



# Policy on International Education Agents – Policy: G63

Revised/Reviewed: July 1, 2024

## I. Purpose

In line with the college's strategic direction to increase the number of its graduates, international students are recruited to attend college programs. To assist with these efforts, international education agents are used to assist in the recruitment of students from various countries. The purpose of this policy is to mitigate the risk to the college when engaging the services of international education agents and to protect students.

## II. Scope

This policy outlines the terms and conditions for entering into a written agreement with each international education agent (agent) engaged to formally represent the college. The policy specifies within the Authorized Representative Agreement (agreement) the responsibilities of the agent, the college, and the responsibility to comply with the Freedom of Information and Protection of Privacy Act (FIPPA), and Personal Information and Protection of Electronic Documents Act (PIPEDA) and the International Education Act of Manitoba.

## III. Definitions

- a. **Agent:** An education agent, consultant, or agency who provide advice and placement assistance for international students who wish to study in Canada. Agents may be individuals or organizations with a presence in one or more countries around the world, who offer marketing, recruitment and application guidance to students in exchange for commission from universities/colleges/schools they are authorized to work with. They are not employees, contractors, representatives or otherwise of Assiniboine College.
- b. **Authorized Representative Agreement:** An agreement entered into by both the College and the Agent that outlines the conditions, terms, responsibilities, and commission structure. The agreement also specifies the requirements and undertaking of both parties consistent with college policies and with requirements of FIPPA, PIPEDA, and the International Education Act of Manitoba.

## IV. Procedure for Agent Selection

Any person or organization that wishes to represent Assiniboine College as an international education agent must submit a New Agent Application Form that requests, but is not limited to, the following information:

- a. Business details including business name, contact person, mail and website address, telephone contact, size of company, length of time in business

- b. Countries of operation and recruitment efforts
- c. Services provided to prospective students including any fees charged
- d. Any certification as a Regulated Canadian Immigration Consultant including RCIC number
- e. Proof of any professional association memberships
- f. List of references from other schools they work with
- g. A statement that they have never been charged, convicted of or engaged in dishonest or deceptive practices

This information provided in the College's New Agent Application Form will be verified by the International Coordinator and Manager, International.

Once the information provided is verified as accurate the information, a recommendation may be forwarded to the Vice-President, Enrolment for review. If the outcome is favourable, an Authorized Representative Agreement is established, no longer than three years in length.

If the outcome is unfavourable, the agent will not be engaged to provide service and the agent will be notified of the decision.

#### **V. Authorized Representative Agreement**

The Authorized Representative Agreement is signed by the Vice-President, Enrolment (or designate) and the Agent. A copy is maintained in the Agent's file. The Agent will be given an identification number for tracking agent application referrals.

The Agent's name and contact information is posted on college website as per requirement of the International Education Act of Manitoba.

The International Coordinator will report any changes in college programming and relevant operations (e.g., admissions procedure and policies) to the Agent as required.

#### **VI. Agent Performance Review:**

An annual performance review will be conducted by the International Coordinator. The review may include the following:

- a. Number of students referred by agent
- b. Conversion rate of applications to enrollments
- c. Student comments
- d. Agent's responsiveness to communication with college
- e. Areas of improvement and/or acknowledgement of success
- f. Additional training
- g. Any other items or areas of interest and/or concern

Results of the review will be vetted through the Manager, International for recommendation to the Vice President, Enrolment ahead of any renewal of the Authorized Representative Agreement. If the agent review is favourable, the agreement may be extended for an additional three years by the Vice President, Enrolment or designate.

If the agent review identifies areas for development corrective action will need to occur prior to an extension of the agreement being endorsed by the Vice President, Enrolment or designate.

If the performance of the agent is unsatisfactory the agreement will not be extended, and the Agent's name will be removed from the college's website pursuant to the International Education Act of Manitoba.

In any event that there are concerns from the College that the Agent has not conducted themselves ethically at any point in time, or are otherwise in violation of the Agreement, the Authorized Representative Agreement will be terminated.

**VII. Policy Authority**

The Vice President, Enrolment is responsible for this policy.

Questions regarding the interpretation of this policy should be directed to [agentsupport@assiniboine.net](mailto:agentsupport@assiniboine.net).

**VIII. Policy History**

Policy Change Date	Details
July 1, 2024	reviewed/revised; renumbered policy title to G63
September 22, 2016	policy is established as G60

June 17/24  
Date

  
President