

10. Public Information and Communication

ELI Schools
elischools.com



10. Public Information and Communication

Introduction

Clear, accurate, accessible public information is fundamental to quality assurance and to students making informed decisions about their education. ELI Schools has a responsibility to provide comprehensive, honest, and timely information to current and prospective students, staff, and other stakeholders. Effective communication builds trust, supports student success, manages expectations, and demonstrates transparency and accountability. This section establishes ELI Schools' approach to public information and communication, articulating our commitment to transparency, accuracy, and accessibility in all communications.

Purpose and Scope

The purpose of this section is to:

- Establish ELI Schools' commitment to clear, accurate, accessible public information
- Define what information must be provided to students and other stakeholders
- Establish standards for quality and accessibility of information
- Define responsibilities for managing public information
- Ensure compliance with regulatory requirements for information provision
- Establish communication standards and channels

Regulatory Context

ELI Schools' approach to public information is informed by and complies with:

- QQI Core Statutory Quality Assurance Guidelines 2016
- Code of Practice for Provision of Programmes of English Language Education to International Learners
- Consumer Protection Legislation
- Data Protection (GDPR)
- Competition and Advertising Standards

ELI Schools' Public Information Philosophy

Core Beliefs:

ELI Schools' approach to public information and communication is founded on the following core beliefs:

- Transparency Builds Trust:**
 - Open, honest communication about what we offer, how we operate, our quality, our limitations
 - Transparency demonstrates confidence and integrity
 - Trust is foundation of successful relationships with students, staff, partners
- Informed Decision-Making:**
 - Students have right to comprehensive, accurate information to make informed decisions about their education
 - Information empowers students to choose programs that meet their needs and goals
 - Clear expectations prevent disappointment and complaints
- Accuracy is Non-Negotiable:**
 - All information must be accurate and up to date
 - Misleading or false information is unethical, illegal, and damages reputation
 - Accuracy is quality standard and legal obligation
- Accessibility for All:**
 - Information accessible to all, including international students whose first language is not English
 - Clear, plain language (avoiding jargon)
 - Multiple formats and channels
 - Inclusive design
- Responsiveness:**
 - Timely responses to queries and requests for information
 - Students, applicants, and stakeholders receive prompt, helpful communication
 - Responsiveness demonstrates respect and professionalism
- Consistency:**
 - Consistent information across all channels (website, brochures, social media, agents, staff communications)
 - Contradictory information creates confusion and erodes trust
 - Coordination ensures consistency
- Student-Centered:**
 - Information designed with student needs in mind
 - Answers questions students actually have
 - Language and format appropriate for international students learning English
 - Anticipates and addresses common concerns
- Accountability:**
 - Public information demonstrates accountability (quality data, outcomes, policies)
 - Willingness to share information about quality, student satisfaction, outcomes
 - Transparency shows nothing to hide

Types of Public Information

ELI Schools provides information in various categories:

- Organizational Information:**
- Who we are (history, mission, values)
 - Where we are (locations, addresses, contact details)
 - Legal status (company registration, accreditations)
 - Governance (Board, management structure)

- Programme Information:**
- Programmes offered (types, levels, durations)
 - Programme content and learning outcomes
 - Teaching approaches and class sizes
 - Timetables and schedules
 - Entry requirements and placement
 - Progression pathways

- Assessment Information:**
- Assessment methods and requirements
 - Grading systems and pass requirements
 - Policies
 - Feedback and results processes

- Fees and Financial Information:**
- Programme fees (clear breakdown)
 - What's included and what's additional
 - Payment methods and schedules
 - Refund policy
 - Insurance requirements

- Student Services and Support:**
- Support services available (academic, pastoral, disability support)
 - Accommodation options (if provided)
 - Activities and social programme
 - Student facilities

- Practical Information:**
- How to apply and enrol
 - Visa and immigration guidance
 - Pre-arrival information (what to bring, travel, first day, etc.)
 - Information about Dublin/Drogheda (living costs, transport, culture, safety)

- Policies and Procedures:**
- Terms and conditions
 - Code of conduct
 - Complaints and appeals procedures
 - Safeguarding policies (for under-18 programmes)
 - Data protection and privacy

- Quality and Outcomes:**
- Accreditations and memberships (QQI, EAQUALS, etc.)
 - Student satisfaction data
 - Student outcomes (progression, external exam results where appropriate)
 - Inspection reports or quality reports

- Contact Information:**
- How to contact ELI Schools
 - Who to contact for what (admissions, support, complaints.)
 - Emergency contacts
 - Social media links

Communication Channels

ELI Schools uses multiple communication channels to reach different audiences:

