

**FCIE**

FLORIDA CONSORTIUM FOR  
INTERNATIONAL EDUCATION

**VALENCIA COLLEGE**

**2014 Annual Conference  
Valencia College  
September 25<sup>th</sup> and 26<sup>th</sup>**

**Session Title:**

**“International Recruitment Agents: What are Agents  
and How to Select the Best for your Institution.”**

**John Duque  
Managing Director  
Agent Management Solutions, LLC**

## **Outline Presentation:**

### **Part 1: Recruitment Agents:**

- 1. What are recruitment agents?**
- 2. Where are agents located?**
- 3. Why consider using recruitment agents?**
- 4. What services can they provide your institution?**

## **Part 2: Selection of Agents:**

- 1. Criteria in selecting good recruitment agents**
- 2. What's the mindset at your institution.**
- 3. Barriers to overcome at your institution.**
- 4. Basic steps in getting started.**
- 5. Conclusions**
- 6. Q & A.**

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- **Let's play a Game of Word Association.**
- **What comes to mind when you think of the word "agent"?**

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## Agent Perception – Reality or Myth?



- **James Bond actors:**
  - **Sean Connery (1962 – 1971)**
  - **George Lazenby (1969)**
  - **Roger Moore (1973 – 1985)**
  - **Timothy Dalton (1987 – 1989)**
  - **Pierce Brosnan (1995 – 2002)**
  - **Daniel Craig (2005 – current)**



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## **Universities already utilize agents in many ways:**

- **Headhunters:** Assist with presidential, provost and decanal searches
- **Stock Brokers:** Manage university endowments
- **Real Estate Agents:** Assist with sale and purchase of property holdings
- **Insurance Brokers:** Assist university risk managers

# 1. What are recruitment agents (education counselors)?

## Definitions:

- “as companies or individuals (agents) in the business of recruiting international students on a college or university's behalf. Agencies are compensated by the institutions they recruit for, usually contingent upon the referral of enrollees.” (NACAC)
- An “education agent” has been defined as “an individual, company, or organization that provides educational advice, support and placement to students in a local market who are interested in studying abroad.” (Source: IIE Networker 2007)
- “as an individual, company or other organization providing services on a commercial basis to help students and their parents gain places on study programmes overseas.” (Source: BritishCouncil)



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## Types of Agents:



- **Small Agency:** one or more offices in 1 country
- **Large Agency:** Multi-national agency with offices worldwide
- **Super Agent** with sub-contracting agencies
- **Agency:** Fees and non-fees based
- **Former alums & faculty**

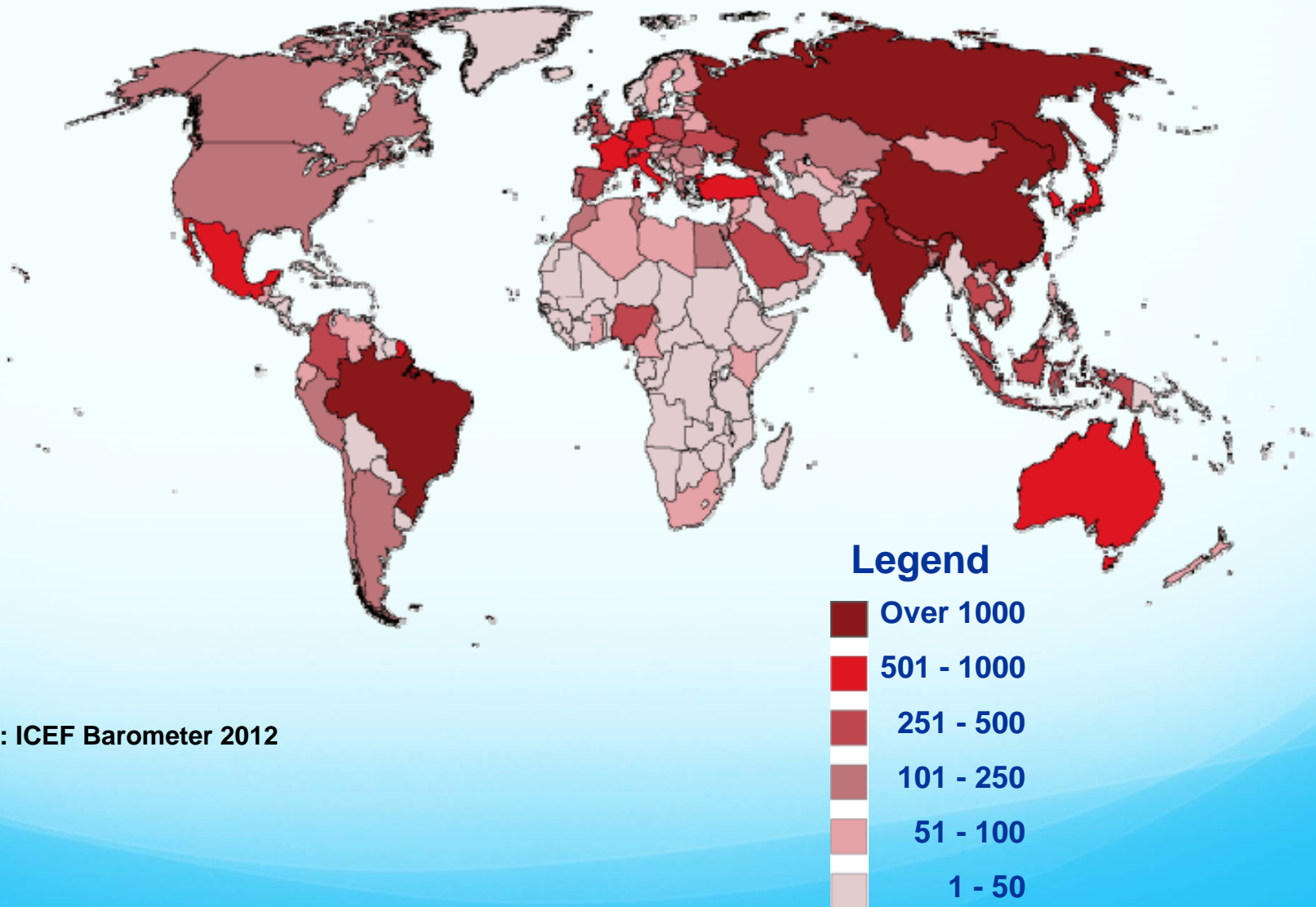


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## **2. Where are education recruitment agents located?**

