



COMMISSION FOR UNIVERSITY EDUCATION

AUTOMATION REQUIREMENTS

LICENSING OF STUDENT RECRUITMENT AGENCIES

Introduction

The Commission for University Education is mandated to License any Student Recruitment Agencies operating in Kenya and any activities by foreign universities and institutions. This process is applicable to:

- a) Agencies registered in Kenya (direct recruitment)
 - i) Agencies for student recruitment into universities/institutions;
 - ii) Agencies for advertising, exhibiting and marketing universities/institutions;
 - iii) Foreign universities or institutions directly advertising, exhibiting or recruiting students;
 - iv) Confederations of agencies for student recruitment into universities/institutions; and
 - v) Confederations of agencies for advertising, exhibiting and marketing universities/institutions.
- b) Local universities as agencies of foreign universities or institutions. i.e. Foreign universities or institutions offering academic programmes in collaboration with Local universities or institutions (Indirect recruitment/Collaboration);

Automation sub-processes

The Commission would like to automate the whole process including but not limited to:

- a) Submission of applications
- b) Processing of applications
- c) Issuance of certificates both positive (approval of application) and negative (rejection of application) as appropriate.
- d) Appeal process for those dissatisfied with the outcome.
- e) Generation of standard and customized reports in various formats.

NB: The system will provide for registration of users to allow them to lodge application details and receive notifications as may be necessary. The registration of users section should inter alia entail:

- a) A secured web-based access to the application for Licensing Student Recruitment Agencies and the activities of Foreign Universities and Institutions.
- b) User account profiles (use of minimum of two factor authentication).

The application process begins only after user accounts and user/agency profiles have been created.

1. LICENSING OF STUDENT RECRUITMENT AGENCIES (DIRECT)

This is the process where the Commission regulates agencies that recruit students in Kenya to attend foreign universities or institutions.

A. Introductory page

Applicants will access a portal to apply for **long term** (one year) or **short term** (at most three months) licensing of Student Recruitment Agencies, and to renew licenses. This page will contain introductory information about the process, the manual for using the portal and a link to Universities Standards and Guidelines (USG) - *CUE to provide introductory information and link to USG.*

B. Agency Profile Details

The details of the Agency in Table 1 are to be captured:

Table 1:

Agency Name		
Address	Residential	
	Postal	
Contact	Telephone No.	
	Alternative telephone number	
	WhatsApp No.	
	Email address	
	Website	
	Date	
Certificate of Incorporation	Number:	<i>Provide for upload of a copy of the certificate</i>
	Date of incorporation	
Certificate of Registration	Number:	<i>Provide for upload of a copy of the certificate</i>
	Date of registration	
Physical address	Is physical address owned or leased?	Yes or No
	If owned	<i>Provide for upload of a copy of the title deed</i>
	If leased	<i>Provide for upload of a copy of the lease agreement</i>
Head of the Agency	Name	
	Country of citizenship	
	Form of Citizenship (Birth, Naturalization)	
	National ID No.	<i>Provide for upload of a copy of the certificate</i>
	Passport No.	<i>Provide for upload of a copy of the certificate</i>
	Designation	
	Telephone No	
	WhatsApp No.	
	Email address	

NB: An applicant can only have either *Certificate of Incorporation* or *Certificate of Registration* not both.

C. Submission of Applications

1. Type of License

Student Recruitment Agencies shall apply for any of the following licenses:

- a) Long term license (for an initial one year and renewable annually)
- b) Short term license (for three months and renewable after every three months) applicable to:
 - i) Foreign missions wishing to represent or mobilize universities and institutions in their home countries to advertise, exhibit or recruit students in Kenya.
 - ii) Licensed agencies wishing to operate outside their licensed locations and individual universities wishing to advertise, exhibit or recruit students recruit students in Kenya during a specified time period of the year shall also apply for short term licenses.

2. License locations

Each application for a Student Recruitment Agency is indicate **all** the proposed agency office locations/towns in Kenya.