- Website (www.elischools.com):**
 - Primary source of public information
 - Comprehensive information about all aspects
 - Regularly updated
 - Accessible design (mobile-friendly, clear navigation)
 - Available in English (may have key information translated into other languages)
- Brochures and Printed Materials:**
 - Programme brochures
 - Information sheets
 - Distributed through agents, at events, mailed to enquirers
- Social Media:**
 - Facebook, Instagram, Twitter/X, LinkedIn, YouTube
 - Engaging content (student stories, photos, tips, news, events)
 - Responsive to messages and comments
 - Consistent with brand and values
- Email:**
 - Responses to enquiries
 - Newsletters (for prospective students, alumni, partners)
 - Pre-arrival information for enrolled students
 - Updates to current students
- Direct Communication (Phone, In-Person):**
 - Office staff answering phone and greeting visitors
 - Consultations and campus tours
 - Personal, responsive communication
- Student Handbook:**
 - Comprehensive handbook provided to all students at enrolment
 - Contains all information students need about their programme, ELI Schools policies, support, Dublin/Drogheda
 - Available digitally and in print
- Induction and Orientation:**
 - First-day orientation session
 - Verbal communication of key information
 - Opportunity for questions
- Notice Boards and Displays:**
 - Physical notice boards in school buildings (activities, news, important notices, policies)
 - Digital displays if available
- Virtual Tours and Videos:**
 - Website may include virtual tours, video testimonials, video introductions
- Educational Agents:**
 - Partner agents represent ELI Schools in their countries
 - Provide information to prospective students
 - Monitored to ensure accuracy (see Procedure 11.2)
- Events and Exhibitions:**
 - Education fairs, school visits, open days
 - Direct engagement with prospective students
- Annual Report:**
 - Published annually (may be public or for stakeholders)
 - Overview of year, achievements, quality data, financial summary, plans
 - Demonstrates accountability and transparency

Information Quality Standards

All public information must meet quality standards:

- Accuracy:**
 - Information factually correct
 - Up to date (regularly reviewed and updated)
 - No false or misleading claims
 - Sources cited where appropriate
- Clarity:**
 - Clear, plain language (avoiding jargon or explaining technical terms)
 - Well-organized (logical structure, headings, bullet points)
 - Key information highlighted
 - Not overwhelming (sufficient detail without information overload)
- Completeness:**
 - Comprehensive (covers all information students/stakeholders need)
 - No significant omissions
 - Balanced (not only positives but also requirements, limitations, responsibilities)
- Accessibility:**
 - Easy to find (website navigation, search functions, signposting)
 - Easy to understand (language level appropriate for audience - international students learning English)
 - Accessible formats (text, images, videos; consideration of visual impairments, etc.)
 - Mobile-friendly (website responsive design)
- Currency:**
 - Information up to date
 - Changes reflected promptly
 - Date of publication or last update shown
 - Out-of-date information removed or archived
- Consistency:**
 - Consistent information across all channels
 - No contradictions between website, brochure, agent information, staff communications
 - Consistent branding and tone
- Compliance:**
 - Meets regulatory requirements (QQI, ACELS, consumer protection, advertising standards)
 - Legal requirements met (terms and conditions, privacy notices, etc.)

10.1 Policy for Public Information and Communication

QA Area(s)	• Public Information and Communication		
Applies to	<input checked="" type="checkbox"/> Staff only	<input type="checkbox"/> Learners only	<input type="checkbox"/> Staff and learners
Policy Owner	Managing Director		

Purpose

The purpose of this policy is to establish ELI Schools' commitment to providing clear, accurate, accessible, and comprehensive public information to all stakeholders, ensuring transparency, enabling informed decision-making, and complying with regulatory requirements.

Scope

This policy applies to:

- All public information produced by ELI Schools (website, marketing materials, social media, handbooks, notices, communications, etc.)
- All channels of communication (digital, print, verbal, etc.)
- All staff involved in providing information or communicating with external parties
- All agents and partners representing ELI Schools

Policy Statement

Commitment to Quality Information:

ELI Schools is committed to providing high-quality public information that is:

- **Accurate:** Factually correct and up to date
- **Clear:** Easy to understand, in plain language
- **Complete:** Comprehensive, covering all essential information
- **Accessible:** Easy to find and accessible to all
- **Honest:** Truthful, not misleading, balanced
- **Consistent:** Consistent across all channels
- **Compliant:** Meeting all regulatory and legal requirements

We will ensure that current and prospective students, staff, and other stakeholders have access to all information they need to make informed decisions and to engage effectively with ELI Schools.

Principles Of Public Information

Transparency and Honesty:

Principle: Transparent about all aspects of provision. Honest communication, including about limitations, challenges, requirements, responsibilities. No false or misleading claims.

