



International Education Agent Policy Draft

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| Version | 1.0 |
| Short description | A policy on agent management in accordance with the College's approved procedures |
| Relevant to | Staff with Enrollment Management Staff with Marketing and Communications Staff with Business Office Staff with CIEGE |
| Authority | This Policy has been approved by the Provost/Vice-President for Academic Affairs and the Vice-President for Enrollment Management |
| Responsible officer(s) | Executive Director, CIEGE Executive Director, Marketing and Communications Vice-President, Enrollment Management |
| Responsible office(s) | Marketing and Communications CIEGE Enrollment Management |
| Date introduced | December 10, 2009 |
| Dates modified | |
| Next scheduled review date | December 20, 2011 |
| Related College documents | International Education Agent Procedures |
| Related legislation | USCIS Code FERPA |

1. DEFINITIONS

Agents – Agencies whose primary business is to recruit students into an educational institution where they are paid a commission for a successful placement. They may have one or more offices in United States or overseas.

International Recruitment Representative (IRR) – an education recruitment agent engaged by Otterbein College (OC) on a three-year IRR agreement formally to represent the College. An IRR is supported by the College with hard copy marketing material and other marketing support.

Interim International Recruitment Representative (Interim IRR) – an education recruitment agent who has not been approved by OC formally to represent the College on a full three-year IRR agreement but has signed an Interim IRR agreement for each student application submitted to the College. The Interim IRR agreement is only valid for the time it takes to process that particular student application.

2. PURPOSE

2.1 This document sets out OC's policy in relation to the recruitment, management and termination of agents.

2.2 The objective of the policy is to ensure the College:

- (a) Selects high quality IRRs;
- (b) Provides adequate training and information for IRRs, including their obligations under USCIS Code, FERPA Guidelines, and OC Policy;
- (c) Provides adequate marketing materials and support to IRRs to assist with their recruitment;
- (d) Manages the IRRs in a professional and responsible manner;
- (e) Only pays commission to IRRs who have a current agreement with the College;
- (f) Reviews IRR performance every two years;
- (g) Terminates agreements with any IRRs that do not comply with OC Policy and USCIS Code and FERPA Guidelines.

3. SCOPE

This policy applies to staff with OC's Center for International Education & Global Engagement (CIEGE) and Enrollment Management.

4. RESPONSIBILITIES

The President has delegated the oversight of recruitment, management and termination of agents to the Executive Director of CIEGE, and the Vice-President for Enrollment Management.

More specifically, the responsibilities of these areas include:

Recruitment of Agents

- a. Response to agent solicitations (CIEGE);
- b. The selection, development and issuing of the IRR Agreement and Interim IRR Agreement (CIEGE, Enrollment Management);

c. Providing the Interim IRR Agreement to agents not on an IRR Agreement (CIEGE, Enrollment Management);

Management of Agents

- d. The compliance of IRR activities with OC Policy and USCIS Code and FERPA Guidelines. Non-compliance will result in termination of agreement (Marketing, CIEGE, Admissions);
- e. Ensuring each student application is submitted by a signed IRR or interim IRR (Enrollment Management, CIEGE);
- f. Ensuring the student application is processed with or without a signed agreement (Enrollment Management);
- g. Checking before the College makes any commission payment that CIEGE has on file either
 - 1. a full IRR Agreement or 2. an Interim IRR Agreement (CIEGE);
- h. The review of Interim IRR performance and recommendation for full IRR agreement (Enrollment Management, CIEGE).

5. ADHERENCE TO PRINCIPLES

The College relies on IRRs to recruit into on campus and distance education programs. The role of the IRR is to submit a student’s application to the College. The IRRs are also responsible for providing the student with accurate and comprehensive information about the College and courses, and ensuring the required documents are attached to the application. The IRR recruiting for on campus study will also assist the international student with his/her visa application to the United States Government.

OC’s policy in relation to the recruitment of new IRRs requires adherence to the following:

Quality assurance

OC should ensure IRRs are quality agents and are committed to abiding by the standards outlined in OC Policy and USCIS Code and FERPA Guidelines. CIEGE will conduct reviews and write reports to monitor IRRs performance and activities.

Timely and relevant communication

OC should ensure timely and relevant communication to current IRRs. This includes communication from the Marketing and Communications, Student Life, CIEGE and Enrollment Management.

Relationship building

OC should ensure all relationship building activities with IRRs are ethical and abide by OC regulations, state and federal laws.

Services Agreement

OC should ensure that any breaches of the Services Agreement between the College and the IRR are dealt with within a one week period (including electronic and written).

APPENDICES

- 1. International Education Agent Procedures

Table of amendments

| Version number | Date | Short description of amendment |
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