



THE UNIVERSITY OF
WINCHESTER

**UNIVERSITY AGENTS POLICY
(RECRUITMENT AND RETENTION)
2014/15 – 2015/2016**

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| Summary/Description: | |
| This document defines the the criteria and procedures for appointing and managing Recruitment Agents for for applicants for taught undergraduate and postgraduate programme and postgraduate research programmes and associated sub-degree and pre-sessional programmes | |

RECRUITMENT AGENT POLICY 2014-15 - 2015/16

1. Introduction and Scope of the Policy

This Policy defines the the criteria and procedures for appointing and managing Recruitment Agents for for applicants for taught undergraduate and postgraduate courses and postgraduate research courses and associated sub-degree and pre-sessional courses.

Once selected, an agent will be provided with materials and training to promote the University and invited to submit students application to the University. The agent shall normally be offered a 2-year agency agreement including an International Agents Contractual Agreement.

The agent's work will be monitored throughout their contract and may be terminated at any time if the agent is found to be in breach of the terms of the contract.

2. Criteria for the appointment of an Agent

Applicants for the role of Recruitment Agent shall be expected to meet the following criteria:

Essential

- a) demonstrate a track record and a history of working with professional institutions;
- b) understand the Values of the University and have familiarised themselves with the courses offered by the University;
- c) supply references from at least two academic and/or professional institutions preferably at least one of which will be in a UK institution;

Desirable

- d) successful completion of the 'Agents Training Workshop' of the British Council.

3. Application and Selection Process

Step 1:

The agent must visit the University website and familiarise themselves with the courses on offer. The agent must ensure that they understand the Values of the University, as well as the courses portfolio, policies and guidelines. This understanding of the university will be assessed by the officers responsible for that market

Step 2:

The agent will send the University a completed Agent Application Form (applications forms can be obtained by emailing agent@winchester.ac.uk)

Step 3:

If the University wishes to consider the application further, the agent will be asked to supply references from other institutions (see 2c above) for whom they have successfully recruited.

Step 4:

If the University is satisfied with the agent's application, the agent will be offered a 2-year agency agreement:

- a) The University will follow an equal opportunity policy at every stage of the selection process. The process will be based on consistent criteria applied uniformly to all candidates.
- b) Prospective agents will be directed to this document to ensure they are aware of the University's policy on agent selection and management.

- c) The University will undertake reasonable measures to establish the integrity and worthiness of an agent
- d) Any offer of an Agents Contractual Agreement will be subject to satisfactory references.
- e) The Head of International Recruitment, or designated member of University staff, may visit the agent before a contract is confirmed. This will help the formation of opinion about the location, facilities, staffing and other attributes of the agent.

4. Appointment and Contractual Agreement

The contractual agreement between the University and the Recruitment Agent shall include the following, as a minimum:

- a) The Agreement will be for two years. The agent's performance will be reviewed every year by the University, with particular emphasis on successful recruitment, low visa-failure, continuation and completion rates, ethical behaviour, efficiency, and accuracy of information that they supply to potential applicants about the University.
- b) Financial details such as commission payments to the agent will be clearly stated and agreed upon in the Agreement.

University Responsibilities

- c) The University will provide all relevant material including prospectus, application forms, brochures, admission policy and procedures, fee policy, refund policy and other relevant information to the agent;
- d) Staff from the University may visit the premises of the agent at any time. A report on the visit and the findings will be shared with the agent to discuss with the University future developments and to ensure and to maintain requisite standards;
- e) The University will provide appropriate training and all the information needed by the agent for the successful promotion of the University;
- f) The University will address any complaint against the agent, and a zero-tolerance policy will be followed. (See Section 5 Monitoring of Performance below.).

Recruitment Agent Responsibilities

- g) The agent will participate in any training provided by the University and ensure they are familiar with all the information provided relating to the University and its courses;
- h) The agent is expected to visit the University as often as is practical. The agent is expected to attend a University workshop or appropriate training event (eg an agents networking event, in-country training event, online training opportunity) approved by the University;
- i) The agent will undertake not to exaggerate or overstate any information on the University;
- j) The design, text and any data of any publicity prepared by the agent, which refers to the University, is to be submitted for University approval before it may be used. Copyright, logo and trading rights on all material shall remain vested in the University and may not be used by the agent without University permission;
- k) The agent will assist, support and give guidance to the applicants wishing to follow a course at the University, and will assist their applicants from enquiry/application, to the issue of a CAS statement (where appropriate) and until they register at the University;
- l) The agent will ensure that application forms are completed in their entirety by the applicant;
- m) The agent will be required to keep a record of a student from initial contact to the final action on the application. This should include details of any financial transaction.

5. Monitoring the Performance of an Agent

The University demands that every Agent acts in an ethical and professional manner that will benefit students, agent and the University itself. The agent's performance will be closely monitored by the University by means of the number of visa refusals (where appropriate); the number of students who fail to enrol, and the number of students who successfully register, fully attend and complete their course of study and the accuracy of information that they have supplied to their students

Once students arrive in this country a feedback sheet will be completed by the students and this will then be analysed by the University. The Student Records System will be continually updated so that the University can analyse the performance of the agent, on the basis of the registration, attendance and success of the students.

An agent's contract will not be renewed and the University may consider terminating the agreement at any time if:

- a) the student feedback is unacceptable with regard to the service and orientation supplied by the agent;
- b) the Agent is found to be representing admissions details to the University in a manner which is unrepresentative and misleading;
- c) the non-continuation -completion rate of students supplied by the agent is too high and causes concern with regard to academic progression;
- d) the visa refusal rate is too high and causes concern with regard to the retention of HTS;
- e) the non-continuation rate of students supplied by the agent is too high and causes concern with regard to the retention of HTS.