



SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

Working with agents

Vincenzo Raimo, The University of Nottingham

Dr Christopher Greenfield, International College Sherborne School

Kevin van Cauter, British Council

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Vincenzo Raimo

The University of Nottingham

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Working with agents



The University of
Nottingham

UNITED KINGDOM · CHINA · MALAYSIA



優質海外教育服務
**Uni Education
Advisory Services**



Agenda

The importance of student recruitment agents and consultants

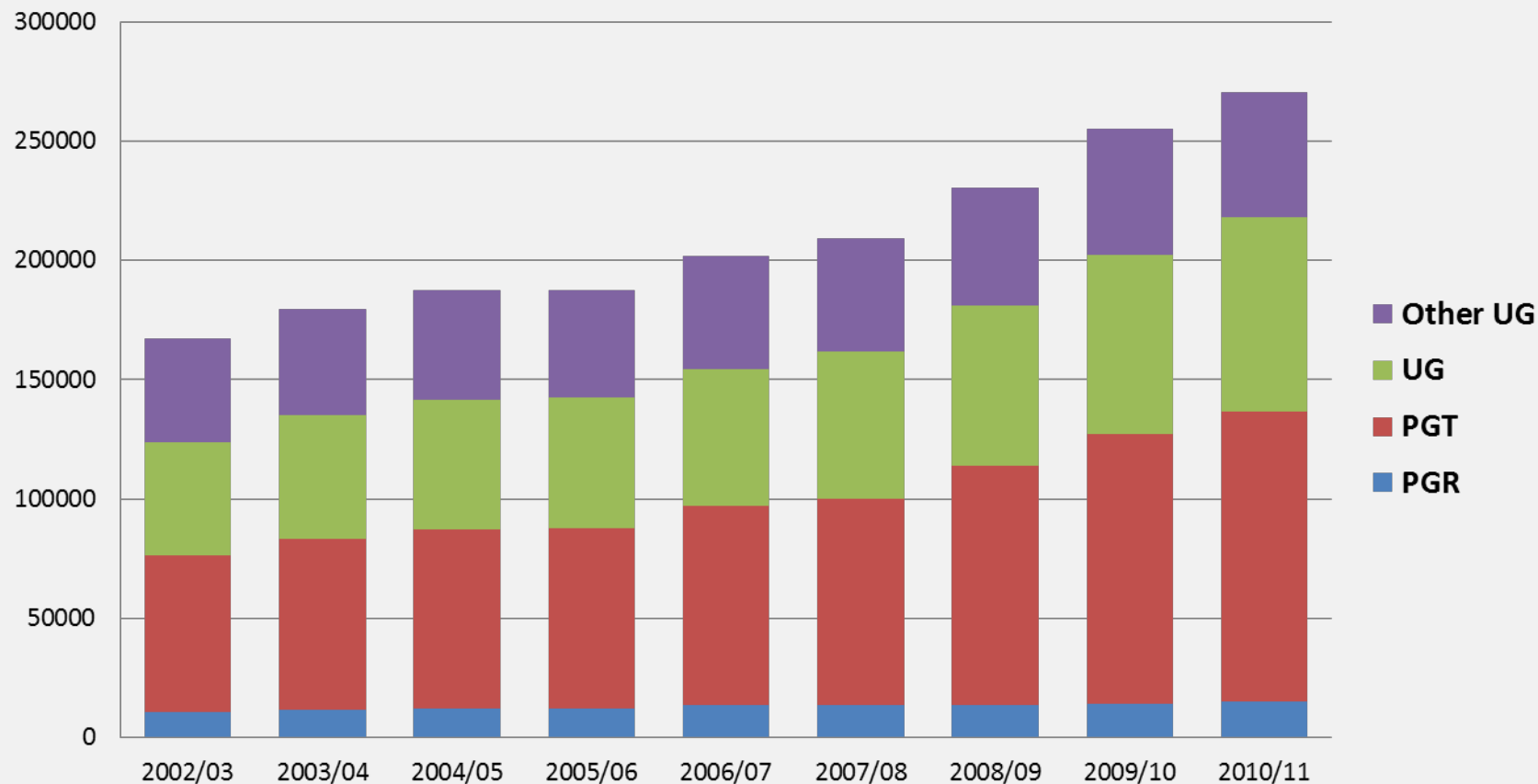
Good practice from the University and Independent School sectors

