UK International Education Sector's Pledge

UK AGENT QUALITY FRAMEWORK

As an institution, we are committed to the UK Agent Quality Framework and pledge to create and maintain the highest standards of agent management, ensuring the UK remains a leading study destination for international students.

The undersigned institution hereby commits to:

1 Empowering Student Choice and Enabling Informed Decision Making

Through this commitment we agree to:

- Proactively promote the Student Guide to Choosing an Education Agent to our prospective international students, both directly and through our networks, to aid them in selecting a reliable agent.
- Clearly signpost to our international students the process for registering complaints around their chosen agent.
- Clearly display our list of contracted agents on our website to aid international students and their parents or guardians in their choice.

Recommended actions and best practices to achieve the agreed commitments:

- Disseminate the Student Guide to Choosing an Education Agent through relevant communication channels to prospective students.
- Actively encourage contracted agents to host the Student Guide to Choosing an Education Agent on their website/s and to agree, where feasible, to send a copy to all students who engage their services.
- Make school counsellors aware of the British Council's UK education agent and counsellor training.
- Regularly monitor and update the details of your contracted agents as listed on your website.
- Provide students with a clear channel for lodging a complaint if they are dissatisfied with their experience of using a specific education agent.

2 Ensuring Good Agent Governance and Professionalism

Through this commitment we agree to:

- Build The National Code of Ethical Practice for UK Education Agents into our Agent Contracts to highlight their commitment to a quality experience for the student.
- Embed governance processes throughout our agent contractual cycle to deliver the highest quality service, including during selection, due diligence, contracting, training, planning and ongoing reviews and contract renewals.
- Embed high quality agent management collaborative practices to ensure we create the best possible partnership with our agents, as specified in the Good Practice Guide for Providers using Education Agents.

Recommended actions and best practices to achieve the agreed commitments:

- Make all Agent Quality Framework collateral available to your agent network in your onboarding and training materials, and by hosting these on your agent portal or webpage/s.
- Include specific clauses in your education agent contracts that require appointed agents to endorse the National Code of Ethical Practice.
- Work collaboratively with your education agents. Plan together and jointly agree objectives to ensure information and best practices flow in both directions.

3 Promoting Ethical Agent Practices, Professional Knowledge and Competency

Through this commitment we agree to:

- Promote the adoption of the principles and standards set out in the National Code of Ethical Practice and Good Practice Guide for UK Education Agents Partnering for Quality right across our agent network.
- Build the requirement for contracted agents to undergo an appropriate UK Credited training programme such as the British Council UK Agent and Counsellor Certified Training, so that they are well equipped to give students up-to-date information about studying in the UK.

Recommended actions and best practices to achieve the agreed commitments:

- Evaluate your agents' compliance with the National Code of Ethical Practice by including an audit of National Code standards in your [annual] review processes.
- Agree a minimum level of engagement for all agent personnel, who provide advice and assistance to prospective students, to study and complete an appropriate UK Credited training programme.
- Promote the principles of the framework in all your agent and student recruitment and engagement work.

4 Increasing Transparency and Accountability

Through this commitment we agree to:

- Work with our contracted agents to ensure transparency around the use of sub-agents, clarifying their commitment and processes for ensuring quality throughout their sub-agents network.
- Ensure clarity for students regarding the commercial relationships education providers have with education agents.

Recommended actions and best practices to achieve the agreed commitments:

- Request transparency around the use of sub-agents. Be clear that an agent's endorsement of the National Code of Ethical Practice and engagement with an appropriate UK Credited training programme also applies to any sub-agent partners working with the contracted agent.
- Request clarity on the processes for training, managing and quality assuring sub-agents.
- Be clear that the completion of an appropriate UK Certified training programme is applicable for all student-facing staff within sub-agents.
- Through the promotion of the Student Guide to Choosing an Education Agent, increase transparency of the commercial relationships education providers have with education agents.

E-Signature 

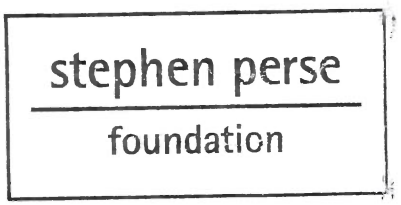
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