Implementation:

- Comprehensive information provided (not just marketing highlights)
- Balanced information (what students can expect and what is expected of them)
- Clear about requirements (entry requirements, attendance requirements, assessment requirements, fees, etc.)
- Honest about outcomes (what students can realistically achieve)
- No exaggerated or unsubstantiated claims (e.g., "guaranteed fluency in 4 weeks" - unrealistic and misleading)
- Transparent about accreditations and quality (displaying accreditation logos, sharing quality data, not claiming accreditations we don't have)
- Willing to share information about quality, student satisfaction, complaints

Accuracy:

Principle: All information accurate and up to date. Factual correctness is non-negotiable.

Implementation:

- Information checked for accuracy before publication
- Regular reviews to ensure currency
- Corrections made promptly if errors discovered
- Sources cited where appropriate (e.g., if quoting statistics, cite source)
- Staff trained to provide accurate information
- Agents monitored to ensure accuracy (see Procedure 11.2)

Examples of Information That Must Be Accurate:

- Programme content, duration, timetable, level
- Fees (total cost, what's included, additional costs)
- Refund policy
- Accreditations (only claim accreditations we actually hold)
- Class sizes (actual maximum class sizes, not understated)
- Teacher qualifications (teachers meet stated qualification requirements)
- Accommodation standards (accurate description of accommodation)
- Facilities (accurate description of classrooms, resources, facilities)

Clarity and Accessibility:

Principle: Information clear, easy to understand, and accessible to all, particularly international students whose first language is not English.

Implementation:**Language:**

- Plain language (avoiding jargon, or explaining technical terms)
- Language level appropriate for audience
- Sentences not overly long or complicated
- Active voice preferred over passive
- Key information in simple, direct terms

Organization:

- Logical structure (information organized in way users expect to find it)
- Clear headings and subheadings
- Bullet points and lists (easier to scan than dense paragraphs)
- Key information highlighted (bold, larger text, boxes)

Summaries provided for long documents

Design:

- Clean, uncluttered design with sufficient white space
- Readable fonts (size, style)
- Good contrast (text and background)
- Images and graphics supporting understanding

Navigation:

- Easy to find information
- Breadcrumbs and site maps
- Contact information easy to find

Multiple Formats:

- Website (primary), but also print brochures, videos, infographics
- Catering to different preferences

Translation:

- Key information may be translated into major languages of students (
- Not full translation of everything (resource-intensive), but key pages

Completeness:

- **Principle:** Information comprehensive, covering all essential aspects students and stakeholders need to know. No significant omissions.

Implementation:
For Prospective Students, Provide Information On:

- **Programmes:** What we offer, levels, content, learning outcomes, duration, timetable, class sizes, teaching approaches
- **Entry Requirements:** Who can apply, placement testing, level requirements
- **Fees:** Total cost, breakdown, payment schedule, refund policy, additional costs (materials, exams, accommodation, etc.)
- **Accommodation:** Options (host family, residence, self-catering), costs, standards, what's included
- **Assessment:** How students are assessed, what students must achieve, grading, policies
- **Support:** What support services available, how to access
- **Practical:** How to apply, visa guidance, what to bring, travel, first day, living costs in Ireland
- **Policies:** Terms and conditions, code of conduct, complaints procedures, data protection
- **Quality:** Accreditations, student satisfaction, outcomes

For Current Students (in Addition to Above):

- **Detailed Programme Information:** Syllabus, weekly schedules, assessment tasks and criteria, expectations
- **Services and Facilities:** How to access support, facilities, resources, activities
- **Policies and Procedures:** Student handbook with all policies, complaint procedures, safeguarding (if under 18), health and safety, emergency procedures
- **Contacts:** Who to contact for what, emergency contacts

For Other Stakeholders (Agents, Partners, Public):

- **About ELI Schools:** Mission, values, history, governance, accreditations
- **Quality:** Quality assurance information, outcomes, inspection reports (if public)
- **Partnerships:** How to partner with ELI Schools (for universities, agents, etc.)
- **Contact:** How to get in touch

Consistency:

Principle: Consistent information across all channels and sources. Contradictory information erodes trust and causes confusion.

Implementation:

- Single source of truth (master documents/database for key information - fees, programme details, policies)
- Updates coordinated (when information changes, all channels updated)
- Regular checks for consistency (audit website against brochures against agent materials)
- Brand guidelines (consistent tone, style, visual identity)
- Staff training (all staff provide same information)
- Agent monitoring (agents provide information consistent with ELI Schools' official information - see Procedure 11.2)

Timeliness and Responsiveness:

- **Principle:** Information provided in timely manner. Queries and requests for information responded to promptly.

