

Education Agents: A Student-Facing Transparency Checklist for Universities

This checklist is designed to help UK universities review how clearly they explain their use of education agents to prospective international students.

It is not a full agent management framework. Nor is it a substitute for the Agent Quality Framework (AQF). Instead, it focuses on one practical question: can a prospective student easily find, understand and use the information they need about a university's agents?

The checklist can be used by international offices, admissions teams, compliance teams, marketing teams and senior managers as a quick review of student-facing webpages.

For each question, consider whether the information is ✓ clear, ▣ partial or ✗ missing.

1. Visibility & Access	
a) Do you clearly explain that the university uses education agents? Do not rely on the presence of the AQF logo to imply this. Say it plainly.	<input type="checkbox"/>
b) Can a student easily identify the agents authorised to represent the university? The list should be easy to find, up-to-date and include relevant country or regional coverage, branch or office locations where appropriate, and contact details.	<input type="checkbox"/>
c) Do you explain what students should expect from an agent? This should include what agents can and cannot do.	<input type="checkbox"/>
2. The University-Agent Relationship	
a) Do you explain the nature of the relationship? Students should understand that agents are appointed, authorised and contracted by the university.	<input type="checkbox"/>
b) Do you state clearly that agents are paid by the university, usually by commission or fee? This is one of the most important points for informed student choice.	<input type="checkbox"/>
c) Do you explain whether your appointed agents are or work with sub-agents or other recruitment partners? Where this happens, students should be told what sub-agents are, whether they are authorised by the university, whether the university has a direct relationship with them, and whether students should deal only with the agents and sub-agents listed on the university's website.	<input type="checkbox"/>
3. Independent Advice & Student Protection	
a) Do you link to independent advice on choosing an agent? A link to the British Council's A student and parent guide to choosing an education agent should be available.	<input type="checkbox"/>
b) Do you explain how students can raise a concern or complaint about an agent? This should be more than a generic email address. Students need a clear route.	<input type="checkbox"/>
c) Do you explain what happens when a complaint is made? Say who reviews it, whether it is handled confidentially, whether the agent will be informed, and what sort of response the student can expect and in what timescale.	<input type="checkbox"/>
4. Maintenance & Credibility	
a) Is the information easy to find, clearly signposted and written in plain English? If a student unfamiliar with the UK system cannot find it in a few clicks, or understand what it means without prior knowledge of agents, commissions or university admissions processes, it is not truly transparent.	<input type="checkbox"/>
b) Are the links working and the information current? Broken links and outdated agent listings quickly undermine credibility.	<input type="checkbox"/>

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