

LCC Policy and Procedures Regarding Educational Agents/Recruitment Partners

This policy aligns with the *Best Practices in Dealing with Agents* as outlined by Languages Canada and the *Education Quality Assurance Policy and Procedures Manual* (April 2025).

Purpose

This policy outlines the standards and procedures for selecting, vetting, and maintaining relationships with education agents and agencies representing ISS Language and Career College of BC (LCC). The goal is to ensure that all recruitment partners uphold LCC's values and contribute positively to the institution's reputation and the broader Canadian education sector.

Education agents and agencies act as official representatives of LCC and play a critical role in student recruitment. As such, LCC is committed to partnering only with reputable, professional, and well-informed agents who demonstrate ethical business practices and a strong understanding of Canadian post-secondary education.

Agent Responsibilities

All approved education agents representing LCC are expected to act with integrity and professionalism, ensuring accurate representation of the institution at all times. They must stay informed about LCC's admissions criteria, academic offerings, student support services, tuition and refund policies, and dispute resolution procedures. Agents are required to participate in ongoing training provided by LCC to maintain consistency in communication with prospective students. In terms of business practices, agents must operate transparently, with clear fee structures, responsive communication, and professional office environments—ideally verified through a site visit. Compliance with Canadian immigration regulations and ethical recruitment standards is essential.

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A. Terms and Definitions

For the purposes of this document, the following terms and definitions will be adopted.

Agents: an education agent, consultant or agency employee provides advice and placement assistance for international students who wish to study in Canada. Education agents can be individuals or organizations located in Canada or abroad offering marketing, promotion, recruitment, and other services in the education sector. Education agents may be known by various titles, including but not limited to student advisors, education consultants, counsellors, or representatives.

Agencies: Education agencies are commercial organizations that provide support to students in their education journey, helping them choose institutions and programs of study, submit applications, apply for study visas, and other services. Agencies can range from sole operators or small companies with a single office, to large multi-national companies with offices in dozens of cities. In addition, a company may have a technology platform representing broad agent and sub-agent networks under a single contact point. Agencies may earn revenue by charging service fees to students, and/or recruitment fees to education institutions.

Training: Agent training includes recognized certifications, such as the Canada course for Education Agents (CCEA), as well as the provision by an institution of ongoing education and information related to their programs, facilities, services, and application processes, including how to effectively prepare students for living and studying in Canada.

B. Selection

LCC evaluates prospective education agents and agencies based on their professional qualifications and reputation. Agents are expected to have completed recognized training programs, such as the Canada Course for Education Agents, and hold memberships in reputable professional organizations like ICEF, QEAC, or CAPS-I. In addition, LCC considers references from current or former institutional partners and looks for a proven track record of ethical practices and successful student recruitment. These criteria help ensure that agents represent LCC with integrity and professionalism.

C. Contracts

LCC requires all education agents and agencies to enter into a formal agreement that clearly outlines the scope of the partnership and mutual responsibilities. These contracts are designed to ensure transparency, legal compliance, and professional accountability and serve as a foundation for a professional and ethical working relationship, ensuring that all parties are aligned with LCC's standards and the expectations of the Canadian education system.

Key elements of the agreement include:

- **Contract Duration:** Start and end dates, with details on renewal procedures.
- **Termination Clause:** Conditions under which the agreement may be cancelled, and the process for doing so.
- **Dispute Resolution:** Mechanisms for resolving conflicts, including legal jurisdiction under Canadian law.
- **Confidentiality and Data Protection:** Expectations regarding the handling of sensitive information.
- **Scope of Services:** A clear description of the services the agent will provide and any associated fees.
- **Legal Compliance:** Acknowledgment of relevant Canadian legislation and regulatory requirements.
- **Third-Party Responsibilities:** Clarification of roles and obligations if subcontractors are involved.
- **Payment Terms:** Details on commission structures, including:
 - Commission rates for tuition and other services.
 - Policies related to cancellations and student refunds.
 - Payment schedules and consequences for late or missed payments.

D. Training

LCC is committed to providing education agents with comprehensive and ongoing training to ensure they are well-informed about the institution's programs, services, and facilities. This includes access to materials such as brochures, newsletters, and fact sheets, as well as opportunities for direct engagement through meetings and familiarization tours. To maintain accuracy and consistency in representation, LCC also ensures agents are promptly updated on any institutional changes and have continuous access to current information. Clear and regular communication is essential to fostering effective collaboration and high-quality service delivery.

E. Marketing and Promotion

LCC ensures that all promotional materials used by education agents are accurate, up-to-date, and aligned with institutional standards and relevant legal requirements. Agents must present clear, accurate, and complete information about LCC's programs and services to support informed decision-making by prospective students. Additionally, agents are expected to guide students in selecting programs that match their academic background and goals, while also informing them of their rights and responsibilities in Canada.

F. Monitoring Agent Performance

LCC maintains a structured process for evaluating the effectiveness and integrity of its education agents. This includes gathering feedback from students regarding the quality of service and accuracy of information provided by agents and following up when students appear underprepared. Agents are required to submit any independently created promotional materials for review to ensure consistency and compliance with institutional standards. LCC also verifies that all fees charged to students are transparent and aligned with the terms of the agent agreement. During recruitment missions, institutional representatives may visit agency offices to inspect displayed materials. If an agent's conduct is found to be misleading, unethical, or in breach of contract or applicable laws, LCC reserves the right to terminate the partnership. Contract renewals will be contingent on a thorough review of agent performance.

Checklist for the Selection and Vetting of Education Agents

A. The agency and its representatives practice responsible business ethics

- The agency is committed to complying with applicable laws, regulations, codes of conduct, and other industry best practices.
- The agency has appropriate business license(s), liability insurance, and risk management protocols.
- Information about the agency's ownership, governance, and organizational structure is publicly available.
- A transparent process is in place for declaring and resolving conflicts of interest.
- Confidentiality is exercised regarding sensitive information obtained from stakeholders.
- A clear process is in place for handling complaints and resolving disputes.
- The agency is transparent regarding fees paid by students and commissions paid by education providers.
- Agency representatives exhibit professionalism and integrity.

B. Information provided to stakeholders is ethical, accurate, and consistent

- The agency has robust procedures for ensuring the recruitment of bona fide students.
- Documentation sent to institutions on behalf of students is authentic and systematically verified.
- Clients are informed of their rights and responsibilities regarding the conditions of their enrolment.
- Written agreements between agencies and their clients are signed.
- Documentation on fees and refund policies is readily available.
- The agency discloses all partners, affiliates, and third-party agreements. Processes are in place to ensure third parties act ethically, honestly, and in the best interest of all stakeholders.
- The agency has mechanisms in place to proactively ensure information provided to clients about institutions and their programs, services and facilities is accurate and up to date.
- The agency acts in the best interest of students, institutions, and partners at all times.