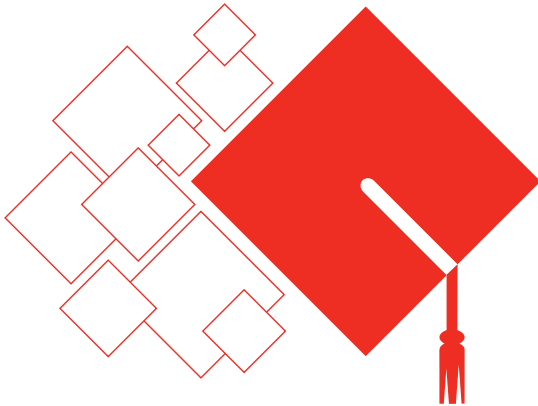


International Student Recruiting

Academic Assembly provides solutions for international student recruiting. Our team can tailor a campaign to deliver both short-term results and cost-effective long-term growth.



Academic Assembly's International Student Recruiting services recognize that agents are known and trusted by families overseas. Agents not only represent institutions; they can provide "boots on the ground" to support marketing initiatives and deliver services beyond the capacity of your current staff. Academic Assembly thinks of agents as partners, working with the standard agent model or as points of delivery for specific parts of more integrated operations.

Recruit Worldwide through Agents

Master Agent Option

For an agreed contract period our team will oversee your agents for a fixed cost per student, and:

- Centralize application submission & quality control
- Provide first-level support for agent counselors
- Oversee a digital library of all documents & material
- Provide managed distribution of student inquiries/leads to agents
- Monitor performance and engage new agents
- Simplify agent invoicing and payments with a single payment system
- Standardize reporting and student tracking
- Become the Single Point of Accountability for your agent network
- Recovery of Value Added Tax (VAT) from agency and other operations, where applicable

Start an Agent Program Option

Academic Assembly's Agent Startup Program consists of the following:

- Market Research: analyze institution's overseas marketability
- Competitor Identification
- Prime Competitor Analysis
- Establish Agent Offer and institution contract
- Develop comprehensive Agent Handbook
- Create "Best Practice" documents to prepare institution for agents
- Staff training, orientation and process review
- Solicit, screen and nominate agents
- Support process through first student intake

Academic Assembly's international student recruiting services brings focus to the ever changing landscape of agents and agent provided services.



Academic Assembly™
Managing Global Operations, One Piece at a Time.

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International Student Recruiting



Services available from the Academic Assembly team:

If the Master Agent Option or Agent Startup Program aren't for you, the Academic Assembly team can help you revitalize your agent efforts through:

Agent Performance Audit

- Analyze current agent performance
- Review history and engage agents in future performance commitments
- Set benchmarks for agents and institution
- Advise on current trends, up and coming markets
- Train agents to improve efficacy
- Recommend new agents, new markets, modifications to agent program

Market Assessment and Feasibility

Source country markets are changing all the time, influenced by economic and competitive factors. Academic Assembly will review your recruiting plans and help you identify new potential markets while providing you competitive intelligence as to threats to your established markets and agent representation.

Additional Services through our Network:

If the standard agent relationships aren't in your institution's plans, we can still help by utilizing our overseas connections to provide you with fixed-cost, managed services such as:

Local Representative Office

Academic Assembly will guide the selection, training and start-up of local representative offices where a member of the agent's staff dedicates their time to tasks supporting your institutions recruiting efforts. School visits and local fair attendance are some examples of tasks. Rep office staff can also support campus operations by providing logistical support and translation services for visiting faculty, staff and delegations, plus establish a base of operations for future expansion.

Local Representative Services

As an alternative to full-time representative office staff, contracted services from agent counselors can assist in application screening and completeness checking, document attestation and credential investigation/verification plus student interview facilitation and reference checks.

Overseas Printing, Distribution and Fulfillment

Avoid costly import duties and shipping delays by producing your material in the regions where it will be consumed. Printing locally can save money, cut down on shipping costs and show your commitment to the source country.

Event Planning, Hosting and Coordination

Agents often work from highly visible, recognized locations and are well equipped to host info sessions, receptions, pre-departure orientations and alumni meetings. Use Academic Assembly's network of agent offices as your offices.

Advertising Agency Services

Buying in the local market is very cost effective. Use the price savvy agent teams to support advertising and media buying in the country you are targeting. Through account management by Academic Assembly you can contract lead generation and filter these into qualified candidates.

Alumni Engagement in Recruiting

Bring in-country alumni to boost your local presence in addition to sending staff and faculty to visit your agents. Engaging alumni to help in the recruiting process is a specialty of Academic Assembly.



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