

2013 Agent Manual

EXPERIENCE THE HEART OF CANADA!



www.heartlandenglish.com

WINNIPEG . MANITOBA . CANADA

Warm Greetings from the Heartland Family

On June 1, 1999 Heartland opened its doors with a modest 3 classrooms. The first student started on June 16th and, with a warm and caring atmosphere for students, Heartland has been growing ever since.

We have now welcomed more than 2500 students from over 55 different countries to the school – a testament to the quality and reputation of our programs. Students know that at Heartland they are not only students, but they become a part of our extended family.

We look forward to supporting your agency to recruit students for Heartland. We have a continued commitment to our relationships with our agents and we will support our partners the best we can.

We look forward to welcoming your students in 2012 and providing them with an experience that they will never forget in the “Heart of Canada”!

The Heartland Family



"Teaching English is about connecting with people. The caring and committed teachers and staff at Heartland make the school the excellent learning environment that it is. As the school grows, we have an obligation to our customers, the students, to continue to provide as much personal attention as when we started with one student."

Gary Gervais
Founder and President

Winnipeg

“The Heart of Canada”

With a population of 715, 000, Winnipeg is one of the most livable cities in Canada and the world, making it the perfect destination for students to learn English. From our vibrant downtown, to our historic exchange district, our many cultural festivals, our vibrant arts scene and the exciting night-life, Winnipeg is one of the most diverse and exciting cities in North America. **Winnipeg is a premier destination with something to offer all students** including:

- One of the **most affordable and livable** cities in Canada
- **Safety** in one of the friendliest cities in Canada
- **Fewer international students** than other major cities in Canada
- **A diverse range** of shopping, restaurants, clubs and nightlife
- One of the **most vibrant arts scenes in Canada**, including art galleries, live music, theatre, and dance
- A variety of **recreational activities** and city parks nearby
- A short drive in all directions to the many lake regions that surround the city including one of **the top 10 beaches in all of Canada (Grand Beach)**

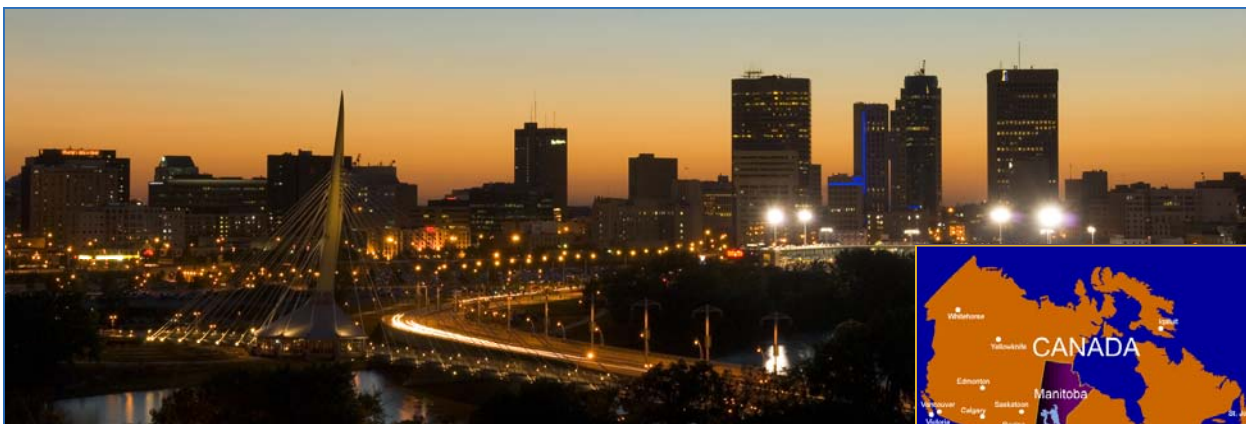


TOP 3 THINGS TO DO IN WINNIPEG

- Visit the famous Forks Marketplace and National Historic Site
- Walk around the Exchange District National Historic Site
- Attend one of the city's annual festivals, including Folklorama

POPULAR HEARTLAND ACTIVITIES

- Going camping for the weekend
- Watching a hockey, baseball or football game
- Ice skating on the Red River Trail



DID YOU KNOW...

