



**EVEREST**  
EDUCATIONAL SERVICES INC.

**Your Partner in Education**



# WHO WE ARE

We help international students find and succeed at the best post-secondary institutions to achieve their education goals in Canada.

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We start by partnering with institutions that have relevant programming, support students on their academic journey, and lead them on a path toward achieving their personal and professional goals. We are committed to finding the right fit for both students and our partner institutions, and ensure students are well-prepared and well-supported at all times.

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Founded in 2013, Everest Educational Services Inc. is a leader in student-centered recruitment to post-secondary institutions in Canada. Working only with Canadian partner institutions, we are known as committed, respectful, innovative, and successful partners in education. Our cohort approach to recruitment - complementary to our traditional recruitment approaches - is celebrated for meeting our partner institutions' recruitment goals, and helping our students succeed.

Our leadership team has over 60 years experience working directly in post-secondary institutions in teaching, administration, and leadership roles. Our offices are filled with relationship builders, experienced recruitment professionals, dedicated leaders, student-focussed counsellors, and detail-oriented administrators.

Our head office is located in Edmonton, Alberta and we have satellite offices in India and the UAE.

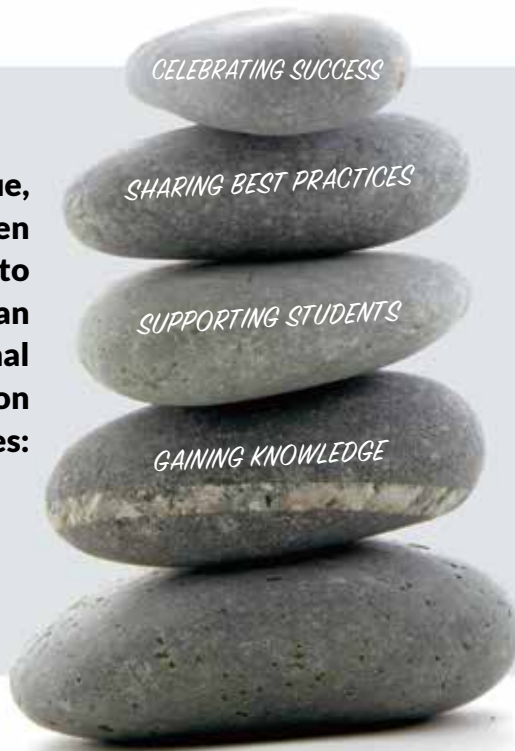
Everest's founders, Heena and Amit Jolly, came to Canada to pursue their education and are graduates of NAIT in Edmonton, Alberta. They pursued successful careers in accounting and in automotive leadership before setting up Everest Educational Services. Through their experiences working with agents and post-secondary institutions, they have gained a clear understanding of how the right students can be recruited for the appropriate post-secondary institution and what kind of supports are necessary for international students to be successful, both academically and socially.



**100% CANADIAN-OWNED  
AND OPERATED**

# PARTNERING FOR SUCCESS

**Our unique, proven approach to Canadian international education includes:**



Relationships, deep local knowledge, and collaboration are key to our success. We know our students, we know our team, and we know our post-secondary partners. We take a lot of time to understand the goals, needs, and profiles of each, and work thoughtfully and carefully to align the right students with the right program in the right institution and location.



Whether our partners want to recruit individual students or cohorts of students for a particular program, our collaborative process will help everyone achieve their goals. To support our partners, we have:

- In-depth knowledge of our partner institutions, programs, and communities
- A commitment to supporting strategic and recruitment goals
- Integrated recruitment approaches and tools
- A focus on ongoing communication, goal-setting, and program evaluation

