

AIRC Agency Certification Eligibility Rules - Agencies Must Meet These Criteria Before Applying

Question 1. Is your organization an agency? AIRC Certification is intended for agencies (including organizations and companies), located both inside and outside the U.S., which recruit international students to accredited post-secondary programs or institutions anywhere in the world and who either have already recruited for U.S. programs or institutions or intend to do so.

For the purposes of AIRC membership and certification, an agency is defined as an organization, company or association that recruits and places students into accredited colleges, universities and other educational institutions on a commercial 'fee for service' basis. The term 'fee for services' refers to any payment made by an institution or an individual student applicant to an agency for services related to the counseling advice, application process and acceptance into a course or program in an educational institution. Individuals that provide placement services but have not established a company or individuals within an agency, including but not limited to shareholders, owners, directors, counselors and other staff are not eligible for AIRC certification or membership.

Question 2. Has your business been operating for at least 2 years and placed at least 25 students? At the time of application for AIRC Certification, agencies are required to have been in the student recruitment business for two years, and have a successful record of placing students in accredited post-secondary programs or institutions. The date of first student placement must have been at least 18 months before the AIRC application is made.

Agencies must have a record of placing at least 25 students total before applying for AIRC certification. Agencies that are at least two years old but have placed between 25 and 50 students in accredited post-secondary programs or institutions may apply for AIRC Certification, *however they may be awarded conditional certification until they have a more substantial record of student placements.*

Agencies which have a successful record (at least two years of placement of at least 25 students) of placing students at U.S. accredited secondary schools only, or at universities outside the U.S.- and that intend to use this experience for recruiting students for the U.S. post-secondary programs and institutions, are also eligible to apply for AIRC certification. These agencies must demonstrate a strong knowledge of U.S. education.

**Question 3. My organization partners with sub-agents. Is it eligible?
My organization franchises its operations. Is it eligible?**

A sub-agent is a person employed or contracted by the agency to transact the whole, or part of the student recruitment process.

A franchisee is an individual or company which licenses the rights to use an agent company's trademarked name and business model to conduct business.

Agencies that engage sub-agents for part of the recruitment process or agencies that franchise their operations are eligible for certification. **The agency applying for certification will be accountable for actions of the sub-agents and franchisees and any others working on behalf of the agency once AIRC certification is achieved.**

The awarding of AIRC certification does not convey to sub-agents. Sub-agents may apply for AIRC certification independently and separately.

The awarding of AIRC certification does convey to a franchisee of the agency **provided the franchisee uses the agent company's trademarked name and business model to conduct business.**

An applicant agency is ineligible for certification if it or any principal or material owner thereof has been convicted of fraud or has pleaded no contest or guilty in a criminal proceeding or has been adjudged to have committed fraud in a civil proceeding within the last seven (7) years. If AIRC standards violations are found in any of the application materials the agency's application may be suspended or dismissed.