

Policy name: Education Recruitment Agencies
Approved by RIAM Governance Committee: 13th November 2023

Approved by RIAM Governing Body: 14th December 2023
Approved by Trinity Academic Council: 27th March 2024

1. Context

Education recruitment agents are commissioned by education providers to advise prospective international students on their programmes and to assist them with the application process. RIAM works with such agents as part of its internationalisation goal to attract students from around the world.

2. Purpose

The purpose of this policy is to provide a framework for transparency and accountability in RIAM's dealings with education recruitment agents, and to ensure ethical business practices from the agents with which RIAM enters into formal arrangements.

3. Benefits

- 3.1 Accurate information helps prospective students and their families to make well informed decisions and supports a smooth transition to Academy life.
- 3.2 Responsible business practice helps to protect the international reputation of RIAM and the Irish higher education sector.

4. Scope

- 4.1 This policy applies to all contractual arrangements between RIAM and education recruitment agents. It does not relate to arrangements with Erasmus partners.

5. Principles

- 5.1 The interests of minors are protected.
- 5.2 Agents provide information to prospective students that is up-to-date, accurate and honest, in an ethical manner.
- 5.3 Transparent business relationships are developed through written agreements.
- 5.4 Student information is treated confidentially.

6. Definitions

- 6.1 **Education recruitment agents** are individuals or organisations formally commissioned by RIAM to advise prospective international students on its programmes and assist them with the application process.
- 6.2 **The London Statement** is a code of ethics for education recruitment agents, which sets out seven principles for responsible, transparent business practice by agents. It was jointly issued by education officials from the United Kingdom, Ireland, Australia, and New Zealand in 2012.

7. Policy

- 7.1 The Tertiary Office is the principal mediator for RIAM engagement with education recruitment agents.
- 7.2 Before entering into any contract with a prospective agent, a due diligence check will be conducted, refer to Appendix 1 which ensures that agents commissioned by RIAM practice responsible business ethics. This due diligence process will include provision of business licences, correspondence from three referees, a plan for how they will promote RIAM and a search on who else the agent currently work with, refer to Appendix 2 Checks will be conducted by the Tertiary Office and the Director.
- 7.4 Contracts between RIAM and agents will include:
- i) Responsibilities and duties of RIAM and the agent;
 - ii) Terms of payment;
 - iii) Terms of commission;
 - iv) Duration of the arrangement;
 - v) Requirements of the London Statement;
 - vi) Requirement for periodic review of the agent and the arrangement;
 - vii) Termination clause outlining grounds for the discontinuation of the arrangement.
- 7.5 Contracts will be terminated if it is found that agents have breached the terms of their contract, this policy, the London Statement, or otherwise acted unethically, to the detriment of students and/or RIAM.
- 7.6 Principal contacts will provide agents with sufficient information for them to properly advise prospective students on life in RIAM. This information will be accurate and up-to-date, and extends from initial orientation to ongoing support. It may include handbooks, prospectuses, policies and regulations.

- 7.7 Once registered as a student at RIAM, students are subject to the policies and regulations of RIAM.
- 7.8 RIAM manages student information confidentially, in accordance with national data protection legislation.
- 7.9 RIAM maintains documentation related to engagement with agents for quality assurance purposes, in accordance with the Academy's Records Management Policy. This includes records of due diligence checks and periodic reviews.
- 7.10 Where a student wishes for an agent to manage their application, the student will be asked to complete the required authorization form, confirming the student has given consent for the agent to support their application with RIAM refer to Appendix 3,

8. Responsibility

- 8.1 Arrangements with education recruitment agents: Administrative Officer, Registry.
- 8.2 Administrative Officer, Registry will provide training to agents under quarterly review meetings and yearly reviews to ensure agents have updated materials, under prospectus, fees, entry requirements, and audition requirements at RIAM to successfully support recruitment of the best candidates for RIAM, refer to Appendix 4.

9. Related Documents

- 9.1 [Records Management and Retention Policy](#)

10. Document Control

- 10.1 Approved by Trinity Academic Council: 27th March 2024
- 10.2 Date of next review: Academic Year 2026/27

Appendix 1 Criteria for the Appointment of an Agent

Applicants for the role of Recruitment Agent shall be expected to meet the following criteria:

Essential

- a) Demonstrate a track record and a history of working with professional institutions;
- b) Understand the values of the Royal Irish Academy of Music and have familiarised themselves with the courses offered by RIAM;
- c) Supply references from at least three academic and/or professional institutions preferably at least one of which will be in an Irish institution;

Desirable

- d) Successful completion of the 'Agents Training Workshop' of the British Council.

