

# Loughborough College Group

## *Using Education Agents for International Student Recruitment*

### 1. Scope and Purpose

This policy applies to all education agents engaged by Loughborough College for international student recruitment activities.

The purpose of this policy is to:

- Ensure that education agents act in the best interests of students.
- Maintain compliance with UKVI regulations and the AQF.
- Provide clear guidance on the selection, training, monitoring, and termination of education agents.

### 2. Policy/Procedure Statement

Loughborough College recognises the importance of education agents in recruiting international students. As a UK education provider committed to the **Agent Quality Framework (AQF)** and listed on the register of licensed student sponsors, we uphold the highest standards in education and student support.

This policy outlines the standards and practices for selecting, training, supporting, and reviewing education agents to ensure ethical and effective recruitment.

### 3. Impact Assessments

The Executive member of the 'document owning area' is happy that impact has been sufficiently assessed for the following.

3.1. This policy has been assessed for its impact on equal opportunities and will be informed by the aim to eliminate all forms of discrimination in all strands of the equal opportunities' legislation.

3.2. This policy has been assessed for potential risk on data subjects due to the processing of personally identifiable information. All processing has been reviewed and is in line with all current Data protection laws and appropriate safeguards implemented to ensure that the policy has privacy by design as its underlying approach.

Name:	Using Education Agents for International Student Recruitment	Owner:	International
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3.3. This policy has been impact assessed where appropriate for Safeguarding, Health and Safety and Sustainability Factors to ensure that all potential risks are identified and mitigated, and that the policy supports a safe, inclusive, and environmentally responsible learning and working environment.

## 4. Policy

### Selecting and Appointing Education Agents

- **Criteria for Selection:** Agents must demonstrate a strong track record in recruiting qualified students, compliance with relevant laws, and alignment with Loughborough College’s values.
- **Due Diligence:** Conduct thorough background checks, including references from other institutions and verification of business licenses.
- **Contracts:** Formal agreements must be signed, detailing the scope of services, commission structure, and compliance with the National Code of Ethical Practice for UK Education Agents.

### Training and Supporting Education Agents

- **Initial Training:** All agents must complete the British Council UK certified counsellor training course and an induction program covering Loughborough College’s courses, entry requirements, and student support services.
- **Ongoing Training:** Regular updates and training sessions will be provided to ensure agents are informed about new courses, changes in policies, and best practices.
- **Resources:** Provide agents with marketing materials, access to reports for application tracking, and direct contact with college staff for support.

### Monitoring and Reviewing Education Agents

- **Performance Metrics:** Agents will be evaluated based on the number of students recruited, conversion rates, visa success rates, and student feedback.
- **Annual Reviews:** Conduct formal reviews annually to assess performance and compliance with the contract and ethical standards.
- **Feedback Mechanism:** Implement a system for collecting feedback from students about their experience with agents, and use this information to improve services.

### Ethical Standards and Compliance

- **Transparency:** Agents must disclose any fees charged to students and ensure that all information provided is accurate and up-to-date.
- **Student-Centred Practice:** Agents should act in the best interests of students, providing honest and unbiased advice.
- **Confidentiality:** Maintain the confidentiality of student information in compliance with data protection laws.

### Commission and Incentives

- **Commission Structure:** Clearly define the commission rates and payment terms in the contract. Payments will be made based on the successful enrolment of students.
- **Incentives:** Consider performance-based incentives for agents who exceed recruitment targets while maintaining high ethical standards.

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#### Termination of Contracts

- Grounds for Termination: Contracts may be terminated for breaches of the agreement, unethical behaviour, or failure to meet performance standards.
- Process: Provide written notice and an opportunity for the agent to respond before finalizing termination.

#### Continuous Improvement

- Feedback Loop: Regularly review and update this policy based on feedback from agents, students, and staff to ensure it remains effective and relevant.

#### Commitment to the Agent Quality Framework (AQF)

- Empowering Student Choice: Ensure agents provide accurate and comprehensive information to enable informed decision-making by students.
- Good Agent Governance: Promote professionalism and ethical practices among agents, ensuring they adhere to the National Code of Ethical Practice for Education Agents.
- Professional Knowledge and Competency: Support agents in maintaining up-to-date knowledge of the UK education system and visa regulations through certified training programs.
- Transparency and Accountability: Maintain clear and open communication with agents, ensuring accountability through regular monitoring and reporting.

### 5. Location and Access to the Policy

This document can be found on:

- The Loughborough College Group's Website
- The Loughborough College Group's SharePoint

### 6. Linked Policies and Procedures

- International Recruitment Policy
- Student Sponsor Compliance Policy
- Attendance and Engagement Policy (International Students)
- Fee Policy 2025/26

### 7. Change log

Date	Version	Details of change	Review / Revision by	
			Name	Title

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