

STUDENT INFORMATION and COMMUNICATION

Policy and Procedures

NOTE: This document overlaps in some measure with the ACC *Marketing and Advertising Policy and Procedures*, with the latter providing more detail. This is deliberate in so far as it is deemed important to differentiate between the nature and range of essential information for students on the one hand and the more extensive policy and procedural detail required for College staff, regulatory authorities and relevant external agencies.

DEFINITIONS

Terms in this document, for which definitions are not provided in the text or may not be self-evident or for which usage at ACC may differ to that in other higher education institutions are as follows:

Agents: A domestic or international individual or company contracted by the College to provide services for a fee. International education agents are used in the recruitment and admission of international students

Associates: Individuals who are not staff or students of the College but who are formally associated with the College in the delivery of its programs.

Australian Higher Education Standards Framework (Threshold Standards) 2015: The basis for the regulation of higher education providers and courses by the Tertiary Education Quality and Standards Agency (TEQSA).

ESOS Act 2020: The Education Services for Overseas Students Act 2000, or ESOS Act, establishes legislative requirements and standards for the quality assurance of education and training institutions offering courses to international students who are in Australia on a student visa.

Individuals: ACC staff and students (prospective, current and former), and other individuals associated with the College such as external providers, practicum hosts and contractors.

International student: A prospective or enrolled student who requires an international student visa from the Australian Government to study in Australia, whether applying to ACC from within Australia or from overseas

National Code of Practice for Providers of Education and Training 2018 (National Code 2018): A nationally consistent set of Australian Governments standards that governs the protection of international students and delivery of courses to those students by providers registered on the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS). The 11 standards are listed in this Policy and Procedures.

The Australian Competition and Consumer Act 2010: The Australian Competition and Consumer Act 2010, which was previously named the Trade Practices Act 2010. The name of the Act was changed on 1 January 2011. The object of this Act is to enhance the welfare of Australians through the promotion of competition and fair trading and provision for consumer protection.

PURPOSE

The purpose of this policy is to outline 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 and the standards required by professional accreditation bodies.

SCOPE

The *Student Information and Communication Policy and Procedures* apply to all individuals who are responsible for communicating information about the College, its programs and its professional and community relations.

POLICY STATEMENT

1. Overview

In its Strategic Plan, the ACC has demonstrated its commitment to providing an exceptional student experience, which is underpinned by a nurturing educational environment at the heart of which is student engagement in their studies and the life of the College. Accordingly, the ACC strives to maximise the potential for self-empowerment and expression of talent in of all of its students and staff and promote the type of fellowship, collaboration and teamwork that exemplifies the vitalistic and salutogenic ethos of the ACC.

Under its *Marketing and Communications Policy*, the ACC will develop marketing and communication strategies for domestic and selective international student markets, to promote the ACC's offerings and grow its student enrolments in line with its vision, mission and values.

Under its *Marketing and Communications Procedures*, the ACC's marketing and communication strategies will work to ensure that new applicants, and commencing and continuing students are informed of their rights, obligations and other educational information to support their learning experience and learning outcomes at the ACC.

Communication strategies aim to support a consistent, consolidated and coordinated public image in domestic and international markets that complies with relevant acts and regulations and the expectations of its professional community.

The policy and procedures accordingly reflect the TEQSA Higher Education Threshold Standards and the National Code 2018 standards which, respectively, set out the obligations for registered providers in delivering education and training to domestic and international students.

They establish how ACC, if successful in achieving the status of a 'CRICOS-registered provider' will comply with 11 key standards that ensure the College's quality of education and professionalism is of a sufficiently high standard to enrol international as well as domestic students.

These 11 standards cover:

- | | |
|--------------------|---|
| <i>Standard 1</i> | <i>Marketing information and practices</i> |
| <i>Standard 2</i> | <i>Recruitment of an overseas student</i> |
| <i>Standard 3</i> | <i>Formalisation of enrolment and written agreements</i> |
| <i>Standard 4</i> | <i>Education agents</i> |
| <i>Standard 5</i> | <i>Younger overseas students</i> |
| <i>Standard 6</i> | <i>Overseas student support services</i> |
| <i>Standard 7</i> | <i>Overseas student transfers</i> |
| <i>Standard 8</i> | <i>Overseas student visa requirements</i> |
| <i>Standard 9</i> | <i>Deferring, suspending or cancelling the overseas student's enrolment</i> |
| <i>Standard 10</i> | <i>Complaints and appeals</i> |
| <i>Standard 11</i> | <i>Additional registration requirements</i> |

2. Principles Embedded Within the Policy

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 enable effective decision making about the suitability of course offerings for meeting students' needs and expectations.
- Representation of the ACC and its course offerings is up-to-date and 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, domestic and international, supported through formal contract arrangements.

PROCEDURES

1. Marketing and Recruitment Strategies

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

- Increase awareness of, and interest in the ACC's degree program
- Grow enquiries about the ACC course offering
- Grow applications, offers, acceptances and enrolments

1.2. Target audiences include:

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

1.3. Key messages will include:

- The ACC delivers a dynamic purpose-driven program of academic and clinical excellence in the field of chiropractic
- The ACC is an innovative provider of a quality chiropractic degree, requiring the achievement of 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

1.4. Marketing strategies will include a focus on the following channels:

- The ACC 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

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

- ACC's status related to TEQSA, FEE-HELP, CRICOS* and professional body registration/accreditation
- Fees and charges, including accurate advice related to HELP loans
- The admission requirements and credit arrangements for each course (and where appropriate each unit) of study
- The outcomes associated with undertaking study (including employment options and eligibility for further study)
- Show the appropriate content for its target audience

*If CRICOS registration is achieved, ACC will include their CRICOS registered name and registration number in all written or online material that is distributed or made publicly available in accordance with Standard 1 of the National Code 2018.

2. Admissions

2.1. 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 of, or changes to offers, acceptance and enrolment, tuition protection and refunds.

2.2. All admission and other contractual arrangements with students, including any conditions, will be in writing.

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

- Program, subject and unit design, covering 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 of international students.
- Access to academic policies and requirements.
- Support services available, including English language support, personal support and emergency services.
- Assistance available for the resolution of student grievances, including external appeals processes.
- Living and studying in Australia.
- Opportunities to participate in student representative bodies.

In accordance with Standard 2 of the National Code 2018, ACC will make comprehensive, current and plain English information available on its online and written marketing materials to the overseas student or intending overseas student on:

- the requirements for an overseas student's acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required, and course credit if applicable

- the CRICOS course code, course content, modes of study for the course including compulsory online and/or work-based training, placements, other community-based learning and collaborative research training arrangements, and assessment methods
- course duration and holiday breaks
- the course qualification, award or other outcomes
- campus locations and facilities, equipment and learning resources available to students
- the details of any arrangements with another provider, person or business who will provide the course or part of the course
- indicative tuition and non-tuition fees, including advice on the potential for changes to fees over the duration of a course, and ACC's cancellation and refund policies
- the grounds on which the overseas student's enrolment may be deferred, suspended or cancelled
- the ESOS framework, including official Australian Government material or links to this material online
- accommodation options and indicative costs of living in Australia.

3. 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 Program or subject or unit service delivery (location or other matters.)
- Changes that may affect a student's choice of, or ability to participate in, an intended course(s) of study.

4. Particular requirements relating to international students

4.1. The ACC will comply with the Australian Higher Education Standards Framework (Threshold Standards) 2015, ESOS Act 2020, National Code 2018, Australian Competition and Consumer Act 2010 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 CRICOS registered name and registration number.

4.2. Management of agents

4.2.1. The ACC may use education agents to recruit students 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 up-to-date, accurate and comprehensive information about the College and its degree program and ensuring the required verified documents are attached to the application. The agent recruiting for on campus study may also assist the international student with his/her visa application to the Australian Government.

4.2.2. Formal written 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 (Overseas student transfers) of the National Code 2018
- Facilitating the enrolment of a student whom the education agent believes will not comply with the conditions of his or her student visa
- Using Provider Registration and the 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.
- Not complying with the education agent’s responsibilities under Standard 4 of the National Code 2018

If ACC becomes aware, or has reason to believe that an education agent is engaging in false or misleading recruitment practices, ACC will immediately terminate its relationship with the agent.

4.2.3. The ACC will engage with and train agents in the ACC programs and foster awareness of government regulations, by sending emails/e-newsletters internationally, arranging tele- or video-conferences using Zoom or other similar technologies, and meeting with agents abroad where necessary and when possible. The ACC will support agents with institutional and course information packs and marketing material that complies with regulations

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

5. 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 of and open rates of direct marketing activities.
- Social media engagement.
- Website visits.
- Number of applications, offers, acceptances and enrolments received.
- Withdrawals /early attrition and reasons for departure.
- Student complaints.

IMPLEMENTATION AD MONITORING

Roles and Responsibilities

The Board of Directors 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, staff and associates of the College working closely with the Academic Dean.

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

POLICY REVIEW

The ACC’s *Student Information and Communication Policy* is normally reviewed every three years.

It is a policy of the ACC that any Policy or Procedure may be reviewed earlier as indicated by internal or external factors (including but not limited to such factors as changes in the guidelines of regulatory authorities, accreditation/registration requirements of the profession, or relevant legislation at state or federal level) as determined the Board of Directors and/or Academic Board.

RELATED POLICIES/DOCUMENTS

- Grievance Management Non-academic (Students) Policy and Procedures
- Agent Recruitment, Review and Termination Policy

VERSION CONTROL

Document: S002 Student Information and Communication Policy and Procedures		
Responsible Officer: President/CEO		
Initially Approved by: Board of Directors		Date: 16 November 2016
Reviewed and endorsed by: Academic Board		Date: 2 September 2020
Reviewed and approved by: Board of Directors		Date: 1 October 2020
Version: V1.1	Replaces Version(s): V1.0	Next Review: September 2023
Nature of Change	August 2020 <ul style="list-style-type: none"> • Minor spelling, other text and formatting edits • Updating of references to the ACC Strategic Plan • Addition of definitions 	