The British Council's work with agents

Discussion & Q&A



Annual Intake of International Students





International students

Portal



International students

Applicants

Meet us

At Nottingham

Overseas representatives

In your country

Careers

Scholarships, fees & finance

Visas & immigration

Exchanges, study abroad & summer schools

Support & advice

IELTS

Alumni

Contact us

Overseas representatives

The University of Nottingham works with a number of people across the globe, such as:

- international academic services
- educational agencies
- counsellors

These agents and counsellors can help you find the right course, and offer support and advice throughout the application process.



Staff at the University's International Office work closely with all representatives, ensuring that they are able to give you the most up-to-date advice on everything from scholarships to visa applications and admission deadlines.




The following organisations have been appointed by The University of Nottingham to advise and support potential candidates in their applications to the University. The [UKCISA Code of Ethics](#) are applicable to all University of Nottingham staff and representatives.

Please note: The University of Nottingham pays those official representatives (agents) listed a fee for their support to applicants and to recruit students to the University.

For each full time, full fee paying international student, our basic commission rates are:

[Workspace Home](#) > [International Office Resource Box](#) > [Resource Box](#)

Resource Box

 Edit  Add ▾  Tools ▾

Info Zone

News Zone

Forum Zone

Office Zone

Welcome to the Resource Box for Representatives

The **Resource Box** is an online Workspace resource designed exclusively for official overseas representatives of The University of Nottingham. Think of it as a toolbox for representatives.

Here we aim to provide you with helpful and accessible information, updates, advice and resources, and give you a space to interact with us online.

Please feel free to [contact us](#) with any feedback or suggestions you may have, or leave a comment in our **Forum Zone**.

Navigating the Resource Box

The **Resource Box** is subdivided into four zones (making up the acronym INFO): the **Info Zone**, the **News Zone**, the **Forum Zone**, and the **Office Zone**.

To print pages from the Resource Box, select "Export to PDF" or "Export to Word" on the **Tools** menu at the top



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David Watts



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To be confirmed

International Admissions Assistant

for the Middle East, Iran, Iraq, Turkey, Russia, Kazakhstan, Uzbekistan, Pakistan, Bangladesh, and Malaysia.
Please continue using your existing contacts at present. You will be notified of a new contact in due course.



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UKEO



WISE



SI UK
Education Council



Global Study
Group of Companies

· CHINA



學學教育
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A



REGISTER NOW!

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- University Visit
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- Other Services ▾

Explore Your Study Options: ▾ ▾

- Psychometric Testing
- Career Pathway Planning
- Course Selection
- University Selection
- Accommodation Recommendations
- Scholarship Watch
- Visa Formalities
- Coaching classes
- Financial Services
- Telecom
- Pre-departure
- Alumni

Admissions, Visas & Success with "The Chopras"

"The Chopras" process for admissions to all universities, in all countries including India. We have the best visa success rate in the industry and have helped hundreds of thousands of students attain success in their lives and careers.