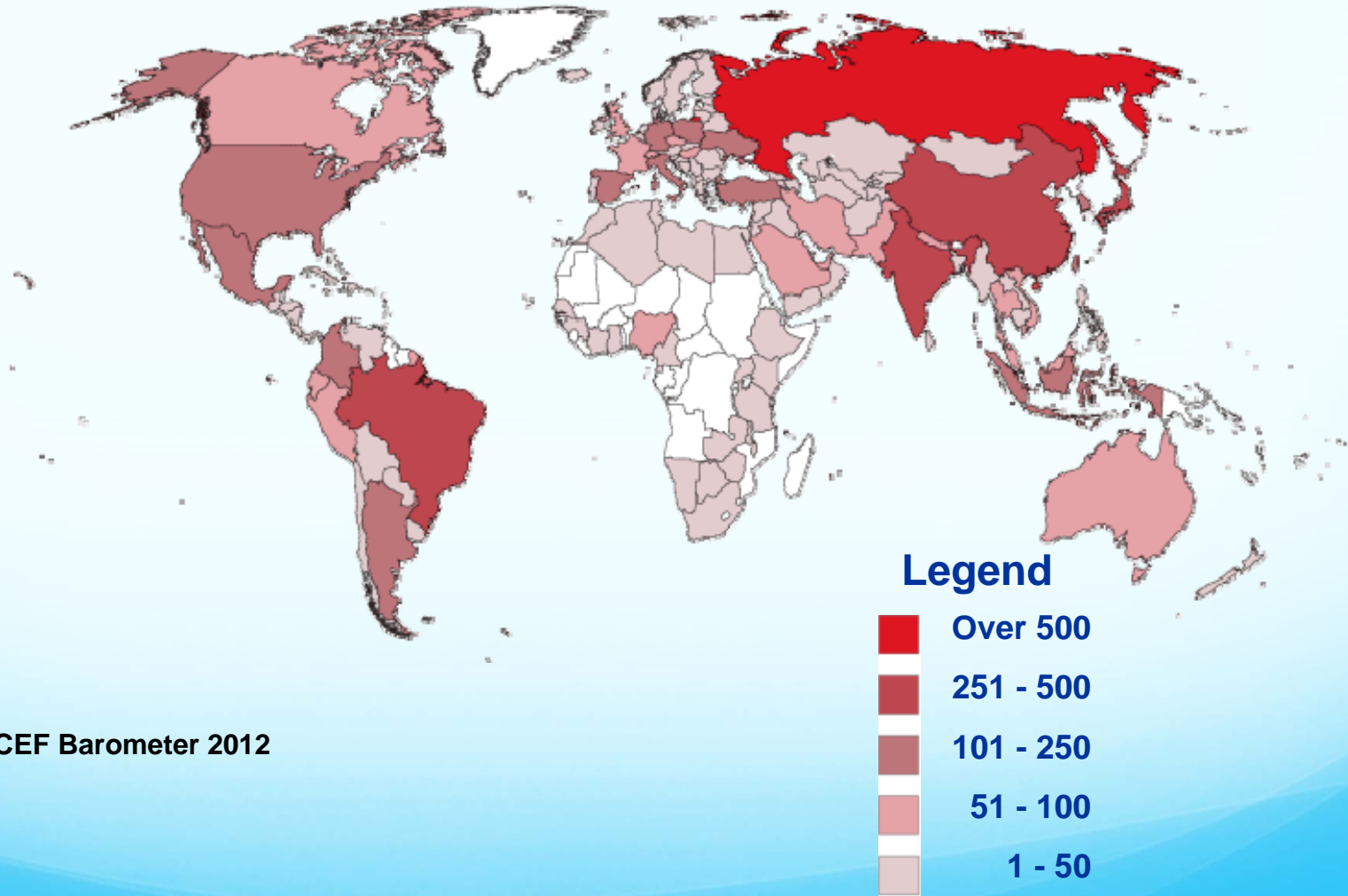
- **Europe (Western & Eastern)**
- **Asia (North and South East)**
- **Latin America**
- **Africa**
- **North America (U.S. & Canada)**
- **Oceania (Australia, New Zealand, etc.)**