3. Details of the foreign universities which the proposed Agency will be recruiting students

No	Name	Contact Details (Telephone Number, Email Address, Website)	Country	Accreditation Status	Accrediting Body

For each listed university, provide for upload of memorandum of Understanding between proposed Agency and each university

4. Type of activities to be undertaken by the agent (See possible list of activities in the table below + any other)

SN	Activity/Service to be offered	Tick if to be offered
1.	University selection and application counselling	
2.	Course selection and application counselling	
3.	Advice on scholarship availability and application	
4.	Advice on Visa application requirements	
5.	Career talks and counselling	
6.	Annual alumni meetings	
7.	Contact with students during the study period	
8.	Contact with parents and guardians	
9.	Any other services? List	

5. Compliance with national and County Government's regulations governing public and health safety including fire safety

	Type of certificate	Certificate No.	Date of issue	Date of expiry	Authority issuing certificate
a)	Public safety certificate				
b)	Health safety certificate				
c)	Fire safety certificate				

For each listed university, provide for upload of: 1) memorandum of Understanding; and 2) Finance Agreement between proposed Agency and each university.

6. Office Space and Facilities

A Student Recruitment Agency shall have appropriate and adequate office space with:

	Type of space/facility	Availability ('Yes' or 'No')	If 'Yes', Number of spaces/facilities if
a.	Sufficient aeration		
b.	Sufficient lighting		
c.	Reception area		
d.	Interview/Counseling rooms		
e.	Suitable furniture and work tools	Are the following available: 1. Office tables	How many: 1. Office tables
		2. Office chairs	2. Office chairs
		3. Desktop computers	3. Desktop computers
		4. Laptop computers	4. Laptop computers
		5. Office cabinets	5. Office cabinets
f.	Sufficient clean water	Water dispenser	
		Bottled water	
g.	Access to internet		
h.	Access to clean and well maintained sanitation facilities	1. Facilities for males 2. Facilities for females	

7. Human Resources

A Student Recruitment Agency shall have adequate and competent human resources to execute its mandate in accordance with its human resource policy.

- There shall be a clear human resource policy detailing employee management policies, guidelines and practices in the agency; *Provide for 'Yes' or 'No' answer.*
- All staff members shall have requisite qualifications and experience in their areas of operation to enable advice students, parents and guardians appropriately; At least two staff members shall have a minimum of a Bachelor's degree. Agency to fill following information for key members of staff:

	Name of staff	Gender	Nationality	Identity card No. (Kenyans) or passport No. (foreigners)	Work permit No. (foreigners)	Work permit expiry date (foreigners)	Certificate of Good Conduct No. (from Kenya Police Service)	Highest academic qualification and specialization

- c) A database on staff profiles including citizenship, qualifications, employment details and Certificates of Good Conduct shall be developed and maintained. *Provide for 'Yes' or 'No' answer whether Agency has this database.*

8. Quality of Service

A Student Recruitment Agency shall promote the highest standards of student recruitment, advertising, exhibiting and marketing for universities/institutions. The agency shall adhere to the following quality requirements:

The applying Agency to indicate whether or not it:

- Has displayed its Service Charter detailing its services and timelines; *Provide for 'Yes' or 'No' answer. If 'Yes', provide for upload of its Service Charter.*
- Developed and institutionalized internal quality assurance mechanisms; *Provide for 'Yes' or 'No' answer. If 'Yes' applicant to indicate which of the following it has: Service Charter, Complaints handling mechanism, customer satisfaction surveys, and others. Applicants to indicate if it has reports from Complaints handling mechanism, customer satisfaction surveys.*
- Only recruit students for admission into the universities and institutions approved by the Commission; *Provide for a list of the universities for which they apply to recruit for and enable the Commission to tick the approved ones. When the license is printed, only the ticked ones should appear.*

No	Name	Contact Details (Telephone Number, Email Address, Website)	Country	Accreditation Status	Accrediting Body

- d) Clearly outline the services rendered to students before and after they join the universities and institutions they are recruited for; *Provide for ticking in a list as in Table below.*

SN	Service Offered	Tick if offered	Comments
1.	University selection and application counselling		
2.	Course selection and application counselling		
3.	Advice on scholarship availability and application		
4.	Advice on Visa application requirements		
5.	Career talks and counselling		
6.	Annual alumni meetings		
7.	Contact with students during the study period		
8.	Contact with parents and guardians		
9.	Any other services? List		

