



ACCREDITATION SERVICE
for
INTERNATIONAL COLLEGES

Standards for Accreditation

and

Key Performance Indicators

Training Organisations

This document contains 19 pages

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Introduction

Accreditation by the Accreditation Service for International Colleges (ASIC) is independent and unbiased and will provide education authorities, students, their parents, and employers with reassurance that the institutions accredited are fit for the purpose of delivering an ethical, high quality education and related services.

In accrediting education institutions such as universities, colleges, schools and training organisations ASIC considers the performance of the institutions in relation to a wide range of features, facilities and activities delivered. Standards for Accreditation are grouped into eight Areas of Operation as described in detail below. While several of the features, such as health and safety, are based on (legal) requirements which apply in the UK, it is appreciated that these may not be matched or required in other countries. Similarly, the rules and regulations applying to students entering the UK for study purposes are likely to be different from those which apply to students entering other countries to study.

Nevertheless, ASIC's accreditation sets out to demonstrate that students entering education institutions in any country will receive a sound educational experience, delivered with the aid of appropriate human and physical resources in a safe, caring and hygienic environment; that, in addition, successful students will be rewarded by the award of a genuine qualification, which will enhance the students' careers and/or further study prospects. It is expected that the institution will be able to demonstrate that it is operating within the legal educational framework of the home country and that students from other countries will be admitted, subject to fulfilling the passport/visa requirements of the host country.

ASIC's accreditation arrangements normally require that two visits are made to the institution, namely a Stage 2 visit, which focuses on the premises, health and safety, education facilities, courses and their delivery, student welfare, and marketing and recruitment, followed by a Stage 3 visit, which focuses on management, staff qualifications and meetings with staff, the delivery of the academic programme and meetings with students and compliance with immigration requirements, together with a meeting with the owners and senior managers. To reduce costs to the institution visits usually combine these two Stages into a single visit, which may occupy one or two days, depending on the size of the institution, and will normally be undertaken by two experienced ASIC Inspectors.

Visits to the institution will be undertaken following receipt of a fully completed ASIC Application Form and supporting documentation as described below, together with payment of the agreed fees.

(Note: the term "staff" used in this document refers to all employees, management, teaching faculty and support staff.)

Standards for Accreditation

To gain a satisfactory threshold accreditation, institutions must normally be deemed to satisfy all of the Sub-Areas in all eight Areas of Operation.

Institutions satisfying an indicator of commendable provision (these are listed at the end of each Area of Operation and marked * throughout this document) will achieve a commendable grade for that Sub-Area.

A commendable grade, normally for the majority of Sub-Areas with that provision in a given Area of Operation, will result in Commendable for the Area overall.

The award of Premier status is given when (normally) all of the six Areas of Operation capable of being commendable (that is, Areas A, B, C, D, E and G) are graded Commendable.

Notes:

AF = Box required on Application Form (Y/N or details required)

1 = Submitted with Application Form

2 = Inspected/checked with Principal at Stage 2

3 = Inspected/checked with Principal at Stage 3

3# = Verified through discussions with staff and/or students at Stage 3 (may also be checked with the Principal)

Stage 2 and 3 will normally be combined into a single visit as mentioned in the introduction denoted 2/3

ASIC recognises that many institutions offer distance learning programmes in different forms and that some of the Sub-Areas below may not be relevant.

Areas of Operation

A Premises, and Health and Safety

Documentation required for this Area:

- AF, 2/3 Floor plan of each site being inspected, showing classrooms and other teaching facilities, offices, toilets, student study areas, refreshment areas, residential areas and emergency exits.
- AF, 2/3 List of all teaching rooms showing capacities and any specific teaching resources.

Expected standards for accreditation are that:

A.1 2/3	The Institution has documented tenure on its premises and appropriate planning approval.
	Supporting documentation required:
A.1.1 AF, 2/3	Lease agreement or evidence of ownership (as applicable);
A.1.2 AF, 2/3	Confirmation from the local council that the Institution has permission to use the premises for educational purposes.
A.2 2/3	All external and internal signage is clear, comprehensive, current and accurate. (This includes Institution, floor and room signs; and courses, affiliations and logos on display.)
A.3 * 2/3, 3#	Building facilities and maintenance ensure a safe and clean environment for staff and students, with adequate lighting, heating and ventilation, and sanitary provision. (Toilets should be clean and well maintained with full hand washing and drying facilities.)