- Winnipeg has 2,727 hours of clear skies on average per year, the highest of all Canadian cities.
- That Winnie the Pooh is named after Winnipeg and that the city has many tributes him.
- Winnipeg is home to the Canadian Museum of Human Rights which will open in 2012.
- Winnipeg is home to the world's longest ice skating river trail.

“Winnipeg
is one of the
friendliest
cities in all of
Canada”

At Heartland, we are dedicated to providing students with a world class learning experience...

Modern School Facilities

Heartland has bright and comfortable classrooms with a **capacity of 75 students** at any one time. We have **computers** and **wireless internet** throughout the building. We also have a **kitchen and eating area** for students along with a **media lounge** that has a big screen for students to relax in after class and watch videos and movies.



"I love you all. I've never thought that I would be so happy in this place. Thank you for teaching me, for being my friends."

Natalia Haidamus
Brazil



Our Approach to Student Learning

We strive to provide the best English as a Second Language training in Canada. We do this by having:

- *A comprehensive curriculum;*
- *professional & dedicated teachers and staff;*
- *modern, clean facilities and equipment;*
- *friendly and caring host families; and*
- *the perfect city for learning English.*

Student's First Day

We try to make all students feel comfortable and welcome at Heartland International English School. Here is what students can expect for their first day at Heartland:

8:45 a.m.	—	Students arrive at school
9:00—10:45 a.m.	—	Placement test (language level assessment)
10:45—11:00 a.m.	—	Break
11:00—12:00 p.m.	—	Student orientation (school information and tour of neighbourhood)
12:00—1:00 p.m.	—	Lunch break
1:00-3:00 p.m.	—	Students join classes based on their level
3:15—5:15 p.m.	—	IELTS Preparation (Super-Intensive Program only)

English Programs

General Information

Heartland's English Programs are comprehensive English as a Second Language (ESL) programs for international learners. Heartland offers ESL programs to suit your learning needs - from beginner to advanced levels. All courses have small classes for maximum student participation.

The Intensive English Program is a **flexible** ESL program focusing on **improving your English ability**.

- Start any Monday and study any length of time (from one week to one year, or longer)
- Classes Monday to Friday
- Part-time and full-time options available (Semi-Intensive 15 hrs/wk, Intensive 25 hrs/wk or Super-Intensive 33 hrs/wk)
- Basic to advanced level instruction with a focus on all skills: reading, writing, listening and speaking
- Students are placed in appropriate level based on the placement test on the first day of classes
- Small classes for maximum student participation -- Maximum 15 students, average 10-12 students per class
- Weekly activities organized to allow students to use their English in a variety of real situations outside of the school

Class Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Program		
9:00–12:00	Morning Class (multi-skill classes, based on level) Break 10:30 to 10:45					S e m i - i n t e n s i v e	I n t e n s i v e	S u p e r I n t e n s i v e
12:00-1:00	Lunch Break							
1:00-3:00	Reading	Listening	Writing	Speaking	Activity, Movie or Tutorial			
3:15-5:15	IELTS Preparation Class							

Study And Work Program

Heartland's Study and Work Program is an exciting opportunity for students to apply their classroom knowledge to a general work environment in a Canadian company. Students gain valuable work experience and have an opportunity to practice English and learn about Canadian culture.

Study and Work Program:

The Study and Work Program is comprised of classroom study with specific language training for the customer service industry. The work experience is an integral part of this program and mandatory for completion of the program. The Study and Work Program meets industry standards and the practicum hours make up less than or equal to 50% of the total program.

Program Requirements:

- Minimum Age : 18 years old
- Must study for a minimum of 24 weeks
- The length of work has to be equal to or less than your study period
- Student must obtain the student and work permit before entering the country

What we provide to the student:

- Resume & cover letter review and editing
- Interview skills preparation
- Resume faxing service
- Job search skills and techniques
- Assistance with job search, but cannot guarantee job placement

*** We do not charge a Placement Fee, its FREE!**



"In my internship I was able to design a promotional button for my company. I also prepared and applied a survey in Heartland to learn about environmental problems. The program was great because you learn English and working at the same time while getting to know the systems of Canada"

Elizabeth de Jesus Meza Carlos
Mexico



**Please enquire with a Heartland representative for more information about our Study and Work Program*

Group Tours : Your Access to Adventure

Come and visit one of the most vibrant cities in all of Canada, learn English and have the experience of a lifetime!