## 2. Where are Agents located? 24,000 agencies located in 189 countries



Source: ICEF Barometer 2012

## Accredited Recruitment Agencies: approximate 7,000 in 148 countries

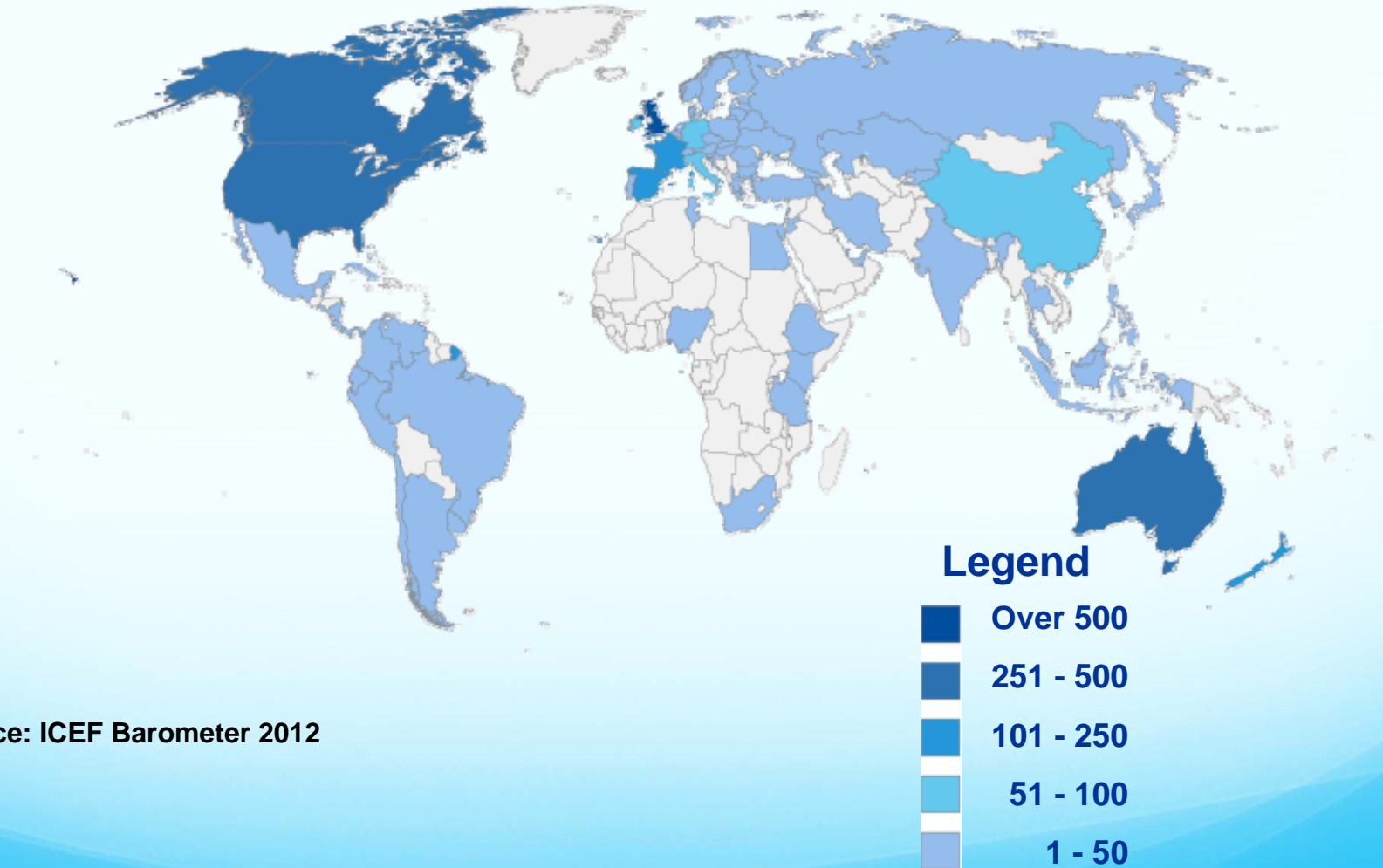


Source: ICEF Barometer 2012

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**3,550 International educators working with recruitment agencies in approximately 89 countries.**

