



TEXILA  
AMERICAN  
UNIVERSITY



## **AGENT RECRUITMENT POLICY**



# **Texila American University - Zambia**

## **Agent Recruitment Policy**

### **Introduction and Scope of the Policy**

This Policy defines the criteria and procedures for appointing and managing Recruitment Agents for applicants for Texila American University.

Once selected, an agent will be provided with materials and training to promote the University and invited to submit student applications to the University. The agent shall normally be offered a 2-year agency agreement.

The agent's work will be monitored throughout the contract and may be terminated at any time if the agent is found to be in breach of the terms of the contract.

### **Criteria for the Appointment of an Agent**

Applicants for the role of Recruitment Agent shall be expected to meet the following criteria:

- demonstrate a track record and a history of working with professional institutions.
- understand the Values of the University and familiarize themselves with the courses offered by the University.
- supply references from academic and/or professional institutions

### **Application and Selection Process**

Step 1:

The agent must visit the University website and familiarize themselves with the courses on offer. The agent must ensure that they understand the Values of the University, as well as the course portfolio, policies, and guidelines. This understanding of the university will be assessed by the officers responsible for that market.



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Step 2:

The agent will send the University a completed Agent Application Form (application forms can be obtained by emailing [enquiry@tau.edu.zm](mailto:enquiry@tau.edu.zm))

Step 3:

If the University wishes to consider the application further, the agent will be asked to supply references from other institutions.

Step 4:

If the University is satisfied with the agent's application, the agent will be offered a 2-year agency agreement:

- The University will follow an equal opportunity policy at every stage of the selection process. The process will be based on consistent criteria applied uniformly to all candidates.
- Prospective agents will be directed to this document to ensure they are aware of the University's policy on agent selection and management.
- The University will undertake reasonable measures to establish the integrity and worthiness of an agent.
- Any offer of an Agents Contractual Agreement will be subject to satisfactory references.
- The Head of International Recruitment, or a designated member of university staff, may visit the agent before a contract is confirmed. This will help the formation of opinions about the location, facilities, staffing, and other attributes of the agent.

### **Appointment and Contractual Agreement**

The contractual agreement between the University and the Recruitment Agent shall include the following, as a minimum:

- The Agreement will be for two years. The agent's performance will be reviewed every year by the University, with particular emphasis on successful recruitment, continuation, and completion rates, ethical behavior, efficiency, and accuracy of the



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- information that they supply to potential applicants about the University.
- Financial details such as commission payments to the agent will be clearly stated and agreed upon in the Agreement.

### **University Responsibilities**

- The University will provide all relevant material including the prospectus, application forms, brochures, admission policy and procedures, fee policy, refund policy, and other relevant information to the agent.
- Staff from the University may visit the premises of the agent at any time. A report on the visit and the findings will be shared with the agent to discuss with the University future developments and to ensure and maintain requisite standards.
- The University will provide appropriate training and all the information needed by the agent for the successful promotion of the University.
- The University will address any complaint against the agent and a zero-tolerance policy will be followed. (Refer Monitoring of Performance below.).

### **Recruitment Agent Responsibilities**

- The agent will participate in any training provided by the University and ensure they are familiar with all the information provided relating to the University and its courses.
- The agent is expected to attend a university workshop or appropriate training event (eg an agent networking event, in-country training event, online training opportunity) approved by the University;
- The agent will undertake not to exaggerate or overstate any information on the University.
- The design, text, and any data of any publicity prepared by the agent, which refers to the University, is to be submitted for university approval before it may be used. Copyright, logo, and trading rights on all material shall remain vested in the University and may not be used by the agent without university permission.



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- The agent will assist, support, and give guidance to the applicants wishing to follow a course at the University, and will assist their applicants from inquiry/application to the final enrollment at the University.
- The agent will ensure that application forms are completed in their entirety by the applicant.
- The agent will be required to keep a record of a student from initial contact to the final action on the application. This should include details of any financial transaction.

### **Monitoring the Performance of an Agent**

The University demands that every Agent acts ethically and professionally that will benefit students, the agent, and the University itself. The agent's performance will be closely monitored by the University using the number of students who fail to enroll, the number of students who successfully register, fully attend, and complete their course of study, and the accuracy of the information that they have supplied to their students.

Once students arrive in Zambia a feedback sheet will be completed by the students, and this will then be analyzed by the University. The Student Records System will be continually updated so that the University can analyze the performance of the agent, based on the registration, attendance, and success of the students.

An agent's contract will not be renewed, and the University may consider terminating the agreement at any time if:

- The student feedback is unacceptable regarding the service and orientation supplied by the agent.
- The Agent is found to be representing admissions details to the University in a manner that is unrepresentative and misleading.
- The non-continuation-completion rate of students supplied by the agent is too high and causes concern regarding academic progression.
- The non-continuation rate of students supplied by the agent is too high and causes concern regarding the retention