Heartland can arrange group tours and customized programs. We have done many summer and winter group tours for university and high school students. If you are interested in arranging a group tour, please contact us for pricing details and availability.

Customized Group Tours include:

English Instruction

Monday to Friday – 15 or 25 hours per week

Accommodations

Homestay (includes 3 meals per day – packed lunch on school days) or Residence options available

Activities (optional)

Afternoon activities – Monday to Fridays

Evening activities

Weekend trips and tours

Transportation

Activity transportation and airport transfers



SAMPLE GROUP TOUR ITINERARY (First week)

Day	Morning	Afternoon	Evening
Saturday	Arrival - Homestay Coordinator meets students at airport, takes them to the homestay and introduces the host family.		
Sunday	Spend the day with your homestay family		
	9am-12pm	1pm-3pm	Evening
Monday	Level test & orientation	Afternoon class / Exchange District tour	FREE TIME
Tuesday	Morning class	Afternoon class / Horseback riding	FREE TIME
Wednesday	Morning class	Afternoon class / Go-kart racing	Winnipeg Goldeyes baseball game
Thursday	Morning class	Afternoon class / Trip to the Forks Market	FREE TIME
Friday	Morning class	Manitoba Legislative Building tour	FREE TIME
Saturday	FREE TIME / Group activity (e.g. spend the day at Grand Beach)		
Sunday	Spend the day with your homestay family		



Activity Examples

- Horseback riding
- Museum tours
- Outdoor barbecues
- Riverboat tours
- Canoeing
- Watch sporting events
- Outdoor festivals
- Camping

Accommodations

HOMESTAY PROGRAM

Homestays enable you to live in a Canadian home. This allows you to learn English in a natural setting. It will also help you to adjust quickly and provide you with a better understanding of Canadian culture. This option can be very rewarding if you are open and willing to adjust to a new environment.

Homestays include: a private room, shared bathroom, 3 meals per day and free airport pickup.

OUR HOMESTAY PROMISE

- Each homestay is inspected and conforms to Heartland's high quality standards.
- Students are placed in homes according to their preferences and needs.
- Each family speaks English with students in their home.
- Homestays provide a private room with clean sheets and towels.
- Families provide food for breakfast, lunch and dinner daily.
- Homes are within a close and convenient bus ride to school.



"We accept students into our homes, and they become family. When they leave, we miss them a lot, but know we'll always stay in touch".

RESIDENCE OPTIONS

Living in a residence gives students the opportunity to live together with university students – enjoying more independence plus the chance to make new friends. It includes renting a room and purchasing a meal plan. Heartland does not have its own residence but has university and college partners that provide space for our students throughout the year. All residences are close to the school. The residences available are:

University of Winnipeg Residence (McFeetors Hall)

Recently opened in 2009, McFeetors Hall (below) is a brand new, modern residence with single and double dorms available.



William and Catherine Booth College

College residence located in city centre across from the University of Winnipeg, run by the Salvation Army. The residence is directly associated with the William and Catherine Booth College, a Christian College.



AIRPORT PICK UP SERVICE—FREE (If students stays in Heartland accommodations)

When you arrive in Winnipeg, you will be met by a friendly face at the airport. We are one of the only schools in Canada to offer **free airport pick up**. We will meet you at the airport and bring you safely to your accommodations. Look for the Heartland staff member holding a sign with your name on it and say "hello".

Activities

At Heartland we provide our students with a calendar of activities every month ranging from sightseeing to sporting events, concerts, barbecues, movies, dancing, nightclubs, bowling, and more! These activities are designed to give the students a chance to practice their English in real situations and provide the students with a well-rounded experience in Canada. Read more about some exciting activities below!

