



Canadian Association of
Public Schools - International | Association canadienne des
écoles publiques - International

C315 - 440 Albert Street,
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Top 20 Benefits of Membership

1. As a national, non-profit association of 130 public school districts/provincial programs across all 10 provinces in Canada, CAPS-I provides unparalleled opportunities for information-sharing, networking, collaborative marketing and support.
2. CAPS-I is the recognized voice of the K-12 sector for international education and meets regularly with Immigration, Refugees and Citizenship Canada and Global Affairs Canada.
3. All members are profiled on the CAPS-I website at <https://caps-i.ca/education-in-canada/member-schools-list/> and programs that apply for Full Membership also receive a 1 page profile in CAPS-I's 120+ page printed Guidebook (updated annually) and are included on the Map of Schools at no additional cost. <https://caps-i.ca/resources/promotional-materials/>
4. CAPS-I conducts research to provide members with market intelligence and sector insights. In 2014, a 46 page research report "Market Outlook for Francophone, French Immersion and Bilingual Education Programs" was released to all member programs in both English and French. In March 2015, A Comparative Market Assessment of the K-12 Sector in Canada (151 pages) was published and released to all members.
5. CAPS-I regularly exhibits and presents at Agent Workshop events around the globe (5-8 times/year) promoting member programs and distributing CAPS-I's Guidebook, promotional posters, etc...
6. CAPS-I maintains a spreadsheet of all prospective agent representatives that the association has met with at various events around the globe. To date, information of over 2,000 agents is available to members.
7. CAPS-I has a 'global partnership agreement' with ICEF which requires any Canadian public school/board/district/division to be a CAPS-I member in order to participate in any of their agent workshop events around the globe. However, it also entitles CAPS-I members to discounted rates for the events.
8. CAPS-I continues to promote 'study in Canadian public schools' with great success through its social media tools which include Facebook, Twitter (@capsiacepi), YouTube (www.youtube.com/capsiacepi) and LinkedIn. The YouTube Channel features testimonials from students of 25 different countries and 1 video of each member program.
9. CAPS-I provides members with the opportunity to participate in joint ads in various popular print publications each year. Some of these publications are country-specific and others are broader in scope.





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10. CAPS-I has a “Critical Incident Response Guide: A Resource for the Support of International Students” which is provided to all members programs at no additional cost. It provides recommendations (specific to international students) for dealing with 14 different types of potential critical incidents and staying safe while travelling abroad.
11. CAPS-I offers a 3 day annual CAPS-I conference followed by the Annual General Meeting each year. In 2021, over 500 representatives from 80 member programs participated virtually in over 80 workshop sessions. Next year our conference will be held in Whistler, BC from May 17-19, 2022.
12. Each year, 30+ industry partners/service providers also attend CAPS-I’s annual conference and many provide discounted services to CAPS-I members.
13. Each year CAPS-I hosts missions to key or emerging markets around the globe. To date missions have been held in Germany, Turkey, Austria, Spain x2, Mexico x2, Brazil x2, China, Italy x2, Vietnam x2, Czech Republic, Ukraine, Kazakhstan and Thailand. In 2021-2022 missions are planned for China, Italy, Spain, Brazil and Scandinavia. These missions provide members with an opportunity to gain market intelligence, meet 1:1 with agent representatives and network with colleagues.
14. The CAPS-I website offers a password-protected Members Only section which hosts more than 100 documents/policies/forms, etc... shared by school districts from across the country. An excellent resource for programs in the early stages of development. The CAPS-I App is also an excellent resource and networking tool.
15. CAPS-I also has an App that members can download and use to access on their phones or tablets which provides easy access to important CAPS-I resources year round as well as conference information.
16. Members are kept informed of market intelligence and developments in the industry with regular email updates and a quarterly newsletter from the association.
17. CAPS-I facilitates the sharing of ‘cautions’ between members whether about an agent involved in poor business practices or a student dismissed from a program elsewhere in Canada.
18. Each year the CAPS-I brand becomes more well-recognized around the globe. As such, all members are provided with a CAPS-I table runner and tent card for use at promotional events to identify themselves as members of the association.
19. CAPS-I will soon launch a series of webinars to provide members with ongoing professional learning opportunities.
20. CAPS-I offers a formal Mentorship Program for new programs and staff new to established programs.