A.4 2/3	Any dedicated facilities for the preparation of food and drink meet statutory, local authority, hygiene requirements.
	Supporting documentation required:
A.4.1 AF, 2/3	<i>Local regulation certificate showing compliance with health/sanitary regulations or satisfactory inspection reports by the local Environmental Health Department or equivalent if required.</i>
A.5 * 2/3, 3#	Students have access to informal study areas including IT provision where appropriate. (It is expected that there are opportunities for independent study within the Institution, that is, quiet study areas and casual access to IT laboratories/Wi-Fi facilities. Students are expected to have free access to the internet, including e-mail.)
A.6 * 2/3, 3#	All staff have access to work spaces, including those which are shared (hot-desking) and IT.
A.7 * 2/3, 3#	Classrooms, laboratories, Research Centres, workshops, and other specialised teaching areas, provide safe and adequate space for the numbers of students required to use them and are equipped to a level consistent with the needs of the academic programmes. (Classrooms: The number of seats in teaching facilities should match class numbers. IT laboratories are expected to have up-to-date computers, printers etc. with broadband access. Institutions teaching English language are expected to have supporting technology.)
A.8 2/3, 3#	The Institution's health and safety measures ensure that local legal (statutory) and ASIC requirements are met in relation to general safety, first aid, fire precautions and safety in areas of particular hazard (e.g. science laboratories); relevant staff receive appropriate training in these aspects, and rules and procedures are properly displayed and students and staff fully briefed. This applies to all premises owned or leased by the Institution. (ASIC recognises that some requirements may not be achievable in certain countries.)
	Supporting documentation required:
A.8.1 1	<i>Health and safety declaration by Principal/Owner (Appendix 3 to Application Form);</i>
A.8.2 AF, 2/3	<i>Health and safety risk assessment, with all recommendations addressed;</i>
A.8.3 AF, 2/3	<i>External fire risk assessment undertaken by an appropriately qualified organisation/person, with all recommendations met;</i>
A.8.4 AF, 2/3	<i>Health and safety policy, including duty of care to students;</i>
A.8.5 2/3	<i>Staff training records in relation to first aid, fire precautions and emergencies, and safety in areas of hazard;</i>
A.8.6 2/3	<i>List of qualified first-aiders and their certificates, and/or other medical facilities; (At least one first aider should have a certificate from attending a three day course.)</i>
A.8.7 2/3	<i>Health and safety law poster on display;</i>
A.8.8 2/3	<i>An approved accident report book;</i>
A.8.9 1	<i>Fire Precautions declaration (Appendix 4 to Application Form);</i>
A.8.10	<i>Records of testing of fire detection equipment, extinguishers, alarms and emergency</i>

2/3	<i>lighting;</i>
A.8.11 2/3	<i>Fire notices and emergency/fire exit signs;</i>
A.8.12 2/3	<i>Records of timed fire drills (evacuation of the premises) including any hazards encountered, and remedial actions taken;</i>
A.8.13 2/3	<i>Safety rules applicable to areas of hazard;</i>
A.8.14 2/3	<i>Records of portable appliance testing (PAT), (this may not be appropriate in some countries);</i>
A.8.15 2/3	<i>Gas and electrical safety certificates provided by qualified contractors, (these may not be required in some countries);</i>
A.8.16 2/3	<i>Carbon monoxide detector is appropriately sited and operational;</i>
A.8.17 2/3	<i>Fire extinguishers correctly wall or floor mounted;</i>
A.8.18 2/3	<i>List of trained fire marshals. (NB lists of fire marshals and first aiders/medical staff should be prominently displayed on student notice boards).</i>

***Indicators of commendable provision in relation to Sub-Areas of Operation A3, A5, A6 and A7 are:**

A.3 2/3,3	The premises, including the toilets, are well furnished, in a good state of repair, and extremely clean.
A.5 3#	There is an appropriately sized student common room with seating and students have access to refreshments and/or recreation facilities. (The common room may be shared with staff.)
A.6 3#	There is appropriate office space where all staff have designated workspaces equipped with individual IT facilities; and the staff have access to personal storage and refreshment facilities.
A.7 2/3,3	The majority of classrooms/IT laboratories have projection facilities and/or a high standard of relevant facilities for practice-based courses.

B Governance, Management and Staff Resources

An opportunity should be made for the Inspectors to meet the Institution's Owner(s), Directors, and a member of the Governing Body if applicable.

