



MARKETING AND STUDENT RECRUITMENT POLICY AND PROCEDURES

Policy Statement	<p>Kent Institute Australia (Kent) undertakes marketing and student recruitment activities to promote the Kent Brand and provide accurate and current information in all its promotional and course details in the process of identifying potential students and informing them of the opportunities available at Kent. Kent publishes and communicates a range of materials for this purpose and manages these requirements in achieving outcomes in all its public information and communications ethically and in compliance with its obligations under the following:</p> <ul style="list-style-type: none"> • TEQSA Higher Education Standards Framework (Threshold Standards) 2021 Domain 7 • Education Services for Overseas Students (ESOS) Act 2000 (Cth); • ESOS Regulations 2019 (Cth); • Migration Act 1958 (Cth); • Migration Regulations 1994 (Cth); • National Code of Practice for Providers of Education and Training to Overseas Students (National Code) 2018; • Standards for Registered Training Organisations (RTOs) 2015
Responsibility for Implementation	Chief Executive Officer (CEO), all Members of the Marketing and Recruitment Unit, onshore and offshore, Kent Agents, onshore and Offshore.
Compliance and Monitoring	CEO, Executive Manager Governance, Risk and Compliance, Governing Board

Purpose

Kent Institute Australia (Kent) manages all its publically available published printed and electronic materials, including marketing, advertising, branding and recruitment information in compliance with all Regulatory and Legislative requirements in the most efficient and effective manner aligned with Kent Policies and Procedures and strategic management key priority activities.

The purpose of this Policy and Procedures is to ensure that the Kent Brand is promoted and potential students are informed of the opportunities available at Kent in a transparent and accurate manner.

Scope

This Policy and Procedures applies to Kent staff and contractors with any designated responsibilities and tasks associated with marketing and communication activities related to the Kent Brand, corporate identity, marketing and recruitment events both on site and external to Kent.

Aim

To provide the most effective and efficient management procedures to ensure the Kent marketing and communication activities are accurate, current and compliant and establish mechanisms and records to ensure

that as a result of Kent's activities in this regard leads are capitalised on to gain successful student enrolment numbers.

Definitions

Advertising	Printed or electronic material providing information on a product or service publically.
Corporate Identity	The manner in which the Kent Brand publically represents itself and as such influences its public image.
Agent	An individual or organisation (whether within or outside Australia) who represents or acts on behalf of Kent for purposes of recruiting students. An Agent may have one or more offices in Australia or overseas and be paid a commission for the counselling and assistance provided to a new student referred to Kent. An Agent must be contracted by Kent via an Agent Agreement to be able to promote Kent and its services to students.
Kent Brand	Kent's own unique and consistent image represented in the public market place and what Kent's aims and objectives are consistently created and met with respect in the sector.
Kent Brand and Logo Manual	Guidelines created for all Kent Stakeholders to ensure consistency in the manner in which all media and printed materials are created and establish approval mechanisms and procedures to manage the process accordingly to ensure compliance.
Marketing and Communication	Materials and both printed and verbal Messages used for advertising, branding, recruitment and the use of Kent's Name and Logo.
Social Media	Electronic networking sites used to share information, comments, personal message and other content in a public or select closed group domain.

PROCEDURES

1.0 Kent Brand

The Kent Brand constitutes its corporate identity and the manner in which all internal and external publications and communications are managed through the use of the Kent Logo, use of standard document formatting/typefaces, electronic communications and must remain compliant and within established protocols and boundaries. The **Kent Brand and Logo Manual** ([Kent Website MyKent Staff Link](#)>DOC – *Kent Brand and Logo Manual – Staff Login Required*) is required to be provided to all relevant Kent Stakeholders and monitored within the established procedures to ensure accuracy, consistency and compliance at all times.

2.0 Marketing Materials and Resources

The Head of the Marketing & Recruitment Unit is responsible for the authorised use of the Kent Logo by Kent stakeholders and ensuring the compliance for all published materials are compliant with the the Kent corporate identity and the *Kent Brand and Logo Manual*. The **Kent Logo Request Form** must be completed and approved prior to any advertising and/or promotional materials being produced ([Kent Website MyKent Staff Link](#)>FORM – *Kent Logo Request Form– Staff Login Required*).

The **Marketing Collateral Checklist** must be submitted for any new marketing materials once they have been created for approval ([Kent Website MyKent Staff Link](#)>FORM – *Marketing Collateral Checklist– Staff Login Required*). All new marketing materials must be reviewed and approved by the Head of the Marketing and Recruitment Unit, the Director of Campus Operations and Executive Manager Governance Risk and

Compliance via the **Marketing Collateral Checklist** prior to dissemination to the market. The intended use and relevant application dates of the materials need to be stipulated in the **Marketing Collateral Checklist**. All approved Marketing Materials will be maintained on the Kent Document Register. All newly approved Marketing materials will be submitted to Governing Board for noting.

All marketing materials

Marketing & Recruitment Unit staff using photographic images and/or testimonials, including Kent staff and students, will make every attempt to inform individuals and/or seek consent for the use of these in Kent's published and/or electronic media by completion of the **Media Publication Permission and Release Form** ([Kent Website MyKent Staff Link](#)>FORM – Media Publication Permission and Release Form– Staff Login Required).

