



## **ARDEN UNIVERSITY QUALITY ASSURANCE DOCUMENT QA 45 – REPRESENTATIVE APPROVAL, MONITORING AND MANAGEMENT PROCEDURE (including PROGRESSION AGREEMENT)**

### **Introduction**

The purpose of this document is to provide a set of procedures for the approval, monitoring and management of UK and international representatives (and progression agreements) at Arden University. These procedures are designed to ensure that responsibilities are clearly documented and that standards are maintained and enhanced in accordance with Arden University's Regulatory Framework; UK Quality Code, Advice and Guidance: Admissions, Recruitment and Widening Access; and British Council - Good Practice Guide for Education Representatives; and UKVI.

### **Definition**

#### Representative:

- An organisation who is contracted to recruit students on behalf of Arden University for their undergraduate and/or postgraduate distance learning (DL) and/or blended learning (BL) programmes or apprenticeship provision. A representative is not an academic partner.

Representative arrangements can be either:

- marketing - an organisation which delivers marketing communications and/or acts in an advisory capacity to support student recruitment and/or the progression of students to Arden University programmes.

and/or

- referral – an organisation which acts to refer applications or groups of applications to Arden University for admission to a programme of study. Referral representatives have no ongoing role in supporting progression and do not publish marketing materials relating to Arden University programmes, unless by prior agreement.

#### Progression Agreement:

An arrangement where an organisation refers students from a specific programme of study delivered by the organisation for admission to a programme of study at Arden University. Students from the organisation are not guaranteed entry onto an Arden University programme of study. The partner approval procedure for a progression agreement are the same as that for a representative.

## **The Approval and Management Process**

There are nine key stages (please see appendix 1) involved in the approval and management process for representatives (and progression agreements), namely:

1. Proposal and Initial Commercial Appraisal
2. Due Diligence
3. Review and Approval by the Senior Quality Manager. If a cause for concern is identified, then the proposal would be forwarded to the Registrar for review and approval. The consideration and approval of progression agreements will be undertaken directly by Partnership Committee.
4. Report to Partnership Committee (acting on behalf of Academic Board)
5. Written Agreement
6. Update of the Representative Register (and Collaborative and Partnership Register for progression agreements)
7. Report to UKVI (if applicable)
8. Representative Training
9. Ongoing Monitoring and Review

These processes apply to all enquiries from prospective representatives irrespective of whether those enquiries are unsolicited or have been elicited either directly or via promotional/marketing activity.

### **Stage 1. Proposal and Initial Commercial Appraisal**

It is the responsibility of Arden University proposing Director (or nominee) to undertake an initial appraisal of the recruitment opportunity and business case for the representative appointment (or progression agreement) using QA 45 Representative (Progression Agreement) Proposal Form (please see appendix 2).

The appraisal of representatives will include an assessment of:

- scale and nature of business expected to be undertaken; markets, programmes and profile of potential students
- current operations, including location of office(s), number of staff, marketing initiatives and the application advisory service and support
- track record and experience of working with UK HE institutions
- projected numbers

## **Stage 2. Due Diligence**

All representative arrangements (and progression agreements) are subject to a due diligence process, using QA 45 Form 2 – Representative Application Form (inc. Progression Agreements) (please see appendix 3) to ascertain legal and reputational risk. The due diligence of representatives will include a review of:

- organisation and professional profile
- legal standing
- understanding of student recruitment in the UK
- business references
- a basic evaluation of premises for UK representatives (only where Arden University branding is requested, and potential students will be entering representative offices)

Any organisation entering into agreement with Arden University must be a legal entity operating in accordance with the legal obligations pertaining to the country in which they operate. In the case of an individual operating as a sole trader, that individual must satisfy the necessary laws for sole trader operation within the country in which their business operates. This means that the organisation or person should be registered with the appropriate authorities within their country and operating in accordance with the laws relating to a company or a sole trader.

The organisation must also have permission from the relevant authorities to deliver the services that it is contracted to undertake with Arden University. Appropriate documentation will be sought to evidence the legal standing and stability of the organisation as part of the due diligence. The representative must also declare any conflicts of interest in relation to other partners or individuals working with their organisation.