Expected standards for accreditation are that:

B.1 2/3, 3#	The governance arrangements, staff numbers and structure, and vision for the Institution are appropriate for the scale and nature of the operation.
	<i>Supporting documentation required:</i>
B.1.1 1, 2	<i>Membership and documented role of the Governing Body;</i>
B.1.2 1, 2	<i>Diagram of staffing structure with names (this includes management, teaching and support staff).</i>
B.1.3 1, 2	<i>Appropriate vision and mission statements.</i>

B.2	* 3#	Communication amongst governors and all staff is effective. (Regular, recorded meetings of staff should take place to manage the operation of the Institution.)
Supporting documentation required:		
B.2.1	3	<i>Minutes of staff meetings.</i>
B.3	2/3, 3#	Local/legal employment requirements are met/good practice exists in terms of equal opportunities, disciplinary and grievance procedures, Employer's Liability insurance, Public Liability insurance, staff workloads.
Supporting documentation required:		
B.3.1	AF, 2/3	<i>Employer's Liability Insurance certificate;</i>
B.3.2	AF,2/3	<i>Public Liability Insurance</i>
B.3.3	AF, 2/3	<i>Equal opportunities policy relating to employment;</i>
B.3.4	2/3	<i>Written procedures for staff discipline and complaints/grievance.</i>
B.4	* 2/3	Courses/programmes and/or academic subject areas are managed by appropriately qualified and experienced staff.
Supporting documentation required:		
B.4.1	2/3	<i>CVs of the relevant staff.</i>
B.5	2/3, 3#	Classes are timetabled appropriately in terms of room sizes and their facilities, and programmes and assignments are scheduled to provide reasonable workloads for students and staff. Research students have suitable facilities and structured supervision arrangements are in place.
Supporting documentation required:		
B.5.1	2/3	<i>Current course and room timetables;</i>
B.5.2	2/3	<i>Research facilities and supervision arrangements.</i>
B.6	2/3	Written procedures exist for the production and conduct of summative and formative tests/mock examinations, course work and other assessments; there are arrangements for the secure-storage of examination papers, students' scripts and students' work.
Supporting documentation required:		
B.6.1	AF, 2/3	<i>Written procedures for the production of examination/test papers for formative tests/mock examinations and for summative assessments if appropriate;</i>
B.6.2	AF,2/3	<i>Written procedures for the conduct of assessments, including invigilation arrangements; proctoring arrangements;</i>
B.6.3	2/3	<i>Arrangements for the receipt, from external awarding bodies, and secure storage of examination/test papers and students' scripts, course work and other submitted work;</i>
B.6.4	AF, 2/3	<i>Confirmed approval of the Institution as an awarding body test/examination centre as appropriate (originals).</i>
B.7	* 3#	New staff receive an appropriate induction. There are appraisal/performance review and staff development systems for staff and all staff are encouraged/supported in

	engaging in self-development.
	Supporting documentation required:
B.7.1 1	Staff handbook;
B.7.2 2/3	Records to show that staff have signed confirming receipt of their copy of the staff handbook at induction;
B.7.3 2/3	Written staff induction programme;
B.7.4 2/3	Appraisal/performance review system;
B.7.5 2/3	Staff development policy;
B.7.6 2/3	Records of staff development activities.

B.8 3#	* All teaching staff are subject to review of their teaching (that is, delivery of the academic programme) with a view to achieving continuous improvement of standards. Research staff are reviewed on their scholarly activity, including papers written and presented at suitable conferences.
	Supporting documentation required:
B.8.1 3	Written procedures for the monitoring of the delivery of the academic programme and/or the review of scholarly activity;
B.8.2 3	Records of monitoring of the delivery of the academic programme;
B.8.3 3	Records of published papers and presentations, citations, funding awarded, successful research supervision.

B.9 2/3	Copyright regulations are observed.
	Supporting documentation required:
B.9.1 AF, 2/3	CLA Licence or equivalent and/or suitable copyright notices at photocopiers (in the UK copyright regulations are overseen by the Copyright Licensing Authority, the CLA).

B.10 2/3	Data protection requirements are observed.
	Supporting documentation required:
B.10.1 AF, 2/3	Registration with the Information Commissioner's Office (ICO) or local equivalent (in the UK this organisation oversees data protection).

***Indicators of commendable provision in relation to Sub-Areas of Operation B2, B4, B7 and B8 are:**

B.2 3	Formal minutes of staff meetings, which record actions agreed, designated individuals responsible for the actions, and an audit trail that these actions have been completed.
B.4 3	There is a designated person or persons one of whose principal roles is to take responsibility for the successful delivery of the academic programme. (Roles may include ensuring that: students are properly registered with the awarding body; appropriate arrangements are made for examinations and that these are communicated clearly to students, that appropriate facilities and resources are in place; cover for absent staff is arranged; course reviews are arranged.)

