Enhance your expertise: Join UK Education Champions!
Introductions

Edified

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Education agents and school counsellors play a critical role in marketing UK education and supporting international students on their journey to the UK.

Well-trained education agents and school counsellors are essential to providing a world class service to students considering studying in the UK.

The British Council in Latin America have commissioned Edified to develop a mentoring programme to highlight and develop key knowledge about the UK as a study destination.
Why the Agent and Counsellor Training Hub

• Jacqui Jenkins – Global Programme lead, International Student Mobility, British Council

• Jasmine Bual - Regional Manager - Durham University
  BUILA Executive Committee Member
UK Agent Quality Framework

May 2024
Agent Communication Hub

A central resource hub for education agents:

- Online training programme
- Resources: Code of Ethics, guides, marketing materials
- Event calendar (and sign up)
- Announcements
- Database of certified agents
- Future: Two-way communications, forums, etc.
UK International Education Sector’s Pledge

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.
Why is this important?

- The UK is developing a world-leading framework to deliver a fantastic experience for international students using education agents to support their choice to study in the UK.

- The framework is rigorous without being overly regulated. It has the support of key UK government departments and all key sector bodies.

- It is inexpensive and not too time-consuming.

- We need everyone to ensure quality – agents, institutions, government and sector bodies - to work together to ensure we remain ‘world-leading’ and provide the best student experience.
UK Education Champions

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UK Education Champions

• Over the next 11 months we would like you to complete all the training modules on the UK Agent and Counsellor Training Hub. There is roughly 4 hours of content plus assessments.

• During this same time frame, Edified will run 6 mentoring sessions with Subject Matter Experts and UK University representatives to talk through specific areas of the content.

• Each sessions will consist of short presentations, a panel session and Q&A

• Upon completion of the training you will become a UK Certified Agent or Counsellor and if you attend all 6 mentoring sessions you will receive recognition as a UK Education Champion and an exclusive British Council digital toolkit to support you in your role.

• Prior to each session, you will be required to complete certain units of training.
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<thead>
<tr>
<th>Date</th>
<th>Prior training requirements</th>
<th>Mentoring content</th>
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<tbody>
<tr>
<td>3rd July 4 – 5pm (UK)</td>
<td><strong>Unit 1 - Why choose the UK?</strong></td>
<td>• Why students should choose the UK as an education destination</td>
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<td>• The benefits of studying in the UK</td>
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<td>• How the UK compares to other study destinations</td>
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<td>21st August 4 – 5pm (UK)</td>
<td><strong>Unit 2 – The UK Education System</strong></td>
<td>• The UK Education system</td>
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<td>• Higher Education: Undergraduate and Postgraduate study</td>
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<td>• Foundation and pathway courses</td>
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<td>9th October 4 – 5pm (UK)</td>
<td><strong>Unit 3 – Preparing students for a UK education</strong></td>
<td>• Choosing courses of study and subject specific requirements</td>
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<td>Unit (coming soon) – Student Accommodation</td>
<td>• Student Accommodation landscape</td>
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<td>• Customer service excellence</td>
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| 27th November 4 – 5pm (UK) | Unit 4 – Student Experience  
Unit 7 – Student Employability | • Careers services in the UK  
• UK Graduate jobs market  
• Graduate visa route |
| 29th January 4 – 5pm (UK) | Unit 5 – Values and Ethics  
Unit (coming soon) – UK Payment landscape | • National Code of Ethical Practice  
• The Good Practice Guide for UK Education Agents  
• UK Payment landscape, Fraud and Bribery |
| 2nd April 4 – 5pm (UK) | Unit 6 – Visas and Immigration  
Unit 8 – Working with the British Council | • Entry Requirements and immigration regulations  
• Student Visas |
Next Steps

• The British Council will invite you to register for the mentoring programme (via Eventbrite). Each session will take place via Zoom. We will remind you which content you will need to complete in advance of each session.

• Upon completion of the UK Education Champions Programme you will be sent an exclusive British Council digital toolkit to support you in your role.

• Throughout the next 11 months you can reach out to the team at Edified at any time with questions about the programme – sara@edified.co.uk
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