For UK representatives only, additional consideration will be carried out if representative premises are planned to receive potential students on Arden University's behalf and where onsite Arden University branding has been requested. The Senior Quality Manager can decide to conduct a site visit of representative premises (prior to approval) by an appropriate member of staff from Arden University, or a third-party representative acting on behalf of Arden University. In the case of a third-party representative the Registrar will be consulted to assure that the individual undertaking a site visit, is appropriately qualified and experienced to make a judgment against what could be reasonable expected to maintain Arden University standards.

## **Stage 3. Review and Approval by the Senior Quality Manager**

The Senior Quality Manager will make an appraisal of the proposal and due diligence and decide whether to approve, using the Representative Approval Criteria Checklist (please see appendix 4). Approval will be granted where the Senior Quality Manager is assured a representative can deliver a recruitment service at a similar high standard to the University. In the event a cause for concern is identified then the proposal would be forwarded to the Registrar for a decision.

Where a potential representative is deficient in a certain area of provision and it can be rectified, then advice and guidance will be given to address problem areas within a specified timescale.

The consideration and approval of progression agreements will be undertaken directly at Partnership Committee. A progression agreement will recognise the award a student receives at another organisation but will not guarantee a place onto an Arden University programme. The proposal for a progression agreement will need to outline the academic fit between the organisation and Arden University programmes.

#### **Stage 4. Report to Partnership Committee (acting on behalf of Academic Board)**

All representative approval decisions will be reported to Partnership Committee and where required an overview of the proposal and rationale for the decision provided.

#### **Stage 5. Written Agreement**

The Business Development Director (or nominee) will develop a written agreement (from a University template) with roles and responsibilities clearly set out and agreed before any representative (or progression agreement) arrangement commences. The agreement will be approved by the General Legal Counsel (or nominee) and signed by the Chief Finance Officer. The agreement will include:

- financial details
- minimum student numbers
- legal aspects
- duration period
- expectations and behaviour norms
- approval of marketing collateral (where permission is granted)

The duration of representative agreements will be for three years and extended on a continual basis unless, any cause for concern is identified following ongoing commercial assessments and/or annual monitoring.

In the event any party decides to end an agreement, then the termination can be carried out in line with the terms and conditions of the agreement.

#### **Stage 6. Update Representative Register (and Collaborative and Partnership Register for progression agreements)**

Once the signed agreement is forwarded by the Business Development Director (or nominee) and saved as a formal record by the Senior Quality Manager, the Representative Register will be updated. The Representative Register may also be featured on the University website and will detail the full name of

the representative and country of registration. Similarly, the Collaborative and Partnership Register will be updated on approval of any progression agreement.

### **Stage 7. Report to UKVI (if applicable)**

In accordance with para 7.2 Tier 4 Sponsor Guidance (Document 2), details of representatives assisting with the recruitment of international student to the University's UK study centres will be provided to UKVI via [EducatorsHelpdesk@homeoffice.gsi.gov.uk](mailto:EducatorsHelpdesk@homeoffice.gsi.gov.uk). The updated list of relevant representatives will be submitted to the UKVI each quarter by the Senior Quality Manager (or nominee).

### **Stage 8. Representative Training**

Representatives (and progression agreement organisations) will be provided with initial training via a Skype or face-to-face session to ensure accurate and effective promotion of the University and agreed programmes. Training will include:

- an overview of the University
- agreed programme information
- entry requirements and documentation
- application submission process
- UK HE regulatory understanding and legal requirements
- where relevant Tier 4 student visa training
- University standards and quality expectations
- approval, review and monitoring processes
- marketing approval process

Representatives will also receive on-going training and support from the University via the Representative Guideline and a dedicated University contact, to ensure the student experience at recruitment meets University standards.

