Procedure 8.2 Recruitment Partner Selection and Monitoring					
Prepared by	Ian Fleming	**Reviewed by**	Yaren Kocakahya Selin Doyan	**Approved by**	Canan E. Celik
Review No	5	**Next Review Date**	August 2025	**Approved on**	06/11/24

Procedure issued : December 2015

Procedure owner : Principal / CEO

❖ This procedure is shared with our staff and students and/or can be obtained:

- **o** on our website https://docklandsacademy.co.uk/policies-and-procedures,
- **o** on the desktops of all computers in the library on the top floor,
- **o** by emailing us at info@docklandsacademy.co.uk in the case of remote learning.

❖ The procedure is reviewed and monitored on a regular basis for currency and fitness as part of our 1.9 Review and Revision of Policies and Procedures.

1 Selection of Recruitment Partners

1.1 This document sets out Docklands Academy London policy in relation to the recruitment, management and termination of Education agents that recruit Home and International students to the Academy.

1.2 The objective of the policy is to ensure that the Academy appoints high quality education agents, provides adequate support to agents to assist with their recruitment, manages and mitigates reputational and other risks associated with agents and pays agent commissions.

1.3 The role of an agent is to provide prospective students with accurate and comprehensive information about the Academy and its courses and submit prospective students' applications to the Academy with all required information and documentation included.

- Quality Assurance – The Academy will ensure that agents are of high quality, meet the Academy's strategic considerations
- Timely and relevant communication - the Academy will endure timely and relevant communication to agents on courses such as courses, admission requirements, policies, training and complaints
- Agent agreement - potential agencies are required to provide evidence for the Academy to verify their profile, past experience and references; the Academy will issue an Agreement that includes terms and conditions and full details of Academy admission criteria, which the Agent is asked to agree and sign. After signing the agreement the

Partner will be provided with a copy of the version DAL signs. From that point they will be designated Recruitment Partner (RP).

- The Academy will clarify minimum years of experience required in student recruitment, prioritizing agents with experience in UK-based institutions to set a clear standard for prospective partners.

1.4 The Academy may involve in promotional activities and attend seminars and exhibitions arranged by Recruitment Partners to recruit students. This helps to strengthen the working relationship between Academy and Recruitment Partner and to maintain the quality of recruitment. Upon the request of Recruitment Partners, the Academy may invite them to the UK if appropriate, in order to hold formal meetings to discuss marketing and recruitment.

1.5 The Academy reserves the right to cancel the agreement with any approved Recruitment Partner if they violate the terms and conditions or are found to be involved in any unlawful practice.