Implementation:**Response Times:**

- **Email/online enquiries:** Respond within 24 hours on working days (even if full answer takes longer, acknowledge and say when full response will come)
- **Phone calls:** Answer during business hours; voicemail checked regularly
- **Social media messages:** Respond within 24 hours
- **In-person enquiries:** Immediate or same-day response

Timely Updates:

- Changes to information communicated promptly to affected stakeholders (e.g., programme change communicated to enrolled students as soon as decided)
- Pre-arrival information sent well in advance (at least 2 weeks before arrival)
- Results communicated within specified timeframes

Staff Availability:

- Office hours clearly communicated
- Staff available during stated hours
- Out-of-office messages when unavailable (with alternative contact)

Accountability:

Principle: Demonstrate accountability by sharing information about quality, outcomes, policies, governance. Transparency shows confidence and accountability.

Implementation:

- Accreditations displayed (logos, certificates)
- Quality data shared (student satisfaction, student outcomes where appropriate)
- Inspection reports or outcomes shared (if public or with redactions if confidential aspects)
- Policies publicly available (website, handbooks)
- Complaints procedures clear and accessible
- Contact information and governance information available
- Annual report (may be public or for stakeholders) summarizing year, quality, finances

The following information must be provided to students and prospective students:

Programme Information: Must Include:

- Programme title and description
- Level (CEFR level for language programmes)
- Learning outcomes (what students will be able to do by end of programme)
- Content (topics, skills covered)
- Duration (weeks, hours per week, total hours)
- Timetable (days, times)
- Class size (maximum number of students)
- Teaching approaches and methods
- Assessment (how students assessed, requirements, grading, pass requirements)
- Progression (what students can progress to after completing)
- Entry requirements (minimum level, age, any other requirements)
- Start dates and availability

Format: Website, brochures, programme specifications

Fees and Financial Information: Must Include:

- Programme fees (clear total price)
- Breakdown of what's included (tuition, materials, registration fee, exam fees if applicable, etc.)
- Additional costs NOT included (accommodation, meals, personal expenses, travel, visa, insurance, optional activities, external examination fees if applicable, etc.)
- Payment schedule (when fees due, payment methods accepted)
- Cancellation and refund policy (clear terms - see below)
- Currency (Euros)
- Any discounts or promotions (terms and conditions)

Format: Website, brochures, invoice/confirmation sent to student upon booking

Refund Policy: Refund policy must be clear, fair, published prominently
Must specify:

- Cancellation notice periods
- Refunds for cancellation at different stages (before course starts, after course starts, etc.)
- Non-refundable fees (if any - clearly specified)
- Process for requesting refund
- Timescale for processing refunds
- Compliant with consumer protection law

Terms and Conditions:

- Contract between ELI Schools and student
- Rights and responsibilities of both parties
- Fees and payment
- Cancellation and refund policy
- Attendance requirements
- Code of conduct
- Complaints and appeals procedures
- Data protection
- Liability limitation

Accommodation Information Must Include:

- Accommodation options (host family, residence, etc.)
- Description of each option (what's included, facilities, location)
- Costs (per week, total)
- What's included in cost (meals, utilities, WiFi, etc.)
- Standards (single/shared room, bathroom facilities, distance to school, etc.)
- House rules and expectations
- How to book
- Cancellation policy
- Contact in case of issues

Pre-Arrival Information: For All Students (Especially International Students), Provide:**Before Arrival:**

- Confirmation of enrolment (dates, programme, level if known)
- Location and address of school, map, directions
- Accommodation details (if booked through ELI Schools: address, host family details, check-in time, contact)
- Travel information (airports, transport options to Dublin/Drogheda, estimated costs)
- What to bring (documents - passport, visa, insurance; personal items; weather and clothing; electronics; money)
- First day information (what time to arrive, what to expect, who to ask for)
- Emergency contact numbers
- Pre-arrival checklist

For Non-EEA Students:

- Visa guidance (information on Irish visa requirements, how to apply, documentation needed, processing times)
- Letter of Acceptance for visa application (provided upon receipt of payment)
- Immigration information (registration with GNIB/IRP, requirements)

For Under-18s:

- Enhanced pre-arrival information (safeguarding, rules, supervision, what to expect)
- Parent/guardian information pack
- Emergency contacts, medical forms, consent forms

Format:

- Email package sent 2-4 weeks before arrival
- May also be posted (for students in countries with poor email access)
- Available on website for reference

Student Handbook:**Must Include:****About ELI Schools:**

- Welcome, mission, values
- History, accreditations
- Locations, facilities
- Staff (who's who, who to contact for what)

Your Programme:

- Programme overview
- Learning outcomes
- Timetable
- Assessment and feedback
- Progression and certification

