval has an 10 week program of French as a Second Language to improve the communication (oral and written) for work and academic environments, along with multicultural activities and french immersion in the City of Quebec.

It also features a program for de development of leadeadership skills with concepts, tools and abilities needed to have efective leaders.

SES

love and



Leaders in Canada - Teachers

Train the trainers.

4 week program designed for teachers that wish to improve their teaching skills in English as a second language thru Lakehead University campus Orillia.

It combines theory and principles for language teaching, along with current methology for evaluation and technology for the classroom.



Leaders **IN** inglés ingeniería innovación

Participants receive a unique opportunity to improve their overall English language skills while experiencing Canada's most innovative university, the University of Waterloo.

The students will have the opportunity to experience one of the world's top 50 engineering schools and largest engineering faculty in Canada through planned tours, presentations and seminars while staying with Canadian families.

New



UNIVERSITY OF
WATERLOO

What is next for us?

Programs for Teachers



Initiatives for Mixed models of international programs: content delivered in Guanajuato and abroad for training and cultural immersion.

Attraction for joint scholarships & funds

Cooperation for promotion of opportunities for internationalization and academic mobility.



New partnerships for short programs (1-8 weeks) related to priority areas of development for students of the State

Automotive, Aerospace, STEM, International Trade & Global Skills, Agro, Sustainability and Clean Technologies



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Partnerships for Language Education Capacity-Building, Mobility and Internationalization

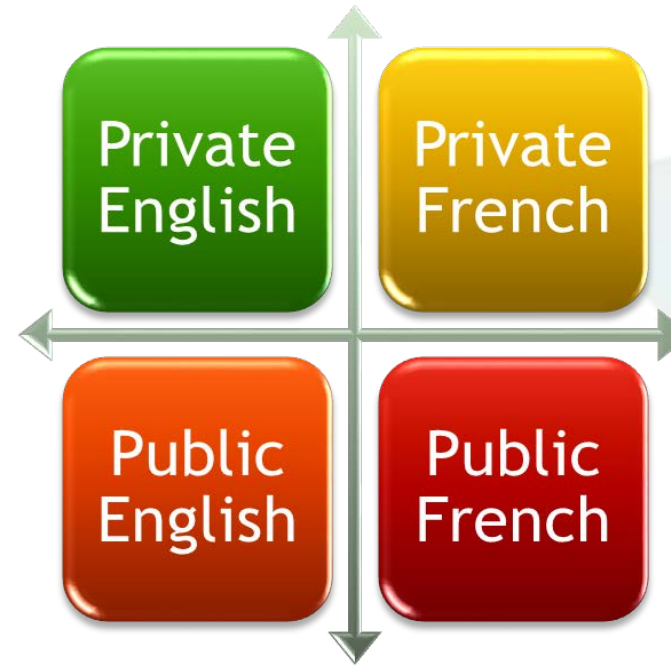
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Languages Canada - About Us

National, not-for-profit association representing more than 215 accredited English and French, public and private languages education programs.



Languages Canada student numbers in brief (2017)

- 149,379 students; approx. 10% growth from 2016. (Represents approx. 85% of language students in Canada.)
- 1,610,495 student weeks; approx 6% growth from 2016.
- 48,317 students bound for post-secondary studies.
- Top five source countries: Brazil (23,533), Japan (20,589), China (16,197), South Korea (15,040) and Mexico (12,780.)
- Number of students from Mexico jumped by over 40% since 2016, and has doubled in the last five years.
- Approx 6% of students in French programs (9402)

Languages Canada Annual Survey: www.languagescanada.ca/en/research



Languages Canada - Roles of the association

- Oversight of membership and quality assurance
- Advocacy - federal and provincial policies impacting international language students
- Research (e.g. Annual LC Survey)
- Community (annual conference; provincial chapters; CCIE)
- International Affairs - promotion to students; connecting members with agents; market intelligence; international partnerships

Accreditation and quality assurance

Quality Assurance Framework

- Student Services
- Teaching Staff
- Curriculum
- Marketing and Promotion
- Administration
- Student Admissions

Code of Conduct

- Emphasis on ethical practice

Independent accreditation

- Orion Assessment Canada (www.orioncan.com)

Student Protection

- **Education Completion Assurance Program™ (ECAP™):**
 - ✓ ECAP™ assures that every student registered at a Languages Canada member program will be able to complete his or her studies.
 - In case of school closure, students are transferred into a member program at no additional cost.
- **Student Education Assurance Fund™ (SEAF™):**
 - ✓ Developed as a complement to ECAP™ in case a placement under ECAP™ is not possible.
 - Funds from SEAF™ would be used to reimburse students who cannot complete their studies due to circumstances beyond their control.