"There are tons of fun things to do in Winnipeg and outside the city"



SIGHTSEEING

In the city take a trip to the Forks Market, tour the Manitoba Legislature Building, go to the Winnipeg Art Gallery or take a walking tour of the historic Exchange District!



SPORTING EVENTS

Help to cheer on Winnipeg's professional sports teams the Winnipeg Goldeyes (baseball), the Winnipeg Jets (ice hockey) and the Winnipeg Blue Bombers (football). We also have our own sports activities including volleyball and soccer.



TRIPS & TOURS

We encourage our students to take advantage of the variety of nature activities just outside the city. Spend the weekend camping in the Whiteshell Provincial Park and experience canoeing, fishing and wildlife, or take a winter ski trip to Assessippi Ski Area and Resort.



Heartland Staff

Administrative Staff

Gary Gervais : President and Founder (B.A., L.L.B)

Gary is the President of Heartland and founded the school in 1999. He lived in Ehime-ken, Japan for three years teaching English on the JET Programme, which inspired him to open the school upon his return to Winnipeg.



Keira Bulloch : Director (B.Comm Hons.)

Keira is the Director of Heartland. She received her Bachelor of Commerce (Honours) from the University of Manitoba, majoring in both International Business and Marketing.



Yoshiko Watanabe : Accountant

Yoshiko is the accounting clerk at Heartland. She moved to Canada from Japan, and graduated from the Tourism Certificate Program and Accounting Certificate Program (honours) at Red River College in Winnipeg.



Teaching Staff



Stuart Schwartz : Academic Head and Teacher (B.A., M.A)

Stuart is a graduate of the universities of Manitoba and Toronto and obtained his Certificate in Teaching English as a Second Language (CTESL) from the University of Manitoba. He received his professional certification (Standard 1 [permanent]) from TESL Canada in 2007. He has been teaching at Heartland since 1999.



Carol Hutchinson-Peters : Teacher (B.A.)

Carol is a graduate of the University of Winnipeg majoring in English Literature. She taught English in Chile for nine years. She received her upgrade certificate in TESOL training from the University of Winnipeg in November 2008. She has been teaching at Heartland since 2001.



Melanie Hiebert: Teacher (B.A.)

Melanie is a graduate of the University of Winnipeg with a double major in Philosophy and Religious Studies, and obtained her Certificate in Teaching English as a Second Language (CTESL) from the University of Manitoba. She has taught overseas as well as locally, and has been teaching at Heartland since 2001.



Jeneen Tomko: Teacher (B.A.)

Jeneen is a graduate of the University of Manitoba with an advanced major in Linguistics and a major in Spanish. She obtained her Certificate in Teaching English as a Second Language (CTESL) from the University of Manitoba. She has been teaching at Heartland since April 2008.



"Thanks for the great experience I had an awesome time. Great school, students and teachers! The best teachers in the world and the greatest time I have ever had in school, Ill miss it"

Jana Karnatowski,
Germany



Heartland FAQ's

Who studies at Heartland?

At Heartland, we have a minimum age of 16 years old but most of our students are over 18. On average about 80% of our students are in their twenties. If you are interested in a school that has mature and like minded students, then Heartland is a great choice.



What are your homestay families like?

At Heartland we take great pride in making sure that each of our students has the best experience possible, which includes their homestay. Each one of our approved homestay families and their homes goes through a rigorous process which includes:

- An interview
- Personal home inspection
- Reference checks
- Criminal record checks

What is your nationality mix?

Last year, our breakdown was as follows:

Korean 22%
Japanese 15%
Saudi Arabian 12%
Brazilian 11%
Mexico 9%
Taiwanese 7%
Columbian 4%
German 3%
Swiss 3%
Other (25 Countries) 14%



One of Canada's most diverse nationality mixes!

How many students are there per class?

We allow a maximum of 15 students per class, but the average class size is 10-12 students. Our small classes allow for each student to participate and receive the teachers full attention.

I have never worked with you before, so how can I be sure Heartland is a quality school?