Student Services and Support:

- Support services available (academic, pastoral, wellbeing, disability support)
- How to access support
- Accommodation (if through ELI Schools - contact, issues resolution)
- Activities and social programme

Practical Information:

- Campus facilities (classrooms, common rooms, library, Wi-Fi, etc.)
- Dublin/Drogheda guide (living costs, transport, safety, culture, useful places)
- Healthcare and emergencies (medical services, insurance, emergency numbers, first aid)
- Immigration (for non-EEA students - registration, visa compliance, attendance requirements)

Policies and Procedures:

- Code of conduct
- Attendance policy
- Assessment policies (plagiarism, extenuating circumstances, reasonable accommodations, appeals)
- Complaints procedure
- Safeguarding (for under-18s - Child Safeguarding Statement summary)
- Data protection and privacy
- Health and safety (fire safety, emergency procedures)

Your Rights and Responsibilities:

- Student rights
- Student responsibilities
- Terms and conditions summary

Contact Information:

- Who to contact for what
- Office hours
- Emergency contacts
- Website, social media

Policies: Key Policies Must Be Publicly Available (Website, Handbook):

- Terms and Conditions
- Refund Policy
- Code of Conduct
- Complaints Procedure
- Appeals Procedure
- Assessment Policies (Plagiarism, Extenuating Circumstances, Reasonable Accommodations)
- Data Protection and Privacy (Privacy Notices)
- Child Safeguarding Statement (for under-18 programmes)
- Health and Safety Policy (summary)

Quality and Accountability Information To Demonstrate Quality and Accountability, Share: Accreditations and Memberships:

- MEI (Marketing English in Ireland) - member
- EAQUALS (if member) or other international accreditations
- Awarding body approvals (Trinity, etc. if offering accredited programmes)
- Logos displayed on website, materials
- Certificates available on request or displayed in school

Quality Data:

- Student satisfaction (e.g., "95% of students rate their overall experience as good or excellent")
- Student outcomes (e.g., pass rates if appropriate and meaningful, progression data, external exam results if appropriate)
- Testimonials and reviews (genuine student testimonials, review site links)

Inspection Reports:

- EAQUALS (if member) (if public, or summary of findings if full report)
- Share positive outcomes

Recognition and Awards:

- Industry awards (e.g., Study Travel Magazine Star Awards, Language Travel Magazine Star Award)
- Display prominently

Contact Information: Easily Accessible Contact Information:

- **General:** Main phone, general email, postal address
- **Admissions:** Admissions email/phone
- **Student Support:** Student Services Officer contact
- **Complaints:** How to make a complaint, who to contact

Locations:

- All school locations with addresses, maps, directions
- Accessibility information (wheelchair access, etc.)

Marketing And Advertising Standards

All marketing and advertising must comply with high standards:

- Truthful and Not Misleading:**
- All claims substantiated
 - No exaggeration or false promises
 - No misleading images (photos of actual facilities, not stock photos implying facilities we don't have)
 - Testimonials genuine (from real students, not fabricated)

Examples of Unacceptable Marketing:

- "Become fluent in 4 weeks!" (unrealistic)
- "Guaranteed to pass IELTS!" (cannot guarantee exam results)
- "Ireland's best English school!" (subjective, unsubstantiated)
- Photos of large, modern facilities if reality is small, older classrooms.
- Fake testimonials or reviews

- Clear and Transparent:**
- Key information clear (programme, duration, price)
 - Not hiding important details in fine print
 - Terms and conditions accessible

- Comparative Claims:**
- If making comparative claims (e.g., "lower prices than competitor X"), must be accurate and fair
 - Generally, avoid comparative claims unless substantiated

- Targeting Vulnerable Groups:**
- Ethical marketing, especially when targeting young people or vulnerable groups
 - No pressure tactics
 - Honest about what education can and can't provide

- Special Offers and Discounts:**
- Clear terms
 - Not misleading (e.g., "50% off!" but off an inflated price)
 - Genuine offers

- Compliance:**
- Advertising Standards Authority for Ireland (ASAI) Code
 - Consumer Protection Act 2007

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Next Review Date	March 2027

Related legislation, regulation or guidelines:

- Core Statutory Quality Assurance Guidelines 2016 (QQI)
- Code of Practice for Provision of Programmes of English Language Education to International Learners
- Consumer Protection Act 2007 (Ireland)
- Advertising Standards Authority for Ireland (ASAI) Code
- Data Protection Act 2018 (privacy notices)

10.2 Procedure for Agent Communications Monitoring

QA Area(s)	• Public Information and Communication • Other Parties Involved in Education and Training
Applies to	<input checked="" type="checkbox"/> Staff only <input type="checkbox"/> Learners only <input type="checkbox"/> Staff and learners
Policies this Procedure relates to:	Policy for Public Information and Communication (11.1)

Purpose

The purpose of this procedure is to establish a systematic process for monitoring the communications and marketing materials used by education agents representing ELI Schools, ensuring that agents provide accurate, honest, and compliant information to prospective students.