### **Stage 9. Ongoing Monitoring and Review**

Representative agreements will be subject to an annual monitoring review, on the following aspects:

- continued legal registration
- authorisation of written information displayed by representatives inc. website and all marketing collateral
- verbal information given by representatives on admissions advice via call recording (where possible) or the Student – Representative Experience Survey

In addition, there will be on-going commercial assessment on the following aspects:



- number and quality of applications
- representative professionalism
- student performance and progression

Similarly, an annual review of progression agreements will be undertaken by the Partnership Committee with explicit reference to student performance and management or termination of the agreement

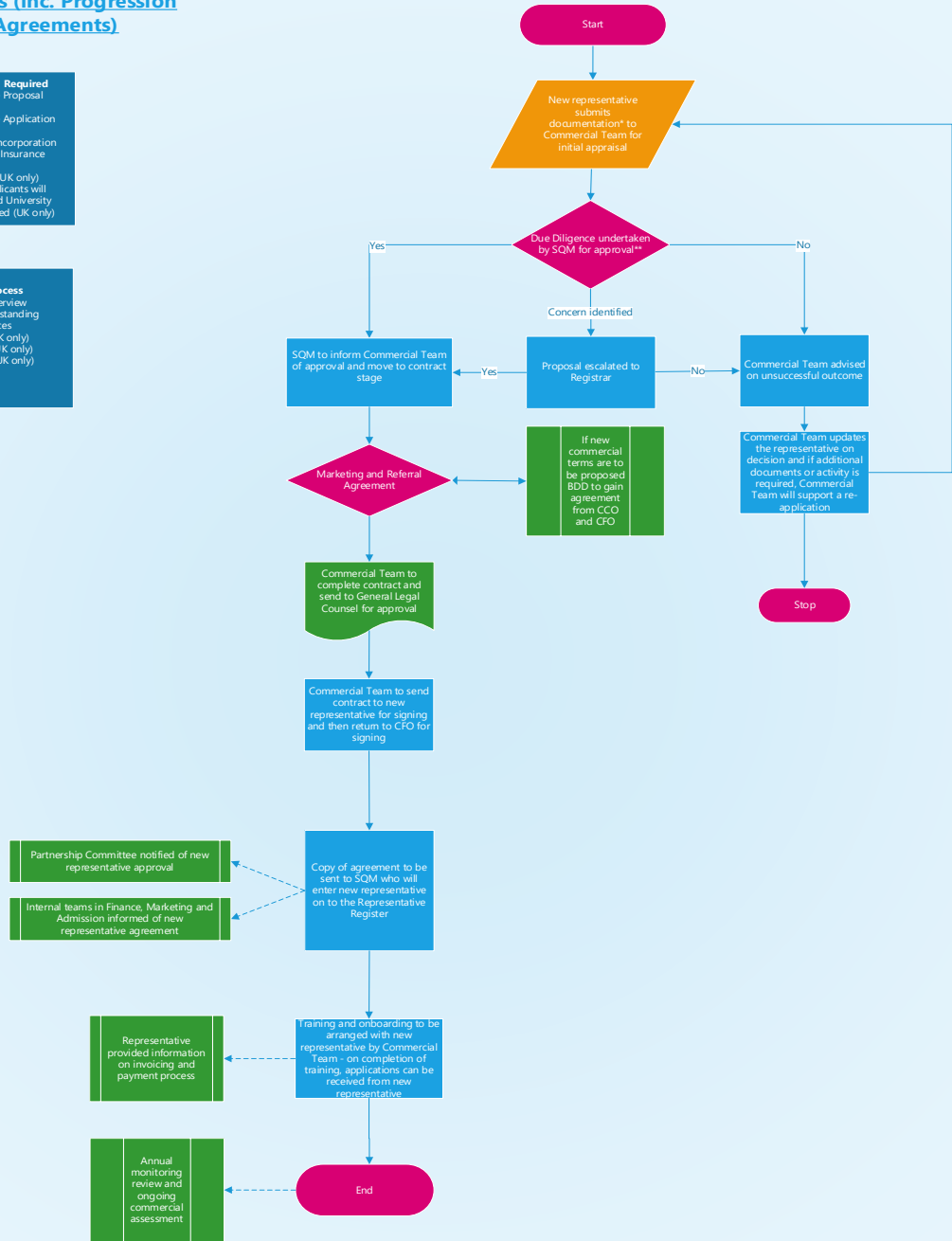


## Appendix 1

## UK and International Representative Approval Process (inc. Progression Agreements)

**\*Documentation Required**  
 1- Representative Proposal Form  
 2- Representative Application Form  
 3- Certificate of Incorporation  
 4- Public Liability Insurance (UK only)  
 5- Privacy Policy (UK only)  
 6- Site visit if applicants will enter premise and University branding requested (UK only)