## OUR VALUES



Student-centered



Professional



Knowledgeable



Innovative

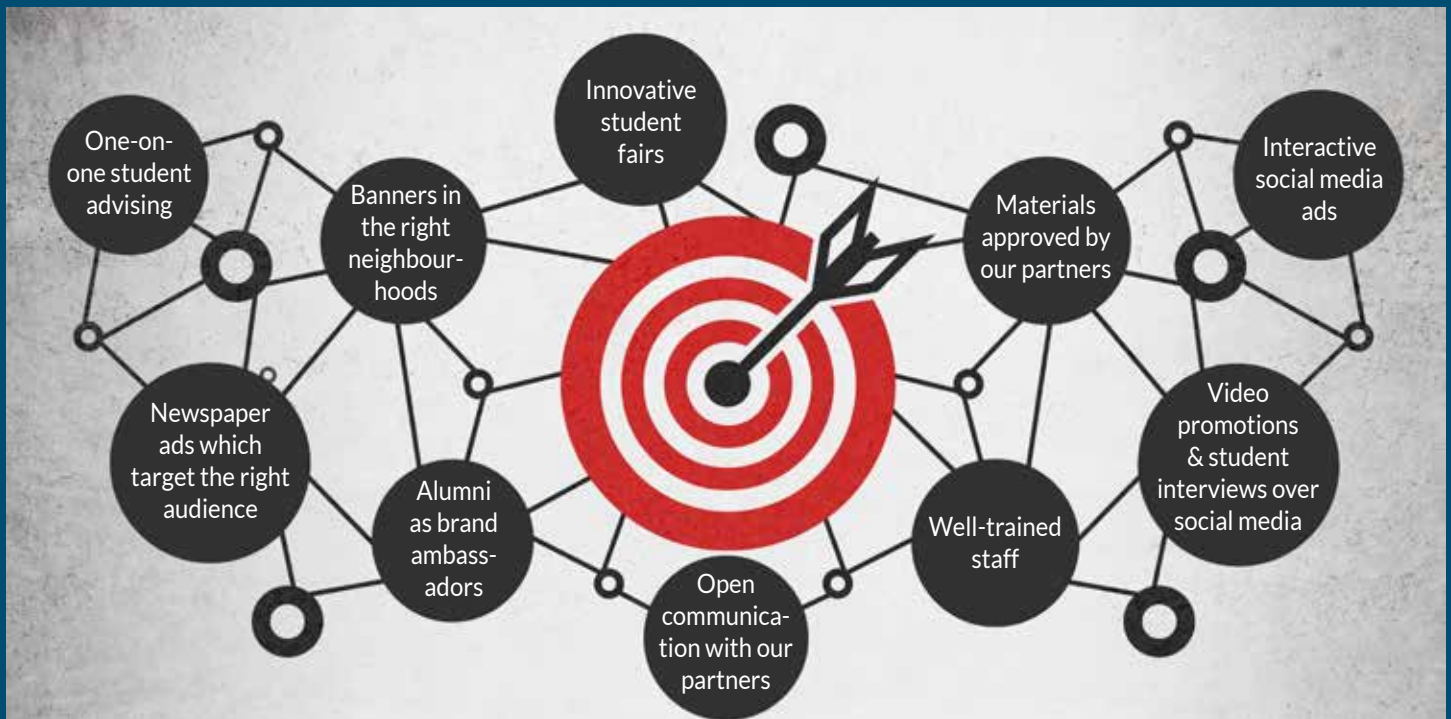


Collaborative

# RECRUITMENT

Universities and colleges in Canada recognize the financial, cultural, and educational value that international students bring to their campuses. As a direct result, most post-secondary institutions are now including international student recruitment as a strategic action in their strategic plans. Many institutions now see international students making up between 10% and 30% of their student body.

Everest Educational Services Inc. will help you find the best students for your programs through targeted marketing and active recruitment strategies. Some of our many recruitment activities include:



## OUR PARTNERS

We have partnered with some of Canada's top colleges and universities, with a wide range of academic programming to meet the needs and interests of our students. Building strong partnerships that are built on mutual respect and aligned goals is critical to our company.

- \*BCIT, BC
  - \*Bishops University, QC
  - Bow Valley College, AB
  - Concordia University of Edmonton, AB
  - Keyano College, AB
  - Lethbridge College, AB
  - MacEwan University, AB
  - Medicine Hat College, AB
  - Mount Royal University, AB
  - New York Institute of Technology, BC
  - NorQuest College, AB
  - Northern Lights College, BC
  - Olds College, AB
  - Red Deer Polytechnic, AB
  - SAIT, AB
  - \*Saskatchewan Polytechnic, SK
  - University of Alberta, AB
  - University of Calgary Continuing Education, AB
  - \*University of the Fraser Valley, BC
  - University of Lethbridge, AB
  - University of Regina, SK
  - \*University of Victoria Continuing Studies, BC
  - York University, ON
- \*New partners in 2022*

# THE RIGHT FIT

Helping students find the right “fit” is the foundation of our business. We believe that students need to find an institution that will meet their expectations, a program that will help them achieve their career goals, and a community that will welcome them.

Finding the right fit is a student-centred process undertaken by our experienced counsellors, many of whom have experience studying and living in Canada. Our counsellors find the best fit by:



Building the students' knowledge about locations in Canada.



Learning about their needs & expectations

Assisting with completing applications

Supporting them in their decisions

Celebrating students' successes

Sharing their experiences



All our services are  
**FREE**  
to our clients

90% of students are  
**APPROVED**  
for study permits

# COHORTS

A cohort is a group of students that is recruited to study in one particular academic program. Members of these cohorts are recruited by a single agent/educational provider.

Cohorts allow for larger-scale recruitment for a specific academic program. Selected academic programs usually provide good employment opportunities for students in their home country or prepare them for a future in the Canadian workforce. Institutions can use this as an opportunity to increase numbers in undersubscribed programs, create more spaces in popular programs to generate additional revenue, develop new academic programming, better utilize (costly) space, and build/support more institutional supports.

## Flexibility is a key driver of the cohort model:

- Cohorts may start on or off-cycle
- They can have a different course progression or schedule
- Additional / different admission requirements may be necessary
- Additional orientation programming may be implemented
- Programming may take place in non-traditional locations (off-site, in-person vs online, etc.)



## Benefits of the Everest cohort model:

- ✓ Bolster under-subscribed programming
- ✓ Support government initiatives and workforce demands
- ✓ Students commit to their academic program
- ✓ Allow for flexibility in program timing
- ✓ Allow for easier enrollment planning for a post-secondary institution as a set number of seats are set aside for a cohort

Since 2016  
**OVER 700**  
students have  
participated in  
Everest cohorts

+98% of  
cohort students  
**COMPLETE**  
their program of  
study



# ***EVEREST***

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