B.7 3#	Annual appraisals/performance review are formally recorded and agreed performance targets are actioned.
B.8 3	There are written procedures in place for addressing issues identified in the review of the delivery of the academic programme and for monitoring improvement; and evidence to show the effective use of these procedures AND if appropriate there are written procedures in place for facilitating improvements in research outputs.

C Learning and Teaching: Course Delivery

The general approach to students' learning is that they should be guided and encouraged to take responsibility for their own learning. This helps to ensure that they can build on the knowledge and experience gained on their courses in taking higher level courses and/or in developing their careers.

Expected standards for accreditation are that:

C.1 3#	Pre-enrolment, students receive details of entry requirements/other criteria, fee charges and refund policy and the personal documentation which has to be produced in order to complete enrolment.
	Supporting documentation required:
C.1.1 1,3#	<i>Pre-enrolment information.</i>
C.2 3#	Students are carefully briefed on the nature and requirements of their chosen courses/ research activity including curriculum, assessment regulations, reading lists/relevant academic papers.
	Supporting documentation required:
C.2.1 2/3	<i>Course/programme descriptions.</i>
C.3 * 3	Academic staff have an appropriate level of subject knowledge (normally at least a first degree, or equivalent professional qualification and at an academic equivalent to the level of the course(s) being taught) and pedagogic skills as evidenced (normally) by formal qualifications. Normally research supervisors are expected to be qualified to PhD level.
	Supporting documentation required:
C.3.1 3	<i>CVs of all teaching staff detailing:</i> <ul style="list-style-type: none"> ▪ <i>Responsibilities within the Institution;</i> ▪ <i>Academic, professional and teaching qualifications;</i> ▪ <i>Summary of academic career and other relevant employment;</i> ▪ <i>Recent/current self-development activities;</i> ▪ <i>Publications;</i> ▪ <i>Academic papers refereed and submitted at conference;</i> ▪ <i>Peer reviews/citations.</i>
C.4 * 3#	The delivery of courses/programmes is conducted in ways which facilitate student learning, success and active participation, and is supported by appropriately equipped teaching facilities where applicable. (Classroom observation by Inspectors will assess the effectiveness of course delivery, including the recognition by staff of the needs of non-native speakers.)

	The supervision of research is undertaken in ways which improve research students' activities.
	Supporting documentation required:
C.4.1 3	<i>Sample lesson plans relating to the course description, curriculum and learning outcomes;</i>
C.4.2 3	<i>Written procedures for teachers on providing feedback on students' work;</i>
C.4.3 3	<i>Samples of marked student work;</i>
C.4.4 2/3	<i>Evidence of appropriate direction, feedback, and critical input to research students.</i>

C.5 2/3, 3#	The Institution library, which can be online, provides copies of set texts and supporting texts, journals and relevant research publications. Guidance is provided on the use of public and electronic libraries, including the inter-library loan scheme. Guidance on further study and careers is available in the institution.
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***Indicators of commendable provision in relation to Sub-Areas of Operation C3 and C4 are:**

C.3 3	The majority of teaching staff have a formal pedagogic qualification (for example, at the minimum level of Preparation for Teaching in the Lifelong Learning Sector (PTLLS), which is available as short or distance learning courses in the UK).
C.4 3	Delivery of the academic programme may be deemed be commendable through the use of appropriate teaching and learning approaches, the effective use of teaching and learning support materials and equipment (this may include a learning and teaching platform, such as 'Blackboard'), and very positive feedback from students on the effectiveness of delivery, AND if appropriate there is a carefully structured system of research supervision, including regular, documented meetings/contacts between supervisors and students.

D Quality Assurance and Enhancement

Course/programme review is an important procedure whereby the Institution reviews the delivery of its courses and the success of the students as part of a process of continual improvement and of ensuring the on-going relevance of the curriculum.

