



# Australian Chiropractic College

## AUSTRALIAN CHIROPRACTIC COLLEGE (ACC) STUDENT INFORMATION AND COMMUNICATION POLICY

Governing authority	Board of Directors
Policy Steward	Academic Registrar
Approval date	16 <sup>th</sup> November 2016
Review date	November 2021

### 1. Purpose

This policy outlines the ACC's approach to marketing and communicating information about the ACC and its course offerings to prospective and enrolled students. It aims to guide the development of ACC marketing and communication plans, products and practices, in line with government regulations.

### 2. Overview

In its Strategic Plan, the ACC has stated its commitment to providing a nurturing educational environment that places student engagement as a priority. The ACC aims to “serve a cohesive, vibrant and skillful tribe of inspired, worldly and intelligent students” who align with the Ethos and Values of the ACC.

The ACC will develop marketing and communication strategies to promote the ACC's offerings and grow its student enrolments in line with these objectives, drawing from a combination of domestic and international onshore student markets.

The ACC's marketing and communication strategies will work to ensure that new applicants and enrolments are informed of their rights, obligations and other educational information to support their learning experience and outcomes at the ACC.

Communication strategies aim to support a consistent, consolidated and coordinated public image in the domestic and international market that complies with relevant acts and regulations.

This policy is written in the context of the National Code Part D: ESOS standards which set out the obligations on registered providers in delivering education and training to overseas students. CRICOS-registered providers must comply with 15 standards that ensure their

quality of education and professionalism is of a sufficiently high standard to enroll international students. The 15 standards cover the following aspects of delivery of education to international students:

<i>Standard 1</i>	<i>Marketing information and practices</i>
<i>Standard 2</i>	<i>Student engagement before enrolment</i>
<i>Standard 3</i>	<i>Formalisation of enrolment</i>
<i>Standard 4</i>	<i>Education agents</i>
<i>Standard 5</i>	<i>Younger overseas students</i>
<i>Standard 6</i>	<i>Student support services</i>
<i>Standard 7</i>	<i>Transfer between registered providers</i>
<i>Standard 8</i>	<i>Complaints and appeals</i>
<i>Standard 9</i>	<i>Completion within expected duration</i>
<i>Standard 10</i>	<i>Monitoring course progress</i>
<i>Standard 11</i>	<i>Monitoring attendance</i>
<i>Standard 12</i>	<i>Course credit</i>
<i>Standard 13</i>	<i>Deferment, suspension or cancellation of study during enrolment</i>
<i>Standard 14</i>	<i>Staff capability, educational resources and premises</i>
<i>Standard 15</i>	<i>Changes to registered providers' ownership or management</i>

### **3. Principles**

The ACC is committed to undertaking marketing and communication practices that are ethical and effective to:

- Appropriately meet the needs of prospective and enrolled students; and
- Maintain the integrity and reputation of both the ACC and Australia's higher education sector.

Key principles that underpin the ACC's approach to marketing and communication include:

- ACC communication strategies support a consistent, coordinated public image and brand for the ACC.
- ACC marketing and recruitment practices encourage the enrolment of students who are suitably prepared and equipped for higher education study, and aligned with the Ethos and Values of the College.
- ACC marketing strategies encourage effective decision making about the suitability of course offerings for meeting students' needs and expectations.
- Representation of the ACC and its course offerings is accurate.
- Students are informed of their rights and obligations and of any substantive changes to the course offerings.
- Students can readily access timely and relevant information about ACC policies, procedures, course offerings and available support to guide informed decision-making.
- Information strategies recognise and support diversity among prospective and enrolled students, including students with special needs.
- Information is provided in plain language, explaining any special or technical terms.

The above principles apply whether the information is promoted directly by ACC or through agents or other parties, supported through formal contract arrangements.

### **4. Marketing and recruitment strategies**

The ACC will implement a range of marketing strategies aiming to:

- Increase awareness and interest in the ACC's program

*All policies have been authored in conjunction with Wells Advisory PTY Ltd, 2016.*

- Grow enquiries about the ACC course offering
- Grow applications, offers, acceptances and enrolments

Target audiences include:

- Prospective domestic and international students
- Key influencers such as parents
- The chiropractic profession
- Staff in partner educational institutions
- International Agents

Key messages will include:

- The ACC delivers a dynamic purpose-driven programme of academic and clinical excellence in the field of chiropractic
- The ACC is an innovative provider of a quality higher education chiropractic course, meeting high academic standards
- The ACC offers a nurturing campus environment where student engagement is a priority
- The ACC has strong international industry partnerships, enriching learning and opportunities

Marketing strategies will include a focus on the following channels:

- Website
- Social media (paid and unpaid)
- Careers and higher education expos, fairs, seminars and events
- Publications including undergraduate guides
- Targeted advertising channels
- Industry partnerships /supporters
- Skype appointments (set up to allow ACC staff to advise prospective students and Agents)
- Direct marketing (including emails/e-newsletters)
- 'roadshow'-type tours

Content for marketing and recruitment strategies will represent the ACC and its courses accurately, including in relation to:

- The status of TEQSA or professional body accreditation;
- Fees and charges;
- The admission requirements and credit arrangements for each course (and where appropriate each unit) of study;
- The outcomes associated with undertaking study (including employment, possible migration and eligibility for further study).
- Show the appropriate content for its target audience.