**\*\*SQM Review Process**  
 1- Organisation overview  
 2- Legal and active standing  
 3- Business references  
 4- Privacy Policy (UK only)  
 5- Public Liability (UK only)  
 6- Website review (UK only)





## QA 45 Representative (Progression Agreement) Proposal Form

### Proposal Details:

Proposal nominated by:	<p><i>Please select:</i></p> <p>Arden University Director <input type="checkbox"/></p> <p>Head of School <input type="checkbox"/></p> <p>Other <input type="checkbox"/></p> <p>Name: Click or tap here to enter text.</p> <p>Title: Click or tap here to enter text.</p>
Name of proposed organisation:	Click or tap here to enter text.
Organisation address:	Click or tap here to enter text.
Type of recruitment to be undertaken:	<p><i>Please select:</i></p> <p>DL (UK and International) <input type="checkbox"/>      BL (UK) <input type="checkbox"/></p> <p>BL (International) <input type="checkbox"/>      UK-Tier 4, FT <input type="checkbox"/></p> <p>Apprenticeship <input type="checkbox"/></p>
Has a site visit been conducted?	<p><i>Please select:</i></p> <p>Yes <input type="checkbox"/>      No <input type="checkbox"/></p> <p>By whom, please state name and title: Click or tap here to enter text.</p> <p>Please provide a brief description of premise facilities and standards: Click or tap here to enter text.</p>

### Overview and Rationale for Proposal:

Please outline business aims, structure, size and current activity of proposed organisation

Click or tap here to enter text.

Please outline rationale for working with the proposed organisation (e.g. interest in Arden University, programme(s); progression pathways, experience; and knowledge of UK HE sector).

Click or tap here to enter text.

Please outline target market (e.g. country or local region; audience; numbers; planned marketing channels/initiatives, exclusivity, etc.).

Click or tap here to enter text.

### Risk and Concerns

Risk Management (please outline any identified concerns, for example; lack of UK HE Sector experience; potential business or ethical conflict; knowledge of any additional services and fees charged by representative/sub-representative; likelihood of potential students entering organisation premise on behalf of Arden University).

Click or tap here to enter text.

Overall risk rating:                      Low                       Medium                       High

### Approval Outcome

Official Use Only

*Please select:*

Approved

Rejected

Information for inclusion in agreement	Proposed minimum numbers: Click or tap here to enter number.
	Proposed territory: Click or tap here to enter text.
	Proposed contract term: Click or tap here to enter text.
	Programmes to be offered: Click or tap here to enter text.
	Exclusivity: No <input type="checkbox"/> Yes <input type="checkbox"/>
	Commission Rate: Click or tap here to enter number.
Recommendations: For example, whether specific Tier 4 training is required, a time limited contract should be undertaken, or an office visit should be scheduled within the next 6-months.	Click or tap here to enter text.
Approval Date	Click or tap here to enter text.
Reported to Partnership Committee	Click or tap here to enter text.

Appendix 3

## UK Representative Application Form (inc. Progression Agreements)

Please provide a copy of your company certification of incorporation with this form.