Expected standards for accreditation are that:

D.1 * 3#	The Institution undertakes an annual academic review of its courses/programmes and research activities, which includes formal input from students and staff.
	Supporting documentation required:
D.1.1 2/3	<i>Written procedures for conducting academic review;</i>
D.1.2 2/3	<i>Records of academic review meetings which include action points.</i>
D.2 * 2/3	As part of the academic review process, the Institution monitors students' academic development and pass/completion rates, and analyses examination results to identify

	trends and inconsistencies.
	Supporting documentation required:
D.2.1 2/3	<i>Student examination results;</i>
D.2.2 2/3	<i>Written analyses of student performance by course and cohort. Written report by supervisors on research activities.</i>

D.3 * 3#	As part of the academic review process, mechanisms exist for students to provide feedback on the delivery of their courses and/or the quality of research supervision, and the quality of the supporting resources. The mechanisms may include student questionnaires assessing individual staff performance, course delivery and academic/welfare support; representation on committees and/or staff/student liaison groups.
	Supporting documentation required:
D.3.1 2/3	<i>Examples of completed student feedback questionnaires;</i>
D.3.2 2/3	<i>Records of relevant meetings involving students.</i>

D.4 3#	The Institution has written procedures to improve and enhance the quality of its teaching and learning.
	Supporting documentation required:
D.4.1 3	<i>Written procedures which cover course/programme delivery, formative assessment and monitoring student progress;</i>
D.4.2 3	<i>Records of completion, retention rates, pass rates and attendance rates.</i>

D.5 2/3	For internal courses (see definition in Area of Operation F) the Institution has written procedures for curriculum development and course design; and the academic level of internal courses is consistent with internationally equivalent courses in universities or professional/awarding bodies.
	Supporting documentation required:
D.5.1 2/3	<i>Written procedures for course/programme design and curriculum development;</i>
D.5.2 2/3	<i>Records of relevant course/programme development meetings;</i>
D.5.3 2/3	<i>Course/programme descriptions, including details of curriculum, learning outcomes, teaching approaches and assessment arrangement;</i>
D.5.4 2/3	<i>Course/programme approval documentation;</i>
D.5.5 2/3	<i>Evidence of external validation, including the involvement of external advisors or examiners from internationally recognised universities or relevant industrial, commercial or business companies.</i>

***Indicators of commendable provision in relation to Sub-Areas of Operation D1, D2 and D3 are:**

D.1 3	Formal minutes of academic review meetings show that effective action is taken as a result of the academic review process.
D.2	Statistical analysis is made of examination results, making comparisons across

2/3	modules assessed at a given time and with earlier results, together with evidence of any action taken OR cohort analyses are made showing the progression of all students who enrol on each course at a given time and gain a formal award.
D.3 3#	There is documented evidence to show that effective action is taken in response to student feedback.

E Student Welfare

Institutions in many countries now seek to recruit international students from other countries. Such students often need support in addition to that provided for home students.

Expected standards for accreditation are that:

E.1	*	Students receive advice/information and assistance in relation to such topics as living costs, police registration, registration for medical treatment, banking and travel cards.
	3#	
Supporting documentation required:		
E.1.1		<i>Pre –arrival information for home and international students.</i>
	1, 2/3	

E.2	*	Ongoing welfare support is available to students from identified staff.
	3#	

E.3		There is an induction programme for new students
	3#	
Supporting documentation required:		
E.3.1		<i>Written student induction programme;</i>
	2/3	
E.3.2		<i>Student handbook;</i>
	1	
E.3.3		<i>Records to show that students have signed confirming receipt of their copy of the Student Handbook at induction.</i>
	2/3	

E.4	2	In the case of students under the age of 16, the existence of a Child Protection Policy. In the case of students under the age of 18, the requirements of current legislation are met in respect of police checks on relevant staff, including enhanced checks where personal tutoring/mentoring is in place. It is suggested that all college staff are CRB checked, including Principal, owners and directors.
Supporting documentation required:		
E.4.1		<i>Child protection policy (under 16s);</i>
	2	
E.4.2		<i>Staff list recording police checks (under 18s);</i>
	2	
E.4.3		<i>Staff list recording enhanced police checks (under 18s plus personal tutoring/mentoring system).</i>
	2	

E.5	3#	In the case of students with special learning, medical or physical needs, the requirements of any current local (in country) legislation are met and a level of support
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	is offered, appropriate to the needs of the individual.
	Supporting documentation required:
E.5.1 2/3	<i>Disability strategy, which must include advice to students with special learning, medical or physical needs which the Institution cannot support to seek guidance from appropriate identified bodies;</i>
E.5.2 AF, 2/3	<i>Written documentation where students have the opportunity to declare special learning, medical or physical needs, including the Institution application form.</i>

E.6 2	Any homestay (that is, with families) arrangements are satisfactory in terms of selection and monitoring of providers and compliance with current in country legislation. Written guidance is given to students and providers.
	Supporting documentation required:
E.6.1 2/3	<i>Written guidance to homestay students and providers, including a recommendation that adults also living in the homestay are police checked;</i>
E.6.2 2/3	<i>Records of homestay inspections by the institution, including compliance with in country legislation.</i>

