

EDUCATIONAL AGENT POLICY

ICMP LONDON

Overview

ICMP's Educational Agent policy aligns with ICMP's overarching international marketing recruitment strategy.

ICMP engages the services of Educational Agent representatives (Agents) to support the school's international marketing activity. Agents actively recruit and support applicants on behalf of ICMP.

Purpose and Scope

This policy applies to the appointment of Agents acting on behalf of ICMP. It outlines the criteria and procedures for appointing and managing Agents, and expectations of service and support provided to prospective international students for higher diplomas, undergraduate and postgraduate courses. The policy aims to ensure Agents who represent ICMP do so with professionalism, honesty, and integrity, always complying with the UKVI policies and practice.

Selection of Agents

For quality and business purposes, ICMP has a selective approach when considering the appointment of a new Agent. In-line with ICMP's values, we ensure to be fair and transparent with Agents to ensure they are provided with appropriate material, information, and support to undertake their role. ICMP works with appointed Agents on an equal basis and will endeavour to support all where possible with their recruitment needs.

Recruitment of agents

ICMP proactively recruit within territories they market in – always aligned with ICMP's overarching international recruitment strategy. At the same time, ICMP is open to consider submissions from agents from everywhere around the world.

Application Review

Following initial contact with ICMP's Agent Coordinator, agents are asked to complete an application form to be considered.

- Preference is given to Agents with a proven track record and expertise in UK student recruitment.
- Preference is given to Agents who are located in key target markets for ICMP and can offer students support through enquiry, application and visas, pre-arrival, enrolment and more.
- All prospective agents are required to submit an application form and supply two referees.
- An Agent must be an approved business and operate within their country regulations and authority.

ICMP's Agent Coordinator will review the completed application, the two references and request any outstanding information. When the information has been reviewed and considered complete, this will then be submitted to ICMP's Visa Compliance Committee (VCC) for final approval.

Appointment of Agents

Pending the VCC's approval, the Agent Agreement will then be sent to the Agent to be signed and returned to ICMP's Agent Coordinator. The formal appointment of agents sits with the VCC only.

Agent agreements are reviewed every two years (eg. agreement valid from Jan 1st, 2020 until Dec 31st, 2021).

Commission will only be paid where an approved contract is in place with the Agent. The contract must have been signed, and returned to ICMP, and remain valid within the two-year biannual review period. Contracts are valid for a maximum of 2 years.

Commission Payment and Processes

ICMP will pay commission to the Agent as set out in the Appendix I of the Agent Agreement.

- Agents will be asked to submit claims for commission after the relevant recruitment cycle
- Agent claims will be checked against the ICMP student record system
- Agents will be asked to submit an invoice
- Upon receipt of an invoice, further checks will be undertaken to ensure the relevant students have met all enrolment and financial requirements
- ICMP will complete payment of commission, upon the checks undertaken being satisfactory.

Agents must submit invoices for commission to ICMP at the end of the cycle as per time frame guidance issued by ICMP.

Monitoring and Agent Performance

Agents are formally reviewed on an annual basis by the VCC. ICMP will identify any agents who are failing to supply appropriate applicants/enquiries/students based on UKVI compliance.

ICMP will also regularly monitor the following quantitative and qualitative KPI's:

- # of enquiries
- # of applicants
- # of enrolled students
- # of withdrawals
- Good communication between agents and ICMP International liaison rep
- Quality of UKVI information on agent's website
- Timely submission of invoices
- Feedback from international students on advice and support received by Agents

KPI's are developed in-line with ICMP's operational strategy. Agents are monitored and assessed fairly, considering agency size, location, support required (from ICMP) and the needs of the business.

ICMP is responsible for managing Agents with regular contact, support and sharing marketing collateral as required.

Should a breach of contract, non-compliance with the UKVI or dispute arise during the agreement term, ICMP's Agent Coordinator will address the case by submitting all relevant evidence to the VCC. Upon confirmation of a breach, the Agent will be notified and removed from ICMP's active agents list.