



CAMBRIDGE COLLEGE

OF MANAGEMENT & STUDIES

Policy:	Policy for Student Recruitment Agents: Appointments & Monitoring
Date of approval:	February 2025
Effective date:	March 2025
Next review date:	September 2026

Policy Statement

Cambridge College of Management & Studies (CCMS) follows specific guidelines in appointing agents, in line with the British Council's Good Practice Guide for UK Providers Using Education Agents.

CCMS uses student recruitment agents for approximately 10% of its recruitment efforts. The College recognises the value of these agents in facilitating the movement of students within the UK and supporting the College's strategic recruitment goals.

A structured policy is necessary to manage recruitment agents effectively, ensuring ethical practices, regulatory compliance, and safeguarding both students and the institution.

This policy outlines the relationship between CCMS and recruitment agents, defining roles, responsibilities, and accountability.

Purpose

The policy ensures that recruitment agents act in the best interest of both students and CCMS, align with the College's values, and adhere to legal and regulatory standards.

Scope

The policy applies to all recruitment agents representing CCMS, including both domestic and, in the future, international agents.

Selection and Approval of Agents

Preference will be given to agents who have completed training through the British Council or hold accreditation from relevant professional bodies.

Criteria for selecting agents include, but are not limited to, the following:

- Ownership of the organisation;
- Contact details;
- Appropriate operating licenses;
- Suitability of operational offices;
- Success rate of applications to enrolments;
- Other institutions represented (both in the UK and internationally);
- Commitment to students, including follow-up on academic progress;
- Understanding and compliance with current visa regulations;
- Charges made to students;
- Experience in student recruitment;
- Proven ethical conduct;

- Knowledge of the UK higher education sector;
- Compliance with relevant laws.

Due Diligence

CCMS will thoroughly vet potential agents, reviewing their performance, reputation, and any legal or regulatory issues. Prospective agents must provide two references from institutions they represent. These references will help evaluate their professionalism, ethical conduct, and success rate.

Agent Agreement

All agents must sign a formal agreement that outlines their responsibilities and CCMS's expectations.

Training and Monitoring

CCMS will require agents to undergo mandatory training to familiarise them with policies, ethical recruitment practices, and legal frameworks. Annual updates will also be mandatory for all agents.

Performance Monitoring

CCMS regularly evaluates agents' performance, including:

- Reporting on service level agreements and student outcomes;
- Student feedback regarding their recruitment experience;
- Regular audits on recruitment activities;
- Compliance checks for legal and regulatory adherence.

Confidentiality

Agents must protect student privacy and adhere to data protection laws such as DPA and GDPR. Any breaches must be reported immediately to CCMS's Data Controller.

Commission Structure and Payments

Agents will sign an agreement that details commission structures and payment schedules. Clear terms will specify the conditions under which commissions may be withheld, such as in cases of student withdrawal or misrepresentation. Unethical practices, like charging students for services that should be covered by the College, are prohibited.

Conflict Resolution and Accountability

Complaints from agents should be directed to the Head of Marketing. Student complaints about the recruitment process will be managed through the College's Student Complaint Procedure.

Policy Updates

The policy will be reviewed annually and updated as needed to reflect legal changes, regulatory requirements, and institutional priorities. Any changes will be communicated to agents.

Compliance with National and International Regulations

Agents must comply with:

- Immigration laws in both the home and destination countries;
- Local laws governing education agents;
- Industry standards, such as the British Council's Good Practice Guide.

Code of Conduct

The National Code of Ethical Practice for UK Education Agents sets the standards for agents:

- **Integrity:** Be honest in all dealings.
- **Respect:** Recognise cultural and regional diversity.
- **Objectivity:** Avoid conflicts of interest and bias.
- **Professionalism:** Act in clients' and society's best interests, complying with laws.
- **Transparency:** Disclose conflicts of interest, especially when charging both students and providers.
- **Confidentiality:** Protect personal information.
- **Student-centered practice:** Provide accurate information and offer sound advice.
- **Organisational competence:** Stay informed about UK education and maintain professionalism.

Disciplinary Measures for Unethical Agents

Agents who breach the terms of the agreement or code of conduct may face:

- Termination of the agent agreement;
- Legal action in cases of serious misconduct.

Agents will have the opportunity to appeal disciplinary decisions.

Review and Evaluation

Annual reviews of agents' performance will consider recruitment outcomes, student satisfaction, and ethical conduct. Ongoing monitoring includes visits to or by agents to assess recruitment quality.

Termination of Agreement

Grounds for terminating an agent agreement may include:

- Breach of contract;
- Unethical or illegal behaviour;
- Poor recruitment performance.

The agent agreement specifies the process for termination, including notice periods and handling of student applications.

CCMS is committed to ethical recruitment practices, maintaining integrity and transparency through its partnerships with recruitment agents.

Cambridge College of Management & Studies will:

- Provide agents with up-to-date information on courses and policies.
- Offer ongoing training to keep agents informed about the College's changes.
- Ensure agents understand current regulations and best practices.
- Provide all necessary marketing materials and be available for agent inquiries.