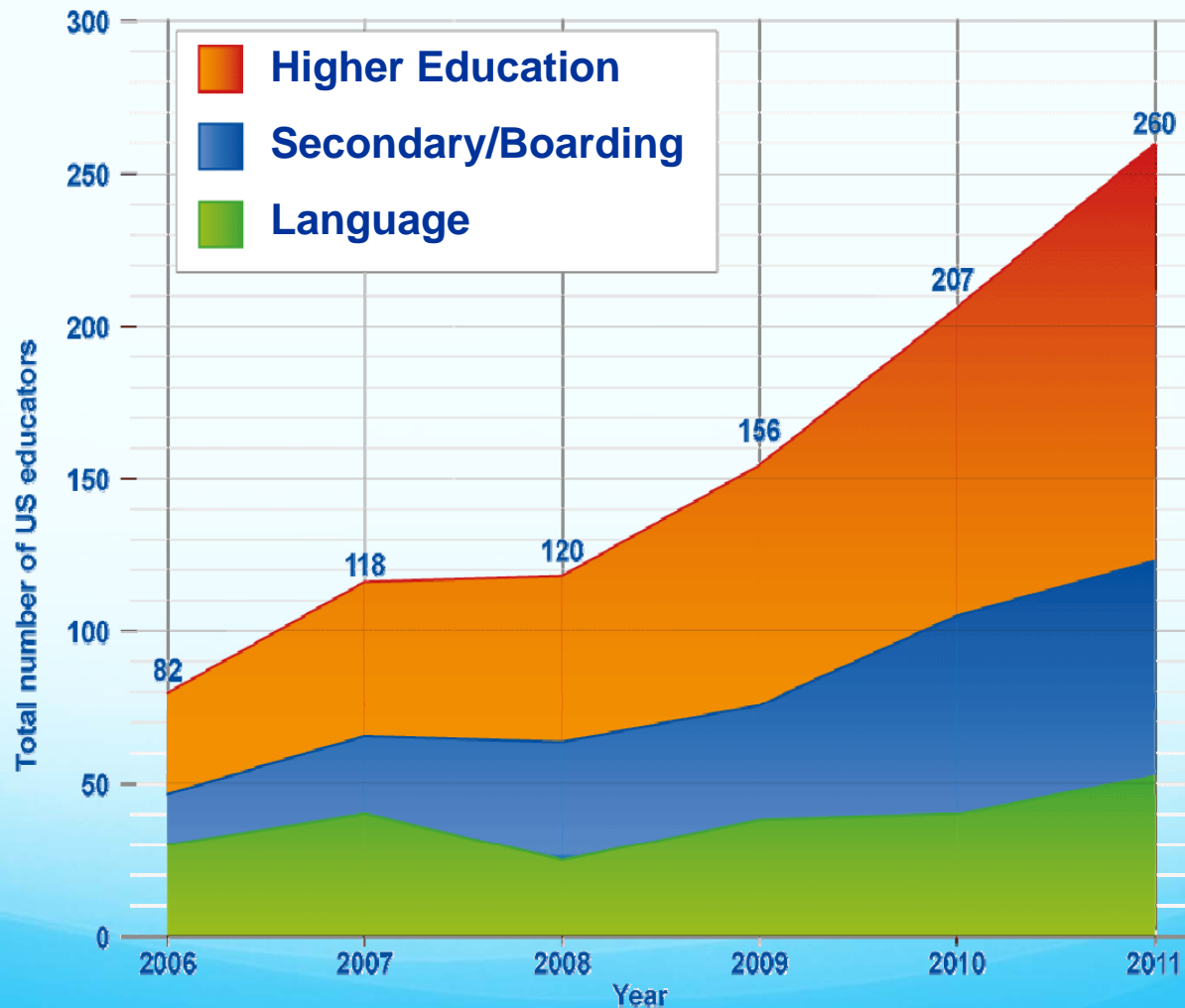


Source: ICEF Barometer 2012



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**U.S. educators working with recruitment agents (ICEF customer base 2006-2011).  
“One quarter of U.S. postsecondary institutions utilize the service of commission agents.” (NACAC 2013 Executive Summary)**



Source: ICEF

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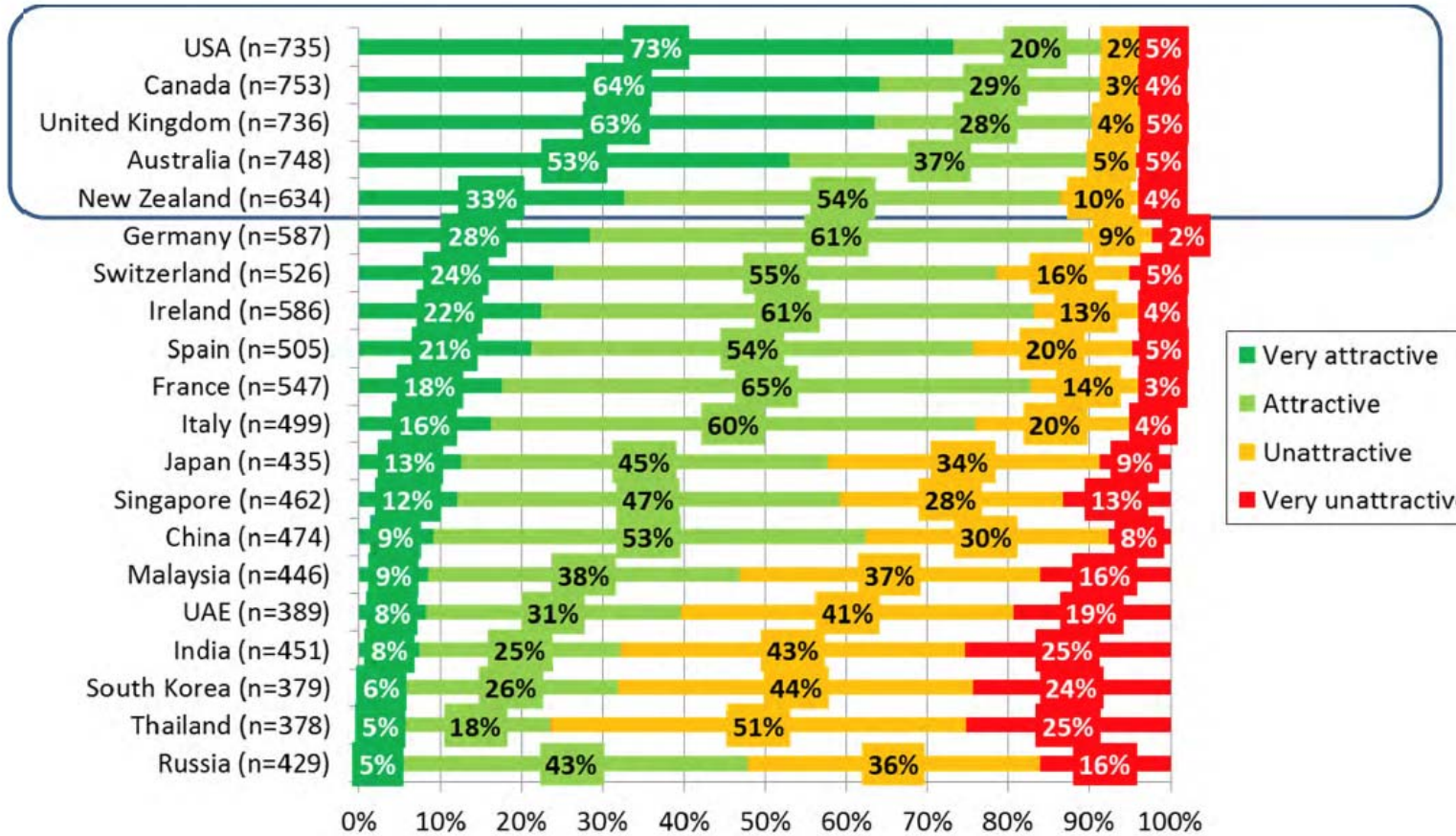


## **Traditional methods to international recruit students**

- **Direct Overseas Recruitment Efforts**
- **Education USA overseas offices**
- **Web and Print Based Advertising and Initiatives**
- **Faculty, Alumni and Student Sponsored Exchanges (governments & private organizations)**
- **State Consortia (“Study Texas”)**
- **Recruitment Education Agents**
  - Agent Workshops (ICEF, ALPHE, etc) & Recruitment Fairs