- e) Keep track and record the progress of the students they place in universities and institutions; *Provide for 'Yes' or 'No' answer. Provide for insertion of evidence.*
- f) Develop and maintain alumni records; *Provide for 'Yes' or 'No' answer. Provide for insertion of the list and contact details of alumni.*
- g) Evaluate and document feedback from the students, parents, guardians and related clients they serve. *Provide for 'Yes' or 'No' answer. If 'Yes', provide for attaching feedback evaluation report.*

9. Obligations and Commitments of a Licensed Student Recruitment Agency

A Student Recruitment Agency shall recruit qualified students for admission into universities/institutions that are accredited and recognized in their countries of origin in line with the following guidelines each of which the applying Agency to indicate whether or not it is committed to adhere to:

- a) Recruit for admission only qualified students meeting requisite entry requirements as set by the Commission from time to time; *Provide for 'Yes' or 'No' answer.*
- b) Recruit students for admission into universities and institutions that are accredited and recognized in their countries of origin; *Provide for 'Yes' or 'No' answer.*

NB: *An applicant for the renewal of license to fill self-evaluation questionnaire When applying, provide for a list of the recruited students detailing their names, gender, county of origin, Institution/university recruited to, and academic programme of study undertaken, Country of university recruited to.*

10. Declarations

An applicant for this service will need to fill some declarations:

Before submitting the application, the portal should have a section where users will confirm and declare that they have read and understood the requirements and agree that:

- They will adhere to the Standards and Guidelines for this service issued by the Commission;
- Payments done for services that are not offered by the Commission will not be refunded.

Process should not proceed without this declaration.

D. Payment

Provide for indicating process of payment for service (The Commission will provide payment procedure). Provide for upload of evidence of payment. *See appendix 3 - the gazetted charges for licensing of Student Recruitment Agencies.*

E. Application Processing

The processing of applications will be as follows:

a) Confirmation of Payment

System should provide for CUE's Finance department to confirm payment by the applicant for this service. Service should not proceed without confirmation of payment. If the payment received is not adequate, there should be a provision for the applicant to be informed how much more to pay or the reason for not validating payment. We should have a provision for terminating this without refund if the applicant is not compliant after a specified period (Commission will provide the maximum period).

b) Application Review

- i) The submitted application will be checked for completeness by the Receiving Officer – SREQ.
- ii) The Receiving Officer – SREQ will make comments on the status of completeness and forward for verification to the Verifying Officer (and make comments).
- iii) If application is incomplete, the applicant shall be informed to make necessary amends and resubmit. We should have a provision for terminating the application without refund if the applicant is not compliant after several re-submissions.
- iv) The verifying officer will check for completeness of application and compliance to the requirements for licensing. If application is incomplete, the applicant to be informed to make necessary amends and resubmit. We should have a provision for terminating the application without refund if the applicant is not compliant after several re-submissions.
- v) If application is complete, verifying officer checks whether or not it meets requirements for licensing (i.e. makes an interim decision on *whether or not* the application meets criteria for licensing and whether the application qualifies for “inspection to confirm the adequacy of facilities and resources. Whichever way, the officer at this stage makes comments and submits for approval to the HoD – department of Standards, Recognition and equation of Qualifications (SREQ).
- vi) If the application is compliant, the HOD-SREQ shall organize for inspection (see section below on Inspection sub-process). The system is to trigger notification to the applicant.
- vii) If the application is not compliant, the HOD-SREQ shall indicate the reasons for non-compliance. The system shall trigger notification to the applicant indicating the results of the application.
- viii) After inspection the applicant will be informed if the facilities and resources are adequate or not. System to generate report arising from the inspection of the agency indicating for each non-compliant item the reasons for non-compliance.

- ix) If sufficient, system to be instructed to generate a report in the prescribed manner.

Commission to provide sample report. See Appendix 5 – Checklist of facilities

c) Site Inspection

If application for licensing of Student Recruitment Agency is found to be complete, the following will take place:

- i) Commission will organize for site inspection. The team inspecting the proposed agency will compose of mainly Commission staff.
- ii) The inspection report will record comments on whether proposed agency meets each of the items contained in application letter and if not, what needs to be improved. A preliminary verdict will be rendered on whether the proposed agency is to be licensed or not.
- iii) The preliminary report will undergo an approval process. Submitted by the HOD-SREQ through the DCS – Quality Audit and Standards for the Secretariat approval by the CEO.
- iv) The report, whether approved by CEO or not, will be tabled before the Commission Board for final consideration. An approval results to licensing of the Student Recruitment Agency.

d) Licensing/Certification

Approval of an application by the Commission Board leads to issuance of a corresponding printable license whether application is successful or not. Where unsuccessful, reasons for that verdict are given (*See Appendix 1 and Appendix 2 for templates of a certificate*).