Our Promise to our agents and our students has been the same since the first student walked through our doors in 1999, *to strive to provide the best ESL training in Canada*. We have welcomed over 2500 students from 55 countries so our longevity proves our high quality standards. Additionally, we have been accredited by Languages Canada which is bestowed to only the top English schools in Canada!

Why should students choose Heartland?

Heartland is the ONLY private English school in Winnipeg. When we ask our students why they chose our school here is what they say:

- It is very high quality and very affordable for me
- I can focus on learning English in a smaller city
- My teachers are very experienced and are my friends
- It is a great school to improve your conversation skills
- Winnipeg is so great, there are so many fun things to do!
- **Heartland is a family and it feels like Home!**

What is the public transportation system?

Winnipeg has an efficient public bus system called Winnipeg Transit. Visit www.winnipegtransit.com for more information.



“ I have made so many friends at Heartland from all over the world”

Agent Information

Heartland International English School welcomes new agents. Since our operations began in 1999, we have welcomed international representation by reputable agents around the world. We recognize that many international students are best served through knowledgeable agents, and we encourage agent recruitment and representation.

Agent Support

Heartland's administrative staff are quick to respond to student and agent inquiries. We are proud to provide fast and helpful support to agents and strive to respond to requests and process applications within 2 business days. Furthermore, Heartland promotion materials can be downloaded for quick and easy reference on our website at www.heartlandenglish.com/agentresources.html. Heartland also helps keep agents informed about any news or changes at Heartland by issuing Agent E-newsletters throughout the year.

Commission

Heartland offers commission on tuition fees for all students the agent sends to Heartland. We offer further support to agents by providing timely responses to their inquiries, quick processing of applications, updated promotional material mail-outs, agent certificates, and e-newsletters. Heartland is also available to assist the agents with any other questions or concerns and can be reached at anytime.

Agreement

To represent Heartland, we require that agents sign an agent agreement. Both the agent and the Director of Heartland must sign the contract. The purpose of the contract is to give both parties a complete understanding of our working relationship.

Application Procedure

Once the agent has a student interested in attending Heartland International English School, the agent should have the student complete an application form for the school and return it to Heartland (either by mail, fax, or e-mail). Once the student's application has been processed, an acceptance letter and invoice stating the student fees will be sent to the agent. Student applications will be processed within 2 business days.

Submitting Payments to Heartland

Agents may make payment to Heartland by cheque, money order, Visa or MasterCard, or bank transfer:

TD Bank, TD Centre Branch
201 Portage Avenue
Winnipeg, Manitoba
R3C 2T2 Canada
Transit Number: 63307-004
Account Number: 0703-5282316
Swift Codes: TDOMCATTOR (Canada)
BOFAUS3NXXX (USA)



"We truly value each one of our trusted agent relationships"

School Policies

Attendance Policy

- Class hours are from 9:00 am to 3:00 pm. Students must be in their class by 9:15am at the latest. Students arriving after 9:15am must wait until the morning break to join the class.
- Classes take a break for 15 minutes each morning from 10:30 to 10:45 am. Students are expected to return to class promptly after the morning break.
- If a student misses more than 3 hours per week, he or she must meet with his or her teacher and the Director of the school.
- Lateness and absence can be excused if the student notifies the school beforehand and provides a reasonable excuse for the lateness or absence.

Break Policy

Students may take breaks while studying in the Intensive English Program at Heartland. To be eligible for a tuition credit or refund, students must:

- Notify the school at least 1-week in advance.
- Take a break for a minimum of 5 school days.
- Provide a reasonable excuse for taking a break.



Refund Policy

- All application fees, placement fees and bank fees are non-refundable.
- If a student authorization is denied, the school will refund all fees (except for application, placement and bank fees).
- If a student withdraws (or is dismissed) from the Intensive English Program after the start of his or her program, the school will refund 50% of the tuition fees that have been paid, but not used.
- To apply for a refund, the student must submit a written notice of withdrawal to the school. Please complete and submit a Refund Request Form at least 2 weeks in advance.
- Refunds owing to the students will be paid within 14 days of receiving written notification of withdrawal.

