

International Agent Policy

Scope and Purpose

This policy sets out the criteria and procedures for appointing and managing international agents, supporting prospective students for degree and sub-degree programmes including post-graduate taught master programmes, undergraduate degree programmes, International Foundation and Graduate Diploma programmes, the Fine Art Extension, pre-sessional English programmes and Study Abroad.

The policy aims to ensure that agents act with professionalism and integrity in representing the University and comply with relevant internal and external regulations.

The policy covers any international recruitment agent contracted to represent the University and Goldsmiths staff who work with them.

Selection criteria

The following criteria are used when considering a new international education agent for appointment:

- We give preference to agents who specialise in sending students to the UK and have a track record of success in this respect, and in all cases require that the agent's counselling staff are suitably knowledgeable about the UK Higher Education system.
- We expect our agents to be reliable, professional, and trustworthy providers of advice to students.
- Agents shall at all times act with integrity and in the best interests of students or prospective students as well as of Goldsmiths, University of London.
- Agents must hold appropriate business registration with due regard to the regulatory conditions in the market(s) in which they operate. They shall comply with all applicable national laws, regulations, and official policies.
- We give preference to agencies whose professional facilities have adequate capacity to interview students, give presentations and store or display our marketing materials. It is important that offices are located in places that are convenient for students and their parents to visit.
- We will usually limit the number of agents in a country proportionate to the size of the student market and geographic size of the country. This ensures Goldsmiths is able to adequately support and service our agents.

Selection process

- Agents may on occasion be contacted by the International Recruitment and Global Opportunities Team and invited to provide a company profile to support a future application process.
- To apply to become a representative, agents should read the agent section of the website, and download and submit the Representative Application form.
- The agent should supply at least two references from other UK institutions as part of this process.
- The International Recruitment Manager/Officer with responsibility for the markets represented by the agent will evaluate the business case for appointment and provide a supporting statement.
- Agent agreements will require initial approval by the Head of International Recruitment and Global Opportunities and final sign off by the Director of Finance.
- Agency appointment is unlikely unless a member of Goldsmiths staff has visited the agent's office(s) and talked to the principal operator(s)
- Once selected, an agent will be provided with materials and training to promote the University and invited to submit students' applications to the University.

Contractual arrangements

The agent shall normally be offered a rolling contractual agreement, with a probationary period not less than one recruitment cycle.

The contractual agreement between the University and the international education agent will detail as a minimum:

- Appointment date and duration
- Activities, Rights and Obligations of the Representative
- Rights and Obligations of the Goldsmiths University of London
- Legal obligations, including consumer rights, data protection and anti-bribery legislation
- Confidentiality
- Termination
- Financial Provisions including commission

The agent's work will be monitored throughout the duration of their agreement and may be terminated at any time if the agent is found to be in breach of the terms of the contract.

Contract templates will be regularly reviewed by our Governance and Legal services department, typically every two years, to ensure that they comply with latest legislation and good practice.

Management of agents

Goldsmiths will provide agents with up to date information through bespoke agent communications and relevant training. This includes newsletters, face to face training, digital engagement, familiarisation visits and opportunities to engage with admissions and academic departments.

Goldsmiths also has a dedicated [webpage](#) with agent resources and important contact details as well as a dedicated mailbox int.agents@gold.ac.uk to process agent enquiries in a timely manner.

The main senior person of contact for each agent will be the relevant International Recruitment Manager/Officer within the International Recruitment and Global Opportunities Team with support provided by the International Recruitment Administrator.

Regional managers in the International Recruitment and Global Opportunities team will be responsible for day-to-day communication with, and management of, appointed agents. The agent's performance will be reviewed throughout year by the University, with emphasis on:

- Quality, volume and diversity of applications and enrolments
- Quality of student counselling
- Professionalism in dealing with the University and students
- Quality of any recruitment and marketing activities undertaken jointly with the University

Student feedback on the service provided will be sought and considered, along with feedback from Goldsmiths admissions, immigration and academic departments. Where there is under-performance, mitigation will be undertaken as part of the ongoing review process. At the discretion of the University, any actions that are in breach of the agent contract or likely to bring the University into disrepute will result in the immediate termination of the agent's contract.

Working practice

Responsibilities of the International Education Agent include:

- That the University will be promoted in a professional and ethical manner
- That the actions of the agent shall not be harmful to the reputation or wider activities of the University in the territories in which the agent operates
- That applications submitted by the agent will be genuine and complete at the time of application

- That at all times, representatives will act with integrity in the best interests of the student and the University
- That information given to students in representing the University is accurate and up to date

Responsibilities of Goldsmiths University of London include:

- Appointing a dedicated member of staff within the International Recruitment and Global Opportunities team to respond to queries in a timely and professional manner
- Processing agent generated applications in line with published processes and timelines and supporting agents with the application process where appropriate
- Providing regular information updates, training, and materials to agents in support of their work
- Including the agent details on our agent webpages
- Supporting the agent with respect to supply of content and materials for advertising and exhibitions
- Employing a partnership approach to working with agents to provide the best level of service to prospective students

Commission Process

In order that commission can be paid in a timely and efficient manner, the agent will:

- Comply with the University's commission process, as set out in the agency contract, specifically in relation to the enrolment of recruited students
- Comply with the University's commission process, as per the annual commission instruction communicated directly to agents after enrolment each cycle
- Ensure that commission documentation is complete, accurate and submitted in the correct format
- Provide extra information as necessary to support claims where dual or multiple claims have been received for the same student
- Disclose at the earliest opportunity any errors pertaining to commission claims

Review

This policy will be reviewed in line with the Governance and Legal services department review of agent contracts, typically every two years, to ensure that both documents comply with latest legislation and good practice. The policy will be updated as necessary by the Deputy Head of International Recruitment and Global Opportunities.