Agent Application and Selection Process

Step 1:

The agent must visit the RIAM website and familiarise themselves with the courses on offer. The agent must ensure that they understand the values of the RIAM, as well as the course portfolio, policies, and guidelines. This understanding of the Academy will be assessed by the officers responsible for that market

Step 2:

The agent will send the RIAM a completed Agent Application via FORMS

Step 3:

If the RIAM wishes to consider the application further, the agent will be asked to supply references from other institutions (see Appendix 1 above) for whom they have successfully recruited.

Step 4:

If the RIAM is satisfied with the agent's application, the agent will be offered a 2-year agency agreement:

Appendix 2 Recruitment Plan

Recruitment Plan Template	
Qualifications in country	
Analysis of Competitors and In-country Auditions	
Market Intelligence	

Event In Country and Costs	
Twin Colleges/ Private colleges	To draw up a list of 10 colleges which RIAM can work with
Other Collaborations	Opportunities under internalization for RIAM Collaborations

Please detail the channels of student recruitment that your organisation utilises

Channel 1	Channel 2	Channel 3	Channel 4

Appendix 3 Authorization forms

Students can confirm agents have supported their application via RIAM Apply or by completing the authorization form and emailing the form to thirdlevel@riam.ie

AGENT AUTHORISATION FORM

This form should be completed in BLOCK capitals and returned to the RIAM Admissions Office. Please provide proof of the student's signature (ideally a scan of the student's passport picture and signature page).

This authorisation form should be completed by students who wish to authorise for an overseas agent to act on their behalf. It then allows RIAM to exchange and disclose information about the student with the agent in all matters relating to the student's application to RIAM.

Please tick **ONE** statement as appropriate:

	I confirm that I have received assistance from the agent listed below when making an application to RIAM and now authorise the agent to act on my behalf. Agents, please note that evidence (in English) must be provided to support any claim of pre-application support
	I confirm that I have applied to RIAM using another agent and have transferred to the agent listed below for any further assistance with my application and now authorise the agent below to act on my behalf. Please provide the Reason for Transfer:
	I confirm that I have applied to RIAM on my own accord and now authorise the agent listed below to act on my behalf with regard to my application to RIAM

The surname of Student:	First Name of Student :
Students email:	Contact Phone Number of Student:
Correspondent Address of Student:	

Name of Agent:	Agents Address
(Please tick the relevant course you applied for at RIAM)	
BMus <input type="checkbox"/>	Dip Mus <input type="checkbox"/>
Access <input type="checkbox"/>	Recital Artist <input type="checkbox"/>
DMus <input type="checkbox"/>	Masters <input type="checkbox"/>
Prof Ment <input type="checkbox"/>	

To be signed by Student:

Student Signature: _____ Date: _____

To be signed by Agent

Agent Signature: _____ Date: _____

Appendix 4 Training

RIAM Agency Overview

Royal Irish Academy of Music (RIAM) recognises that in certain regions, many of our prospective students choose to use educational consultants or recruitment agencies to guide them through the process of applying to Academy overseas.

In order to best serve the needs of students, RIAM endeavours to ensure that partner agencies meet its ethical standards and conform to international best practices. **RIAM** issues guidelines to provide a framework for agencies who wish to work with the Academy to recruit international students to its degree programmes.

Agencies are expected to operate openly and transparently and to conform to the ethical framework provided by the April 2012 [London statement](#) issued jointly by the British, Irish, New Zealand and Australian Governments and conduct their business according to the major principles outlined below.

RIAM Agency Listing

RIAM maintains a panel of five agencies. Agencies are appointed to the RIAM approval panel following an onboarding process and a RIAM-approved contracting process.

Partnerships with Agencies are based on agent territory, agent profile, and strategic objectives of RIAM

Agents have a resource and support page at the RIAM Agent Hub

www.riam.ie/en/international/strategyandengagement/agenthub/

Agent Application Guides

RIAM application portal: All agents are issued with a specific agent username to allow access to the portal. This username must be used when submitting applications to RIAM on behalf of students.

RIAM Portal: [Admission \(classter.com\)](http://Admission(classter.com))

For a step-by-step guide to RIAM's online application system, agents are provided with training and refer to guides detailing each step of the RIAM application.

[Third-level Applications | RIAM](#)

[Audition Information for 2024-25 - Round 1\[73\].docx \(live.com\)](#)

[Undergraduate Application Guidelines \(PDF\)](#)

[Postgraduate Application Guidelines \(PDF\)](#)

International Brochures

All agents are issued with specific resource material, agent guides, brochures, fees, and pre-arrival guides for International students

riam.ie/sites/default/files/media/file-uploads/2022-06/RIAM-Mini-Prospectus.pdf

[Undergraduate Programmes | RIAM](#)

[Postgraduate courses | RIAM](#)

[Performing Opportunities | RIAM](#)

[Scholarships & Bursaries \(Third-level\) | RIAM](#)