[Read More](#)



- [Ask Our Counselors!](#)
- [Welcome to "The Chopras"](#)



THE PIE BLOG

Professionals in International Education

[Home](#) [About The PIE](#)

[← Federal Recognition of AIRC – Reflections by Mitch Leventhal](#)

[Internship Opportunities for International Students in Canada →](#)

International student recruitment & the power of agents

Posted on [June 26, 2012](#) by [admin](#)

At the internationally active [University of Nottingham](#) in the UK, [Vicenzo Raimo](#), Director of the International Office, shares his views:

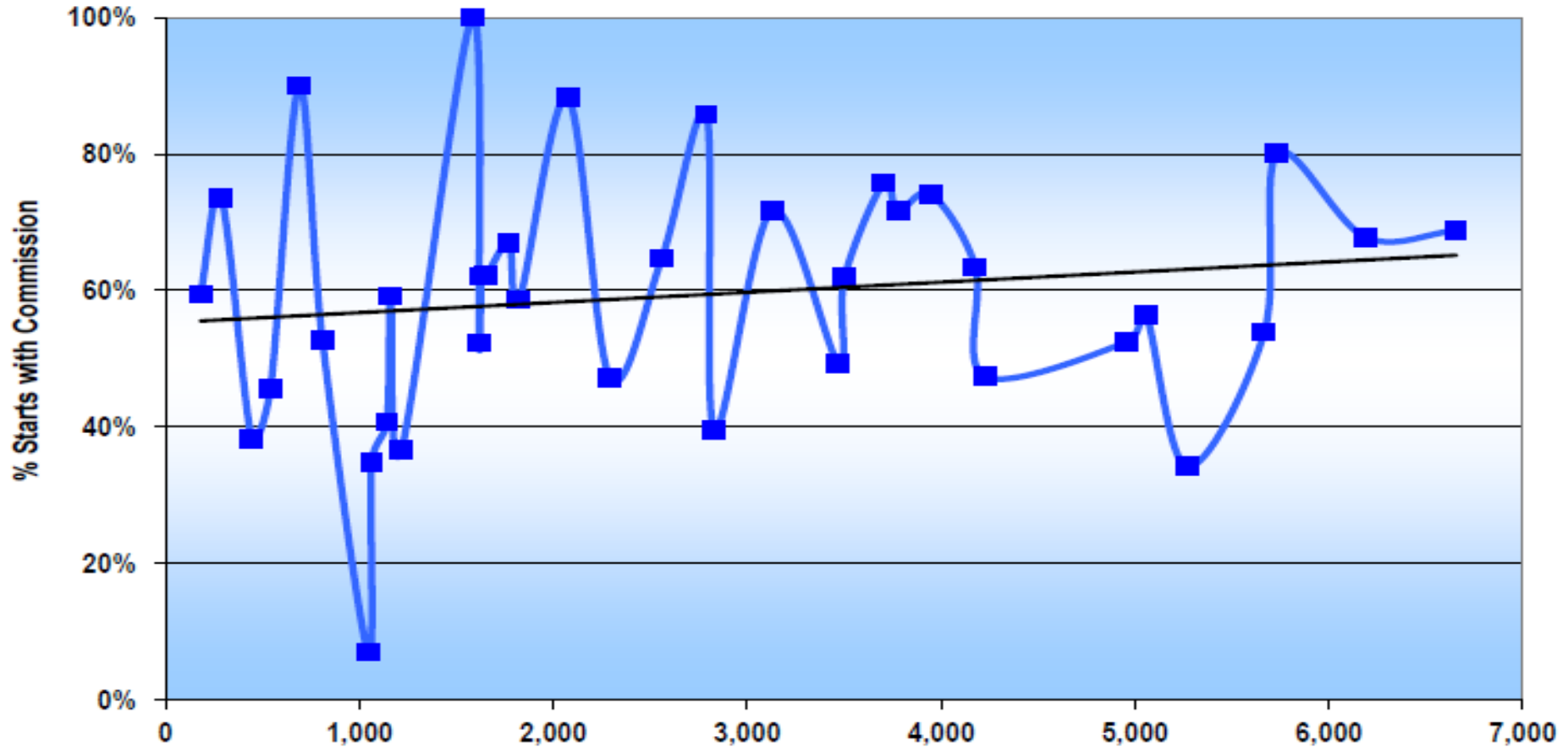
“In an ever more competitive international student recruitment market, UK universities are increasingly relying on the use of student recruitment agents to meet targets. Not only are universities failing to appreciate the full costs of international student recruitment but some are also in danger of failing to meet ethical standards in their work overseas.