Scope

This procedure applies to:

- All education agents contracted to represent ELI Schools
- All agent communications and marketing materials (websites, brochures, social media, advertisements, direct communications with students)
- All locations and markets where agents operate

Background and Rationale

Why Agent Monitoring is Critical:

Education Agents:

- Agents are third-party organizations or individuals who recruit students for ELI Schools in various countries
- Agents provide information about ELI Schools to prospective students in their markets
- Agents may represent multiple schools (not only ELI Schools)

Risks:

- Agents may provide inaccurate information (unintentionally or intentionally)
- Agents may make exaggerated or false claims to attract students (damages ELI Schools' reputation)
- Agents may provide outdated information if not kept informed of changes
- Students arrive with unrealistic expectations based on agent's misleading information
- Leads to disappointment, complaints, reputational damage
- ELI Schools is ultimately responsible for information provided by agents representing us

Regulatory Requirements:

- ACELS Code of Practice requires providers to monitor agent communications
- ELI Schools must ensure agents provide accurate information
- Non-compliance can result in loss of accreditation

Benefits of Effective Monitoring:

- Ensures students receive accurate information
- Protects ELI Schools' reputation
- Manages student expectations appropriately
- Maintains trust with students and agents
- Demonstrates quality assurance and compliance

Procedure

Part A: Agent Contracting and Orientation

Before agent begins recruiting, proper contracting and orientation essential.

Step 1: Agent Selection and Due Diligence

- **Who:** Managing Director or Sales Manager
- **When:** Before appointing new agent

What:

Due Diligence on Prospective Agent:

- Check agent's reputation (references, reviews, track record)
- Check agent is legitimate and ethical (not fraudulent operation)
- Check agent's understanding of education sector and student recruitment
- Check agent's capacity (do they have infrastructure, staff, market knowledge?)
- Check for any red flags (complaints, legal issues, unethical practices)

Decision:

- If agent meets standards, proceed to contracting
- If concerns, do not appoint

Step 2: Agent Agreement/Contract

- **Who:** Managing Director or Sales Manager
- **When:** Before agent begins recruiting

What:

Written Agent Agreement Must Include:

- Parties and Term:
 - Agent's Role and Responsibilities
 - ELI Schools' Responsibilities
 - Discounting Structure
 - Marketing and Communications Standards
 - Branding and Intellectual Property
 - Data Protection
 - Termination
 - Monitoring:
 - Liability and Indemnity:
 - Governing Law:
- Agreement Signed by Both Parties:

Step 3: Agent Orientation and Training

- **Who:** Managing Director or Sales Manager
- **When:** After contract signed, before agent begins recruiting

What:

Content:

- About ELI Schools:
- Programmes:
- Fees and Policies:
- Services and Facilities:
- Admissions and Enrolment Process:
- Marketing and Communications Standards:
- Agent Portal/Resources (if available):
- Communication:
- Monitoring:
- Questions and Ongoing Support:

Step 4: Providing Approved Marketing Materials

- **Who:** Marketing/Communications Manager or Managing Director
- **To:** Agent

What: ELI Schools Provides Agent With:

Approved Marketing Materials:
Key Information Documents
Templates (if provided)
Branding Guidelines

Step 5: Agent Requests Approval for Materials

If agent creates own marketing materials (website content, brochures, social media posts, advertisements), approval required before use.

- **Who:** Agent
- **To:** Marketing/Communications Manager or Managing Director at ELI Schools
- **When:** Before publishing or using materials

What:

Agent Submits:

- Draft materials (website text, brochure design, advertisement copy, social media posts, etc.)
- Context (where materials will be used, target audience, distribution method)
- Translation into English if materials in another language

Submission Method:

- Email with attachments or links to draft materials

Step 6: ELI Schools Reviews and Approves/Rejects Materials

- **Who:** Marketing/Communications Manager or Managing Director, with input from Senior Academic Manager if needed
- **When:** Within 5-10 working days of receiving submission

A. Accuracy:

- Is information factually correct?
- Programme details accurate (content, duration, level, class size, etc.)?
- Fees accurate?
- Accreditations correctly stated? No false information?

B. Honesty and Not Misleading:

- No exaggerated claims? No false promises?
- Realistic expectations set?
- Not claiming guarantees we can't make (e.g., "Guaranteed fluency", "Guaranteed exam pass")?