Languages Canada - International Partnerships

What are “international partnerships” in language education?

- Institutional capacity-building for English and French language education delivery within public education systems;
- In-service professional development for language educators and administrators;
- Joint development of curriculum, methodological and pedagogical materials;
- In-bound mobility programs for English immersion and professional/ leadership development for students, teachers and administrators;
- Solutions for online language education.
- Language education as a catalyst and driver of Internationalization.

Languages Canada - International Partnerships

Federal and state governments, academic associations and institutions work with us because we are:

- The only national accreditation body in Canada for English and French language education, which serves as a stamp of quality assurance for international partners;
- A single point of contact for 215+ diverse language programs across Canada, with mechanisms to tap into needed expertise;
- An integral player in Canada's overall international education sector; able to make linkages and coordinate initiatives with other associations (e.g. CCIE), Canadian posts abroad, industry representatives, education agencies.

Languages Canada - International Partnerships

LC's international partnerships work is valuable to LC members because it:

- Diversifies their engagement with target markets beyond simply student recruitment;
- Results in agreements that open doors for individual members to sign contracts for services;
- Builds the brand of Canada, Languages Canada and participating members, increasing downstream student enrolment;
- Allows their highly qualified staff to build professional networks, share good practices and engage in interesting overseas teaching and learning opportunities;
- Supports the broader internationalization objectives of our public college and university members.

LC - Idiomas sem Fronteiras partnership

Languages Canada - MEC cooperation agreement signed
Nov 2015

Various joint events (e.g. language, education and workforce forums);
reciprocal participation in conferences; BCCC education forum;

Language policy support

Internationalization and mobility - a pilot project:

- Use language education as driver and catalyst for internationalization;
- Enhance two-way student mobility;
- Build capacity for English and French language education delivery in Brazil;
- Increase Portuguese language education opportunities for Canadian students,



LC - Idiomas sem Fronteiras pilot project

Three pilots to start:

Algonquin College - Universidade

Federal de Uberlandia

Dalhousie University - State University
of Sao Paulo (UNESP)

University of Ottawa - Federal

University of Rio de Janeiro



Mobility model:

Canadian university/college student
mobility experience in Brazil, involving:

1. Academic study and/or research
placement in students' academic
discipline +
2. Language education
support/capacity-building

Brazilian language teacher mobility
experience to Canada for research,
professional development



Languages Canada - Paraná Fala Idiomas

Languages Canada - SETI cooperation agreement signed March 2017

Individual member contracts/partnerships (e.g. SMRT English, Trent University)

Professional development and internationalization mobility program for 7 PSE institutional coordinators this July, hosted by English School of Canada and Canada Homestay Network



Paraná Speaks English - Languages Canada co-funded scholarships - 12 students and 2 professors to 6 LC member programs across Canada in July-August 2018 for EFL courses - CCEL (Vancouver), GV Calgary (Calgary), ESC, UofToronto ELP (Toronto), ALI (Montreal), ECLC (Halifax) with partnership of Canada Homestay Network



Languages Canada - Paraná Fala Idiomas

Paraná Parle Français program launched March 2018

Three French LC member universities - McGill University, Université de Montréal (UdM), and Université du Québec à Montréal (UQAM)- working with 7 Paraná state universities to build capacity for the development and delivery of French Language education; building curriculum and equipping teachers and administrators from the ground up:



- Proficiency testing;
- Curriculum development,
- Teaching pedagogy and methodology;
- Professional development for FFL administrators and educators;
- Opportunities for use of French in real-life context



Languages Canada - Expanding partnerships in Brazil

This week in Brazil...

Cooperation Agreement with the Association of Rectors of Brazilian State and Municipal Universities (ABRUEM);

- Replicability of Paraná model...

Cooperation Agreement with State of Goiás

- English For All;
- *Goiás sem Fronteiras*

Languages Canada – State of Mexico

- Mobility pilot to send 129 senior students from the Escuelas Normales (teachers colleges) for four weeks of intensive EFL + supplemental immersion experience in Canada in spring 2018;
- Languages Canada launched a call for proposals to members; 27 comprehensive proposals received from private, college and university members all across Canada;
- Program was postponed due to funding cuts, BUT the process was very successful.

Languages Canada - Guanajuato (EDUCAFIN)

MOU signed in June 2017, coupled with roundtable with LC members.

EDUCATIC conference (León, Oct 2017)
professional development workshops for 400+ EFL educators

Mobility programs with LC members

- Algonquin College
- Lakehead University
- University of Toronto ELP



Languages Canada - Guanajuato (EDUCAFIN)

Coming soon...

EDUCAFIN – Languages Canada scholarship program

Launch of call to LC members for up to **45** co-funded scholarships for fall/winter 2018-19





Thank You!
Merci!

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