Recent Posts

- [Teaching Abroad Is a Viable Option for Qualified Teachers](#)
- [We've decided to be very transparent in our work with student recruitment agents](#)
- [What is the role of the teacher as leader in this complex international environment?](#)
- [Trend Reporting in International Education: WES Survey Results Can Mislead](#)
- [What Study Abroad in the UK Did for Me](#)



Number of Starters and % Starts with Commission





Is our work with agents consistent with the values of the UKCISA Code of Ethics?

Does it meet the requirements outlined in the QAA Guidance on international students?

Would you be happy to publish on your web site the names of all of those organisations and individuals (agents, school counsellors, schools, etc.) to whom you pay commission (as per the QAA Guidance)?

And for those that pay commission to Schools, how would you feel if your son or daughter was at a school where the advice on university applications was influenced by which universities pay that school a fee rather than which was the most appropriate university for them?

Are we really willing to swallow the full 20% VAT payment?

How far are you willing to go and how much are you willing to pay to beat the competition?



SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

Schools and Educational Consultants

Dr Christopher Greenfield
International College Sherborne School

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Numbers

- Approximately 500 boarding schools
- Approximately 25,000 international boarders
- Average recruitment 50 per school

However: fees more substantial

- Each boarder brings about 25-35,000 sterling
- UK income estimated at £1 billion +

“Industry Standard”

- 10% for each of first three terms
- Typically around £3,000 p/a
- Variations.....!





LIVING AND LEARNING AT SCHOOL IN ENGLAND



An introduction
to the boarding school experience
for international students and their parents

Dr Christopher Greenfield

英格兰校园中的 学习与生活



为国际学生
提供的介绍与指南

大英

Sherborne College COLLEGE UPDATE
 News and Information for our Representatives and Agents

(Almost) record student enrolment

The new academic year at the International College is off to an excellent start. With 142 students registered at the start of September – the second highest ever enrolment – the news is that the College has finally achieved gender parity after 35 years! Almost equal numbers of boys and girls have been enrolled for this term.

Of course the College was boys only from 1977 until 1996, but the number of girls in the College has steadily grown over the past 16 years. To accommodate the girls, Cheapside House has this year been made into the College's first female house.

Despite these near-record numbers in the College we still have immediate vacancies in Year 9 (children who were already aged 13 or over by 1 September 2012). Currently we have 3 classes in Year 9 with 6, 5 and 5 students in each. As the MAXIMUM number of students in classes at the College is EIGHT, there are 8 places available for applicants aged 13+ who apply to the College in the next few weeks.

In January we also look to starting the five-term...

88% grade* C+ or better

grade* C+ or better

passed

An outstanding achievement examinations only have nine questions in a second language teaching and learning style

How are these excellent

The answer lies in a combination of:

- Concentrated improvement
- Academic preparation in EFL
- A good introduction to the school system.

Classes are small, with a supportive environment

are expert

lified

The Best Place to Start School in England

AN INTERVIEW WITH DR CHRISTOPHER GREENFIELD

Dr Christopher Greenfield (pictured right) has been the Principal of the International College since 1997. For 11 years before that he was Headmaster of another large traditional boarding school in Somerset. He has served for 3 years as Chairman or Vice-Chairman of the (British) Boarding Schools' Association, an organisation of 500 boarding schools. 'Update' asked him about the International College. We started by asking him about his 14 years as Head of the International College.

Update: Are there any other ways in which the International College helps international students?

Dr G: Yes, several. For example, I believe that the College is unique in having a full-time 'Future Schooling Adviser' to work with agents in the onward placements of students in the most suitable school for each young person. Also, I do not know of any other school where there is a maximum of 8 students in each class.