The system should have the capability to:

- i) Generate unique serial numbers for generated certificates/licenses.
- ii) The e-certificate of license should be unique and easily verifiable.
- iii) Generate interim certificates (clearly indicating that the physical certificates are to be corrected at CUE offices).
- iv) At any moment, an applicant should be able to view the status of application processing (know stage of application processing).i.e. System and Licensing portal to show tracking of application processing.

e) Processing timelines

The Commission has the timelines for processing of applications for licensing agencies as follows:

- i) Three months-for an annual license application
- ii) Applications for a short term license received before 1pm (13:00 Hrs Kenya time) on a working day to be processed that same day.

NB: System to keep track on the time taken to process a **complete application** from submission to issuance of a certificate. *Provide for insertion of reasons for delay for applications processing completed after given timelines.*

F. Validity of the License/Renewal of License

a) Validity of the License

A full license to operate as a student recruitment agency shall last for one calendar year while a short term license shall last for up to three months. Both of which are renewable provided the licensed agency adheres to the Universities Standards and Guidelines. The validity of the license shall be governed by the following conditions: *see attached sample License (Appendix 1 and Appendix 2) whose generation should be automated based on the information provided. Include automated reminders to the agencies on the impending expiry of the licenses and the conditions for renewal.*

The following conditions shall apply:

- i) The term of the license shall commence from the date of issue or as may otherwise be stated in the license itself;
- ii) The license shall end twelve (long term license) or three months (short term license) or as may otherwise be stated in the license itself, from the date of commencement;
- iii) The Commission may vary or nullify the license if the agency contravenes any of the terms and conditions under which the license is issued; *Provide for nullification of license after an inspection and inspection report approval indicates need for revocation.*

b) Renewal of License

An agency wishing to continue operating as a Student Recruitment Agency shall apply for the renewal of its license in the manner prescribed by the Commission:

- i) Apply for renewal at least one month prior to expiry.
- ii) An agency whose license has expired and has not applied for renewal shall cease operations or be deemed to be in contravention of the Universities Act.
- iii) While applying for the renewal of the license, applicant to submit to the Commission a Self-Assessment Report in a prescribed format; *Commission to provide Self-assessment form.*
- iv) Provide list of the students recruited during the ending license period capturing the details in the following table.

Serial No.	Name	Gender	Nationality	County of origin	Identity card No. (Kenyans) or passport No. (foreigners)	Academic qualifications KCSE; Bachelors, Masters	University recruited into	Country of University recruited into	Date recruited

- v) Pay the requisite license renewal charges. The Commission will provide payment procedure. Provide for upload of evidence of payment. *See appendix 3 - the gazetted charges for licensing of Student Recruitment Agencies.*

G. Appeal Process

System and licensing portal to provide an appeal mechanism addressed to the CEO, indicating reasons for appeal. Processing to proceed as for fresh application.

H. Reporting

The system to provide for generation of standard and customized (monthly, quarterly and annually or ad-hoc if instructed to do so) reports relating to the process. For example for a given timeline, reports based on:

- a) Numbers, such as applications processed within a given time frame arranged by town, county, type of license (Annual, short-term); gender of applicants, programmes of study, country of study;
- b) Time taken to process applications;
- c) Reasons for delays;
- d) Revenue collected from the Licensing processes.

2. COLLABORATION - LOCAL UNIVERSITIES/INSTITUTIONS AS AGENCIES OF FOREIGN UNIVERSITIES/INSTITUTIONS

Local universities/institutions may act as agencies of foreign universities or institutions. i.e. Foreign universities or institutions offering academic programmes in collaboration with Local universities or institutions (Indirect recruitment of students via Collaboration).

