

Best Practices When Working With Student Recruitment Agencies

USG International Student Recruitment Workshop
Val Daily, Client Relations Manager - June 23rd, 2017



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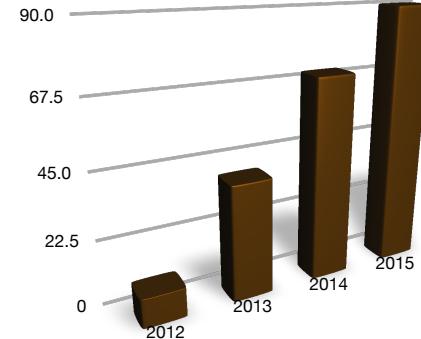
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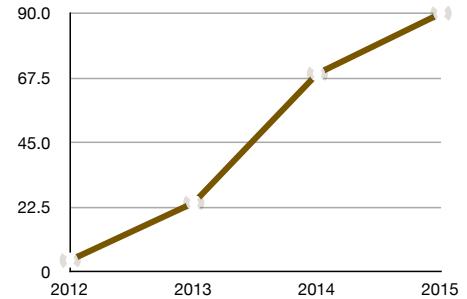
INTRODUCTION



Agency Partners



Student Enrollments from Agencies



IDP AT A GLANCE

- Global placement of international students
- Offices in 33 countries
- Also:
 - Co-owners of IELTS
 - Recently Acquired Hotcourses
 - ESL in SE Asia
 - Undertake Market Research
- Founded 45 years ago as a non-for-profit development agency
- Entered the US in April 2009
- 50% owned by Education Australia & 50% on ASX



WHAT IS AN AGENT?

“International Student Placement Firm”

- Definition: A person who acts on behalf of another person or group.
 - Representative
 - Liaison
 - Broker



WHY DO SCHOOLS USE AGENTS?



- Highly competitive environment
- Inaccessible markets
- Budget/Staff limitations
 - On the ground support
 - Fairs, travel, etc.
- Local market intelligence
- In-market connections
- Branding
- Return on investment
- Manage Risk
- Students use them!



WHY DO STUDENTS USE AGENTS?



- Professional unbiased opinion (represent many schools)
- Limited access to information or counseling services
- Culture
- School/Program choice
 - 4,000+ accredited Universities
- Application processing, Visa Prep, Pre-departure

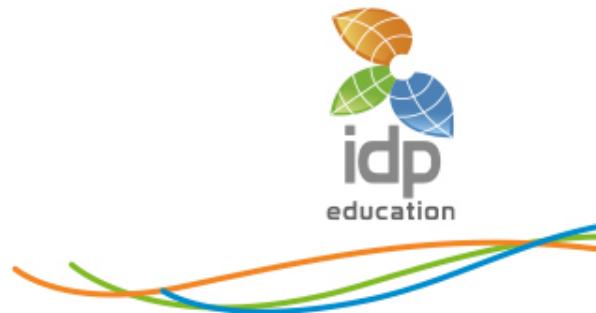


Planning

- Is your Institution ready?
- Do you have Leadership buy-in?
- Key Contacts
- Will there be dedicated staff?
- How's the internal process working?
- Do you have a strategy?
- What will be the measure of success?
- How many agents and where?