3.0 Provision of Marketing Materials and Resources to Agents

Designated Marketing & Recruitment Unit staff responsible for liaison with Education Agents will ensure that upon signing of approved Kent **Agent Agreement**, training and induction processes and all other activities occurs through the **Agent Appointment and Management Policy & Procedures** and **Agent Induction Manual**, incorporating the **Kent Brand and Logo Manual** ([Kent Website MyKent Staff Link](#)>POLICY – Agent Appointment and Management Policy & Procedures– Staff Login Required). An Agent Portal on Kent's Student Information System (SIS) will be made available for Agent access to all of Kent's latest approved Marketing Materials and Resources. Agent will be advised to use only the latest and current versions of Marketing Materials.

4.0 Corporate Profile and Course Guide

The CEO, Head of the Marketing & Recruitment and the Director – Campus Operations are responsible for garnering corporate level engagement which may result in Partnership Arrangements and/or Memorandum of Understanding for joint course delivery and/or partner pathway course delivery through Articulation and/or English courses. The **Kent Profile** is a document utilised for specific corporate level negotiations and developments. The Governing Board is responsible for maintaining the corporate identity and maintaining the currency of the information in the Kent Profile document.

The Head of the Marketing and Recruitment Unit and Director – Campus Operations are responsible for ensuring the **Kent Course Guide** ([Kent Website MyKent Staff Link](#)>DOC – Kent Course Guide– Staff Login Required) and all Kent Website content remains current and complies with all relevant legal and regulatory requirements for prospective marketing and student recruitment activities and events ([Kent Website MyKent Staff Link](#)>POLICY – ICT Website Content Update and Approval Policy & Procedures– Staff Login Required).

5.0 Student Recruitment

The Head of the Marketing and Recruitment Unit manages and maintains a professional approach to all Kent student recruitment activities and these are aligned with the **Kent Strategic Plan** through the annual **Marketing & Recruitment Operation Plan** and **Budget**. The Head of the Marketing and Recruitment Unit co-ordinates designated key priority activities, marketing calendar of events and outcomes associated with the **Marketing & Recruitment Operation Plan**.

The **Marketing & Recruitment Operation Plan Event Calendar** designates the specific key student recruitment events/activities attended by designated Marketing & Recruitment Unit team members in accordance with Budget approval, and in particular for overseas events approval by the Chief Executive Officer (CEO). Each team member must complete and submit a **Trip Report** for these events to document

the key sources and outcomes from participation ([Kent Website MyKent Staff Link](#)>FORM – Trip Report– Staff Login Required).

Adherence to the all Kent Policy & Procedures, Legislative and Regulatory requirements will be maintained at all times in the student recruitment process; including current Visa requirements and **Academic Entry Equivalences** ([Kent Website MyKent Staff Link](#)>DOC –Academic Entry Equivalences (Country Specific) and Academic Entry Equivalences (VET courses)– Staff Login Required). Kent will not knowingly recruit any international student that may be in conflict specifically with the National Code or Kent’s **Student Selection and Admissions Policy & Procedures**.

6.0 Student Management System

Kent utilises the Kent Student Information System (SIS) for purposes of Managing the Student Lifecycle inclusive of the Marketing, Student Recruitment and Admissions Processes. **The Marketing and Student Recruitment Guidelines** provide detailed processes associated with these workflows.

7.0 Reporting

The Head of the Marketing and Recruitment Units responsible for the preparation of a comprehensive strategic and operational Senior Management Report for each scheduled Governing Board meeting. This Report will specifically detail the following:

1. Progress against the Marketing & Recruitment Operation Plan & associated Key Performance Indicators (KPIs).
2. Any noted changes or shift in market trends and/or student demands.
3. Numbers of Offers, Acceptances, Admissions and Commencements in the reporting period
4. Conversion rates for (Offers to Commencements)
5. Proposals for Marketing Trips and reports and key outcomes of completed trips.
6. Potential Partnership Arrangements and/or possible sector/industry engagement opportunities that Kent could capitalise on.
7. Any Changes to Kent’s Agent base including the addition of new Agents or Termination of existing Agents.
8. Marketing & Recruitment Unit conduct a ‘New Student Survey’ at the Enrolment and Orientation Program each Trimester. An Analysis Report of the student data and recommendations for any actions to address matters arising in the Report.
9. Recommendations and continuous improvement initiatives.
10. New campaigns and associated materials and resources and proposed for approval by Governing Board.

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AMENDMENTS:

20/07/2022: Update to Policy Title. Removal of references to CRMS following abandonment of Full Fabric and replacement with SIS. Relocation of Agent Record keeping details to Agent Appointment and Management Policy and Procedures. Requirement for new Marketing Materials to be approved by Head of Marketing and Recruitment, Director- Campus Operations and Executive Manager Governance, Risk and Compliance and to be maintained on the Kent Document Register as well as noted by Governing Board. Inclusion of reference to the Agent Document Portal. Reference to the *“Marketing and Student Recruitment Guidelines”* (to be developed).