

**Ministry of Training,
Colleges and Universities**

Office of the Superintendent

Private Career Colleges Branch
9th Floor, Mowat Block
900 Bay Street
Toronto ON M7A 1L2

**Ministère de la Formation
et des Collèges et Universités**

Bureau du Surintendant

Direction des collèges
privés d'enseignement professionnel
9^e étage, édifice Mowat
900, rue Bay
Toronto ON M7A 1L2



RESTRAINING ORDER

**By email (info@excellenceineventeducation.com and
donna@excellenceineventeducation.com) and courier**

December 20, 2010

Donna Mary Margaret Curry and Rebecca Anne Wellum operating as Excellence
in Event Education
14068 CR43E
Finch, ON, K0C 1K0

and

193 Earnscliffe Circle
Brampton, ON, L6T 2B6

Dear Donna Mary Margaret Curry and Rebecca Anne Wellum:

This is a Restraining Order issued under s. 46(1) of the *Private Career Colleges Act, 2005* ("Act"). As the Superintendent of Private Career Colleges, I believe that Donna Mary Margaret Curry and Rebecca Anne Wellum operating as Excellence in Event Education ("the School") has contravened the Act and/or regulations, and I order the School to stop contravening the following provisions of the Act and/or regulations:

- advertising unapproved vocational programs that require approval, contrary to section 11 of the Act;
- holding yourself out as the operator of a private career college without being registered, contrary to section 7 of the Act; and
- offering unapproved vocational programs, contrary to section 8(1) of the Act.

Detailed reasons in support of my decision to issue this order are found in Schedule "A", attached. Failure to comply with this order may result in any or all of the following, further enforcement actions:

- Application for an order from the Superior Court of Justice;
- The issuance of further Administrative Monetary Penalties; and/or
- Prosecution for offences under the Act. Upon conviction by a court,
 - A corporation is subject to a fine of up to \$250,000;
 - An individual is subject to a fine of up to \$100,000, a prison term of up to one year, or both; and
 - An officer or director of a corporation who concurs in the commission of the offence, is subject to a fine of up to \$25,000, a prison term of up to one year, or both.

You must provide written confirmation signed by a person with authority to bind the School, together with all available supporting evidence, that the steps outlined below have been taken. This written confirmation must be delivered by **December 31, 2010** by registered mail or courier to my attention and confirm that you:

- Have stopped advertising an unregistered private career college and unapproved vocational programs that require approval;
- Have stopped holding yourself out as the operator of a private career college without being registered; and
- Have stopped offering unapproved vocational programs.

As noted above, the applicable legislation is the *Private Career Colleges Act, 2005* and the regulations made thereunder. The legislation and regulations are available at www.e-laws.gov.on.ca. If you are unable to access any relevant information on e-laws, you may contact our offices at (416) 314-0500 to request that a copy of the legislation and regulations be sent to you.

Pursuant to sections 49(2) and 49(6) of the Act, this order is published on the Ministry of Training, Colleges and Universities' website.

Kindly govern yourself accordingly,

ORIGINAL SIGNED BY

Noah Morris
Superintendent of Private Career Colleges

Schedule “A”

Detailed Reasons and Findings

The Superintendent has issued this order based on the following findings and supporting facts and evidence:

Contravention of section 11 of the Act – Restrictions on Advertising and Soliciting

Evidence present on the internet shows this school is advertising itself as a private career college, in contravention of subsection 11(1) of the Act.

On November 30, 2010, a Designate of the Superintendent of Private Career Colleges (“Designate”) reviewed the website belonging to the school (www.excellenceineventeducation.com). The website lists two locations for the school (14068 CR43E, Finch, ON, K0C 1K0 and 193 Earnscliffe Circle, Brampton, ON, L6T 2B6), a telephone number (1-877-748-4054), an email address (info@excellenceineventeducation.com) and an online form to be completed for prospective students to register for classes or more information. The bottom of the “Contacts” webpage states “Ministry of Education Registration Pending (Canada).”

