

Category: 4.0 Recruitment, Admissions, & Marketing	Responsible Owner: Director of RAM	Effective Date: February 2025
Policy/Form Number: 4.3	Approval Body: BoG	Policy/Form Name: Use of Agent Representative Policy

POLICY:

PURPOSE/COMMITMENT

This policy outlines the guidelines for engaging and managing education agents who recruit students on behalf of Columbia College. The purpose of this policy is to ensure ethical, transparent and professional conduct in student recruitment.

SCOPE

This policy applies to all education agents engaged by the college and any staff members involved in the recruitment process
Responsible Administrators (Recruitment Managers/Accounting officers)

WHEN TO USE THE POLICY

This policy applies to all of Columbia College’s signed agent partners who recruit students for the college at any given time.

AGENT SELECTION AND APPOINTMENT

- Education agents must undergo a rigorous selection process, including reference checks and an assessment of their experience and expertise.
 - Must have been in business for a minimum of 2 years
 - Must provide a minimum of 3 references, 2 of which are post-secondary institutions in Canada
- Education agents must sign a formal agreement outlining their responsibilities, ethical standards, and compliance requirements.
- The agreement is subject to annual review and renewal based on performance and compliance.

AGENT RESPONSIBILITIES

- Provide accurate and truthful information to prospective students regarding courses, fees, policies and visa requirements.
- Act in the best interests of students and comply with all legal and regulatory requirements of the college and Canada.
- Maintain a high standard of integrity and professionalism
- Ensure that marketing materials and recruitment practices align with Columbia College’s branding and policies.

COLUMBIA COLLEGE’S RESPONSIBILITIES

- Provide agents with up-to-date and accurate information about courses, policies, requirements and procedures.
- Conduct regular training sessions for agents to ensure compliance and information update.
- Monitor and evaluate agent performance through feedback from students and periodic audits.
- Inform agents of relevant institutional and governmental policy updates
- Ensure timely payment of agent commission.

COMPLIANCE AND MONITORING

- The college reserves the right to terminate agreements with agents who fail to comply with ethical and regulatory standards
- Agents are required to adhere to national and international policies and guidelines.
- Regular reporting and performance review will be conducted to assess effectiveness and compatibility of agents

STUDENT PROTECTION

- Students must be informed of their rights and responsibilities when engaging with agents
- Agents are expected to communicate to prospective students current and accurate information about the college’s admissions requirements, policies, language proficiency requirements, program offerings, tuition costs, tuition refund policy and the eligibility of each program upon graduation.
- Complaints or concerns regarding an agent’s conduct must be addressed formally in writing directed to Director of Recruitment, Admissions and Marketing

REVIEW AND AMENDMENTS

- This policy will be reviewed periodically to ensure its effectiveness and compliance with the Canadian international education sector standards and legal requirements.
- Amendments may be made as necessary to align with regulatory changes and best practices.

LINKS TO SUPPORTING FORMS, DOCUMENTS, WEBSITE:

<https://www.columbiacollege.ca/agents/>
<https://www.columbiacollege.ca/agent-interest-form/>

RELATED POLICIES:

A. APPROVALS:

IF APPLICABLE:

Chair, Academic Board	Date:
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Chair, Marketing and Recruitment Committee:	Date:
Chair, Finance Committee:	Date:

APPROVAL FOR ALL POLICIES:

Responsible Owner: Treshia Gunardi	Date: February 12, 2025
Principal or Designate:	Date:
Chair, Board of Governors:	Date:

Proposed Review Date:	Dates(s) revised:	Replaces Policy/Form Number:
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