

One association for Canada?

Two language schools' associations in Canada are to unite and become one representative association working for all sectors in the industry. The Council of Second Language Programs in Canada (CSLPC), which represents language teaching programmes at colleges and universities, had been in discussion with other groups regarding its plans for one cross-sector group (see *Language Travel Magazine*, July 2003, page 5). Now, it has been announced that the Private English Language Schools Association (Pelsa) has joined CSLPC.

Craig Stusiak, Liaison Officer at CSLPC and President of Pelsa, told *Language Travel Magazine*, 'Pelsa will still exist as an independent association, but the membership will work hard as

Council members to build a strong cross-sector body.' He added that in the future, CSLPC would consider 'a rebranding to reflect the needs of the membership... and ensure Canadian English and French programmes represented are clearly defined and recognised internationally.'

Other privately-run English language schools in Canada are also being invited to join the new super-association. However Jay Jamieson, Executive Director of CSLPC, said that progress was tempered by the association's strict adherence to quality standards. 'We are proceeding cautiously as quality assurance and standards are critical,' he said. It was the two-year process of overhauling CSLPC's own standards that led to the association's initial decision to offer member-

ship to other schools and associations in Canada.

'We feel that one strong voice is more likely to be heard by all stakeholders - government agencies, international organisations and students,' said Jamieson. 'Canada's image will be improved internationally with a common voice [promoting] the benefits of the high quality programmes in Canada, with less of a perception of [the industry] being fragmented.'

Canada is the second country this year to see organic growth among national associations to spawn cross-sector associations representing a substantial number of quality providers in a country. Earlier this year, Arels and Baselt in the UK announced their intentions to join forces and form English UK (see page 33). □

Sars fallout hits Canada hard

REPORTS in the press in Canada indicate that the summer season for English language teaching almost dried up this year, as Asian students stayed away from Canada because of fears over Severe Acute Respiratory Syndrome (Sars). Language schools around the country reported a significant loss of revenue, despite the fact that most reported cases of Sars were limited to Ontario.

Some school districts that run annual summer programmes were forced to abandon them this year, as school tour groups from Asia simply cancelled their plans. Marg Davis, from the International Public Secondary Education Association in British Columbia, told *The Province* newspaper that most school districts in the province had closed summer programmes. Business had 'just been decimated this year, and Sars seems to be the main reason', she said. The Vancouver School Board also reported no summer groups.

However, at the time of going to press, some schools told *Language Travel Magazine* that bookings were already beginning to return for the autumn, and according to one newspaper report, high school enrolments, starting in the autumn, had not been affected at many institutions.

Gayle Forler of Language Studies Canada (LSC), which has four schools in the country, said, 'Sars has had a big impact on our industry and every other tourist industry in Toronto. We were fortunate that most of our Sars cancellations transferred to another LSC school. The great news is that they are already transferring back.'

Meanwhile, CEC Network, which promotes Canadian education around the world, launched 'major reputation recovery campaigns' in key markets. For example, adverts were taken out in China to assert that Canada's visa policy remained unchanged, and promote Toronto as a safe study destination. □

Currency

1xUS\$ =currency*

Argentinean	Pesos	2.756
Australian	Dollar	1.527
Brazilian	Real	2.859
British	Pound	0.613
Bulgarian	Leva	1.718
Canadian	Dollar	1.375
Chilean	Pesos	698.94
Chinese (PR)	Yuan	8.277
Czech	Koruny	27.91
Danish	Kroner	6.571
Egyptian	Pound	6.055
EU	Euro	0.883
Hong Kong	Dollar	7.798
Hungarian	Forint	232.22
Icelandic	Kronur	77.612
Indonesian	Rupiah	8,344.1
Israeli	New Shekels	4.316
Japanese	Yen	117.81
Maltese	Lira	0.408
Mexican	Peso	10.483
New Zealand	Dollar	1.706
Norwegian	Kroner	7.321
Polish	Zloty	3.932
Russian	Rubles	30.370
Singaporean	Dollar	1.744
Slovakian	Koruny	36.733
South African	Rand	7.622
South Korean	Won	1,180.2
Swedish	Krona	8.086
Swiss	Franc	1.366
Taiwanese	NT Dollar	34.857
Thai	Baht	41.685
Turkish	Lira	1,411,904.9
Venezuelan	Bolivar	1,596.0

*Rates are subject to change and should be used as indications only. 09/07/03

Overseas students to be first in line for US visas

FOLLOWING pressure from the international education community, the US Department of State has advised all its overseas visa offices to prioritise students, professors and researchers in the waiting list for visa interviews.