C. Completeness:

- Key information included (fees, duration, terms and conditions reference)?
- Not omitting important information (e.g., mentioning low price but hiding additional costs)?

D. Compliance:

- Complies with advertising standards?
- No misleading comparisons? No inappropriate targeting?

E. Branding:

- Logo and branding used correctly?
- Visual style consistent with ELI Schools brand (if applicable)?

F. Tone and Language:

- Professional and appropriate tone?
- Language respectful and inclusive?
- Not overly aggressive or pushy sales tactics?

Monitor Following Sources:

- Agent's Website:**
 - Visit agent's website
 - Review all pages mentioning ELI Schools
 - Check accuracy of information (programmes, fees, facilities, location, accreditations)
 - Check for misleading claims or exaggerations
 - Check branding compliance (logo used correctly)
 - Take screenshots for record
- Agent's social media:**
 - Check agent's social media accounts (Facebook, Instagram, etc.)
 - Review posts mentioning ELI Schools
 - Check accuracy and appropriateness
 - Screenshots
- Agent's Printed Materials (if accessible):**
 - Review agent's brochures, flyers, advertisements (if agent sends copies or if available online)
 - Check accuracy and compliance
- Agent's Communications with Students (Sample):**
 - Request samples of emails or messages agent sends to prospective students about ELI Schools
 - Agent may provide templates or examples
 - Review for accuracy and appropriateness
- Online Advertisements:**
 - Search online for agent's advertisements featuring ELI Schools (Google Ads, Facebook Ads, etc.)
 - Review for accuracy and compliance
- Student Feedback:**
 - If students mention what agent told them, note discrepancies
 - If students arrive with unrealistic expectations, investigate source (was it agent?)
- Third-Party Reviews or Mentions:**
 - Check if agent has been reviewed or mentioned online
 - Any complaints about misleading information?

If monitoring identifies issues (inaccurate information, misleading claims, non-compliance):

Step 10: Addressing Issues

A. Minor or First-Time Issue (e.g., outdated information, small inaccuracy, inadvertent error):

Action:

- **Contact agent immediately** (email, phone, or both)
- **Explain issue:** "We noticed on your website that [specific issue]. This information is [inaccurate/outdated/misleading]."
- **Request correction:** "Please correct this by [specific action] within [timeframe - typically 1 week]."
- **Provide correct information:** "The accurate information is: [provide correct details]."
- **Friendly but firm tone:** "We know this was likely an oversight. Please ensure all information is accurate. Thank you for your cooperation."
- **Agent complies:** Issue resolved
- **Follow-up:** Next monitoring check if issue corrected; monitor for repeat issues

B. Serious or Repeated Issue**Action:**

- **Formal written warning** (email and may also send formal letter)
- **Explain issue and seriousness:** "This is a serious matter. [Describe issue]. This constitutes misleading information and breaches our Agent Agreement."
- **Demand immediate correction:** "You must [correct/remove/withdraw] this immediately (within 24-48 hours)."
- **Reference Agent Agreement:** "As per our Agent Agreement clause [X], you are required to provide accurate information. Failure to do so is a breach of contract."
- **Consequences:** "If this is not corrected immediately and if similar issues occur again, we will be forced to [suspend recruitment/terminate agreement]."
- **Request confirmation:** "Please confirm in writing by [date] that you have corrected this issue and that you will ensure all future communications are accurate."
- **Senior Management Involved:** Managing Director informed and may be copied on correspondence
- **Document thoroughly:** Formal warning recorded; copies filed
- **Monitor closely:** Increased monitoring frequency (weekly or monthly)

If agent doesn't comply or issues continue:

- **Suspension:** Temporarily suspend agent from recruiting (stop sending students, no new bookings processed) until issue resolved
- **Termination:** Terminate Agent Agreement (end partnership)
- Termination justified if: Serious breach, repeated non-compliance, damages to reputation, loss of trust

C. Egregious or Fraudulent Conduct

(e.g., agent fabricating documents, scamming students, serious fraud):

Action:

- **Immediate termination** of Agent Agreement
- **Cease all business** with agent immediately (no more student bookings processed, no commission payments)
- **Notify students** recruited through that agent (if applicable - check on their welfare, offer support)
- **Legal advice** (consult solicitor regarding potential legal action, damages)
- **Report to authorities** if criminal conduct (fraud, etc.)
- **Notify accreditation bodies** if required (ACELS may need to know if agent misconduct affects students)
- **Warn other schools** in network (if part of association like MEI, may warn other members about problematic agent)
- **Publicize termination** (may issue statement that ELI Schools no longer works with that agent - protects reputation)

Part D: Keeping Agents Informed

Agents can only provide accurate information if they're kept informed of changes.