2 Recruitment Partner Selection Flowchart
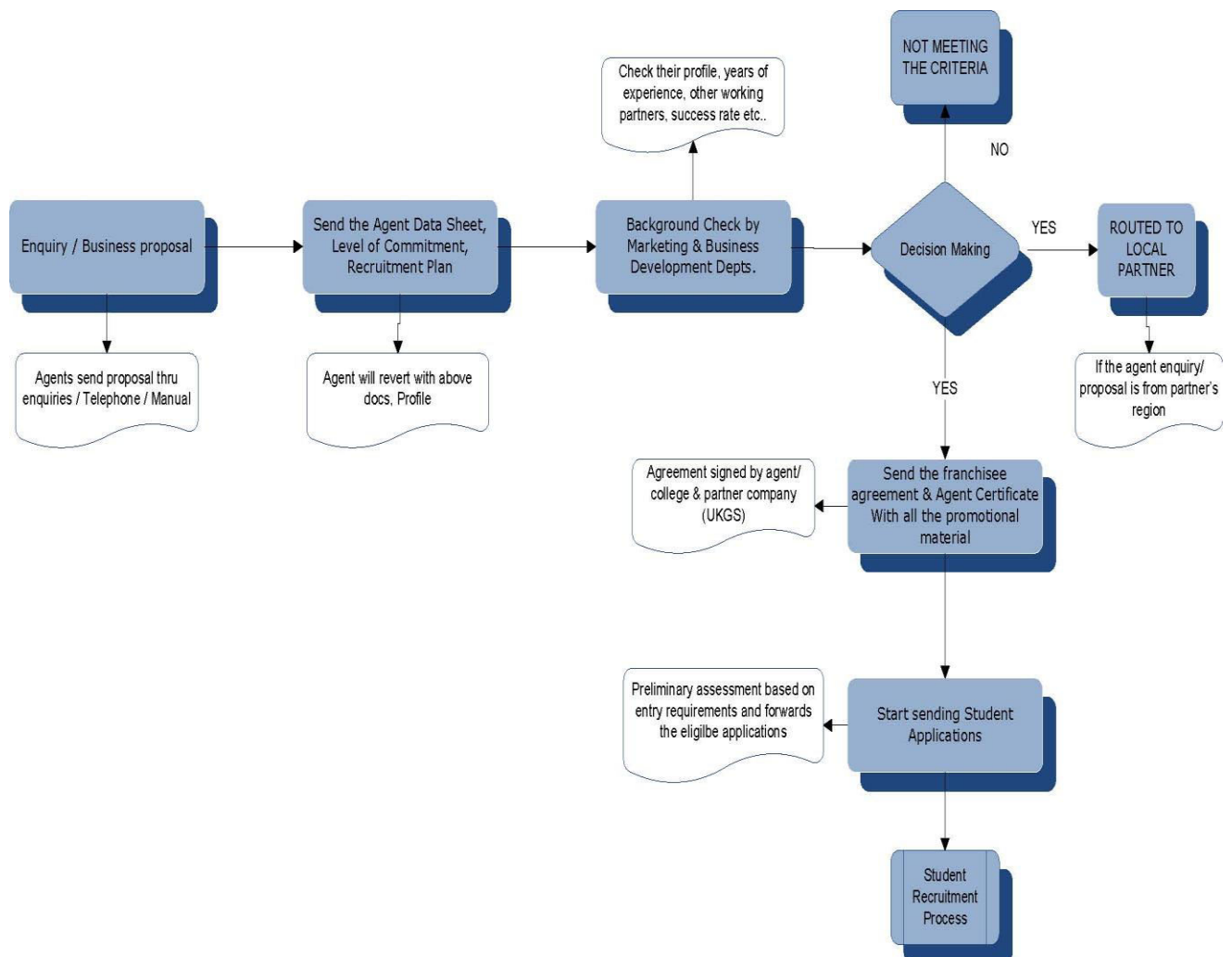
3 Agent recruitment process

- a telephone conversation, a face to face meeting or email communication
- screening based on company profile
- checking for British Council approval (for English provision)
- checking experience of working with UK universities
- checking experience of recruiting students for the UK market
- checking their screening process for students (e.g. IELTS)
- checking references from educational establishments
- check their complaints procedures
- checking guidance offered to the students by the agent
- discuss terms and conditions in the contract
- agree a commission rate
- retain contact details
- retain copies of company certificates, showing their permission for business purposes, etc.

- note bank details for payment of commission
- ensure that both parties sign the contract
- set up a file to include hard copies of the signed contract, company profile, certificates, business card and bank details.
- Preference will be given to agents holding certifications from recognised bodies, such as British Council approval, or memberships in reputable organisations, emphasising our commitment to quality.
- Agents are expected to meet a specific success rate in application submissions, supporting quality assurance processes and ensuring high standards in student placements.
- A thorough understanding of UKVI regulations and adherence to UKVI compliance standards are required, aligning agents with necessary legal frameworks and responsibilities.
- Partners must demonstrate experience navigating regulatory frameworks relevant to international students, including visa success rates, to assess their operational reliability.
- Evidence of adherence to ethical standards, including a history of student complaints regarding misrepresentation, is required, reinforcing our commitment to integrity and accountability.

4 Monitoring agent performance

The Academy supplies student Recruitment Partners with standard information packs. In addition, the Academy monitors its agents and checks quarterly how effectively they use information published by them about the Academy. Any agent who gives cause for concern may have their contract terminated.

5 Reporting

Details of all agents used by the Academy would be reported to the UKVI when the Academy regains its Tier 4 status. This will include cases where the Academy terminates its agreement with an agent whose details have previously been reported.

6 Links to Key Values and *UK Quality Code*

6.1 Relevant Key Values

- All students are treated fairly, equitably and as individuals.
- Students are properly and actively informed at appropriate times of matters relevant to their programmes of study.
- All policies and processes relating to study and programmes are clear and transparent.
- Sufficient and appropriate external involvement exists for the maintenance of academic standards and the quality of learning opportunities.

- Staff are supported, enabling them in turn to support students' learning experiences.

6.2 UK Quality Code

Part A: Setting and maintaining threshold academic standards

- Chapter A4: Approval and review
- Chapter A5: Externality
- Chapter A6: Assessment of achievement of learning outcomes

Part B: Assuring and enhancing academic quality

- Chapter B2: Admissions
- Chapter B3: Learning and teaching
- Chapter B4: Enabling student development

Part C: Information about higher education

7. <u>Related Documents</u>

7.1 Policies
- **2** Academic Management
- **4** Admissions
- **5** Student Support, Engagement and Learning Resources
- **7** Information
- **8** Marketing and Promotion

7.2 Procedures
- **1.5** Equal Opportunities
- **1.7** Data Protection
- **1.8** Document Preparation and Version Control
- **1.9** Review and Revision of Policies and Procedures
- **2.7** Programme Design and Approval
- **2.13** Access and Participation Statement
- **4.10** Refund of Tuition Fees and Compensation
- **4.11** Student Protection Plan
- **4.13** Transfers, Suspensions, Withdrawals, Closure and Change of HE Provision
- **5.2** Welfare Services and Pastoral Care
- **5.3** Equality, Diversity and Special Needs
- **6.13** Staff Code of Conduct
- **6.15** Safeguarding
- **6.16** Prevent Duty (Racist, Discriminatory, Abusive and Extremist Behaviour)
- **7.1** Review and Sign off PI
- **7.3** Social Media Protocols
- **7.4** HE Public Information

- **8.3** Links with Other Educational Institutions and Businesses

7.3 External Reference Points

- **UK Quality Code Advice & Guidance – Partnerships** at *https://www.qaa.ac.uk//en/quality-code/advice-and-guidance/partnerships*
- **Higher Education Code of Governance** (Committee of University Chairs, December 2014) at *https://www.universitychairs.ac.uk/wp-content/uploads/2020/09/CUC-HE-Code-of-Governance-publication-final.pdf*
- **Association of Employment and Learning Providers (AELP) principles of Good Governance for Independent Training Providers** at *https://www.aelp.org.uk/media/2595/code-of-governance-final-sept-2018.pdf*
- **Competition and Markets Authority Guidance for HE Providers** at *https://www.gov.uk/government/publications/higher-education-consumer-law-advice-for-providers*
- **UKCISA Code of Ethics** at *https://www.ukcisa.org.uk/Membership/Codes-of-practice/Code-of-ethics*
- **UK Visa & Immigration (UKVI) regulations** at *https://www.gov.uk/government/organisations/uk-visas-and-immigration & https://www.gov.uk/study-visit-visa*
- **Student Loans Company Regulations** at *https://www.gov.uk/government/organisations/student-loans-company*
- **Equality Act – 2010** at *https://www.legislation.gov.uk/ukpga/2010/15/contents*
- **Data Protection Act 2018** at *https://www.legislation.gov.uk/ukpga/2018/12/contents*