### Company Profile:

1. Company legal registered name	Click or tap here to enter text.
2. Company trading name	Click or tap here to enter text.
3. Company registered address	Click or tap here to enter text.
4. Telephone number	Click or tap here to enter text.
5. Website address	Click or tap here to enter text.
6. Social media pages	Click or tap here to enter text.
7. Key contact details	<p>Full name: Click or tap here to enter text.</p> <p>Job title: Click or tap here to enter text.</p> <p>Phone number: Click or tap here to enter text.</p> <p>Email address: Click or tap here to enter text.</p>
8. Legal authorised signatory details/Company Director (if different from key contact details)	<p>Full name: Click or tap here to enter text.</p> <p>Job title: Click or tap here to enter text.</p> <p>Phone number: Click or tap here to enter text.</p> <p>Email address: Click or tap here to enter text.</p>
9. Is your company engaged in any other business activities other than student recruitment?	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If so, please provide brief details: Click or tap here to enter text.</p>

10. How many staff do you employ for student recruitment and counselling?	Number of staff: Click or tap here to enter text.
11. Please list all branches/offices that you operate from	Click or tap here to enter text.
12. Please provide details of any agent/representative accredited training or registration undertaken by your company (e.g. British Council Training, RoAPT or UKVI)	<p>Name of accreditation/training/registration: Click or tap here to enter text.</p> <p>Registration or certificate number: Click or tap here to enter text.</p> <p>Copy of certificate provided: Yes <input type="checkbox"/> No <input type="checkbox"/></p>

**Legal Standing:**

13. Public liability insurance certificate	<p>Does your company have public liability insurance?</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If so, please provide a copy with this form.</p>
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**Business Operations:**

14. Do you currently represent other UK higher education institutions?	Yes <input type="checkbox"/> No <input type="checkbox"/>	
	If yes, please complete the following details:	
	Name of HE institution:	How many years have you worked together?
	<p>1. Click or tap here to enter text.</p> <p>2. Click or tap here to enter text.</p> <p>3. Click or tap here to enter text.</p> <p>4. Click or tap here to enter text.</p>	

15. Please outline how many students you recruit annually in the UK	For undergraduate study	Enter number here.	For postgraduate study	Enter number here.
	For English Language courses	Enter number here.	For other study (apprenticeships)	Enter number here.
16. Please state which Arden University study programmes you would recruit for (if 'all', then state this)	Click or tap here to enter text.			
17. Please indicate your <b>estimated</b> recruitment numbers for Arden University annually	Click or tap here to enter text.			
18. Do you charge prospective students?	<p>For an advisory service:                      Yes <input type="checkbox"/>      No <input type="checkbox"/></p> <p>If so, please state amount: Click or tap here to enter text.</p> <p>For application support:                      Yes <input type="checkbox"/>      No <input type="checkbox"/></p> <p>If so, please state amount: Click or tap here to enter text.</p>			
19. Please list any other services you offer prospective students	Click or tap here to enter text.			
20. Do you already have any known connections with Arden University?	<p>Yes <input type="checkbox"/>      No <input type="checkbox"/></p> <p>If so, please provide details: Click or tap here to enter text.</p>			

**Standards - UK Regulation:**

<p>21. Do you provide a Privacy Policy, Privacy Notice, Data Protection Policy or similar to prospective students, or is this available on your website?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If so, please provide a copy with this form or the website link:</p> <p>If not, please outline the data protection measures undertaken by your company: <a href="#">Click or tap here to enter text.</a></p>
<p>22. Do you have awareness and knowledge of UK Bribery Act 2010</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>

**References:**

Please supply the name and contact details of two referees from institutions for whom you act as a representative in student recruitment (preferably UK HEIs)

	Referee 1	Referee 2
Company name	Click or tap here to enter text.	Click or tap here to enter text.
Contact name	Click or tap here to enter text.	Click or tap here to enter text.
Job title	Click or tap here to enter text.	Click or tap here to enter text.
Address	Click or tap here to enter text.	Click or tap here to enter text.
Telephone Number	Click or tap here to enter text.	Click or tap here to enter text.
Contact Email Address	Click or tap here to enter text.	Click or tap here to enter text.



Thank you for completing this form, please ensure where necessary you include the following documentation:

Company certification of incorporation	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Agent/representative accredited training certificate (if available)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Public liability insurance certificate	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Privacy policy or website link	Yes <input type="checkbox"/>	No <input type="checkbox"/>



## International Representative Application Form (inc. Progression Agreements)

Please provide a copy of your company certification of incorporation with this form.