Update: Are there any other unique aspects to the College?

Dr G: I am proud that each student at the International College is seen individually by the Vice-Principal of the College staff at least twice each term – six times during the course of the year – to discuss progress and agree targets for improvement. I am quite sure that this is a great deal to the success of the International College.

Update: Why do you insist on all teachers having English-teaching qualifications?

Dr G: We have 100% focus on international students who are new to England. We have 34 years of experience of helping students enter British schooling successfully. We know that developing a high level of English is...



Future?

- British Council certification for Agents - including details of schooling?
- Boarding Schools Association work with schools to encourage standardisation?
- BSA/British Council promotion of model contract for schools to deal with agents/consultants?

Dr Christopher Greenfield
principal@sherborne-ic.net



SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

A formula for success

The British Council's work with agents

Kevin van Cauter, British Council

www.britishcouncil.org/siem

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We value the work agents do to promote UK education

- This is why we work to share our expertise in education counselling and information provision to ensure a high quality service is delivered.
- Agent training is a core element of the British Council agent strategy, to improve the quality and integrity of international education agents/advisors, providing supported online training.
- Agent training is designed for education advisors by the British Council, to increase their capacity to promote UK education
- It is also designed to promote and reward ethical and professional behaviour and to improve the quality of agents, by providing a British Council professional development route

Existing Offer

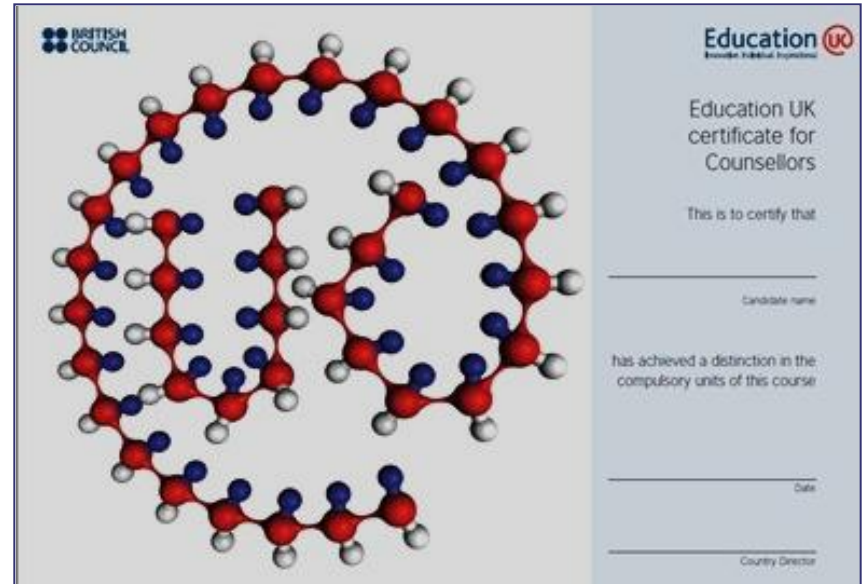
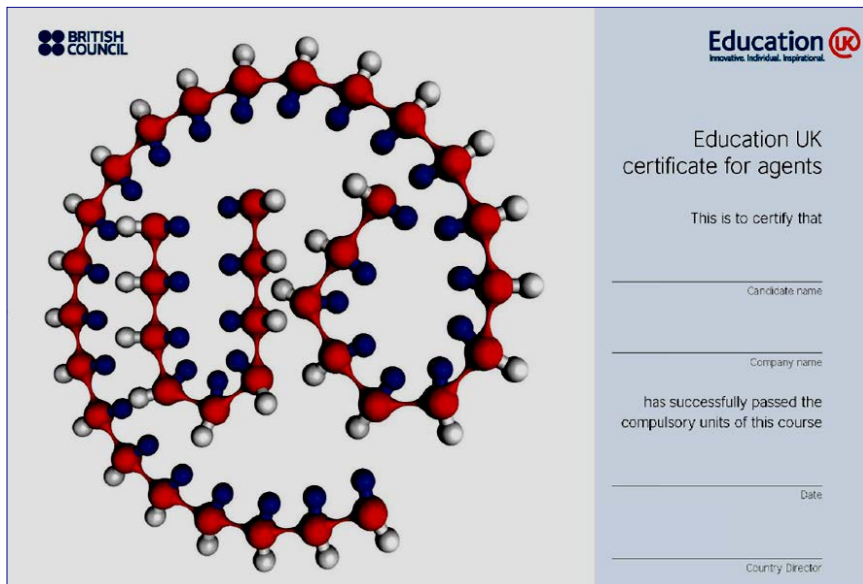
- Education UK certificate for Agents offered since 2007, regularly updated course content
- Over 4000 agents from 35 countries have taken the training
- Successful completion of our current training leads to the award of the Education UK Certificate for Agents. Demand for the training is consistently high, and the award is highly valued both by potential international students and parents, education agents and counsellors, and education institutions, as a quality standard.