Since August 1 this year, the State Department has required most visa applicants to attend an interview in person, a change in procedure which was ushered in by Secretary of State, Colin Powell, and caused alarm among teaching institutions in the USA. Powell's message to US embassies and consular offices in May acknowledged, 'The Bureau of Consular Affairs... expects and accepts that many [visa issuing] posts will face processing backlogs for the indefinite future'.

The presidents of four different organisations representing the international education industry wrote a letter to Powell urging him to postpone the new rule or at least delay the requirement until additional resources could be found to cope with the backlog. They applauded the news that foreign students will be prioritised.

Nils Hasselmo, President of the Association of American Universities, commented that the Department of State had 'listened to the concerns that the higher education community has expressed'. The main concern expressed by the four signatories was that students would not be able to start the new term in time.

Meanwhile, efforts to make the visa system watertight have also led to high profile arrests of school officials involved in visa fraud, and students and professors suspected of terrorist connections in the USA. The new Bureau of Immigration and Customs Enforcement has also doubled the number of its agents to 5,500.

It has been revealed, however, that of 62 indictments for international terrorism recorded in New Jersey last year, 60 of these were actually Toefl test cheats. Terrorism statistics are being overstated and confused with general visa fraud, according to the *Chronicle of Higher Education*. Education providers argue that such news is not conducive to students' adaptation in the country. □

Drop in student numbers forecast in USA

INTERNATIONAL student numbers at US language schools will have dropped significantly this summer, when compared with 2001 and 2002 figures, according to the results of a survey taken by the American Association of Intensive English Programs (AAIEP) and the Institute of International Education (IIE).

A 'flash survey' of AAIEP members was conducted in May, with institutions asked to predict expected enrolments for the 2003 summer season. The results from 163 members reveal that student numbers are expected to be 19 per cent down on 2002 numbers and 30.5 per cent down since 2001. The survey was conducted in response to concerns about a drop in summer language programme enrolments since the summer of 2001, prior to September 11, and the subsequent tightening of the visa issuing system.

In the report about the findings, published by IIE, comments from anonymous sources included, 'We do not see even half the number of applications that we would have at this time for summer and next fall'. Particularly badly affected were the Middle Eastern, Brazilian and Colombian markets, according to sources. Visa delays and denials were attributed to be the main cause of the downturn in the USA, with concern about Sars and internal problems in Colombia and Venezuela also affecting demand.

Peter Thomas, Past President of AAIEP, said the findings signalled problems for other education sectors, as colleges and universities often accepted students who would enrol for a Toefl programme first. 'The peak season for English programmes is the summer, which is why [the results are] so significant,' he said. □

Evendine College in the UK closes all its schools

A LANGUAGE school chain in London, UK, closed down unexpectedly in June, leaving many students without accommodation or lessons to go to.

The shock closure of Evendine College happened while the school was reported to be under investigation by the Home Office. Allegations appeared in a local London newspaper that the schools were enrolling students even if some of them said they planned to work and would not be able to attend lessons.

Students were reported to find the schools locked one morning, while teachers were told by letter



Students read messages left on one school door

not to come to work, according to the *Evening Standard* newspaper.

One agency, Language Academy London, set up a website for concerned students offering placements on an alternative programme offered by Malvern House College, which is accredited by the British Council. The programme, which has limited availability, includes some weeks of free tuition depending on the number of weeks of tuition lost.

Tony Millns at Arels commented, '[We] urge reputable agents to have no dealings with... non-accredited organisations.' □

Calendar

MEI-Relsa Agent Workshop

Date: 1 September
Venue: Co. Clare, Ireland
Contact: Gillian Nother, MEI-Relsa
17 Lower Camden Street
Dublin 2, Ireland
Tel: +353 126 53122
Fax: +353 147 53088
Email: info@mei.ie

Language Parade 2003

Date: 5-7 September
Venue: Budapest, Hungary
Contact: Robert Goldmann
c/o PO Box 435, Budapest 62
H-1395 Hungary
Tel: +36 126 95489
Fax: +36 130 22863
Email: lingvisit@lingvisit.hu

International Educational Fair

Date: 8 September
Venue: Pusan, Korea
Contact: Mansuk Bae, KAMC
422-30 Jangjeon 3 - Dong
Keumjeong-Ku, Pusan
609-840, Korea
Tel: +82 51517 7340
Fax: +82 51517 7341
Email: kamac@korea.com

