



Agent Qualifications Profile

International Student Recruitment



I. Scope of Work

American National University and The University of Fairfax (“The University”) are expanding its international enrollment using referral agencies and consultants. The University is soliciting referral agents who speak the local language, understand the cultures and who possess the information necessary for a smooth transition for prospective students.

II. Agency Selection Criteria

The selected referral agencies must demonstrate an established record in ethical international student recruitment practices with proven student placement success rates.

III. Agent Qualifications

A. Agency Overview

Agency Name _____

Mailing Address _____

City, State/Region _____

Postal Code _____

Country _____

Please provide a brief overview of your agency

B. Contact(s)

Director, Owner, and/or Manager authorized to sign contracts:

Name: _____

Title: _____

Email: _____

Phone: _____

Person(s) authorized to be the administrative contact for this contract:

Name: _____

Title: _____

Email: _____

Phone: _____

Person(s) responsible for marketing of this contract:

Name: _____

Title: _____

Email: _____

Phone: _____

Person(s) responsible for processing commissions:

Name: _____

Title: _____

Email: _____

Phone: _____

Person(s) responsible for receiving and distributing academic updates from the university among agency counselors:

Name: _____

Title: _____

Email: _____

Phone: _____

C. Digital Presence

Website _____

Social Media Address(es) _____

D. Experience-related Questions

Describe how your agency differentiates itself from your competitors.

What is your recruitment coverage? How many counseling/sales agents? How many offices?

Where are your offices located?

Over the past three (3) calendar years, what is the average number of students per year that your agency has recruited? _____

Do you belong to any organizations, such as NAFSA, ICEF, etc.? Please explain.

E. Marketing-related Questions

Describe how you reach your audience, what campaigns you use, and the results you expect to achieve.

What types of promotional events do you participate in?

Do you partner with any other agencies, consulting firms, or independent agents?

F. U.S. University Reference

University Name: _____

Contact Name: _____

Email: _____

Phone: _____

G. Student Recruitment Projections per year

ESL _____

Undergraduate _____

Graduate _____

H. Expectations of the Agency

The university does not provide housing to students. It expects that its agents assist their clients with finding accommodations in the area, as well as assist with visa application process, and with making travel arrangements.

Checking “Yes” means you agree to perform these duties for your clients going ANU and UF.

Yes _____ No _____

Please address questions to Ms. Andrea DiTonno, VP International Engagement and Global Recruitment, at aditonno@an.edu or +1-540-685-1617.

Completed applications may be emailed to aditonno@an.edu.