E.7 3#	Formal and informal mechanisms exist for students' complaints and grievances to be addressed.
	Supporting documentation required:
E.7.1 AF, 2/3	<i>Written student complaints and grievance procedure.</i>

***Indicators of commendable provision in relation to Sub-Areas of Operation E1 and E2 are:**

E.1 3#	The Institution provides both of the following: an effective meet and greet service, particularly for international students; assistance in finding accommodation.
E.2 3	Welfare support is provided by experienced staff or those with relevant formal qualifications.

F Awards and Qualifications

An external course/programme is one in which the curriculum and assessment schedule is provided by an approved awarding body, including approved universities, professional bodies and other recognised awarding bodies (in the UK such bodies are recognised and approved by a Government body, namely, Ofqual).

An internal course/programme is one which has been totally devised by the Institution and may be validated by a university or another approved awarding body.

Expected standards for accreditation are that:

F.1 2	External courses/programmes. The Institution can demonstrate that its external courses lead to genuine accredited awards, such as franchises or validations from approved international universities and/or those leading to awards of recognised awarding bodies including those overseas; the Institution ensures that students are registered with the awarding body.
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	Supporting documentation required:
F.1.1 1	Course/programme summary (Appendix 2 to the Application Form) for each approved external course/programme;
F.1.2 2/3	Confirmation of franchise and/or other collaborative arrangements such as validation, articulation and progression with advanced standing from approved international universities (originals);
F.1.3 2/3	Confirmed centre status of recognised awarding bodies (originals);
F.1.4 2/3	Evidence to confirm that awards made by overseas universities and other institutions are genuine in that the awarding body is formally recognised in its own country and has approval to offer qualifications overseas;
F.1.5 2/3	Written evidence that students are registered with the awarding body;
F.1.6 2/3	Written evidence that the awarding body follows quality assurance procedures in its collaborative relationship with the Institution and, in the case of UK universities, that they follow relevant QAA guidelines.

F.2 2/3	Internal courses/programmes. The Institution can demonstrate that its internal courses/programmes lead to awards/certification relevant to the needs of students.
	Supporting documentation required:
F.2.1 1	Course/programme summary (Appendix 2 to the Application Form) for each internal course/programme;
F.2.2 2/3	Award certificates for each internal course/programme;
F.2.3 2/3	Documentation confirming university or awarding body recognition of the Institution's internal courses/programmes (originals).

F.3 2/3	A documented framework for the frequent and regular formative assessment of students. Summative assessment of students is undertaken in an ethical, fair and robust manner.
	Supporting documentation required:
F.3.1 2/3	Written guidance for staff on formative assessment and summative assessment of all courses/programmes and the on-going assessment of Research activity;
F.3.2 2/3	Written regulations for summative assessment for internal courses/programmes where the summative assessment is not provided by the awarding body;

F.4 3#	Students are made aware of what constitutes academic misconduct, such as cheating, personation, collusion, fabrication, and plagiarism, and of the consequent penalties. The Institution takes steps to prevent academic misconduct.
	Supporting documentation required:
F.4.1 AF, 2/3	Written guidance on academic misconduct.

G Marketing and Recruitment of Students

Expected standards for accreditation are that:

G.1 2, 3#	* All staff and education representatives/agents adopt an honest, ethical approach in the marketing of the Institution and its courses/programmes and in the recruitment of
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	students. An appropriate infrastructure exists for dealing with student enquiries.
	Supporting documentation required:
G.1.1 AF, 2/3	<i>Ethics policy in relation to: the marketing of the Institution; the recruitment of students; the ethical practice of staff and agents;</i>
G.1.2 AF, 2/3	<i>Written administrative procedures for processing student enquiries.</i>

G.2 * 2/3, 3#	Agents working on behalf of the Institution overseas are recruited in the context of formal appointment criteria, are fully briefed and provided with relevant Institution literature so as to be able to assist prospective students with visa applications, if appropriate, and with the course/programme application process and associated aspects of course/programme entry. The Institution has effective systems to monitor agents' practices and procedures.
	Supporting documentation required:
G.2.1 1, 2/3	<i>Written criteria for the appointment of agents;</i>
G.2.2 1, 2/3	<i>Written briefing documents for agents;</i>
G.2.3 1, 2/3	<i>Copy of agent agreement;</i>
G.2.4 1, 2/3	<i>List of active agents and their contact details (there should be a file for each agent);</i>
G.2.5 1, 2/3	<i>Evidence of monitoring the performance of agents such as: record of agents' student recruitment data; student satisfaction questionnaires.</i>

