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## NEWS RELEASE

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Ministry of Advanced Education and Labour Market  
Development

### **CANADA'S FIRST EDUCATION QUALITY BRAND LAUNCHED**

VICTORIA – A new Education Quality Assurance designation will give post-secondary students better tools to make informed decisions about where they study and promote British Columbia as an education destination of choice, announced Moira Stilwell, Minister for Advanced Education and Labour Market Development.

“British Columbia enjoys a strong reputation internationally for providing quality post-secondary education, and government is committed to ensuring students in B.C. continue to receive the best education experience possible,” said Stilwell. “The Education Quality Assurance brand will enhance our reputation by enabling both domestic and international students to readily see which post-secondary institutions, both public and private, are recognized as having met or exceeded government-recognized quality assurance standards.”

The Education Quality Assurance (EQA) designation is British Columbia’s – and Canada’s – first education brand or seal of quality. The EQA trademark will be used around the world to promote high-quality, reputable B.C. post-secondary institutions. It will be a standard trademark recognizable worldwide, and will reduce confusion caused by various quality assurance processes.

The EQA is a voluntary designation available to public and private post-secondary institutions that wish to apply. Eligibility is based on an institution having met government-recognized quality assurance standards, and on being in good standing with both the Ministry of Advanced Education and Labour Market Development and the applicable quality assurance bodies. Institutions can begin applying for EQA immediately.

“Our government is committed to protecting students, enhancing quality, and ensuring accountability at B.C.’s post-secondary institutions,” said Stilwell. “Though B.C. currently has many measures in place to ensure quality, we continue to build on our commitment to make B.C.’s post-secondary system shine in the global spotlight with this new EQA designation.”

The BC Council for International Education (BCCIE), an independent society, will administer the EQA designation on behalf of the government. It will provide international marketing and promotion of EQA designated institutions and encourage joint programming and other partnerships between B.C. post secondary institutions and those in other countries.

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“BCCIE is honoured to represent the important and varied international education interests of the province and of our diverse stakeholders,” said BCCIE board chair and Simon Fraser University president Dr. Michael Stevenson. “We deeply appreciate the strong support of the ministry and the provincial government for their investment in B.C.’s international education sector, as evidenced by the development and implementation of the B.C. Education Quality Assurance Designation.”

B.C. is one of the top destinations for international students in Canada, and attracts more on a per-capita basis than Ontario. It is estimated that British Columbia’s public and private education sector educational institutions host approximately 150,000 international students a year.

For more information on EQA, go to [www.bceqa.ca](http://www.bceqa.ca).

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