

 <p>BRANDON UNIVERSITY Founded 1899</p>	<p style="text-align: center;">Use of Representatives to Represent Brandon University to Potential International Students Policy</p>	<p><i>Approved by</i> <i>Board of Governors</i></p> <p><i>Administered by</i></p>
<p style="text-align: center;"><i>Board of Governors Policy</i></p>	<p><i>First Approved:</i></p>	<p><i>Updated:</i> <i>May 26, 2004</i></p>

Brandon University has long welcomed international students because it fully recognizes the invaluable contribution they make to the maintenance of a universe of ideas and values within our institution. Diversity enhances the education of all students.

Occasionally, Brandon University may find it desirable to increase the total number of international students in attendance, being 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 employ ‘representatives’ to ‘represent’ Brandon University abroad.

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

Selecting Representatives:

Rules

- Brandon University must be satisfied that any representatives used to broker or facilitate student recruitment have interests that are compatible with those of both Brandon University and the students recruited to join the programs provided by Brandon University.
- To the extent feasible, Brandon 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 will operate.
- Brandon 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, Brandon University will consider, as available:
 - i) information from local government offices and agencies;
 - 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 representatives do business
 - iv) the representatives' experience and familiarity with the Canadian post-secondary education system;
 - v) what other institutions (educational or governmental) a representative represents.

Agreements with Representatives:

Rules

- There must be written and legally binding agreements or contracts between Brandon University and any representatives representing it. Agreements should define the role, responsibilities and delegated powers of the representative in each arrangement. The agreements will include monitoring, arbitration and termination provisions as well as financial arrangements, 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 Brandon University has to offer;
 - iii) responsibilities for the production and distribution of appropriate publicity and advertising material;
 - iv) monitoring and review arrangements to ensure the obligations are fulfilled appropriately;
 - v) the ability of Brandon University to recruit students directly from the geographical area of the representatives' 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.

Information to Students:

Rules

- Information that representatives distribute to potential 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 potential 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 Brandon University gives to potential students it communicates directly with whether from Canada, another country or the area in which the representatives operate.
- Information given to international students by representatives, in addition to being comparable with the materials given to Canadian students, should:
 - i) include the language of instruction and assessment at Brandon University
 - ii) contain accurate and clear statements about Brandon University's programs.

Publicity and Marketing:

Rules

- 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.
 - 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:

Rules

- Brandon 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.

This policy will be reviewed September 2008.