Step 11: Communicating Updates to Agents

- **Who:** Marketing/Communications Manager or Managing Director
- **To:** All agents
- **When:** Whenever changes occur; regular updates

Communicate to Agents Promptly When:

A. Programme Changes:

- New programmes launched
- Programmes discontinued
- Programme content, duration, or timetable changes
- Entry requirements change

B. Fee Changes:

- New fee schedule
- Commission structure changes

C. Policy Changes:

- Refund policy updates
- Terms and conditions updates
- New policies (e.g., new reasonable accommodations policy)

D. Facility or Location Changes:

- New campus or location opened
- Location closed or moved
- Facilities upgraded

E. Accreditation or Recognition:

- New accreditations obtained
- Awards or recognition received

F. Staff Changes:

- New key staff (e.g., new Managing Director, new contact person for agents)

G. Marketing Materials Updates:

- New brochures or materials available
- Updated logo or branding

H. Important Dates:

- Public holidays (school closed)
- Programme start dates

Method:

- **Email to all agents** (dedicated agent mailing list)
- **Agent portal** (if available - post updates and resources)
- **Agent newsletter** (monthly or quarterly newsletter with updates, news, tips, success stories)
- **Agent webinars or meetings** (periodic online meetings with agents to share updates, answer questions, build relationships)

Part E: Agent Performance and Relationship Management

Beyond monitoring communications, overall agent relationship management important.

Step 12: Agent Performance Review

- **Who:** Managing Director or Marketing/Communications Manager
- **Frequency:** Annually (or when contract renewal considered)

What:

Review Each Agent's Performance:

Criteria:

A. Recruitment Performance:

- Number of students sent to ELI Schools
- Trends (increasing, decreasing, stable)
- Market penetration

B. Quality of Students:

- Student satisfaction (are students from this agent satisfied?)
- Student readiness (are students well-informed and prepared?)
- Student retention (do students from this agent complete programmes or withdraw early due to unmet expectations?)

C. Communication and Professionalism:

- Responsiveness to ELI Schools communications
- Professionalism in interactions
- Cooperation with policies and procedures

D. Compliance:

- Accuracy of information provided (based on monitoring)
- Compliance with Agent Agreement
- Issues or warnings (number and seriousness)

E. Relationship Quality:

- Trust and mutual respect
- Willingness to collaborate on improvements
- Long-term partnership potential

Decision:

- **Renew contract** (if performance good)
- **Renew with conditions** (if minor concerns - e.g., "Renew but require more frequent monitoring")
- **Do not renew** (if performance poor, repeated compliance issues, or no longer strategic market)

Terminate (if serious breaches during contract term)

Communication:

- Positive feedback to high-performing agents (recognition, appreciation)
- Constructive feedback to agents needing improvement
- Clear communication if not renewing or terminating

Ongoing support helps agents provide accurate information.

Step 13: Agent Training and Support

- **Who:** Marketing/Communications Manager or Managing Director
 - What: Provide Agents With:**
 - A. Regular Updates** (Step 11 above)
 - B. Agent Portal or Resource Hub:**
Online portal where agents can access:
 - Current marketing materials
 - Programme information
 - Fee schedules
 - FAQs
 - Booking system
 - Commission statements
 - Contact directory
 - C. Training Webinars:**
 - Periodic webinars for agents (e.g., quarterly)
 - Topics: New programmes, how to sell specific programmes, understanding Irish visa process, cultural insights about Ireland, Q&A
 - Keeps agents engaged and informed
 - D. One-on-One Support:**
 - Agents can contact ELI Schools with questions
 - Responsive support (answer queries within 24 hours)
 - E. Agent Visits:**
 - If feasible, visit key agents in their markets (relationship building, training, understanding their market)
 - Or invite agents to visit ELI Schools (FAM trips - familiarization trips - agents experience school firsthand, meet staff, see facilities, experience Dublin/Drogheda)
 - F. Recognition and Incentives:**
 - Recognize top-performing agents (awards, certificates, bonuses, increased commission, featured on website)
 - Motivates agents and builds loyalty
- For Each Agent:**
- Agent Agreement (contract)
 - Agent contact details and key contacts
 - Orientation and training records
 - Approved marketing materials
 - Monitoring reports (quarterly monitoring logs)
 - Correspondence (emails, letters, especially regarding issues or warnings)
 - Performance data (students sent, revenue, satisfaction, issues)

Step 14: Documentation

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Related legislation, regulation or guidelines:

- Code of Practice for Provision of Programmes of English Language Education to International Learners
- Core Statutory Quality Assurance Guidelines 2016 (QQI)
- Consumer Protection Act 2007 (Ireland)
- Advertising Standards Authority for Ireland (ASAI) Code