15th Annual Conference of the EAIE

Date: 10-13 September
Venue: Vienna, Austria
Contact: EAIE, PO Box 11189,
Amsterdam, 1001
The Netherlands
Tel: +31 205 254999
Fax: +31 205 254998
Email: eaie@eaie.nl

Expo Brazil Roadshow

Date: 11-19 September
Venue: Porto Alegre, Curitiba, Belo Horizonte, Campinas, Sao Paulo - Brazil
Contact: Daniel Ripple, FPP
Front Page Promotions Media,
7421 Frankford Road #1236,
Dallas, TX, 75252, USA
Tel: +1 972 334 0950
Fax: +1 972 334 0731
Email: daniel@fppmedia.com

ICEA Agent Workshop

Date: 20 September
Venue: Sao Paulo, Brazil
Contact: FPP (as above)

Expo Latin America Roadshow

Date: 22 September
Venue: Buenos Aires, Argentina
Date: 24 September
Venue: Mexico City, Mexico
Contact: FPP (as above)

Expo Estudiate

Date: 13-25 September
Venue: various, Central & Latin America
Contact: Rupert Merrick,
C&S Associadas
Alameda Santos,
Sao Paulo, 1470, Brazil
Tel: +55 112896599
Fax: +55 112510251
Email: rupertmerrick@csassociadas.com.br

Fedele Workshop

Date: 18-23 September
Venue: Valencia, Spain
Contact: Astrid Verlot,
Centro Internacional de Turismo de Andalucía
C.N. 340, Km 189,6
Marbella, 29600, Spain
Tel: +34 952 834 782
Email: info@fedelespain.com

Foreign Languages PLUS

Date: 18-21 September
Venue: Moscow, Russia

Date: 27-28 September
Venue: St Petersburg, Russia
Contact: BKC International House
Moscow, Starovagankovskiy
per, 15, office 5 Moscow
121019, Russia
Tel: +7 095 967 6700
Fax: +7 095 737 6579
Email: plus@study.ru

Scope on the Globe

Date: 9-11 October
Venue: Utrecht, Netherlands
Contact: Aromedia Events,
Postbus 90510, Amsterdam,
1006, Netherlands
Tel: +31 206 646127
Fax: +31 206 646168
Email: scope@aromedia.nl

International Education Fair

Date: 11-12 October
Venue: Taipei, Taiwan
Contact: Albert Lee, Tosa, Room 1122
No. 15 Fuhsing Rd
Taipei, ROC 105, Taiwan
Tel: +886 277 39330
Fax: +886 277 39481
Email: info@tosa.org.tw

WYSTC 2003

Date: 12-18 October
Venue: Pattaya, Thailand
Contact: Peter Kruyt, WYSTC
Bredgade 25H
Copenhagen, 1260
Denmark
Tel: +45 339 39620
Fax: +45 339 35646
Email: mailbox@wystc.org

The Alphe Asia Workshop

Date: 19-21 October
Venue: Phuket, Thailand
Contact: Hothouse Media
11-15 Emerald St, London,
WC1N 3QL, UK
Tel: +44 207 440 4020
Fax: +44 207 440 4033
Email: matthew@hothousemedia.com

Salon "Education"

Date: 15-19 October
Venue: Namur, Belgium
Contact: People & Places sprl
Blvd Emile Bockstael 191
Brussels, 1020, Belgium
Tel: +32 242 32880
Fax: +32 242 32889
Email: info@saloneducation.be

CEAIE Annual Conference & Int. Forum on Education

Date: 18-19 October
Venue: Beijing, China
Date: 25-26 October
Venue: Shanghai, China
Contact: Fairlink Exhibition Services
Room 1155, Jingxin Building
A3 Dongsanhuan Beilu
Beijing, 100027, China
Tel: +86 1064660654
Fax: +86 1084510572
Email: fairlink@public.gb.com.cn

The Asia-Pacific Education Workshop

Date: 23-24 October
Venue: Shanghai, China
Contact: Karl Badde, Icef,
Am Hofgarten 9
Bonn, 53113, Germany
Tel: +49 228 201190
Fax: +49 228 2011944
Email: icefbonn@icef.com

Expolingua Portugal

Date: 23-25 October
Venue: Lisbon, Portugal
Contact: Goncalo Borges de Sousa
Rua da Esperanca, 4 - 2
Lisbon, 1200-657, Portugal
Tel: +351 213 966089
Fax: +351 213 966223
Email: info@expolingua.pt