

Representative Recruitment Policy & Procedure

The University of Cumbria appoints Representatives who demonstrate their compatibility with the UoC mission and values and can contribute to strengthening the international reputation of the university in a worldwide context. Certain criteria are identified for their selection and the university expects every Representative to act ethically for the benefit of the students.

The Representative's performance is monitored by the university in terms of: the quality of advice given to students before they apply (as reported by enrolled students), the number of visa refusals; the number of students who fail to enrol or complete the course and students' attendance.

Once the students arrive in this country feedback is sought during the induction programme and it is analysed without any bias.

A Representative's contract may not be renewed if:

- The student feedback is not up to the expectation of the university.
- If the visa refusal rate and/or number is high.
- If the drop-out percentage of students brought by the Representative is high.
- Criteria for the appointment of an International Representative

The university will observe the following when appointing a Representative to recruit international students:

- Prospective Representatives will be given equal and reasonable access to adequate information about the role and its requirements.
- The university undertakes reasonable measures to establish integrity and worthiness of a Representative. Representatives are required to complete an application form and any offer will be subject to satisfactory references.
- A member of the International Office or university nominees will, where possible, visit the Representative. This will help formation of opinion about the location, facilities, staffing and other attributes of the Representative, and will enable training of the Representative's staff.
- A formal Representative Agreement is signed between the university and the Representative who is selected to recruit international students on behalf of the university.

- Details about financial aspects such as the commission schedule will be clearly stated and agreed upon in the Representative Agreement.
- The university will provide all relevant material including prospectuses, application forms, brochures, admissions policy and procedures, fee policy, and other relevant information to the Representative.
- The Representative shall not exaggerate or overstate any information to entice and lure a student to apply to the university.
- The Representative is required to keep a student record covering initial contact through to application, including details of any financial transactions.
- The university will address any complaint against the Representative.
- A Representative's Agreement will be valid for 3 years and will be reviewed annually in October.

Briefing Documents for Representatives

The University of Cumbria is committed to compliance with the immigration rules and Home Office protocols: the University will accept only genuine students who are able and intend to follow their course.

- The University of Cumbria provides information and data to the Representative (authorised individuals or organisations). The Representative will assist, support and give guidance to the students wishing to take their course at the University of Cumbria and maintain regular contact with the students from the issue of a CAS until they report to the university.
- The design, text and any data of any publicity being undertaken by the Representative, which refers to the University of Cumbria, is to be approved in advance by the university. Copyright, logo and trading rights on all material shall remain vested in the university and may not be used by the Representative without explicit authority from the university's international office.
- Officials from the university may visit the premises of the Representative. Any report on the visit and the findings will be made available to the Representative, on request, for discussion with the university.
- The Representative will ensure that application forms are completed in their entirety by the applicant.
 - The University of Cumbria provides information needed by the Representative for the successful promotion of the University of Cumbria. The Representative shall also agree to attend training that is made available to them by the university. This ensures that the quality of the University of Cumbria provision and its fair recruitment processes are maintained.

- Applicant students who fail to obtain visas are required to send the original copy of the refusal letter issued by the British High Commission/Embassy of their country of origin, a deposit refund policy is available on the University website. In such cases, the Representative is responsible for checking the refusal seal and the original refusal letter before sending these to the university's international office.
- The Representative must ensure that the university admissions policy and procedures, fees and other policies are properly communicated to all student applicants before they decide to apply for a programme.
- The Representative will take reasonable care to verify the academic certificates of applicant students and keep copies of all the certificates. Copies sent to the university must be signed and stamped by the Representative.
- It should be communicated to applicants, that the university has a strict policy regarding submission of false/forged documents.

Anyone found to have given false information or forged documents will be de-registered from the university and reported to the Home Office. Any proven misdemeanour on the part of the representative will result in the immediate termination of contract.

Review and monitoring

Agents will be issued with a handbook detailing the expectations of the University and training and process checks will be conducted by International Development Officers during visits to agents' offices.

Agents will be expected to demonstrate robust processes for determining that applicants have both the motivation and means to study. The University will keep such processes under constant review.

Amended MY 16 January 2014