## Overall attractiveness of Study Destinations in 2013

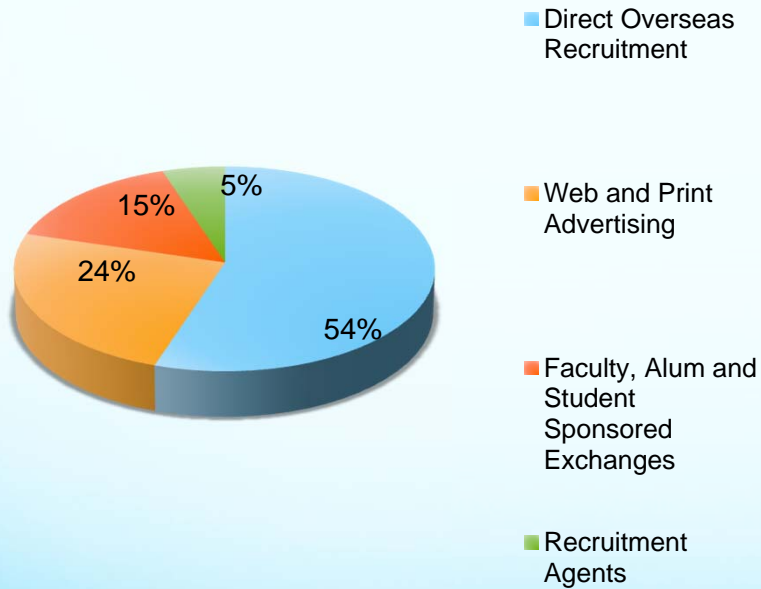


Note: Excludes respondents that indicated they 'Do not know'

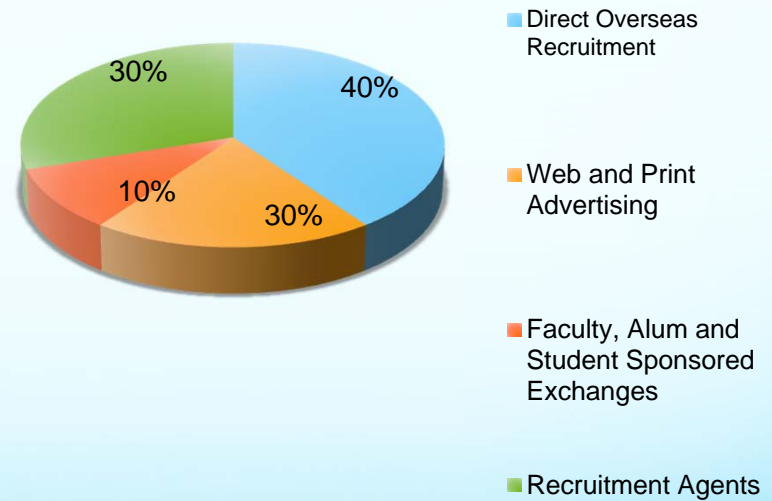
Traditional markets remain top of 'attractive' list

## Comparison from year to year

### International Student Recruitment Strategies Year 1



### International Student Recruitment Strategies Year 10

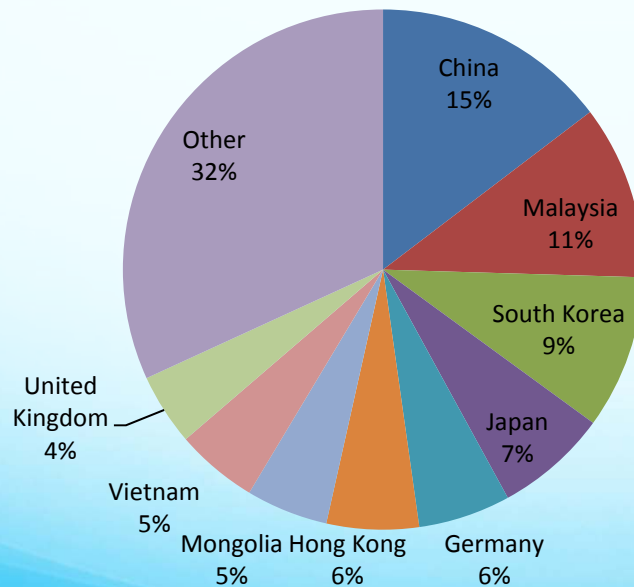


## Case Sample: University of Wisconsin – Eau Claire

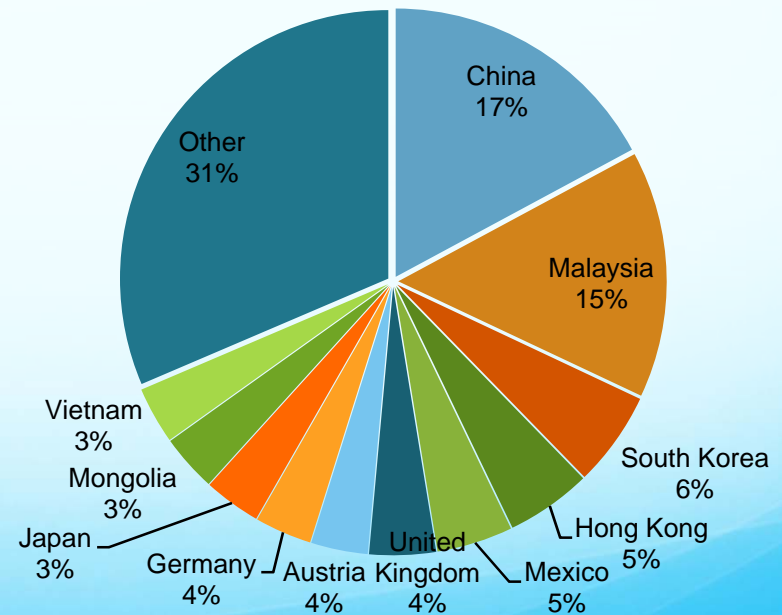
- Started using recruitment agents in 2009:

1. To increase overall international enrolment
2. To extend reach into markets that had never been tapped
3. To expand the diversity of the student population
4. To increase the number of students from low-sending countries

### Year 1



### Year 3





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## Internationally: **STRONG** Central Regulation & Training of **AGENTS**

- In English speaking countries:
  - U.K.: The British Council
  - New Zealand: New Zealand Education
  - Australia: Study Australia
  - Canada: The Canada Course for Education Agents

[Home](#) > [About us](#) > [Our work in education](#) > [Education agents](#)

## Training for agents



There are two levels of training:

### BRITISH COUNCIL FOUNDATION CERTIFICATE FOR AGENTS

- Online delivery over 8 study weeks
- includes self assessment tests

[Contact](#)

[Education agents](#)

**Training for agents**

Good practice, guidance and UK information

[▶ Improve your English in the UK](#)





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# Agent Training: New Zealand

## EDUCATION NEW ZEALAND TRAINED AGENT

Knowing more about New Zealand will give you the edge and help you recruit more students.

Complete our e-learning programme and you will receive a record of achievement as an ENZ Trained Agent. You'll also get access to selected material in the Brand Lab including:

a Think New video

a Think New presentation

a website builder tool to make your website shine

## EDUCATION NEW ZEALAND RECOGNISED AGENCY

High quality agencies are a valued link in helping students come to the best New Zealand institutions.

Agencies with a proven record of success in the New Zealand market can be recommended to become an ENZ Recognised Agency. You'll get;

advice and support from your local Education New Zealand team

access to the Brand Lab

a listing on our website [studyinnewzealand.com](http://studyinnewzealand.com)

the ENZ Recognised Agency logo

invitations to selected events in your region

## NEW ZEALAND OFFICIAL PARTNER

High-performing partners are crucial to New Zealand to achieve growth in international education.

We expect ENZ Official Partners will be contracted for specific campaigns or events for an identified period of time.

NEW ZEALAND  
EDUCATION

RECOGNISED  
AGENCY

NEW ZEALAND  
EDUCATION

OFFICIAL  
PARTNER

## Agent Training: Australia



### Education Agent Training Course

Australian Education International

Department of Immigration  
and Citizenship

Provided support in the  
development of the EATC

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#### About the EATC



Education Agents play a significant role in counselling and referring students to Australian education providers. This is an important component of the quality assurance of Australia's international education industry. So supporting agents by providing training and professional development is a high priority.

In 2003 AEI commenced work to completely rebuild their previous training course called the 'Aussie Education Specialist' with the objective of updating and professionalising the training of their education agents. An Agents Training Steering Committee was set up with membership from the Australian international education industry. Members were asked to assist AEI by providing directions in relation to content and development of the course.

PIER worked with AEI and other peak bodies in developing the EATC, a standardised, on-line training course launched by the Minister for Education, Hon. Julie Bishop in 2005. Since that time, more than 2,000 individuals have qualified and the EATC has become a key element in Australia's broader education agency engagement strategy.

The Australian Senate Committee Report into the Welfare of International Students in 2009, recommended that "education providers deal exclusively with education agents who have successfully completed an appropriate course, such as the EATC."

For further information, please go to the [Resources](#) page.

#### › Upcoming Events

WEBA Agents Workshop - Dubai  
Wed, Sep 10, 2014



› Qualified Education  
Agent Counsellors

## Best Practice: Monash University in Australia log-in page for agents

### Study at Monash

- International students
  - Pre-university pathways
  - English programs
  - Undergraduate >
  - Postgraduate
  - For parents
  - For agents** v
  - Contacts for agents
  - Becoming a licensed Monash agent
  - Why choose Monash?
  - Life in Melbourne >
  - Accommodation
  - Contact us >
  - How to apply – International students >

Monash University | Study at Monash | International students

# For agents

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### Resources

We want to give you all the information you need to help students make the best decisions for their future.

### Detailed course information


[Course Finder](#) provides information on courses offered to international students, and is the best starting point. The online [Handbook](#) gives detailed information about course structure and units of study.

Note that some courses are not available to international students, or have particular requirements.

### Videos

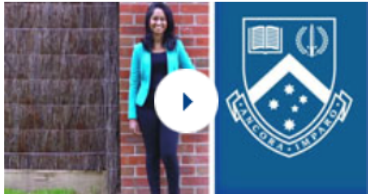
Videos are a great way of demonstrating to parents and prospective students what life at Monash is like. Our videos answer many common questions and concerns.

Monash University has a dedicated [Youtube channel](#) housing a range of videos in English and subtitled in various languages. Monash also has a [Youku account](#) with videos subtitled in Chinese.




6  
7  
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\$ 18  
21  
25  
26  
26  
29

### Monash University Rankings



### Diploma





## Agent Training: Canada



**Foreign Affairs, Trade and Development Canada**  
international.gc.ca

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[Course](#)

[FAQ](#)

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[FAQ](#)

[Partnerships](#)

[International Education Policy](#)

## Canada Course for Education Agents



[Introduction](#) | [Course](#) | [FAQ](#)

**NOTE:** For [Education Agent Policy and general information](#), please visit [Education au/in Canada](#).

Welcome to the Canada Course for Education Agents\*, developed by Foreign Affairs, Trade and Development Canada and offered in collaboration with the [Canadian Consortium for International Education \(CCIE\)](#) and [ICEF](#). The Canada Course supports professional development for agents specializing in Canada as a study destination.