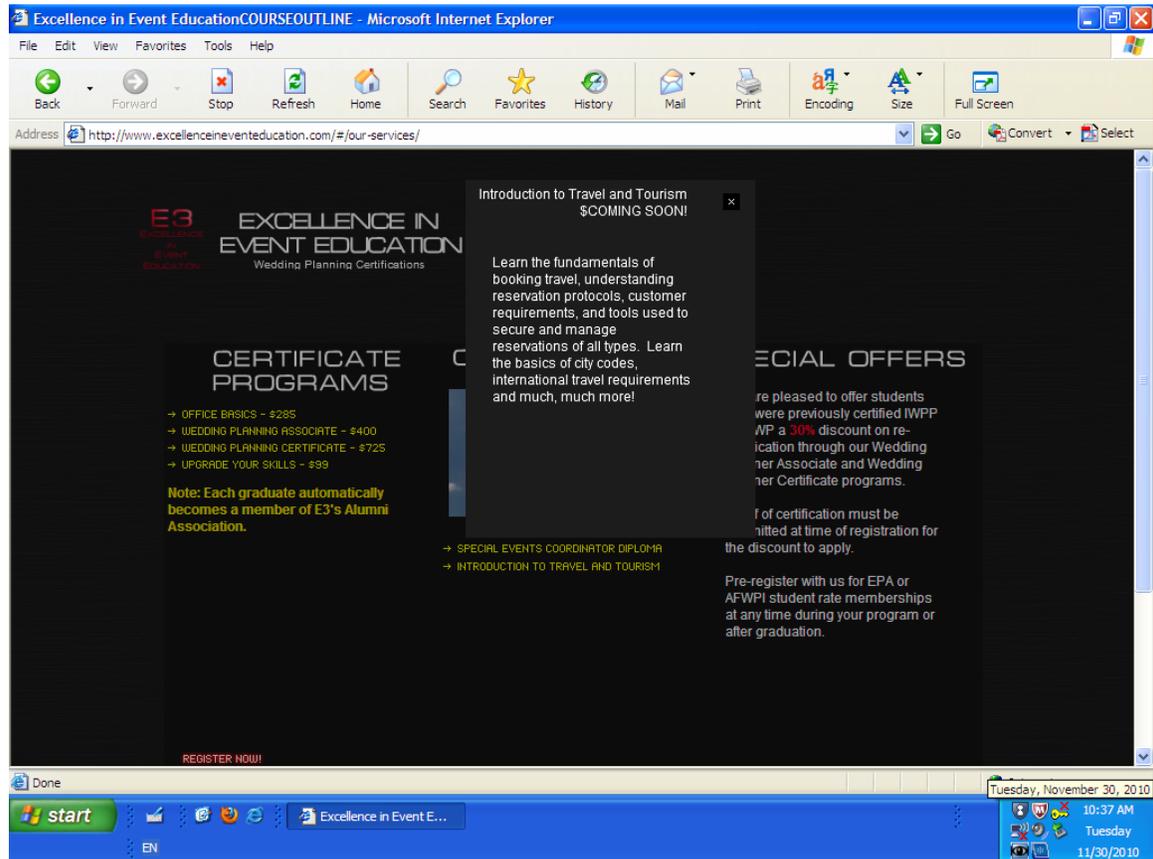
On November 30, 2010, a Designate viewed the website www.weddingwire.com which listed an event for the school on September 13, 2010 from 7:00 p.m. to 10:00 p.m. The School describes itself as a private college in Ontario, provides its telephone numbers (1-877-748-4054 or 1-613-448-4054), website address (<http://www.excellenceineventeducation.com>) and business hours (“Our regular business hours are Monday - Friday 9 – 5”) in the event advertisement. The advertisement also states: “Excellence In Event Education is a private college in Ontario, Canada.”

On her LinkedIn internet profile, Donna Curry is listed as both “President and Co-Owner at Excellence In Event Education” and “President/CEO/Facilitator at Excellence In Event Education.” Excellence in Event Education is described as an “Educational Institution; Higher Education industry” in her profile. Her summary states:

Highly skilled professional in Hospitality, Tourism, and Wedding & Event Planning Industry. Focused on offering training and instruction to corporations, professional associations, and individuals in all of the academic aspects of the industry...

There is also evidence on the website belonging to the School that the School is advertising unapproved vocational training programs, in contravention of subsection 11(2) of the Act. The screenshot, as viewed by the Designate on

November 30, 2010 includes a description of the Introduction to Travel and Tourism program. A screenshot is included below:



On September 3, 2010, Ms. Curry advised a Designate by email that the scheduled start date for the Travel and Tourism Certificate and Diploma Programs is November 1, 2010 and that the Designate could contact Ms. Curry directly at the end of September for further information about the program. Ms. Curry stated in her email: “Our Private International College is backed and supported by the following associations: Ministry of Education of Ontario, Canada (Approval Pending).”

On October 22, 2010, Ms. Curry further advised a Designate by email that the Travel and Tourism program was “...on track” and would begin on November 15, 2010. She advised the Designate that it was a diploma program and the Designate would have up to 24 months to complete the program.

On October 23, 2010, Ms. Curry further advised the Designate by email that the Travel and Tourism Diploma program costs \$1,015 Canadian dollars. Ms. Curry enclosed a registration form with her email.