G.3 2/3, 3#	In its promotional literature and website the Institution provides prospective home and international students with accurate and comprehensive information on admissions requirements and procedures, the courses/programmes available, tuition fees and living costs, living conditions, accommodation and student welfare. Prospectuses, websites and marketing literature neither include misleading, inaccurate or ambiguous statements in these respects nor draw false or unfounded comparisons with any other provider.
	Supporting documentation required:
G.3.1 1, 2/3	<i>The Institution website will be viewed and continuously monitored by ASIC;</i>
G.3.2 1, 2/3	<i>Institution prospectus (where applicable);</i>
G.3.3 AF, 2/3	<i>Approvals/licences for the use of images used on the website and other hard copy literature;</i>
G.3.4 2/3	<i>Sample advertisements and other marketing literature where applicable.</i>

G.4 3#	Academic selection criteria, including English language or other language of instruction requirements, for home and international students are appropriate to the academic standards of the courses/programmes for which they have applied so that students have a reasonable expectation of being successful. In selecting students, the Institution meets the requirements of equal opportunities and anti-discrimination legislation.
	Supporting documentation required:
G.4.1	<i>Written academic admissions requirements; (on course summary, Appendix 2 to</i>

1	<i>Application Form)</i>
G.4.2 1	<i>Written English language or other language of instruction admissions requirements; (on course summary, Appendix 2 to Application Form)</i>
G.4.3 AF, 2/3	<i>The Institution's equal opportunities policy in relation to student selection.</i>

***Indicators of commendable provision in relation to Sub-Areas of Operation G1 and G2 are:**

G.1 2/3	Implementation of the ethics policy is monitored at a senior level and the Institution takes responsibility for the training, briefing and updating of its staff and agents.
G.2 2	The institution's agents have taken the British Council training programme OR have been registered with an appropriate agent organisation.

H Systems Management and Compliance with Immigration Regulations

ASIC expects all of its accredited institutions to have written procedures for all of their policies and actions, and that the person with responsibility for each procedure is able to explain it to the Inspectors. This has the added advantage that if staff undertaking particular roles leave or are unavailable at short notice, other staff assuming these roles will know exactly what is expected of them. This applies in particular to procedures for the recruitment, enrolment and monitoring of attendance and academic progress of home and international students.

Expected standards for accreditation are that:

H.1 2/3, 3#	An appropriate infrastructure exists for dealing with student applications and making offers. Written administrative procedures exist for: <ul style="list-style-type: none"> • processing applications; • monitoring the number of offers made and accepted; • the admission of students, to include verification of students' academic qualifications, including competence in English language or other language of instruction at an appropriate level; • checking the financial viability of the students; • student admission and enrolment; the payment of deposits and fees and for maintaining financial records, together with a policy for the refund of deposits.
	<i>Supporting documentation required:</i>
H.1.1 1,2/3	<i>Student application form;</i>
H.1.2 1, 2/3	<i>Written administrative procedures for processing applications;</i>
H.1.3 2/3	<i>Sample offer letter and visa letter (if appropriate);</i>
H.1.4 AF, 2/3	<i>Written administrative procedures for monitoring the number of visa letters issued and accepted (if appropriate);</i>
H.1.5 2/3	<i>Confirmation of students' academic qualifications and relevant language competence prior to joining the course (in student files);</i>

H.1.6 AF, 2/3	<i>Written administrative procedures for checking the student's financial status;</i>
H.1.7 1, 2	<i>Enrolment form;</i>
H.1.8 AF, 2/3	<i>Written administrative procedures for student admission and enrolment;</i>
H.1.9 AF, 2/3	<i>Written administrative procedures for handling deposits, fee payments and refunds and for maintaining records of these transaction;</i>
H.1.10 AF, 2/3	<i>Institution policy for the refund of deposits;</i>
H.1.11 1, 2/3	<i>A list of all students showing: course; date of first enrolment in the Institution; date of enrolment on current course; nationality and sight of passport and visa details (if appropriate);</i>

H.2 2/3, 3#	The Institution creates and maintains accurate and up-to-date student files (see ASIC recommendations on student and staff files) and stores these securely.
	Supporting documentation required:
H.2.1 1, 2/3	<i>Written administrative procedures for creating and maintaining student files;</i>
H.2.2 2/3	<i>Examination of a sample of student files;</i>
H.2.3 AF, 2/3	<i>Evidence of a self-service system for students to update their personal details.</i>

