

Engagement by Educational Business Partners with External Bodies Policy

Section 1 - Purpose

(1) The purpose of this document is to outline the policy and procedure for educational business partners to engage with external bodies and institutions as representatives of Charles Sturt University (the University).

Section 2 - Glossary

(2) For the purpose of this Policy:

- a. educational business partners are the educational provider organisations with whom the University has formed commercial relationships for the purpose of marketing, recruitment and course delivery of specified programs. The definition of these providers excludes recruitment agents;
- b. external bodies are organisations that are not the University or an educational business partner and may include governments, embassies, funding bodies and other education institutions; and
- c. University programs refers to a course of study undertaken with the University.

Section 3 - Policy

(3) Consistent application of the University brand through visual and or verbal communication is critical for positioning the organisation as a strong and unified institution within the global environment in which the University operates.

(4) When the University is represented by an educational business partner, it will only be undertaken with authorisation by the University and in a way that reflects positively on the University's reputation and relationships.

(5) In undertaking the delivery or marketing of the University programs, educational business partners may seek to interact on behalf of the University with a range of external bodies.

(6) It is important to both the University and its educational business partners that engagement with these external bodies is undertaken in an authorised, consistent, coordinated, planned and beneficial way.

(7) From time to time the University may authorise its educational business partners to engage with external bodies as representatives of the University.

(8) Unless authorised by the University, educational business partners are not permitted to represent themselves as the University in formal discussions with external bodies.

Section 4 - Procedures

Part A - Authorisation Process for Educational Business Partners

(9) The granting and retraction of authorisation for educational business partners to represent the University with external bodies is at the discretion of the Pro Vice-Chancellor, Global Engagement (Research and Partnerships). A request for authorisation from the University is to be made to the Office of Global Engagement.

(10) Representing the University, in the context of this document, includes approaching an external body to discuss collaboration or cooperation with the University or any contact where the external body could reasonably assume it is discussing a collaboration or engagement with the University and not the educational business partner in its own right. This includes holding meetings, discussing collaboration opportunities such as formal articulation arrangements and hosting delegations.

(11) A request for authorisation to represent the University must be made prior to the educational business partner undertaking any formal engagement with an external body.

(12) A request for authorisation from the University is to be made to the Office of Global Engagement.

(13) The Office of Global Engagement is responsible for reviewing the suitability of engagement with the identified external body and where required, undertake direct interaction with the proposed body or institution to obtain additional information.

(14) The Office of Global Engagement will respond to an authorisation request within 10 working days.

Part B - Engagement with Government, Embassies and Funding Bodies

(15) Coordinated and strategic engagement with government, embassies and funding bodies, in Australia and offshore, is a core international activity for the University and an important aspect of maintaining and strengthening the University's reputation.

(16) It is important that engagement with these bodies, represents the University with a whole of university approach. For this reason, formal engagement with these bodies can only be undertaken directly by the University.

(17) The University may invite educational business partners to participate in joint engagement activities with these groups from time to time.

(18) Educational business partners may request that the University establish a relationship or engage with a government, embassy or funding body where no relationship currently exists, where regular engagement has not been occurring or to discuss specific issues identified by the educational business partner. These requests should be made to the Office of Global Engagement.

Part C - Engagement with Educational Institutions

(19) The University has an international partnership portfolio of over 130 partners and alliances spanning more than 30 countries.

(20) The University strengthens its reputation via the establishment of quality partnerships and ensures that any proposed new partnerships align with its existing portfolio of partners.

(21) The international partnership portfolio is directly aligned with the University Strategy.

(22) It is important to ensure that the University's partnerships, including those proposed by educational business partners, align with the University values and goals, are viable, sustainable and of high quality.

(23) Where an institution has been identified by an educational business partner as a prospective University partner, an educational business partner may request authorisation to engage with that institution as a representative of the University.

(24) The approved engagement may be for agreed purposes such as to undertake discussions for student recruitment or to discuss the establishment of agreements including:

- a. memorandums of understanding;
- b. articulation;
- c. research;
- d. staff exchange;
- e. student mobility and exchange; and
- f. study abroad.

(25) At no time prior to authorisation being given by the University can an educational business partner represent itself as the University to an institution or indicate that a formal agreement will be established with the institution. This includes those cases where a recruitment agent engaged by the educational business partner may make representation to an institution on behalf of an educational business partner.

Part D - Established Relationships with Institutions

(26) Where the University has an established or existing relationship with an educational institution, educational business partners are not permitted to directly engage with those institutions as representatives of the University, unless explicitly authorised to do so by the Pro Vice-Chancellor, Global Engagement (Research and Partnerships). This includes participating in marketing and recruitment activities that may be undertaken by educational business partner recruitment agents at these institutions.

(27) An established or existing relationship is one where the University has a formal agreement in place with that institution or is in the process of establishing an agreement.

(28) Information on existing international institutional relationships is available at the [Office of Global Engagement and Partnerships - Institutional Linkages web page](#).

(29) Information on agreements in process is available from the Office of Global Engagement.

Part E - Credit Packages

(30) Credit packages or letters of credit are authorised by the relevant Faculty at the University.

(31) Credit packages vary from articulation agreements in that they only recognise study with another institution towards a University award. Credit packages do not guarantee entry to a University course unless specified in a formal agreement with that institution.

(32) Credit packages do not enable dual degrees, dual enrolment or reciprocal credit back to the partner institution unless specified in a formal agreement with that institution.

(33) Where an educational business partner seeks to establish a direct credit package with an institution with whom the University does not have an existing relationship, they may liaise with the institution to gather the required documentation for the credit submission to the Faculty.

(34) Educational business partners must ensure that any proposed credit package is established in accordance and complies with all host country regulations and requirements.

(35) Applications for credit packages are to be undertaken using the Faculty specific process and forms. Credit packages will be developed and approved by each Faculty in consideration and compliance with University credit policies.

(36) Articulation agreements are formal agreements and therefore subject to the requirements of clause 6 and 7 of this policy.

Part F - Reporting and Review

(37) The annual marketing plan prepared by the educational business partner for its Charles Sturt University programs should, where possible, detail the external bodies and institutions which they propose to engage with in the period covered by the plan.

(38) Educational business partners are required to report, via provision of meeting minutes or other communication, on outcomes of discussions with external bodies or institutions for which engagement has been authorised.

(39) These reports are to be submitted to the Office of Global Engagement.

Section 5 -

Section 6 - Guidelines

(40) Nil.

Status and Details

Status	Current
Effective Date	24th April 2016
Review Date	30th June 2018
Approval Authority	Deputy Vice-Chancellor (Research, Development and Industry)
Approval Date	7th April 2016
Expiry Date	Not Applicable
Unit Head	Mike Ferguson Pro Vice-Chancellor (International)
Author	Heather Cavanagh
Enquiries Contact	Office of Global Engagement