Education UK Certificate for agents

- The 'Education UK Certificate for agents' is a managed 8 week certified on-line training programme, assessed by a final formal examination together with submission of a professional development record.
- It is the foundation course, imparting knowledge, and understanding of UK education, culture and life. Agents agree and sign a Code of Conduct and have access to British Council office services during and beyond training. They gain a Certificate to display.

The Education UK Certificate for agents continues

- Foundation training for education agents, counsellors, advisors, consultants
- A certificated course, delivered in-country, across the regions, managed, moderated and quality assured in the UK
- Passing this, together with 2 years' practitioner experience, is a prerequisite for applying for the British Council Advanced Agent Certificate



The British Council Advanced Agent Certificate

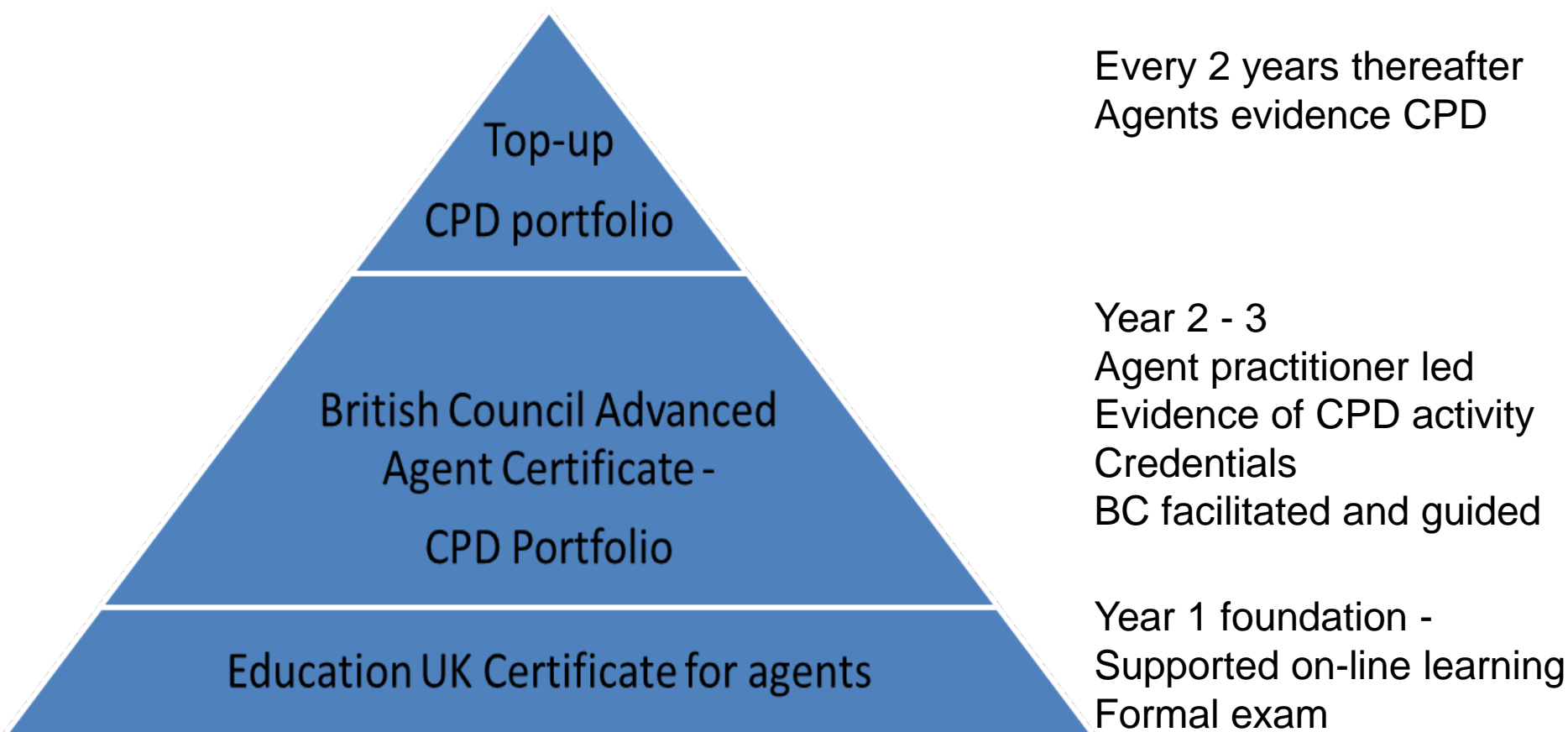
The professional development route – gaining and maintaining British Council trained agent status

