



BRAND ADVOCATE POLICY

Audience	Policy	Version and Date	Next Review Due	External Reference Points:
External	Brand Advocate Policy and Procedures	V-02, November 2018	November 2019	UKQC Chapter B2: Recruitment, Selection and Admission to Higher Education and Part C: Information about Higher Education Provision CMA Higher education: consumer law advice for providers

AIMS

London Churchill College works with Brand Advocates as a means of increasing awareness of and recruitment to the College.

Brand Advocates are defined as third parties contracted by LCC to achieve certain corresponded functions towards to establish public relation and recruitment for prospective students.

This policy outlines the responsibilities, requirements and activities of Brand Advocates and aims to ensure that the recruitment of students through Brand Advocates is conducted in line with the College’s principles of fair admission.

POLICY

- The College will consider student applications through Brand Advocates who hold a **contract** with the College, demonstrating their agreement to abide by the Brand Advocate Policy and other Terms and Conditions set out in the contract.
- The Brand Advocate shall not engage in any conduct, which, in the reasonable opinion of the College, is likely to be prejudicial to the College's business, educational **reputation** or the marketing of the Educational Services.
- The Brand Advocate must accurately represent **information** about the course and College, such as course title, awarding body, level of the course, length of the course, fees for every year and/or any other vital information
- Brand Advocates must attend mandatory **training** sessions to ensure they maintain up to date awareness of the College and its courses.
- In the interest of **Data Protection**, the College will not release any information of prospective or current students to the Brand Advocates responsible for referring them to the College, without the consent of the student.
- During the agreement period, the College will **monitor** and evaluate the performance and conduct of Brand Advocates and if the college observes any breaches of the terms and conditions, it will consider remedial actions such as a warning or, in serious cases, termination of agreement.
- **Students** and **Alumni** of the College can act as Brand Advocates. Students/Alumni are not required to hold a signed agreement with the College, but must accurately represent the College.



SELECTION AND MONITORING OF BRAND ADVOCATES

Selection

An individual or organisation wishing to become a Brand Advocate for the College must first contact the Director of Marketing,

In order to determine if the Brand Advocate would be a suitable fit for the College, the Director of Marketing will contact references provided by the Brand Advocate, undertake an interview and discuss the entry criteria of courses offered by the College to ensure that they are consistent with the type of student the Brand Advocate wishes to target.

If the Director of Marketing and the Brand Advocate decide to enter into an agreement, then this shall be embodied in legally-binding contract, signed by both parties. The typical duration of the agreement is 12 months.

Training

Brand Advocates are invited to attend training sessions prior to the commencement of each admission period. These sessions are conducted by the Director of Marketing and are designed to provide current and accurate information to Brand Advocates on the courses being delivered by the College. They give Brand Advocates the opportunity to feed back to the College on the types of course being sought by students.

Brand Advocates are required to attend a minimum of one training session per year. However, if significant changes are made to the College's portfolio or course entry criteria, then Brand Advocates will need to attend a training session before referring further students to the College.

The Obligation of Brand Advocates

- To promote and market the College and its courses within an agreed and defined geographical area.
- To secure suitably qualified candidates and advise such candidates on how to apply.
- To follow the College's policies and practices in relation to students.
- To conduct themselves at all times in ways that reflect positively upon the College

Restrictions of Brand Advocate

- Brand Advocate must not publish any advertisement or promotional material which refers in any way to the College without its prior approval.
- Seek or accept payment from potential students for services, unless the College has agreed to the charging of fees for specific services.
- Brand Advocate must not misrepresent the College or misuse its identity.
- They must not misrepresent their personal position, and not to represent themselves as capable of admitting students to the College's courses.

Arrangement for Monitoring

The Director of Marketing is responsible for monitoring the conduct of Brand Advocates, taking into consideration the performance of students recruited through their referral.



Brand Advocates will become part of a progressive system that awards them at different levels, depending on their commitment to the college. This will be based on student numbers and progression of the students, as well as the level of the Brand Advocate's understanding about the College.

REFERRALS FROM OTHER STUDENTS AND ALUMNI

Current Students and Alumni of London Churchill College can refer their friends, relatives or acquaintances to the College and will receive a referral fee if the application is successful.

- The referral scheme is valid for UK residents only.
- The Referrer shall not receive any commission payment until the referred student has fully registered and paid their fees.
- Students or Alumni must not misrepresent the College. They may not place any advertisements or promotional material in the Public Domain.
- The Referrer must submit an invoice to the Director of Marketing together with proof of address in order to obtain any referral fee.
- A training session will be arranged for students and alumni to provide them with accurate and current information.