On November 29, 2010, in order to ascertain whether the Travel and Tourism Program is a vocational program, a Designate telephoned the school at the

telephone number provided on the website belonging to the school (1-877-748-4054) and spoke to a male person. The male confirmed that the Designate had called Excellence in Event Education. The male advised the Designate that the person to speak to about the school's programs is Donna Curry, but that she was not presently there.

The Designate telephoned the school back later the same day and spoke to Donna Curry. The Designate asked Ms. Curry for additional details about the Introduction to Travel and Tourism program listed on the school's website. Ms. Curry provided the following information about the program:

- The program trains you to become a Travel Agent;
- You will learn all three software agent systems and this program is interlinked with the destination wedding planner program the school also offers, meaning you get more instruction if you take the Introduction to Travel and Tourism program;
- The program is online;
- You have up to two years to complete the program;
- The program costs \$1,200 Canadian dollars;
- Part of the "curriculum" involves attending a virtual classroom two nights per week for two hours each night (excluding the above program hours, 4 hours per week virtual classroom x 32 weeks = 128 hours duration);
- If you miss a virtual class, you can watch the recorded version;
- An internship is required as part of the program and takes two weeks of full time hours to complete (8 hours a day x 10 days = 80 hours); and
- If you do not have time to complete two hours per day, five days per week, it would take you longer than eight months to complete the program.

Based on the information provided to the Designate by Ms. Curry, a reasonable determination can be made that the total duration of the program is a minimum of 208 hours (128 virtual classroom hours + 80 internship hours).

Ms. Curry also told the Designate on November 29, 2010 that the program can be started right away and that she currently has students in the Introduction to Travel and Tourism program. The school offers a payment plan through paypal. You pay 50% of the program fees upfront, followed by 25% of the program fees in two separate transactions. Students are only given access to the midterm and final examinations once all program fees have been paid.

Ms. Curry told the Designate that you have contact with other students and can share information with other students through the school's blog. She stated that the school is there "24 7" and never leaves participants unattended. Under the description for "virtual classroom schedule" on the school's website, it specifies that there is an instructional portion of class time that students can log into their classes and submit questions, and that questions will be answered at the end of lessons.

Travel agent training corresponds to National Occupational Classification (NOC) code 6431 Travel Counsellors.

Based on the preceding information, Introduction to Travel and Tourism program fits the definition of vocational training requiring the approval of the Superintendent according to the Act. Since the school is not registered as a private career college and does not have approval of the Superintendent to deliver this program, advertising of same is prohibited in accordance with subsections 11 (1) & (2) of the Act.

Contravention of section 7 of the PCCA – Prohibition against operating a private career college

Based on evidence presented in this section, a Designate came to the reasonable belief that Ms. Curry is holding herself out as the operator of a private career college without being registered.

In email correspondence to a Designate dated September 3, 2010, Ms. Curry advised that she is the President for Excellence In Event Education and that she is happy to assist with any questions now or in the future.

On November 29, 2010, in order to ascertain whether the Travel and Tourism Program is a vocational program, a Designate telephoned the school at the telephone number provided on the website belonging to the school (1-877-748-4054) and spoke to a male person. The male confirmed that the Designate had called Excellence in Event Education. The male advised the Designate that the person to speak to about the school's programs is Donna Curry, but that she was not presently there.

On her LinkedIn profile, Donna Curry is listed as both "President and Co-Owner at Excellence In Event Education" and "President/CEO/Facilitator at Excellence In Event Education." Excellence in Event Education is described as an "Educational Institution; Higher Education industry" in her profile. Her summary states:

Highly skilled professional in Hospitality, Tourism, and Wedding & Event Planning Industry. Focused on offering training and instruction to corporations, professional associations, and individuals in all of the academic aspects of the industry...

During the telephone conversation with a Designate on November 29, 2010, Ms. Curry described the unapproved Introduction to Travel and Tourism program this school is currently offering and delivering to vocational students. That program is over 40 hours in duration at a cost exceeding \$1,000.

Under subsection 7(2) of the Act, no person shall hold themselves out as the operator of a private career college unless the person is registered. Based on the fact that Donna Curry identified herself as the President, CEO and Co-owner of the school and described the unapproved vocational program at the school, Donna Mary Margaret Curry and Rebecca Anne Wellum operating as Excellence in Event Education is in contravention of subsection 7(2) of the Act.

Contravention of section 8(1) of the Act – Prohibition against providing vocational programs

Based on the following evidence, a Designate came to the reasonable belief that this school is offering a vocational program for a fee without being registered as a private career college, in contravention of section 8(1) of the Act.