There is currently no provision for the continuation of the agent's 'certification' period of 2 years.

- Continuing professional development programme leading to advanced certificate to be launched in Spring 2013
- 2 years after successfully gaining the Education UK Certificate for agents, agents must apply for recertification to maintain their British Council trained agent status.
- Agents are able apply for, study and gain the BC Advanced Agent Certificate through evidencing their professional development in a Professional Development Portfolio.
- To maintain their status thereafter, they must top-up the evidence in their portfolio, every 2 years.

The Continuous Professional Development Route

Gaining and maintaining BC trained agent status



Features of the CPD Portfolio

- The BC Advanced Agent Certificate (BCAAC) is closely tied with our brand identification, emphasising professionalism, ethical behaviour, excellence in support and service provision.
- Agents collect evidence of the continuing professional development they undertake, which is acknowledged through formal certification.
- A personal portfolio for agents to evidence their continuing professional development for the Award of 'British Council Advanced Agents Certificate'.
- Incorporates a 'points' approach to evidence they might include, as other professional bodies

- Provides learning materials and guidance for candidates in the form of structured content for the agent training website, including notes, exemplars and exercises for agents to use when completing the portfolio
- Evidence of the 7 principles for good practice contained in the London Statement 2012 are required in the portfolio
- The CPD Portfolio is 'learner-led', not dependent on formative assessment, important to reduce burden on local offices
- Incorporates principles of reflective practice

