



## **AIRC Best Practice Guidelines for Institutional Members**

Updated November 2016

An institution's adherence to AIRC's institutional guidelines signifies its commitment to engaging in marketing, recruitment and student support practices that are truthful, ethical and transparent and which meet with the highest levels of professionalism. Furthermore, it signifies an institution's commitment to operating in accordance with NAFSA's Principles of Good Practice for the Recruitment and Admissions of International Students.<sup>1</sup>

### **Guideline 1: Commitment to Proper Student Support Services**

AIRC Institutional and Pathway Members understand the international student experience, recognize the importance of respecting the needs of their students, and commit to the provision of supporting programs and services conducive to the enrollment, persistence and success of international students on their campuses.

#### *Purpose:*

Adherence to this guideline by an AIRC Institution or Pathway Member ensures that suitable support for international students is available throughout the application process, once on campus, and during their entire academic career. It is a commitment to ensure proper staffing, training, facilities, opportunities and support systems designed to meet the special needs and requirements of international students so they may be successful as students in the U.S. Recruiting, admissions, and other relevant staff must adhere to all U.S. federal regulations related to international admissions and recruiting practices. Staff should be up-to-date and knowledgeable about the relevant U.S. federal regulations.

### **Guideline 2: Accuracy in Marketing Information**

AIRC Institutional and Pathway Members market their educational and institutional services professionally and accurately, and maintain the integrity and reputation of their particular academic institution as well as of the U.S. education sector.

#### *Purpose:*

Adherence to this guideline is an AIRC Institution or Pathway Member's commitment to marketing its respective institution, academic program and student services professionally, accurately, ethically, and truthfully. This commitment is a sign of quality assurance to both

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<sup>1</sup> NAFSA. *About NAFSA: NAFSA's Principles of Good Practice for the Recruitment and Admissions of International Students*. <http://www.nafsa.org/about/default.aspx?id=2477> (Rev. January 2002). Accessed February 6, 2012.

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partner-agents and prospective students and their parents. The guideline offers a safeguard against unethical, false or misleading marketing practices.

### **Guideline 3: Transparent Student Recruitment Practices**

AIRC Institutional and Pathway Members provide pertinent training and information to their partner-agents for use with the agent's marketing and recruitment efforts so that prospective students may make informed decisions about institutional choice, thereby ensuring better alignment between their expectations and actual experiences.

*Purpose:*

Adherence to this guideline is an AIRC Institution or Pathway Member's commitment to assuring that information provided to prospective students via agent partners is current and accurate at all times and throughout each stage of the recruitment process. This commitment ensures that an agent partner is duly trained by, and remains current on, the university/institution it represents, including topics such as admission and scholarship requirements, academic programs, international student support services, and policies relevant to an international student's institutional choice.

### **Guideline 4: Engaged and Strategic Agent Management**

AIRC Institutional and Pathway Members collaborate closely with their agent-partners and establish clear procedures for a sustainable agent-institutional relationship, including mechanisms for compliance with AIRC guidelines.

*Purpose:*

Adherence to this guideline by an AIRC Institution or Pathway Member ensures that effective communication procedures are in place and expectations for the relationship are clearly understood. It is also a commitment to understanding and complying with the AIRC guidelines.

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