

 <b>BRANDON UNIVERSITY</b>	<b>Use of Representatives to Represent Brandon University to Potential International Students Policy</b>	<b>First Approved:</b> <i>May 26, 2004</i>
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<b>Board of Governors Policy</b>	<b>Approved by:</b> <i>Board of Governors</i> <b>Administered by:</b> <i>Dean of Students</i>	<b>Reviewed:</b> <i>September 22, 2018</i>

Brandon University (BU) welcomes international students from throughout the world for the opportunities provided by a BU education.

Occasionally, Brandon University may find it desirable to increase the total number of international students in attendance, be more selective with respect to admissions criteria, or increase the numbers in a particular program or from a certain country or region of the world. While there are many means that Brandon University can utilize to accomplish such goals, one is to designate representatives of the University abroad.

The term ‘representative’ is used in this policy to describe a third party (i.e. not the University or a potential student), either an individual, institution or corporation, contracted by the University to fulfill certain functions in order to facilitate the marketing of the University’s programs, the creation and facilitation of Memorandums of Understanding, and the recruitment of students to its programs. Representatives are not normally directly involved in the delivery of a Brandon University program.

### **Selecting Representatives:**

Representatives contracted to work on behalf of the University must demonstrate interests that are compatible with those of both the University and the students being recruited.

To the extent feasible, the University will consider the legal status of the representatives it contracts with, their financial standing and their reputation within the educational communities in which they operate.

The University will determine whether a representative operates as an individual or constitutes an agency service, and assess the resources that the representative has at its disposal to fulfill its contracted responsibilities.

### *Guidelines*

When selecting representatives, the University will consider:

- i) information from local government offices and agencies;

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- ii) information from Canadian Government offices based in the country in which the representative operates;
- iii) the cultural, legal, financial and political environment in which the representative does business;
- iv) the representative's experience and familiarity with the Canadian post-secondary education system;
- v) other institutions (private or public) associated with the representative.

### **Agreements with Representatives:**

There must be written and legally binding agreements or contracts between the University and representatives. Agreements should define the role, responsibilities, and delegated authority of the representative. The agreements will include monitoring, arbitration and termination provisions as well as financial details, and specify rules and guidelines as set out below in sections on "information to students", and "publicity and marketing".

#### *Guidelines*

When agreeing to a contract with representatives, Brandon University will consider:

- i) the duties and responsibilities of the parties;
- ii) provisions for initial and continuing briefing of representatives on the educational opportunities the University has to offer;
- iii) responsibilities for the production and distribution of appropriate publicity and advertising material;
- iv) monitoring and annual review arrangements to ensure the obligations are fulfilled appropriately;
- v) the ability of the University to recruit students directly from the geographical area of the representative's operations;
- vi) the implications of proposed fee arrangements to a representative's approach to the role;
- vii) translation arrangements when the language in which the representative would normally operate is not English;
- viii) the ability of prospective students to learn about BU and apply directly from the geographical area of a representative's operations.

### **Renewal of Contracts:**

If a representative has shown activity within the last year, a contract renewal form will be sent to the representative in May of each year to continue the contract with a one-year term.

Returning representatives showing no activity in the past year may be removed from our list by the International Activities Office. Consideration will be given to new representatives working in new markets for BU.

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New representatives will be given two years to start illustrating productivity as in many cases it takes this long for markets to develop.

**Information to Students:**

Information that representatives distribute to prospective students and other bodies about themselves must clearly define the nature of the relationships between the representatives and Brandon University.

Representatives are expected to inform prospective students of the respective responsibilities they and Brandon University have to enquirers and applicants in the recruitment process.

Information for prospective students should include details about the appropriate contacts for particular concerns, complaints and appeals.

Representatives who charge prospective students additional fees must make it absolutely clear to the students that this in no way involves BU.

*Guidelines*

The information given to prospective students by representatives should be comparable to the materials the University gives to potential students it communicates with directly.

Information given to international students by representatives, in addition to being comparable with the materials given by the University to Canadian students, should:

- i) include the fact that English is the language of instruction and assessment at Brandon University;
- ii) contain accurate and clear statements about Brandon University's programs.

**Publicity and Marketing:**

Brandon University will provide updated information to representatives on programs, admissions requirements and any other matters BU considers instrumental to the international student recruitment process.

Brandon University will not seek to retain effective control over all public information, publicity and promotional activity relating to BU that its representatives disseminate.

*Guidelines*

In contracting with representatives, BU will require that:

- i) Inappropriate comparisons with other programs or educational providers are avoided;
- ii) Derogatory statements about other institutions or organizations are not employed;

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- iii) Representatives will ensure that the public is not misled about the nature and standing of BU's programs or the prospects for financial assistance.

**Financial and Contract Considerations:**

The University will enter into contracts with representatives through the Office of International Activities. Such contracts will contain a statement with respect to the commission which is payable to the representative for each and every student the representative is responsible for successfully enrolling at BU. Such commission will be a percentage of the total tuition fee a student pays for the first academic year of part thereof.

*Guidelines*

The exact percentage of commission will be negotiable, and will generally depend on the number of students the representative assists in enrolling at BU as well as on the representative's period of association with the university (generally, the greater the number of students and the lengthier the period of association, the higher the commission). Representatives will receive the payment as soon as possible following the date after which no tuition fee can be refunded to a student withdrawing from her/his program.