

conceived as an institution that would build on distance education as a core philosophy and methodology. The University College of the Cariboo has built a comprehensive outreach strategy utilising interactive videoconferencing and web courses. Many other colleges and institutes across Canada have experience in TML at the local and provincial level.

4.4 THE TRAINING MARKET : PUBLIC AND PRIVATE SECTORS

4.4.1 The Public Sector

Since the Canadian Education System has many particularities, we suggest you this internet site for each province :



Department of Foreign Affairs and International Trade

Website : <http://www.dfait-maecj.gc.ca>

1. Main menu
2. Marketing Canadian Education
3. Provincial Education Links

- | | |
|------------------------|-------------------------|
| ✓ Alberta | ✓ British Columbia |
| ✓ Manitoba | ✓ New Brunswick |
| ✓ Newfoundland | ✓ Nova Scotia |
| ✓ Prince Edward Island | ✓ Quebec |
| ✓ Saskatchewan | ✓ Northwest Territories |
| ✓ Yukon | |

4.4.2. The Private Sector

The 'California syndrome' refers to the increasing unwillingness of baby boomers whose children have left school to subsidise public education through their taxes. Private institutions like those mentioned below have started filling the breach. The main cost-saving measure employed by private universities is year-round teaching, offering four-year program in two or three years. Students pay lower fees and start full-time employment earlier. A 1989 study at the University of Toronto showed that foregone earnings, after-tax, cost the average student more than four times as much as tuition