English-Only Policy

To create the best possible learning environment for students, we have an English-only policy at Heartland. This policy helps students improve their English quickly and makes students from all countries feel comfortable with each other.

English-Only Policy Rules:

- Students must only speak English at the school at all times.
- The punishment – If a student is caught speaking a language other than English she or he will be asked to leave the school immediately. The student will not be able to return for the remainder of the day.
- Repeat offenders may be dismissed from their program.

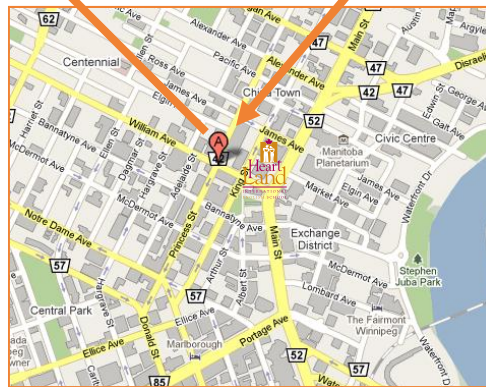
Medical Insurance Policy

It is **mandatory** that all students have medical insurance. Students with a valid study or work permit for 6 months or longer are eligible for free Manitoba Health coverage. Students with a visitor permit or staying under 6 months must purchase insurance. Insurance can be purchased from Heartland for \$2 per day. If insurance is not purchased from Heartland, the student must show proof of medical coverage.

Contact Information

Heartland International English School
294 William Ave (Corner of William Ave and Princess St.)
Winnipeg, Manitoba
Canada R3B 0R1

Telephone: 1 (204) 989-8448 Fax: 1 (204) 989-2232
E-mail: info@heartlandenglish.com
Website : www.heartlandenglish.com



Where you can find out more about Heartland...

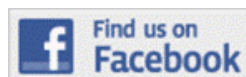
Hear about upcoming activities and talk to students at



SEE OUR VIDEOS AT

www.youtube.com/user/HeartlandEnglish

www.facebook.com/group.php?gid=8946751447



VIEW OUR ONLINE PHOTO GALLERY AT:

www.flickr.com/photos/heartlandenglishschool/

ACCREDITATIONS AND ORGANIZATIONS



Heartland 2013 Fee Schedule

TUITION FEES (CDN)				
ENGLISH PROGRAMS				
Program	<i>Semi-Intensive (Part-Time)</i>	<i>Intensive (Full-Time)</i>	<i>Super-Intensive (Full-Time)</i>	<i>IELTS Preparation (Part-Time, Mon-Thurs)</i>
Class Hours	9:00 am to 12:00 pm	9:00 am to 3:00 pm	9:00 am to 5:15 pm	3:15 pm to 5:15 pm
Hours per Week	15 hours	25 hours	33 hours	8 hours
PRICES PER WEEK				
1-3 weeks	\$230	\$285	\$365	\$135
4-24 weeks	\$210	\$265	\$335	\$130
25 +weeks	\$200	\$255	\$320	\$125
OTHER FEES				
Application Fee (Non-refundable)	\$100			
Materials	\$35			

HOMESTAY ACCOMMODATION	
HOMESTAY FEES	
Placement Fee (Non-refundable)	\$200
Homestay Fee (3 meals/day)	\$165/week
Custodianship Fee (Under 18)	\$100
Homestay Extra Night	\$30

OTHER FEES	
Airport Pick-up (when staying in a Heartland accommodation)	FREE
Airport Pick-up (when NOT staying in a Heartland accommodation)	\$50
Student Insurance	\$2/day
Courier Service	\$90

STUDENT RESIDENCE	
University of Winnipeg Residence (McFeetors Hall)	
Placement Fee (Non-refundable)	\$200
Security Deposit (Refundable)	\$350
Accommodation (Single or double dorm)	\$250/week
Mandatory Meal Plan (10 meals/week)	\$100/week
William and Catherine Booth College	
Placement Fee (Non-refundable)	\$200
Security Deposit (Refundable)	\$150
Accommodation (Single or double dorm)	\$75/week
Mandatory Meal Plan (10 meals/week)	\$87/week



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