On September 3, 2010, Ms. Curry advised a Designate by email that the scheduled start date for the Travel and Tourism Certificate and Diploma Programs is November 1, 2010 and that the Designate could contact Ms. Curry directly at the end of September for further information about the program. Ms. Curry stated in her email: “Our Private International College is backed and supported by the following associations: Ministry of Education of Ontario, Canada (Approval Pending).”

On October 22, 2010, Ms. Curry further advised a Designate by email that the Travel and Tourism program was “...on track” and would begin on November 15, 2010. She advised the Designate that it was a diploma program and the Designate would have up to 24 months to complete the program.

On October 23, 2010, Ms. Curry further advised the Designate by email that the Travel and Tourism Diploma program costs \$1,015 Canadian dollars. Ms. Curry enclosed a registration form with her email, a strong indicator that she was offering the Designate the opportunity to register for the unapproved program.

On November 29, 2010, the Designate telephoned the school and spoke to Donna Curry. Ms. Currie specified that the program costs \$1,200 and trains you to become a Travel Agent. Based on the information provided to the Designate by Ms. Currie and as outlined in the previous section, the Designate formed a reasonable belief that the total duration of the program is a minimum of 208 hours (128 virtual classroom hours + 80 internship hours).

Ms. Curry also told the Designate on November 29, 2010 that the program can be started right away and that she currently has students in the Introduction to Travel and Tourism program. The school offers a payment plan through paypal. You pay 50% of the program fees upfront, followed by 25% of the program fees in two separate transactions. Students are only given access to the midterm and final examinations once all program fees have been paid.

Ms. Curry told the Designate that the school is there “24 7” and never leaves participants unattended.

This information demonstrates that the School is offering a vocational program for a fee without being registered and having the vocational program approved by the Superintendent, in contravention of section 8(1) of the Act.

BACKGROUND

i) Legal and Operating Names

An ONBIS search conducted on November 30, 2010 shows that Excellence in Event Education is a general partnership. The business name Excellence in Event Education was registered on January 8, 2010 and expires on January 1, 2015. Donna Mary Margaret Curry is listed as a registrant and partner at 14068 CR43E, Finch, ON K0C 1K0. Rebecca Anne Wellum is listed as a registrant and partner at 193 Earnscliffe Circle, Brampton, ON L6Y 2B6. Ms. Wellum authorized the registration. The principal place of business is listed as 193 Earnscliffe Circle, Brampton, ON L6Y 2B6.

ii) Previous Contact/Registration Details

The Private Career Colleges Branch (PCCB) became aware of this school when it pre-screened the following programs on July 31, 2010:

- Certified Wedding Planning Distance Educational program
- Certified Destination Wedding Event, and Special Event Planning Distance Educational Program
- Certified Specialist Event Planning Distance Educational Program
- Certified Wedding Planner Distance Education Program
- Office Skills for Today’s Economy Distance Educational Program

On September 2, 2010, a research analyst in the PCCB contacted the school by email and told Ms. Curry that the branch was in receipt of her pre-screening applications but was unable to respond to the first four programs specified in the list above because the Ministry is reviewing on-line/distance education programs. The research analyst explained to Ms. Curry that a Policy Directive would take affect in a few months, and that until such review had been completed, the analyst was unable to respond to the distance education programs which had been pre-screened. Ms. Curry was offered the choice to either have her school’s pre-screening applications rejected at that time and the opportunity to pre-screen the programs again once she has read the Policy Directive or keep her applications pending until the Policy Directive was available.

In that same email, Ms. Curry was advised that the school was not allowed to offer those programs as pre-screened until the school had received further information from the Ministry.

The same day, September 3, 2010, Ms. Curry, who identified herself as the President/CEO/Facilitator of Excellence in Event Education in her email, acknowledged receipt of the research analyst's email and stated:

...I would like to maintain my application, and I will follow each and every guideline that the Ministry [sic] is requesting. I will wait for their new rules and regulations about distance educational programs...

Further, on November 7, 2010, Ms. Curry emailed the research analyst to inquire whether there were any further developments with respect to "...the Ministries [sic] new ruling on distance/online educational programs..." and "...Also to let you know that we have and will continue to be on hold until the final decision has been reached from the Ministry." The research analyst confirmed the policy directive was still under review on November 8, 2010.

In an email dated November 12, 2010, the research analyst referred Ms. Curry to the Act and exemptions under the Act at www.ontario.ca/pcc to respond to her inquiry of November 11, 2010 as to what kind of changes could be made to the school's programs so that they could be offered. On November 12, 2010, Ms. Curry again stated that they would remain on hold until they heard back from the research analyst.

It should be noted that this school has not to date pre-screened the Introduction to Travel and Tourism Program, even though Ms. Curry is clearly aware of the pre-screening process for vocational programs and ongoing developments with respect to on-line/distance education programs.