



Procedure for Appointment of agents

Before an agent can be appointed, the College will, after appropriate initial due diligence, require the following steps to be completed:

☐ A standard Agent Pro-Forma form must be completed by the designated Bucks member of staff proposing the agent appointment. This form should provide detail of the agent's operation, including the number and location of branch offices, the number of staff employed, details of the other Agent recruitment and management institutions that the agent represents and information on the scale and nature of business that the agent expects to undertake with the College. The prospective agent should also provide bank references and consolidated accounts backdated by a minimum of three years. References will be requested from other institutions using the Agent Reference Request form.

☐ In countries, which have agency associations or other such regulatory bodies, or where education agents are properly licensed, the College will give preference to agents that demonstrate membership of (or can demonstrate an intention to join) such a body.

☐ In regions where the College has a Representative or Office, all new agent appointments should be referred to the Representative for comment and to verify credentials and claims. Agent agreements will require initial approval by the Director of Marketing and final approval of Principal responsible for International recruitment. Once the agent appointment has been approved, the agent shall be sent information about the Agent contract and relevant marketing collateral. Initial contact will also be made by the Recruitment Manager to welcome the agent on board, introduce the account manager and reaffirm the terms of business;

Ongoing Support of Agents and Recruitment staff will visit agents in their own country at least once per calendar year so that a full and proper assessment and review of the quality of the agent operation and services can be made.

Review will include a thorough assessment of the appropriateness of the agent's office facilities, the number and experience of the staff as well as the quality and accuracy of the services they are providing to students. This will be part of the annual review and reporting process. To ensure systems and processes are put in place that will both allow agents to submit applications electronically and to check on the status of their applications;

Introduce an Agent Portal that will give agents read-only access to the applications that they have submitted so that they can track and monitor the progress of these applications and keep their students fully informed; ☐ Ensure agents have a dedicated contact in the Recruitment who

acts as account manager; ☐ Ensure that the payment of agency commissions is transparent, agreed and simplified and is done in a timely and accurate manner. Work with agents, where



possible, in their own country to deliver joint promotional and information activities for students at key times in the recruitment cycle; ☐ Work with agents to provide pre-departure briefings for students, utilizing all media channels in ways that are of greatest benefit to the student.

☐ Introduce, where beneficial, pre-departure briefings online / through Skype or similar video conferencing facility into agent offices;

☐ Develop with each of the key agents a jointly agreed Business Plan that will outline each side's targets, commitments and expectations;

☐ Host an 'agents and partners conference' every two years. All agents will be expected to attend to share best practice and receive updates on the College and its curriculum.

Monitoring and Evaluating Performance

Account managers in the Recruitment team will be responsible for day-to-day transactional business with appointed agents and will be expected to report regularly on agent performance. The College will review agent performance on an ongoing basis and annually against the expectations laid out in the agency contract. An annual report will be compiled by the Recruitment team for review by the Director of Marketing and Principal.

☐ The College will undertake spot-checks on agent practice and activity to ensure the accuracy of advice and information. Where there is under-performance, mitigation will be required and undertaken as part of the ongoing review process. At the discretion of the College, any variance from the agent agreement that contravenes the College's responsibilities (where applicable), or any activity likely to bring the College into disrepute will result in the immediate termination of the agent's contract.

☐ Student feedback on agent services provided will also be taken into consideration. Where applicable, this will ensure that the College is able to discharge and execute its duties in accordance with the terms and conditions of Agreement.

☐ Full and relevant documentation will be produced for all other stakeholders to show how the College manages its agent appointment and monitoring processes. Where applicable, the agent's responsibilities are now included in the agent contract. Termination of Contracts and Dispute Resolution for all issues of dispute are to be referred in the first instance to the Director of Marketing & Recruitment. Where there is a serious concern that may affect the standing of the College, the issue will be immediately brought to Principal responsible for international recruitment.

☐ All contracts are time-limited when issued to a maximum of three years, and include clauses for immediate termination given by the agreement of both sides or in the case of a serious at the College's discretion for breach of trust, breach of compliance responsibilities or breach of the terms of the contract.



☐ All policies and procedures with regard to increasing turnaround and processing times and setting minimum response times are to be formalized and will be communicated accordingly.

Review

This procedure will be reviewed and updated annually by the Recruitment Manager in October to ensure continued alignment to any legislative changes introduced during the previous academic year.

Company Name for

Recruitment Agents

Marketing Director

Fintact College of Global Education