By taking the Canada Course, agents will acquire a firm foundation in the benefits and organization of Canada's education systems, and will gain access to resources with which to help international students study in Canada at the most appropriate institutions and in the best programs for their goals.

## In the U.S. – UNREGULATED & Mixed view of AGENTS

- In the US: polarized views:
  - U.S. Dept of State – Opposes commission agents
  - U.S. Dept of Commerce – Supports agents
- NACAC on-going discussion about use of recruitment agents
  - Re-wording of the Statement of Principles of Good Practice. Remove “ban”
- One U.S. non-profit organization is trying to create standards for agents dealing with U.S. higher education: **American International Recruitment Council (AIRC)**

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## AIRC

Quality Assurance for  
International Student Recruitment



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[Events](#)

[Students](#)

[Members Only](#)

## Who Are Our Members?

- U.S. accredited colleges, universities and academic programs
- Student recruitment agencies meeting certification criteria
- Organizations providing credit-bearing academic pathway programs for international students
- Related non-profit and educational organizations may join as affiliates or observers



[MEMBER LIST](#)

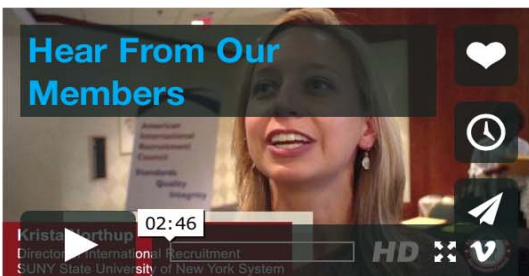
[What is AIRC?](#)

[What is AIRC Certification?](#)

[Why Join AIRC?](#)

[List of Members](#)

### HEAR FROM OUR MEMBERS



### AIRC NEWS & UPDATES

#### Carroll College [Member Spotlight]

29-Aug-2014 - AIRC is pleased to announce this month's spotlight: Carroll College (<http://wp.me/p3JAzc-OW>). To..

#### The AIRC Insider - August 2014

19-Aug-2014 - The August edition of The AIRC Insider (<http://goo.gl/VhcAU2>) is now live. Click here to read: ht..

[California State University at Long Beach](#)

### SAVE THE DATE!

#### 6th Annual AIRC Conference

December 4-6, 2014, Miami, Florida  
[5th Annual Conference Schedule and Workshops](#)

#### COMMENTS INVITED

The public is invited to comment on agencies undergoing certification and AIRC Certified agencies.

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Video from AIRC:

<http://vimeo.com/channels/airc/89668868>

### **3. Why use Recruitment Agents?**

- Market intelligence: A local agent recruiter will know the local market much better than you do.
- Agents understand the culture and local language of the community.
- Provide assistance with application process and visa interviews
- Using agents can help your institution reach hard to reach markets
- Assist your institution with branding efforts.
- Agents can reach a large segment of students (e.g. sub-agents, connections, partners, etc.)

## 4. What services do recruitment agents provide to students and families?

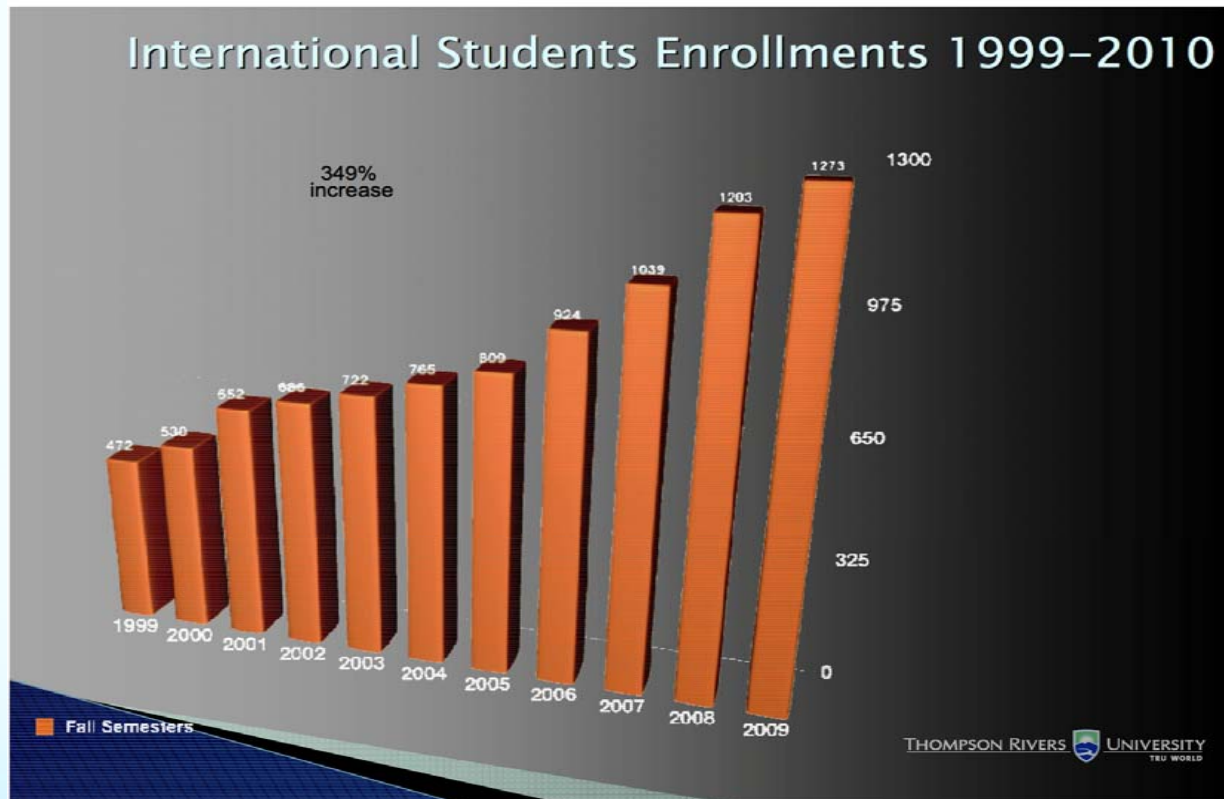
### ● Education Counseling Services

- Career Counseling (what do I want to do?)
- Admission Guidance (How to fill out the forms)
- Guidance on Education systems in the U.S.
- Provide Marketing Materials from U.S. Universities & Colleges

