

## EXECUTIVE COMMITMENT TO MULTICULTURALISM

Partnerships BC is committed to the Province of British Columbia's policy to carry on services and programs in a manner that is sensitive and responsive to the multicultural reality of British Columbia.

The company is dedicated to maintaining a professional workplace where individuals are treated with respect. In addition, Partnerships BC is committed to maintaining open access to its services and initiatives regardless of client's cultural background.

## HIGHLIGHTS OF INITIATIVES

No new policies and structures in support of multiculturalism were implemented in fiscal 2013/14. However, Partnerships BC continued its pre-existing policy of its programs, initiatives and internal hiring practices being inclusive and open to all eligible applicants and participants regardless of their cultural background.

# Private Career Training Institutions Agency

## MANDATE

The Private Career Training Institutions Agency (PCTIA) is pleased to present the 2013/2014 annual Report on Multiculturalism.

PCTIA is committed to building a welcoming and diverse organization where individuals are treated with respect.



The agency's mandate is to support quality education in British Columbia's private post-secondary career training sector through regulating standards and providing protection to students. This includes local and international students of all ethnic, cultural, and socio-economic backgrounds.

British Columbia is the most ethnically diverse province in Canada; and a highly desired study destination for thousands of international students each year. There were 48,015 students enrolled in private career training programs in British Columbia last year; 10,005 of which were international students.

The agency recognizes international students are an intrinsic component of British Columbia's post-secondary sector. International students bring with them traditions, experience and ideas that further enhance the rich cultural diversity of the province. Their presence enriches the province both socially and economically.

Many international students choose to stay in British Columbia upon completing their studies; further contributing to British Columbia's diversity with their knowledge, skills and training.

This report highlights initiatives that ensure staff are working in an inclusive environment and that student protection information is accessible to all current and prospective private post-secondary students in British Columbia.



## EXECUTIVE COMMITMENT TO MULTICULTURALISM

PCTIA promotes diversity and multiculturalism by ensuring information is accessible to all students, regardless of language barrier or cultural difference. In order to clearly explain PCTIA's role of student protection and the importance of attending a registered institution, an informational video was created in English, Punjabi, Korean and Mandarin. The videos are available on YouTube ([youtube.com/pctiavideos](https://youtube.com/pctiavideos)) and have been distributed via Twitter ([twitter.com/PCTIA](https://twitter.com/PCTIA)).

The institutions regulated by PCTIA are diverse in their programs and ownership. Some institutions run programs either partly or entirely in languages other than English (such as Punjabi, Hindi, French and Mandarin).

Private career training offers plenty of choice for local and international students. More than 2,931 programs offered by PCTIA registered institutions attract students from all walks of life.

### INCLUDED PROGRAMS

*Traditional Chinese Medicine, Freelance Make-Up Artist, Web Designer, Sushi Chef, Adventure Tourism, Yoga Teacher, Hotel Management, Audio Engineering, Auto Detailing, Baking & Pastry Arts, Beauty Therapy, Early Childhood Education, Visual Effects, Veterinary Assistant, Vegetarian Nutrition, Reflexology, Travel And Tourism, Advertising, Technical Diving Instructor, Modelling, Sports & Fitness Nutrition, Flight Attendant Preparation, Translation & Interpretation, Hair Design, Tourism/Hospitality Management, Social Media, Ski And Snowboard Instructor, Herbalist, Aromatherapy, Shiatsu, Float Pilot, Graphic & Digital Media Design, Guitar Building & Repair, Health Care, Heavy Equipment Operator, Hip Hop Production, Equine Studies and more.*

In 2013, Citizenship and Immigration Canada (CIC) announced new regulations for international students wishing to study in Canada.

The changes protect Canada's global reputation for high-quality education by reducing the potential for fraud or misuse of the international student program and improving services to genuine students.

PCTIA supports CIC's changes which will further encourage multiculturalism and diversity within the post-secondary education sector and enhance the overall experience of individuals wishing to study in British Columbia.

In 2013-14, Google Analytics results showed that besides Canada, the next highest numbers of visitors to the PCTIA website were from the US, India, Philippines, Brazil, China, South Korea, United Kingdom and Taiwan.

Language on the PCTIA website was simplified to be more accessible to a wider audience, particularly where English is a second language.

Both management and employees promote multiculturalism wherever possible. For example, a Mandarin-speaking staff member is taken on site visits to institutions with a high concentration of Mandarin-speakers. The staff member is able to address and translate important information for institution staff and students.

To further assist with potential language barriers, the agency accepts documents in languages other than English. Where multilingual staff are unable to translate, a translation service is used.

### **EMBRACING MULTICULTURALISM IN THE WORKPLACE**

Recruitment and selection practices are merit-based and qualifications, experience and expertise are considered regardless of ethnicity, culture or disabilities. However, to help reflect the sector, and where possible, PCTIA recruits employees with multiple language capabilities.

There are 13 languages other than English spoken by PCTIA staff including: Ukrainian, Polish, Punjabi, Korean, Hindi, Cantonese, Greek, German, Spanish, Japanese, Filipino, French and Mandarin.

Where appropriate, multilingual staff members assist reception staff when liaising with members of the public wishing to converse in a language other than English. The agency provides students with access to interpretation services when necessary, including American Sign Language.

Private Career Training Institutions Agency staff is committed to embracing multiculturalism and diversity. PCTIA is a place where individuals can work without discrimination.

As part of its student protection mandate, the agency continues to increase access to information for all current and prospective private post-secondary students in British Columbia.

