



## American International Recruitment Council

### What To Do if Your Agency Does Not Yet Meet Eligibility for AIRC Certification

**Concern: My Agency had been recruiting and placing student for over two years but does not have institutional contracts.**

**Answer:** If the agency has placed at least 50 students in higher education institutions for at least 2 years but without contracts at those institutions there still may be a way to apply for AIRC Certification. Several of the AIRC standards relate to the agency - institutional partnership (existence of contracts, communication with the institution, institutional satisfaction surveying, and training by the institution for the agency). If the agency does not have established contracts, the agency may not be able to comply with these standards. Agencies must comply with all of the AIRC standards to be able to achieve the certification.

AIRC understands that the agency may already have university connections and that the agency has been instructed by these institutions that it must obtain AIRC Certification to develop contracts. In this circumstance the agency may apply for certification, however the agency will be alerted that the certification time period for the agency MAY be reduced (fewer than five years) with an additional review due at the end of that time period. The reason for this is so that the agency can demonstrate formal institutional partnerships (contracts) at the time of re-review. AIRC has a process for this which you can read about in the Certification Manual. It is called Conditional status. To the public the agency is known as Certified.

**Concern: My agency has been recruiting for Europe and Australia but not yet for the U.S.**

**Answer:** If the agency has met the other criteria it may apply for AIRC Certification. The agency will need to demonstrate a thorough knowledge among its managers and counselors of U.S. Education. Once the agency is an approved AIRC applicant, AIRC will provide the agency with some resources to train counselors on U.S. higher education. The agency may also arrange for customized training by one of AIRC's external reviewers.

**Concern: My agency has been told that it needs AIRC Certification in order to work with certain U.S. universities, however, my agency is new and has not yet placed students. How can my agency reach the eligibility criteria of having students placed?**

**Answer:** As AIRC becomes more familiar to the U.S. market more and more institutions are requiring the AIRC certification. This can be a quandary for agencies that are starting out in the U.S.

AIRC's advice is as follows:

- use the [AIRC™ Certification Standards](#) as guidance for setting up your agency's operational policies. When the agency has met the eligibility criteria it will already have been following best practice. Pay special attention to developing written policy for operations and employees.

- use the agency's networks to offer assistance to universities to recruit for them to establish the student placement criteria. These networks may include:

- institutions at which the agency leaders studied
- returned students that had a good match and educational experiences can help make introductions
- join an agency association in your country or city
- start out by marketing for institutions then move into recruiting
- establish institutional contracts in Europe, Australia or Asia and place students in these countries before moving into the U.S. market

Have patience! AIRC's policy on the numbers of students placed is strict and no special accommodations will be made. (See below.)

**Concern: My agency has not been in business for two years and/or has not placed the required minimum amount of students. Can I apply for Certification?**

**Answer:** No. AIRC's policy / eligibility criteria are strict and no special accommodations will be made. Your agency must meet these in order to apply. Please view the **AIRC Standards** and [AIRC Certification Process and Standards Manual 5.2](#). to familiarize yourself with the Certification process. This will help prepare your agency to apply when your agency meets the criteria. Please also see the additional concerns contained in this document.

**Concern: I would like to start a student recruitment agency. Can AIRC assist me?**

**Answer:** No. AIRC cannot assist you in starting a student recruitment agency. You may be able to find consultants that have either already been through certification or have much experience working as an education agent. You may also download the **AIRC Standards** and [AIRC Certification Process and Standards Manual 5.2](#) to familiarize yourself with AIRC's Standards and best practices. We welcome you to apply for Certification when your agency meets the eligibility criteria.

Please write to [Certification@airc-education.org](mailto:Certification@airc-education.org) for more information.