## **5. Admissions**

The ACC admissions processes will ensure that prior to enrolment and acceptance of fees, students are informed of their rights and obligations including in relation to:

- All known charges associated with their proposed studies and the potential for changes.
- Policies, arrangements and potential eligibility for credit for prior learning.
- Policies on withdrawal or changes to offers, acceptance and enrolment, tuition protection and refunds.

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All admission and other contractual arrangements with students (or their parents or guardian), including any conditions, are to be in writing.

Information available for students prior to acceptance of an offer will assist students in making decisions about arrangements for study at the ACC, including:

- Course and unit design, delivery, pre-requisites, key dates, recognition of prior learning, credit transfer, and pathways to employment.
- Orientation and induction, contact points, access to learning resources, and IT systems.
- Expectations and obligations of students including conduct and behavior, financial obligations, critical deadlines, policies relating to misconduct and disciplinary procedures, leave and deferral policies, and obligations on international students.
- Access to academic policies and requirements.
- Information on support services available, including English language support, personal support and emergency services.
- Information to assist resolution of grievances, including external appeals processes.
- Information to assist international students about living and studying in Australia where applicable.
- Opportunities to participate in student representative bodies.

## **6. Enrolled students**

In addition to the above information being readily available, communication plans will ensure that enrolled students are given reasonable notice of changes to the ACC's operations including any:

- Increases in fees and associated costs.
- Changes to course or related service delivery location or arrangements.
- Changes that may affect their choice of, or ability to participate in, an intended course(s) of study.

## **7. Particular requirements relating to international students**

The ACC will comply with the Higher Education Standards, ESOS Act, National Code, Trade Services Act and in country regulations in developing communications material for international students. This includes that all electronic and printed marketing materials, including websites and advertisements, must clearly identify the ACC's name and CRICOS number.

### ***Management of agents***

The ACC may use education agents to recruit to its program. The role of the agent is to support and submit a student's application to the ACC. The agent is also responsible for providing the student with accurate and comprehensive information, and ensuring the required and verified documents are attached to the application. The agent recruiting for on campus study will also assist the international student with his/her visa application to the Australian Government.

Formal contracts will be in place with ACC education Agents to support appropriate recruitment strategies and practices. The ACC will implement strategies to monitor performance and take corrective action where needed. The ACC will not accept students

from an education agent or enter into an agreement with an education agent, if it knows or reasonably suspects the education agent to be:

- Engaged in, or to have previously been engaged in, dishonest practices, including the deliberate attempt to recruit a student where this clearly conflicts with the obligations of registered providers under Standard 7 (Transfer between registered providers)
- Facilitating the enrolment of a student who the education agent believes will not comply with the conditions of his or her student visa
- Using Provider Registration and International Students Management System (PRISMS) to create Confirmations of Enrolment for other than a bona fide student
- Providing immigration advice when not authorised under the Migration Act 1958 to do so.

The ACC will engage with and train agents in the ACC programs and foster awareness of government regulations, by sending emails/e-newsletters internationally and meeting with agents abroad where necessary. The ACC will support agents with institutional and course information packs and marketing material that comply with regulations.

Further information on the broader management of agents is outlined in the ACC's *Agent Recruitment, Review and Termination Policy*.

## **8. Evaluation**

Marketing and communication plans will be developed with key objectives and targets against which performance will be monitored and evaluated.

This may include, for example:

- Enquiries received via email, phone and website form.
- Enquiries received at agent offices and events.
- Recipients and open rate of direct marketing activities.
- Social media engagement.
- Website visits.
- Number of applications, offers, acceptances and enrolments.
- Withdrawals /early attrition and reasons for departure.
- Student complaints.

## **9. Roles and responsibilities**

The Board approves and oversees the operation of the *Student Information and Communication Policy*.

The Academic Registrar is responsible for developing and reviewing the *Student Information and Communication Policy* and leading its implementation in the provision of information to students, working closely with the Academic Deans.

The Head of Corporate Services is responsible for the provision of professional services to support the marketing and communication activities of the ACC.

## 10. Policy Review

The ACC's *Information and Communication Policy (Students)* is reviewed by the ACC Board every five years, or sooner as determined by the Board. It may be delegated to the Academic Board, or considered by the Academic Board prior to review by the ACC Board.

Date	Description of amendment

## 11. Related policies / documents

Complaints Policy – Students

Agent Recruitment, Review and Termination Policy