### ● Support Services

- Visa Preparations (Documentation, Interviews, etc.)
- Pre-Departure Orientation (What to expect upon arrival?)
- Accommodation Arrangements (campus, homestay, apartment rental, etc.)
- Travel Arrangements for students and families (Air, Ground, Train, etc.)
- Travel Medical Insurance

## Using agents success story: Thompson Rivers University's use of agents as the key international recruitment channel



Today:

- 15.3% international students on campus; 6% open learning

Source: Thompson Rivers University - Canada

## About International

About TRU World  
Accreditations

### International Agents

- Marketing Services Representatives
- Invoice Form

Internationalization Resources for Faculty

Contact Us

Apply to a Program →

Register for a Course →

Request More Info →

## International Education Agents and Counsellors

TRU works closely with a network of authorized agents and associates throughout the world. These associate offices play a key role in ensuring that prospective students have accurate and complete information about TRU, and in assisting students in planning and preparing for their study programs.



Agents or counsellors looking for detailed background material on TRU are invited to visit our [Download Center](#) for immediate access to

### JOIN US ON FACEBOOK



Thu, Sep 18  
"It Takes a Village to Raise a Child" Kelly

Olynyk Of The Boston Celtics 7:15am-...



Mon, Sep 15  
Welcome to TRU! Tag yourselves in the pictures! Post #mytru tattoo photos on Ins...

Thu, Sep 11  
FREE Beginner Kayak Lessons! The TRU Adventure Studies Department is offering f...



Tue, Sep 9  
Want to see TRU from the sky?

<https://www.youtube.com/watch?v=X4RWEIUxjnc>



Fri, Sep 5  
Tracy from International Admissions sporting her #mytru tattoo!

 [View Facebook](#)



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## Part 2:

### 1. Criteria in selecting good recruitment agents:

- Ask other institutions for references in the U.S. Look at partner institutions in the U.K. Canada, Australia, New Zealand, etc.
- Look for agents that uphold high standards in student recruitment practices (NAFSA & AIRC's best practices)
- Length of time doing business in their country
- What programs and countries do they recruit for?
- In-country Association Membership (JAO, BELTA, etc.)
- Offices in the U.S.?

## 2. What's the mindset at your institution. Are they interested?

- Is the Board of Trustee, the Provost office, the Admissions Office ALL committed to a long-term international student recruitment effort?
- How much of the budget will be allocated to international recruitment effort?
- Which departments will be responsible for international student recruitment?
  - International Office; The Admissions Office; The Graduate School; OR Shared Responsibility?
- How will the success of this recruitment effort be measured? (Increase in numbers or overall percentages, etc.)

Source: 2011 AIRC conference

### **3. Barriers to overcome at your institution?**

- Does your institution offer conditional admissions for students lacking English proficiency?
- Does your institution have an in-house Intensive English program?
- Can your institution offer scholarship opportunities or in-state tuition as an incentive to agents.
- Is the SAT/ACT really necessary for the student market you are trying to reach?
- Can your institution develop a business practice to make commission payments.
- Which department will handle the entire agent process

Source: Dr. Karl Markgraf, Univ. of Wisconsin –Eau Claire

## **4. Basic steps in getting started:**

### **1. Have a meeting with your enrollment team. Basic questions:**

- What is our international enrollment goal next year? What is your deadline? (Be realistic)
- What type of student are we looking for (i.e. ESL, under, graduate, etc.)
- What markets are we looking for (i.e. LATAM vs. ASIA, GLOBAL, etc.)

### **2. Outline an agent agreement (1 – 2 pages)**

- Each parties respective responsibilities. DO'S AND DON'TS (i.e. school logo, etc.)
- Define timelines, goals, compensation model, etc.

### **3. Invite the agent to visit your campus OR visit their office overseas**

- Organize a Familiarization Tour (FAM tour) on campus.
- Visit the agent's office

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**Using agents success story: Its also possible in the US context!**



**FULL SAIL**  
UNIVERSITY.



**NORTHWOOD**  
UNIVERSITY



UNIVERSITY OF  
SOUTH FLORIDA



FLORIDA  
INTERNATIONAL  
UNIVERSITY

**STETSON**  
UNIVERSITY



[www.broward.edu](http://www.broward.edu)



**BARRY**  
UNIVERSITY



UNIVERSITY OF  
MICHIGAN



The State University  
of New York



University of Wisconsin  
**Eau Claire**

## 5. Conclusions:

- Recruitment agent is not the “one and all” solution your student recruitment needs. However, consider using them in your recruitment portfolio.
- Have a conversation within your enrollment. Is the mindset ready to support and encourage the use of agents on campus?
- Do your research on any future agents. Ensure they practice ethical standards and represent the students best interest. Practice “accountability, integrity, and transparency.”
- Be patient. Developing an agent relationship takes time.

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## **Thank You!!**

**John Duque, MBA**

**Managing Director**

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**561-504-4422**

**Website: <http://www.agtmgtsol.com>**

**Contact us if you help with:**

- **Getting starting working with recruitment agents.**
- **If you have agents, need advice on reviewing or developing new agent markets.**
- **Making your current agent relationship work better.**
- **Preparing for Agent workshops (ICEF, ALPHE, etc.)**



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