STEP 1: APPLICATION

Provide a portal where an applicant desiring to apply for collaboration registers and logs in to apply for collaboration. [*See Appendix 4 Application for Collaboration june 2014.*](#)

The portal should be designed to pick:

1. Name an email of the applicant, postal address, physical address, and telephone no.
2. Name of the foreign/local institution (applying institution/university) seeking to collaborate with a local institution and other details such as postal address, physical address, telephone no. and website;
3. Accreditation status of the applying institution/university. Provide for upload of evidence of accreditation.
4. Name of accrediting body for the applying institution.
5. Name of the local institution for which authority to collaborate is sought, postal address, physical address, telephone no. and website
6. Accreditation/registration status of the local institution. Provide for upload of evidence of accreditation/registration of the local institution
7. Name of the accrediting/registration body for the local institution.
8. Name(s) of the academic programme(s) proposed for collaboration;
9. Evidence of accreditation of the proposed academic programme(s). Provide for either upload or explanation since in some countries, once a university is accredited they have powers to mount programmes based on their internal policies and frameworks.

10. Principal academic focus of :
 - a) Applying university
 - b) Local institution

11. An outline of academic resources available to support the proposed academic programme
(See Appendix 7 – Academic Resources Verification Checklist – to be indicated for applying university and local institution):
 - a) By applying university
 - b) At the local institution

12. Principal research focus of:
 - a) the applying university
 - b) local collaborating institution

13. Profile (name and academic qualifications) of academic staff employed on *full time and part time* to offer the academic programme. Provide for upload via MS Excel template (similar to Data Collection module) and an alternative of manually keying in the profiles of academic staff.

14. Present budget:
 - a) Capital (in Ksh.)
 - b) Recurrent (in Ksh.)

15. Primary source(s) of funding:
 - a)
 - b)
 - c)

16. Envisaged benefit of the collaboration for education in Kenya generally

-

17. Evidence of the applying university having graduated at least one cohort in the proposed academic programme as an *upload of either an excerpt of graduation booklet or senate approval*.

18. *An upload of the Memorandum of Understanding, Memorandum of Agreement, Memorandum of Finance* between applying university and local institution for which authority to collaborate is sought.

19. An upload of a clear account of the national and university regulations and requirements for award of the degree, in the case of research degree programme(s).

20. Evidence of payment of the fee for Grant of Authority to Collaborate. *This is to be required after completion of the preliminary review/completeness check step below.*

The system should be sequential, guiding the applicant on the next step, up to completion of the filling in all steps, and all attachments done, with room to review before “submitting”. This should have provision for review and editing by the applicant, until when “submitted”. The

system should not allow an applicant to proceed with the application process until the information required in previous section is provided.

The system should send a notification of a submitted application to the designated CUE officer via email, once the applicant completes the process. The system should also send alerts of the application to the Commission Secretary/CEO, DCS-QAS and HOD-Quality Audit.

STEP 2: PRELIMINARY REVIEW/COMPLETENESS CHECK

Provide for a mechanism allowing the designated CUE officer to preview the curriculum of the proposed academic programme for completeness, generate a summary of the shortcomings noted and once satisfied, push this for validation, approval and communication to the applicant; *(within one month)*. The shortcomings should be picked from a pre-set drop-down list of key criteria used to check completeness of the curriculum. *This is done exactly as in the automated Programme Accreditation process.*

STEP 3: PROCESSING OF APPLICATION

Use the already automated Programme Accreditation process (including payment of service charges and Peer Reviewers' process. The list of charges is in Appendix 3).

STEP 4: RECOMMENDATIONS AND ACTION

1. Once the academic programmes proposed for collaboration are approved by the Commission Board, the Commission will communicate the resolution to the applicant by generating either:
 - a) Certificate/license for the collaboration.
 - b) Letter declining/rejection of the application for authority to collaborate.

The Commission to provide sample letter for approval/rejection of an application for collaboration.

STEP 5: COLLABORATION REVIEW

2. Review of Collaboration: the system should have a mechanism to notify the licensee and the Commission staff, six months in advance, that the collaboration is due for review. For review, the licensee should notify the Commission of any changes in the academic programme and submit the same for fresh programme accreditation. Where the institution has not reviewed/revised the curriculum/programme, the Commission notifies the Licensee and the collaborating institution of a scheduled site inspection to check readiness for renewal of license. The Commission will undertake site inspection and the process will progress as before, up to Board approval.