Discovery



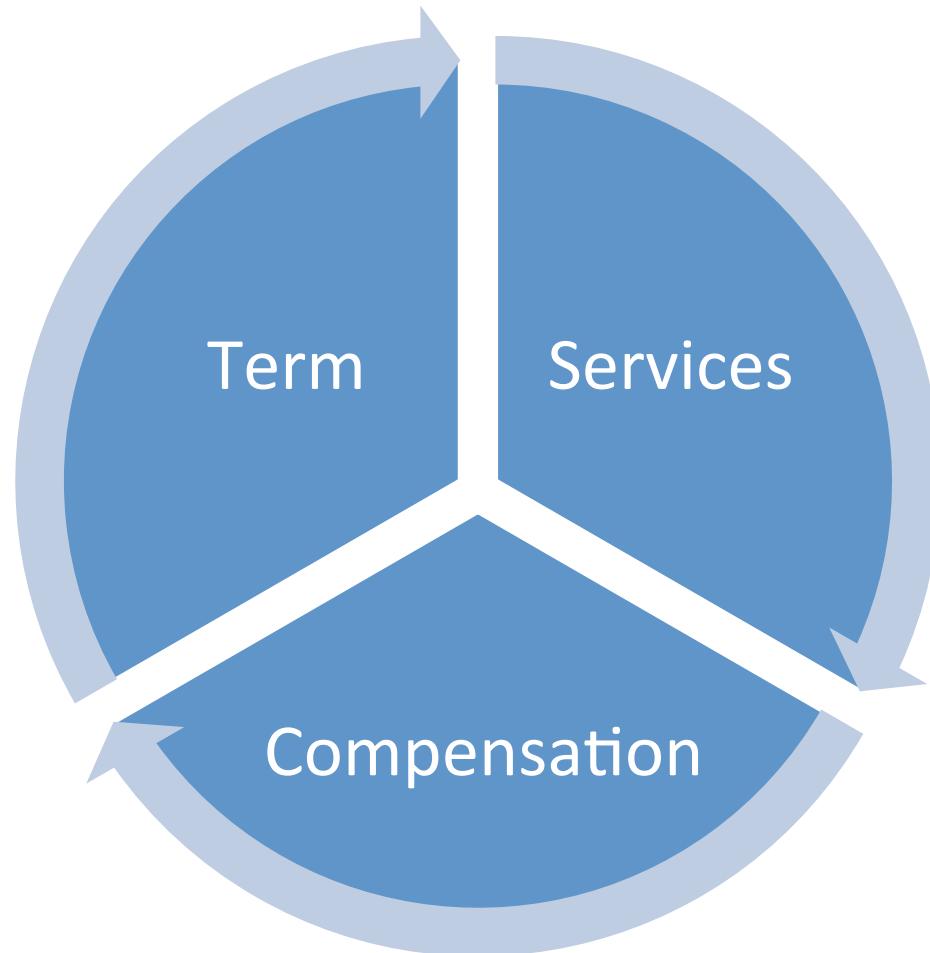
Vetting



- Geographical Reach
- Background/History with US Recruitment
- Operations Details
- Sub-Agent Network
- Staff
- Certifications/Affiliations
- Counseling Process
- Other Services
- Current Partners
- References
- Financial Commitment
- Contract Requirements



Contract Management



Term

International Student Journey



From first agent contact to arrival onshore to study is a journey of 2-3 years

Expectations

- Programs/study level
- Application processing
- Visa counseling
- Marketing materials
- Program admissions criteria (communication)
- Exclusions
- Termination
- What should NOT be done

How much and how to compensate?

- Amount of commission paid
 - Upfront/marketing fee
 - Flat fee
 - Percentage (10-20%)
 - Gross vs. Net Tuition Base
- Progression commission
- When will commissions be paid
 - Who initiates the process and what is expected
 - What semesters will commission be paid

Partnership Management



Agents increase the ROI of your other initiatives and give you new presence and reach. Think of them as members of your recruitment team

- Training
- Set SMART Goals
- Face-to-Face Interaction
- Participation in Events
- FAM Trips
- Armchair may not work with all Agents
- Cultural differences
- Educate your staff
- Communicate/Engage



Partnership Evaluation

- Periodic Reviews
 - Enrollments/Pipeline
 - Conversion rate
 - Projections v. Actuals
 - Communication
- Staff & Student Feedback
- Other Institutions



NOTE: Partnerships aren't "one size fits all"



Conclusion



COMMENTS?

Thank you for your attendance and participation!