### Company Profile:

1. Company legal registered name	Click or tap here to enter text.
2. Company trading name	Click or tap here to enter text.
3. Company registered address	Click or tap here to enter text.
4. Telephone number	Click or tap here to enter text.
5. Website address	Click or tap here to enter text.
6. Social media pages	Click or tap here to enter text.
7. Key contact details	<p>Full name: Click or tap here to enter text.</p> <p>Job title: Click or tap here to enter text.</p> <p>Phone number: Click or tap here to enter text.</p> <p>Email address: Click or tap here to enter text.</p>
8. Legal authorised signatory details/Company Director (if different from key contact details)	<p>Full name: Click or tap here to enter text.</p> <p>Job title: Click or tap here to enter text.</p> <p>Phone number: Click or tap here to enter text.</p> <p>Email address: Click or tap here to enter text.</p>
9. Is your company engaged in any other business activities other than student recruitment?	<p>Yes <input type="checkbox"/>      No <input type="checkbox"/></p> <p>If so, please provide brief details: Click or tap here to enter text.</p>
10. How many staff do you employ for student	Number of staff: Click or tap here to enter text.

recruitment and counselling?	
11. Please list all branches/offices that you operate from	Click or tap here to enter text.
12. Please provide details of any agent/representative accredited training undertaken by your company (e.g. British Council Training or UKVI)	Name of accreditation/training: Click or tap here to enter text.  Copy of certificate provided:  Yes <input type="checkbox"/> No <input type="checkbox"/>

### Business Operations:

13. Do you currently represent other UK higher education institutions?	Yes <input type="checkbox"/> No <input type="checkbox"/>					
	If yes, please complete the following details:					
	Name of HE institution				How many years have you worked together?	
	1. Click or tap here to enter text. 2. Click or tap here to enter text. 3. Click or tap here to enter text. 4. Click or tap here to enter text.					
14. Please outline how many students you recruit annually to the UK and/or world-wide	For undergraduate study	UK	world-wide	For postgraduate study	UK	world-wide
		Enter number here.	Enter number here.		Enter number here.	Enter number here.
	For English Language courses	UK	world-wide	For other study	UK	world-wide
		Enter number here.	Enter number here.		Enter number here.	Enter number here.
15. Please list the country/countries from which you would be interested in recruiting	Click or tap here to enter text.					

students to Arden University from	
16. Please state which Arden University study programmes you would recruit for (if 'all', then state this)	Click or tap here to enter text.
17. Please indicate your <b>estimated</b> recruitment numbers for Arden University annually	Click or tap here to enter text.
18. Do you charge prospective students?	<p>For an advisory service:      Yes <input type="checkbox"/>      No <input type="checkbox"/></p> <p>If so, please state amount: Click or tap here to enter text.</p> <p>For application support:      Yes <input type="checkbox"/>      No <input type="checkbox"/></p> <p>If so, please state amount: Click or tap here to enter text.</p>
19. Please indicate what other services are offered by your company. Please select from the following:	
<input type="checkbox"/> Interviewing facilities on premises <input type="checkbox"/> Pre-departure briefing meetings for students <input type="checkbox"/> Assistance with students' visa requirements (if applicable) <input type="checkbox"/> Assistance with students' travel arrangements Other, please give details Click or tap here to enter text.	
20. Do you know of any other connection you may already have with Arden University?	<p>Yes <input type="checkbox"/>      No <input type="checkbox"/></p> <p>If so, please provide details: Click or tap here to enter text.</p>
21. Do you use sub-representatives to support recruitment activity?	<p>Yes <input type="checkbox"/>      No <input type="checkbox"/></p>

## Standards – UK Regulation

22. Do you have awareness and knowledge of UK Bribery Act 2010	Yes <input type="checkbox"/> No <input type="checkbox"/>
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## References

Please supply the name and contact details of two referees from institutions for whom you act as a representative in student recruitment (preferably UK HEIs)

	Referee 1	Referee 2
Company name	Click or tap here to enter text.	Click or tap here to enter text.
Contact name	Click or tap here to enter text.	Click or tap here to enter text.
Job title	Click or tap here to enter text.	Click or tap here to enter text.
Address	Click or tap here to enter text.	Click or tap here to enter text.
Telephone Number	Click or tap here to enter text.	Click or tap here to enter text.
Contact Email Address	Click or tap here to enter text.	Click or tap here to enter text.