H.3 2/3	The Institution can demonstrate that it attempts to identify those students who have been granted a visa to enable them to study at the Institution but who fail to enrol within ten working days from the scheduled commencement date of the course (that is, no shows) and is able to inform the immigration authorities accordingly.
	Supporting documentation required:
H.3.1 AF, 2/3	<i>Written administrative procedures for investigating a no show and reporting to immigration authorities;</i>
H.3.2 AF, 2/3	<i>Sample letter to immigration authorities informing of a no show.</i>

H.4 2/3, 3#	Students are enrolled on courses/programmes which comply with local Education Department requirements and with immigration authorities' requirements (if appropriate).
	Supporting documentation required:
H.4.1 AF, 2/3	<i>Written administrative procedures for recording and monitoring student attendance;</i>
H.4.2 2/3	<i>Completed student attendance registers;</i>
H.4.3 2/3	<i>Sample records of cumulative attendance ;</i>

H.5 2/3	The Institution has robust procedures for contacting students who miss classes without authorisation to ascertain the reasons for absence and to issue warnings that de-registration will occur in the case of inadequate attendance. If required, the Institution informs immigration authorities that the registration of relevant students has been
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	cancelled.
	Supporting documentation required:
H.5.1 AF, 2/3	<i>Written administrative procedures for dealing with student absences and if appropriate reporting to immigration authorities;</i>
H.5.2 AF, 2/3	<i>Sample warning letters to students regarding unsatisfactory attendance;</i>
H.5.3 AF, 2/3	<i>Sample letter to immigration authorities advising that a student's registration has been cancelled due to unsatisfactory attendance.</i>

H.6 2/3, 3#	The Institution closely monitors students' academic progress, for example through a system of personal academic tutoring and/or formative assessments, to ensure that they are capable of completing their chosen course/programme or Research programme. The Institution has robust procedures for issuing warnings to students whose progress is unsatisfactory. The Institution is able to inform immigration authorities of students unlikely to gain the qualification in the expected time.
	Supporting documentation required:
H.6.1 AF, 2/3	<i>Sample student assessment records;</i>
H.6.2 2/3	<i>Student files incorporating academic progress records;</i>
H.6.3 2/3	<i>Written administrative procedures for dealing with unsatisfactory student progress and if appropriate reporting to immigration authorities;</i>
H.6.4 AF, 2/3	<i>Sample warning letters to students regarding unsatisfactory progress;</i>
H.6.5 AF, 2/3	<i>Sample letter to immigration authorities that a student is unlikely to gain the qualification in the expected time.</i>

H.7 2/3	In the case of students requiring a visa the Institution is able to inform the immigration authorities within ten working days of confirmation of voluntary withdrawals and deferrals together with the reasons for these.
	Supporting documentation required:
H.7.1 AF, 2/3	<i>Written administrative procedures for dealing with voluntary withdrawals and deferrals and if appropriate reporting to immigration authorities.</i>
H.7.2 AF, 2/3	<i>Sample letters to immigration authorities regarding withdrawals and deferrals.</i>

H.8 2/3, 3#	All staff appointments are made in the context of written procedures; and the qualifications of appointees and their right to work are verified.
	Supporting documentation required:
H.8.1 AF, 2/3	<i>Written staff appointment procedures, job descriptions and appointment criteria;</i>
H.8.2 AF, 2/3	<i>Sample job advertisements;</i>
H.8.3 AF, 2/3	<i>Sample contracts for management, academic and support staff;</i>
H.8.4 AF, 2/3	<i>Written evidence that staff qualifications have been verified;</i>
H.8.5 AF, 2/3	<i>A list of staff showing their visa status (if appropriate) and written evidence of verification that staff have the right to work in the country.</i>

H.9 2/3	The Institution creates and maintains accurate and up-to-date staff files (see ASIC requirements on student and staff files).
	<i>Supporting documentation required:</i>
H.9.1 1, 2/3	<i>Written administrative procedures for creating and maintaining staff files;</i>
H.9.2 2/3	<i>Examination of a sample of staff files;</i>
H.9.3 AF, 2/3	<i>Evidence of a self-service system for staff to update their personal details.</i>
H.10 2/3	The Institution has systems in place for notifying local education authorities and immigration authorities (if appropriate) and ASIC of change of premises or extension of existing premises.