Australian Government

Department of Education, Employment and Workplace Relations

TAEEDU503A Manage international student recruitment and selection

Revision Number: 1

INDUSTRY SKILLS COUNCILS
Creating Australia's Future

TAEEDU503A Manage international student recruitment and selection

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to manage the recruitment and selection of international students for an international education organisation, including marketing the organisation's services and reviewing and improving marketing and selection activities.
	No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit	This unit applies to individuals with recruitment and selection roles in an international education provider context. They could work in the administration of education programs and projects in organisations from one or more international education sectors (schools, English language training organisations, vocational education and training, higher education, postgraduate education). These organisations could be onshore or offshore and could be public or private.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Manage schedules for marketing and recruiting international students	1.1. Consult with individuals, groups and agencies in planning *recruitment activities and events* 1.2. Develop schedules for recruitment activities and events 1.3. Develop and manage resources and information for recruitment activities and events 1.4. Disseminate collated information to relevant colleagues in work unit and organisation
2. Establish and apply procedures for assessing applications from prospective international students	2.1. Establish and manage *procedures for assessing applications* from prospective international students 2.2. Record, securely store and regularly update information relating to applications from prospective international students, in line with organisational policies and procedures 2.3. Develop systems for maintaining contact details of *relevant individuals*, *groups and agencies* to ensure ease of access 2.4. Collate, manage and use information relating to comparative educational systems and processes
3. Establish and maintain agent and client networks for use in international student recruitment	3.1. Locate *international education recruitment agents and clients* using and applying *information from a range of sources* 3.2. Evaluate and validate professional credentials for international education recruitment agents and clients 3.3. Identify appropriate communication protocols and strategies and apply in interactions with international education recruitment agents and clients 3.4. Develop, manage and review agreements and contracts for international education recruitment agents and clients on a regular basis 3.5. Communicate protocols for communication and agreements with international education recruitment agents and clients to *relevant personnel*
4. Develop international student recruitment and selection plans and strategies	4.1. Develop and review recruitment and selection budgets, in line with organisational policies and procedures 4.2. Organise recruitment activities and events, and apply forward planning strategies 4.3. Apply appropriate communication strategies in providing information to clients and colleagues

ELEMENT	PERFORMANCE CRITERIA
	4.4. Assess written material for compliance with *legislative and regulatory requirements* and make required adjustments
	4.5. Assess effectiveness of recruitment and selection activities against targets and make required adjustments to plans
	4.6. Provide reports on recruitment and selection processes, activities and outcomes to *relevant personnel*
5. Manage quality of international student recruitment and selection services	5.1. Identify and follow relevant codes of practice in recruitment and selection of international students, and in conducting associated marketing activities
	5.2. Manage organisational policies and procedures for assessment of overseas qualifications and credentials
	5.3. Follow procedures for monitoring validity and authenticity of prospective international student entry requirement documentation
	5.4. Regularly review recruitment and selection services provided by work unit and make adjustments to meet client expectations
	5.5. Maintain accurate and complete *records*
	5.6. Apply risk management strategies for recruitment and selection of international students
	5.7. Manage work unit briefings and *professional development* for recruitment and selection of international students

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Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to interact effectively in an intercultural context with clients, co-workers, education agents and other stakeholders involved in student selection; to develop communications with clients and agents from a range of countries and cultural backgrounds; to effectively gather, convey, receive and act on information and advice; to handle sensitive issues and matter
- initiative and enterprise skills to contribute to marketing activities including managing the cost effectiveness of marketing strategies
- literacy skills to identify, record and process information from a range of sources and to integrate informationinto reports and presentations
- management skills to manage:
  - compliance within relevant legislative and regulatory frameworks
  - contracts
  - events and activities in a culturally diverse environment
  - international student recruitment and selection processes
  - quality particularly in planning, reviewing and reporting on marketing, recruitment and selection processes
- planning and organising skills to source and select information relevant to the task
- self-management skills to manage own work and the work of others
- teamwork to lead and participate in teams
- technology skills to use the internet to research information.

Required knowledge

- assessment and application procedures for relevant education and training qualifications
- English language requirements and competencies for international student entry
- examples of best practice from a range of sources
- international student issues such as adjustment and transition processes of students, and available internal and external student services and systems
- marketing protocols and codes of practice
- online sources of information, and country and cultural information
- principles applying to the development and production of marketing and recruitment materials
- relevant international and domestic educational systems, processes and qualifications
- relevant legislation, regulations and codes of practice particularly those pertaining to trade practices, contracts and consumer protection
- requirements for education providers under the Education Services for Overseas

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REQUIRED SKILLS AND KNOWLEDGE

Students (ESOS) Act 2000 and any subsequent amendments and regulations, and the Australian National Code

- roles and responsibilities of designated work roles in international education
- sources of professional development opportunities
- trends in international education including student experience and outcomes, statistics and analysis.

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Evidence Guide

EVIDENCE GUIDE	
The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential: • implementing and managing compliant marketing, recruitment and selection policies and procedures • managing marketing, recruitment and selection activities, records and associated agreements and contracts in relation to prospective international students • knowledge of relevant legislation, regulations and codes of practice.
Context of and specific resources for assessment	Assessment must ensure: • access to opportunities to participate in a range of practical exercises and projects • access to relevant documents.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate • evaluation of supervisor's reports on how the candidate manages international student recruitment and selection processes • observation of demonstration of techniques in developing resources and information for recruitment activities and events • analysis of projects, case studies, completed records and reports developed by the candidate • review of procedures established for assessing applications from prospective international students • review of schedules developed for recruitment activities and events • analysis of recruitment and selection budgets • oral or written questioning to assess knowledge of principles applying to the development and

EVIDENCE GUIDE	
	production of marketing and recruitment materials.
Guidance information for assessment	• Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • other educational administration units.

Range Statement

RANGE STATEMENT	
The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.	
Recruitment activities and events may include:	• dissemination of materials in formats including websites and brochures • exhibitions • hosting clients and agents • informal and formal meetings with recruitment agents and clients • information sessions with recruitment agents • interviews with prospective international students and/or their families • overseas or domestic events related to marketing of institutions and courses
Procedures for assessing applications may include:	• accessing current information and advisories relating to documentation and educational qualifications • assigning roles and responsibilities • maintaining databases about overseas credentials and educational systems • procedures for monitoring validity and authenticity of application and entry documentation • referring to existing standards of overseas qualifications and acceptance in Australian institutions
Relevant individuals, *groups and agencies* may include:	• alumni organisations and student organisations • Australian diplomatic staff • clients • colleagues • consulates and delegations • Department of Education, Science and Training (DEST) • Department of Immigration and Citizenship (DIAC) • faculty management staff • international education agencies such as IDP

RANGE STATEMENT

	Education Australia
	• international education office staff
	• international student support staff
	• professional associations
	• recruitment agents
	• state/territory and commonwealth government international education departments and divisions
	• state/territory education departments and training authorities
	• supervising officers
International education recruitment agents and clients may include:	• agents recruiting overseas students
	• international education counsellors and advisors
	• overseas companies
	• overseas government agencies
	• personnel at overseas educational organisations
Information from a range of sources may include:	• academic research relating to international education
	• Australian National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students
	• cultural information describing educational practice in source countries
	• ESOS Act
	• examples of programs and activities to support international students
	• information describing cultural practices in source countries
	• market intelligence for source countries
	• organisational policies and procedures
	• overseas student health cover information
	• records of work practice in own and other organisations
	• statistics and reports relating to international education
Relevant personnel may include:	• board or committee of management
	• chief executive officer
	• institute council
	• senior level managers
	• team and managers

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RANGE STATEMENT	

Legislative and regulatory requirements may include:	• current relevant legislation, regulations, industry codes of practice and policy (commonwealth and state/territory) relating to:
	  • anti-discrimination including equal opportunity and equal employment opportunity, disability discrimination, racial intolerance
	  • business compliance relevant to work roles
	  • child protection legislation and regulations
	  • employment, education and training - relevant to onshore and offshore provision
	  • environmental issues
	  • ESOS Act, subsequent amendments and related legislation
	  • ESOS Assurance Fund requirements
	  • immigration related policies and procedures for example from commonwealth government departments such as DEST, DIAC, Department of Health and Ageing (DOHA), Department of Foreign Affairs and Trade (DFAT)
	  • National Code of Practice for Registration Authorities and Providers of International Education and Training
	  • occupational health and safety
	  • privacy and confidentiality
	  • Transnational Quality Strategy (2005)
	  • workplace employment practices and industrial relations
	• quality assurance guidelines set by particular organisations e.g. cultural diversity, equity and access, critical incidents and workplace practices

Records may include:	• information relating to comparative education systems • internal organisational documents • marketing information • online databases • records of discussions with colleagues and prospective international students • reports, publications, conference papers, training sessions attended or presented

RANGE STATEMENT	
	• strategic planning documents • student records including records required under legislation and regulations
Professional development may include:	• conferences • lectures • mentoring activities • seminars • staff exchanges • workshops

Unit Sector(s)

Unit sector	Educational Administration

Competency field

Competency field	

Co-requisite units

Co-requisite units		

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