Thank you for completing this form, please ensure you include the following documentation:

Company certification of incorporation	Yes <input type="checkbox"/> No <input type="checkbox"/>
Agent/representative accredited training certificate (if available)	Yes <input type="checkbox"/> No <input type="checkbox"/>

Appendix 4

**Representative Approval Criteria Checklist**

Name of Representative:

Aspect:	Assessment Method	Requirement	Sufficient Evidence	Comments
<u>Organisation overview and profile</u>  - to provide indication of an organisation's business image, competencies and approach	<ul style="list-style-type: none"> <li>Adequate completion of the representative proposal form and application form</li> </ul>	Mandatory	Choose an item.	
	<ul style="list-style-type: none"> <li>Google maps to check adequate location and office frontage (for UK representatives only)</li> </ul>	Preferred	Choose an item.	
	<ul style="list-style-type: none"> <li>Representative website adequate in terms of overall presentation (inc. level of English), accuracy of content and secure (for UK representatives only)</li> </ul>	Mandatory	Choose an item.	
<u>Legal and professional standing</u>	<ul style="list-style-type: none"> <li>Confirmation of company registration</li> </ul>	Mandatory	Choose an item.	
	<ul style="list-style-type: none"> <li>Confirmation of Public Liability Insurance to demonstrate representative's duty of care and level of</li> </ul>	Mandatory (for UK representatives)	Choose an item.	

- to illustrate an organisation's adherence to minimum legal and professional standards	responsibility (for UK representatives only)			
	<ul style="list-style-type: none"> <li>Confirmation of Privacy Policy to demonstrate representative has adequate coverage of requesting, transferring and securing applicant data (for UK representatives only)</li> </ul>	Mandatory	Choose an item.	
<u>Ethics, Standards and Integrity</u>  - to provide an insight into an organisation's business conduct	<ul style="list-style-type: none"> <li>Has the representative completed any sector recognised representative training (e.g. British Council)?</li> </ul>	Preferred	Choose an item.	
	<ul style="list-style-type: none"> <li>Confirmation of two satisfactory business references (ideally from other HEIs)</li> </ul>	Mandatory	Choose an item.	
	<ul style="list-style-type: none"> <li>Confirmation of Tier-4 and visa regulation knowledge (if applicable)</li> </ul>	Mandatory (for international representatives)	Choose an item.	
<u>Premises (only applicable for UK representatives,</u>	<ul style="list-style-type: none"> <li>Premise available for duration of agreement</li> </ul>	Mandatory	Choose an item.	
	<ul style="list-style-type: none"> <li>Fire Safety</li> </ul>	Mandatory	Choose an item.	

<p><u>where there will be onsite Arden University branding and applicants will enter representative premises)</u></p> <p>- to illustrate an organisation's duty of care, level of responsibility for health and safety and adherence of obligations and standards as expected by the University</p>	<ul style="list-style-type: none"> <li>Disabled access - if not met then a full statement of how the obligation would be fulfilled by the organisation</li> </ul>	Preferred	Choose an item.	Please provide details of any alternative provision:
	<ul style="list-style-type: none"> <li>First Aid</li> </ul>	Preferred	Choose an item.	
	<ul style="list-style-type: none"> <li>Safeguarding</li> <li>Health and Safety Policy</li> </ul>	Preferred	Choose an item.	
<b>Due Diligence Summary:</b>				
<b>Decision by Senior Quality Manager:</b>				

- Approved (with website feature for UK representatives only)
- Approved (without website feature for UK and international representatives)
- Not approved
- Refer to Registrar

Decision by Registrar:

Reported to Partnership Committee:

- Yes
- No

Date:



