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The Australia New Zealand Agent (ANZA) Workshop
Shifting paradigms in international education

Shifting education agent related paradigms

1. Software supported networks
2. BPO and Pay per transaction models
3. Education agent engagement in the USA
4. Agent training & certification
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1. Software supported networks

• **Opportunities** – capture, transfer & visibility of data, systematisation of work flow, Business Process Outsourcing (BPO) possibilities, partnerships provided and maintained (to varying degrees) via the network vendor

• **Challenges** – recruiting & training high quality agents, not all partners will use the software, agents being asked to use multiple systems, reliability of internet, some agencies won’t give up their brands to aggregators, turnover of agency staff = ongoing training needed
1. **Software supported networks cont.**

Some **Key Players** (figures are approximate):

**Agency + Educator (“middleware”) systems**
- StudyLink - Connect - over 1,500 agents trained to send over 32,500 (in 2010) applications to 40 institutions in 4 countries (Aust., UK, USA, Canada)
- LiveEnrol - several hundred agents enrolling to 50 institutions in 4 countries (Australia, NZ, UK, Spain)

**Agency systems**
- iAE Global - 90 agency offices in 15 countries, enrolling over 20,000 students pa
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1. Software supported networks cont.

- **Success Factors** – size & reach of network on both sides, ability to interact with other technology platforms, ability to provide sufficient ongoing training

- **Risks** – size & reach of network, *in*ability to interact with other technology platforms, *in*ability to provide sufficient ongoing training
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2. BPO and Pay per transaction models

• **Opportunities** - Changing the fundamentals of relationships between agents and educators, Business Process Outsourcing (BPO), Pay per transaction (PPT) eg. PP click, PP enquiry, PP application, PP interview, PP enrolment, PP data entry, agents representing educators at student fairs

• **Challenges** - finding the right suppliers of the various transactions, supply of poor quality transactions
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2. BPO and Pay per transaction models (cont..)

Some Key Players:

- BPO Intelligence, DHL, TNT and their resellers offering printing, storage, distribution & stock management of marketing materials
- StudyLink & LiveEnrol offering PP application & PP enrolment services
- StudyLink, hotcourses, ICEF and many other online vendors offering PP click & PP enquiry services
- Many education agencies offering many transactions - “free” + PPT
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2. BPO and Pay per transaction models (cont..)

• **Success Factors** - Processes must be able to be outsourced, ie technologies needed to support BPO

• **Risks** - over-reliance upon BPO suppliers, poor service provision by suppliers
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3. Education agent engagement in the USA

• **Opportunities** - encourages & identifies professional agencies and practices

• **Challenges** - Many US institutions are not experienced, well skilled or resourced to work with agents. US market “entry costs” for agencies. Time taken for AIRC certification process.
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3. Education agent engagement in the USA (cont.)

Some Key Players:

- American International Recruitment Council (AIRC) – 124 institution members + 24 certified agencies (launched 2009)
- IDP - over 70 recruitment centres in 26 countries
- Hobsons - over 2,000 higher education clients across the US
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3. Education agent engagement in the USA (cont.)

- **Success Factors** - “Calibre” and breadth of US institutions represented by agents

- **Risks** - Agencies may potentially direct more students to the USA and therefore less to Australia and other markets (?) Size / reach / quality of networks, both educator and agent
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4. Agent training & certification

• **Opportunities** - professionalisation of agencies and agency counsellors, codes of conduct signed by agencies, appeal processes and tribunals established by AIRC, institutions can insist that agencies and agency counsellors must be trained & qualified in order to represent them

• **Challenges** - Re-certification, counsellors moving between agencies, reliability of internet access, costs of delivery as well as costs of appeal processes
4. Agent training & certification (cont..)

Some Key Players:

• EATC / PIER - over 11,000 people registered, 1,770 certified (launched 2005)
• IATC / ICEF - 945 counsellors registered, 4 certified (launched July 2010)
• New Zealand Specialist Agent / Education NZ – 700 trained agents, 271 certified agencies (launched 2008?)
• AIRC - 24 certified agencies (launched June 2009), more in process
• See all certified agencies & counsellors centrally listed on the PIER Apps agency locator (or via ACPET, ICEF, AIRC, Education NZ websites)
4. Agent training & certification (cont.)

- **Success Factors** - online vs face to face delivery and testing, robustness of online systems & networks for content delivery and testing

- **Risks** - ROI vs set-up and operational costs, willingness of agent to undertake training and testing, degree to which educators & regulators require agents to undertake training and testing
Many thanks for listening - Please contact me for further information

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