



INDIANA UNIVERSITY

Use of Agents in International Student Recruitment

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Effective: *February 1, 2011*
Last Updated: *February 1, 2011*

Responsible University Office:
Office of the Vice President for International Affairs

Responsible University Administrator
Vice President for International Affairs

Policy Contact:
Christopher Viers, Associate Vice President for International Services

Scope

University units involved in the enrollment and recruitment of international students.

Policy Statement

Only appointed employees of Indiana University are authorized to officially represent the University in the recruitment of international students through direct contact with prospective students and their families. The use of “agents” for the purpose of recruiting or enrolling international students is not permitted. “Agent” is defined as an individual, company or organization engaged by the institution to recruit students from an overseas market as part of a contractual arrangement, partnership, or any other arrangement that results in payment for services in any form. Thus, Indiana University units shall not enter into contractual arrangements or any other third party agreements with “agents” to represent the University in the recruitment of students, or in the administration of any part of the application and enrollment process. Appointed Indiana University employees may not receive compensation in any form from any other party for services related to the recruitment of students.

This policy does not preclude the use of “institutional consultants” for purposes of providing indirect services in support of the University’s recruitment efforts. “Institutional consultant” is

defined as an individual, company or organization engaged on a fee-for-services basis. Institutional consultants provide indirect services, such as translation services, developing media campaigns, identifying prospects through testing services and similar kinds of activity, in support of a unit's student recruitment effort. Their payment is not based on the number of student contacts made, applications referred, or enrollment yield. The services rendered under contract to IU by institutional consultants may not include direct personal contacts and representations to prospective students and their families.

Reason for Policy

Indiana University has historically prohibited the use of agents for the purpose of recruiting or enrolling domestic as well as international students.

Title IV of the Higher Education Act makes it illegal for schools that accept federal assistance to offer incentives to educational advisors, consultants, or agents. While the law does not apply to international students, Indiana University believes the same standard should be used to guide policy and practice in the recruitment and admission of international students. In addition, the leading U.S higher education associations for admissions counselors and registrars [National Association for College Admissions Counseling (NACAC) and the American Association of Collegiate Registrars and Admissions Officers (AACRAO)] caution against the use of agents in their statements of ethical practice. As a matter of policy, the Department of State prohibits its Advising Centers from partnering in any form with agents and a September 2010 survey of Consortium for Institutional Cooperation (CIC) schools confirms that none of these institutions currently use or have plans to use agents for the purpose of recruiting or enrolling international students.

The use of Indiana University alumni and other affiliates to assist in the recruitment of international students on a volunteer basis is entirely appropriate and remains an important component of our initiatives. The use of independent educational advisors and personal consultants by prospective students and their families is also common and widely accepted in the United States and abroad and is permissible. Independent educational advisors and consultants work exclusively for the student (or family) with no financial incentives from institutional clients. Indiana University will be best served by recruitment and outreach initiatives that strive to share with prospective students the full range of educational opportunities available to them in the United States. We place high value on ensuring that our efforts help students identify the college or university best suited to meet their educational goals and aspirations. Indiana University has among its faculty, staff, students, and alumni significant capacity for successful recruitment in the increasingly complex and competitive international recruitment environment, and there is tremendous value in retaining and further strengthening these internal resources.

Definitions

Agent - (For purposes of this policy): an individual, company or organization engaged to recruit students from an overseas market as part of a contractual agreement, partnership or any other arrangement that results in payment for services in any form.

Advisor or personal consultant - an individual, company or organization working exclusively for the student (or family) without compensation from Indiana University.

Institutional consultant – an individual, company or organization engaged by Indiana University on a fee-for-services basis – not tied to the number of student contacts made, applications referred, or enrollment yield –to provide services in support of a unit’s student recruitment effort. Approved services include, but are not limited to:

- Hosting web profiles;
- Other types of lead generation services;
- Local travel support and logistics planning, including translation services and arrangements for high school visits by Indiana University personnel;
- Local support for yield event logistics, advertising, and follow-up;
- Local media releases and outreach.

For the purposes of this policy, however, approved services for institutional services do not include personal contacts with and representations to the students and their families.

Sanctions

Violations of university policies, including the failure to avoid a prohibited activity or obtain required approvals, will be dealt with in accordance with applicable university policies and procedures. These may include disciplinary actions up to and including termination from the university.

Additional Contacts

Subject	Contact	Phone	Email
Policy-OVPIA	Christopher Viers	812-855-0493	cviers@indiana.edu
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Policy-OVPURAPP	Jennifer Kincaid	812-856-1291	jenkinca@indiana.edu

Web Address for this Policy

<http://www.indiana.edu/~ovpia/policies/AgentsPolicy.pdf>

History

This policy was effective February 1, 2011.