Aim of Certification and Benefits

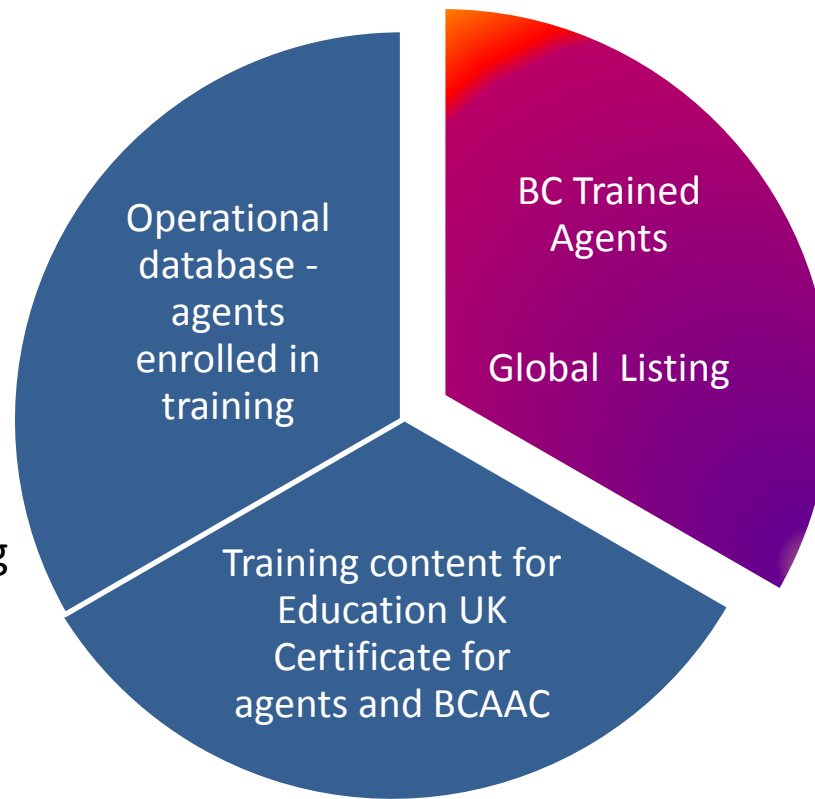
Certification aims to confer on suitably trained and experienced education agents/advisors *'British Council trained agent status'*.

The benefits to education advisors are:

- International recognition as having achieved a high standard of excellence.
- Listing of details on a publicly available BC Trained Agent List
- The Certificate to display
- We are investigating the use of a logo/badge which can be used on publicity materials

The agent training platform

The Agent Training Portal



Secure database,
managed by:

- BC country training managers
- UK Administrator

Global audience

Education UK branded

Secure agent access to training materials and resources

A collaborative approach

Acknowledging and rewarding continuous professional development

Agents need to complete 35 hours of CPD activity to complete the BCAAC.

“It would be helpful if BC could issue a list of forthcoming courses, seminars or other activities, run by the British Council, and perhaps also by sector partners, when an agent commences CPD as this would give them a useful starting point.”

This gives us the opportunities to:

- Formalise and add value for agents in training and service offers from local British Council offices in regions and countries
- Offer UK centralised global training offers, such as webinars, alongside local events
- Work with sector partners, such as UKBA, UCAS' international advisor training
- Work with institutions providing training

Launch of the new agent training

Key Dates:

February 2013 applications to run BCAAC from countries to UK

April 2013 BCAAC training begins in qualifying countries

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Working Towards an International Code of Ethics for Education Agents

- In 2012, representatives from the UK, Australia, Ireland and New Zealand issued a joint statement of principles for ethical international student recruitment, called the 'London Statement'.
- The London Statement sets out 7 principles that agents are urged to adhere to, to demonstrate they practise responsible business ethics, and provide current, accurate and honest information to prospective students.
- In order to maintain status as a British Council trained agent, agents will be asked to provide examples to show how these principles underpin the work that they carry out and that they are aware of their ethical responsibilities.

The principals

Principle 1: Agents and consultants practise responsible business ethics

Principle 2: Agents and consultants provide current, accurate and honest information in an ethical manner

Principle 3: Agents and consultants develop transparent business relationships with students and providers through the use of written agreements

Principle 4: Agents and consultants protect the interests of minors

Principle 5: Agents and consultants provide current and up-to-date information that enables international students to make informed choices when selecting which agent or consultant to employ

Principle 6: Agents and consultants act professionally

Principle 7: Agents and consultants work with destination countries and providers to raise ethical standards and best practice

Questions