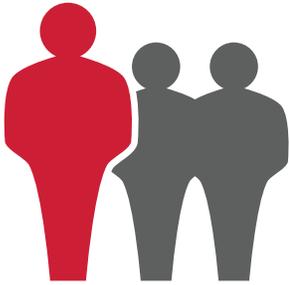


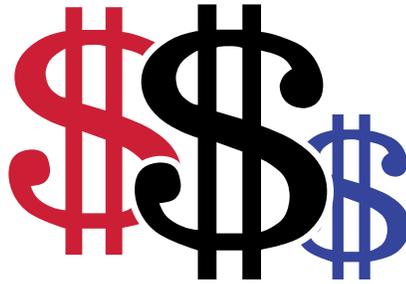
# ENJOY THE EMPLOYMENT BENEFITS OF BILINGUALISM

Canada's economy is increasingly a knowledge economy in a world of disappearing borders and intense international competition. Language skills are more important than ever in this context. Our linguistic duality is an important part of Canada's brand in the world. Our young people know the importance of speaking a second and even a third language, and want to learn.<sup>1</sup>

## EMPLOYERS WANT BILINGUAL STAFF



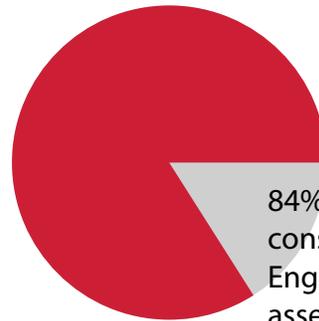
Employment rates in Canada are higher for those who speak both English and French (70%) than for those who speak only English or only French (about 60%)<sup>2</sup>



Bilingual employees earned about 10% more than English-speaking and 40% higher than French-speaking individuals.<sup>2</sup>

1/3

Nearly one third of all hiring managers contacted by CareerBuilder.com say they will recruit more bilingual employees.<sup>3</sup>



84% of employers surveyed considered knowledge of both English and French to be an asset or gave preference to English-French bilinguals.<sup>4</sup>

81%

of those who supervised bilingual employees considered them to be a valuable asset to their organizations.<sup>4</sup>

20%

of employers anticipated greater demand for bilingual staff.<sup>4</sup>



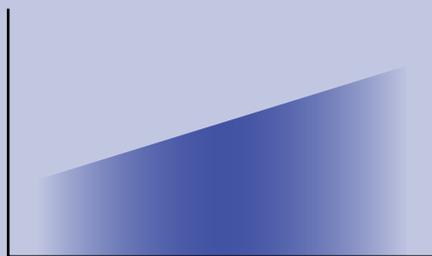
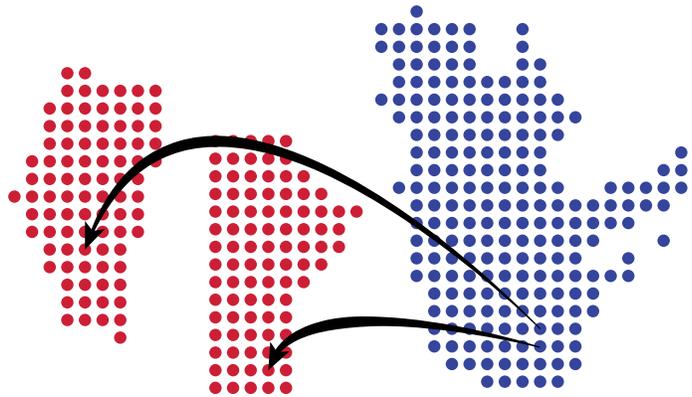
Recruiters see bilingualism as a sign of experience and education. When two employees have equal skills, companies are more likely to promote a bilingual employee.<sup>5</sup>

Bilinguals can find and change jobs more easily than those who speak only one language.<sup>5</sup>

1. Office of the Commissioner of Official Languages (2009 ) Two Languages, a World of Opportunities: Second Language Learning in Canada's Universities, Minister of Public Works and Government Services Canada, Ottawa [http://www.ocol-clo.gc.ca/sites/default/files/uni\\_e.pdf](http://www.ocol-clo.gc.ca/sites/default/files/uni_e.pdf)  
2. Statistics Canada (2006) Population Census of Canada, Government of Canada, Ottawa <https://www12.statcan.gc.ca/census-recensement/2006/index-eng.cfm>  
3. CareerBuilder.com  
4. IPSOS (2008) Survey of Supervisors of Bilingual Employees, Canadian Parents for French, Ottawa [http://cpf.ca/en/files/IpsosReid\\_FSL2008\\_E.pdf](http://cpf.ca/en/files/IpsosReid_FSL2008_E.pdf)  
5. Canadian Council of Chief Executives (2009) Bilingualism And Canada's Future In The Global Economy, Ottawa <http://www.ceocouncil.ca/publication/bilingualism-and-canadas-future-in-the-global-economy>

# STUDENTS WANT POST-SECONDARY OPPORTUNITIES

French-language institutions outside Quebec report that significant enrollment comes from English-language students studying in French — nearly 70% at Campus Saint-Jean in Alberta and about 30% at the Collège universitaire de Saint-Boniface in Manitoba.<sup>1</sup>



Enrollment in undergraduate French Immersion Programs at the University of Ottawa increased by about 60% between 2008 and 2013.<sup>1</sup>

The Ontario University Student Alliance supports French post-secondary programs and has proposed the creation of an Advisory Committee on Post-secondary Education with representatives from student groups, as well as experts from the public, private, and non-profit sectors.<sup>2</sup>

# 400

university students found the prospect of improved employment opportunities to be a compelling reason for pursuing post-secondary studies in French.<sup>3</sup>

Most students had no difficulty moving from high school French to university French, nor did they find the coursework too difficult. They were comfortable with their understanding of lectures and the required readings.<sup>3</sup>

**Please feel free to photocopy and distribute this infographic to anyone you feel would benefit from knowing about the advantages of FSL in the work place.**

1. Official Languages and Bilingualism Institute (2013) Annual Report, Ottawa <http://www.olbi.uottawa.ca/files/report-annual-en-2013.pdf>
2. Ontario University Student Alliance (2014) The Rise of French Immersion in Ontario – How Universities Are Not Keeping Up, Toronto <http://www.ousa.ca/2014/03/20/the-rise-of-french-immersion-in-ontario-how-universities-arent-keeping-up>
3. CPF (2005) Survey