

Astana, 8 September 2017

**Study  
in POLAND**

# **RULES FOR CERTIFICATION OF RECRUITMENT AGENCIES**

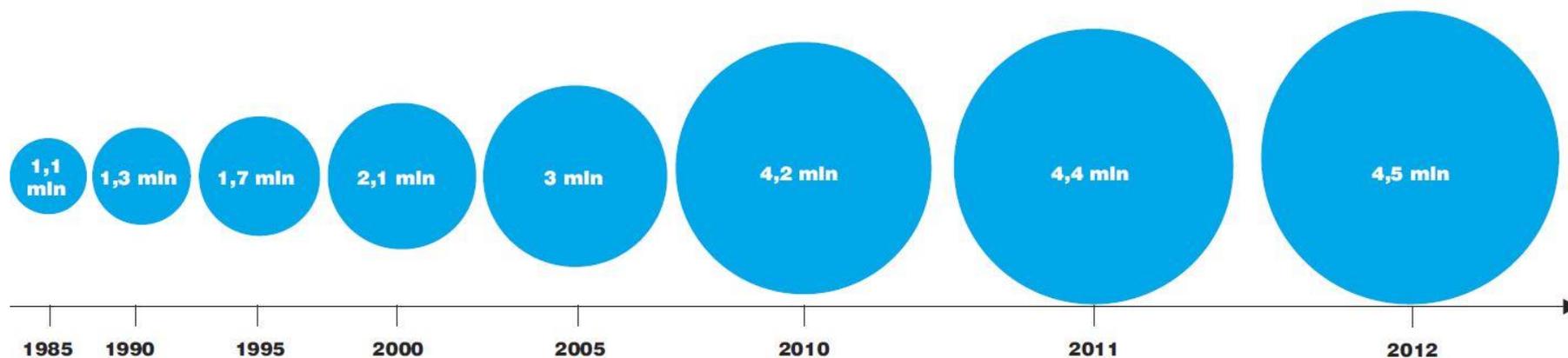


**Certification Board, *Study in Poland* 2017**



# International students worldwide

Wykres 1. Wzrost liczby studentów zagranicznych na świecie w okresie 1975-2012



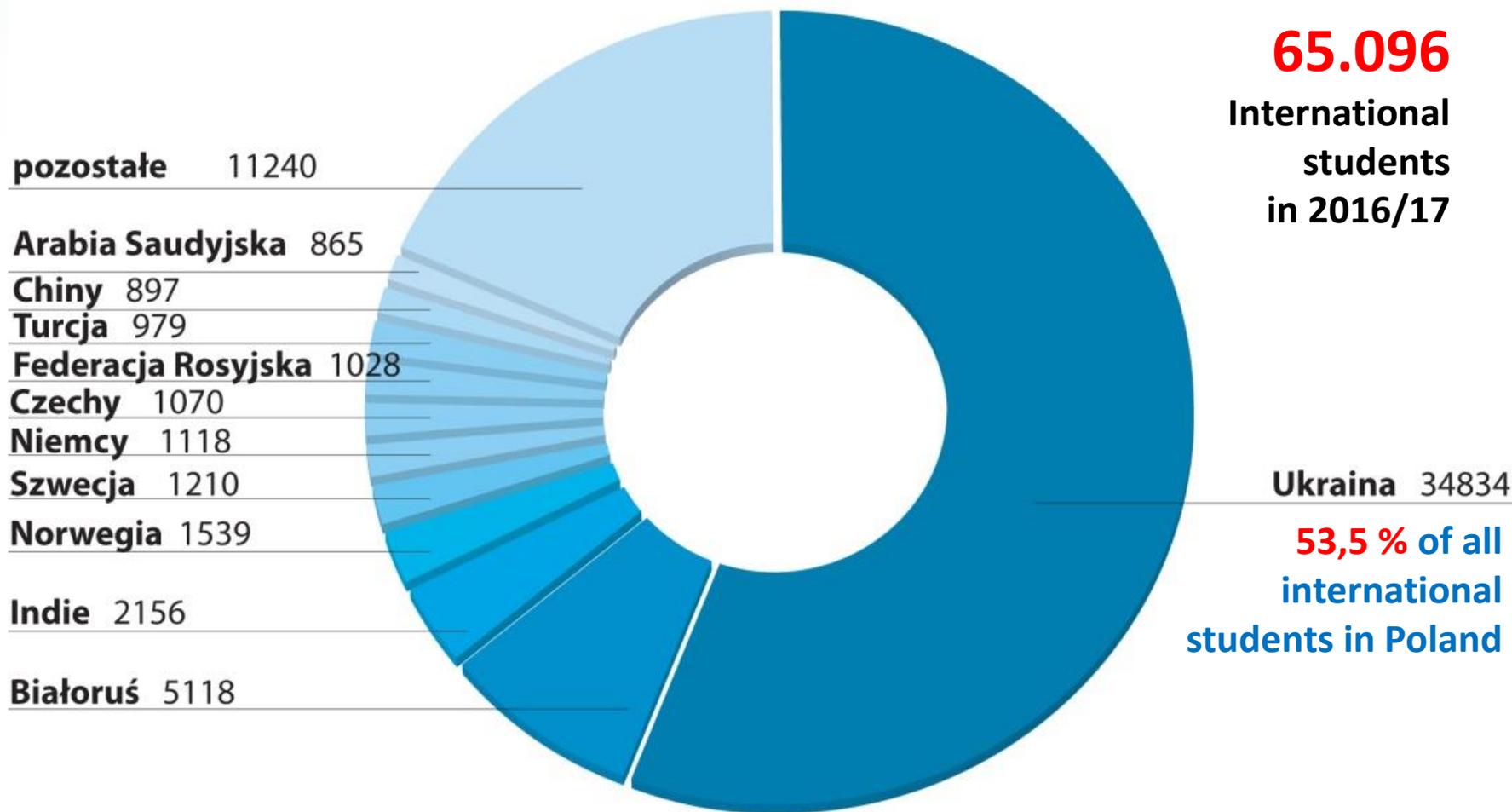
Źródło: OECD 2014

# International students in Poland





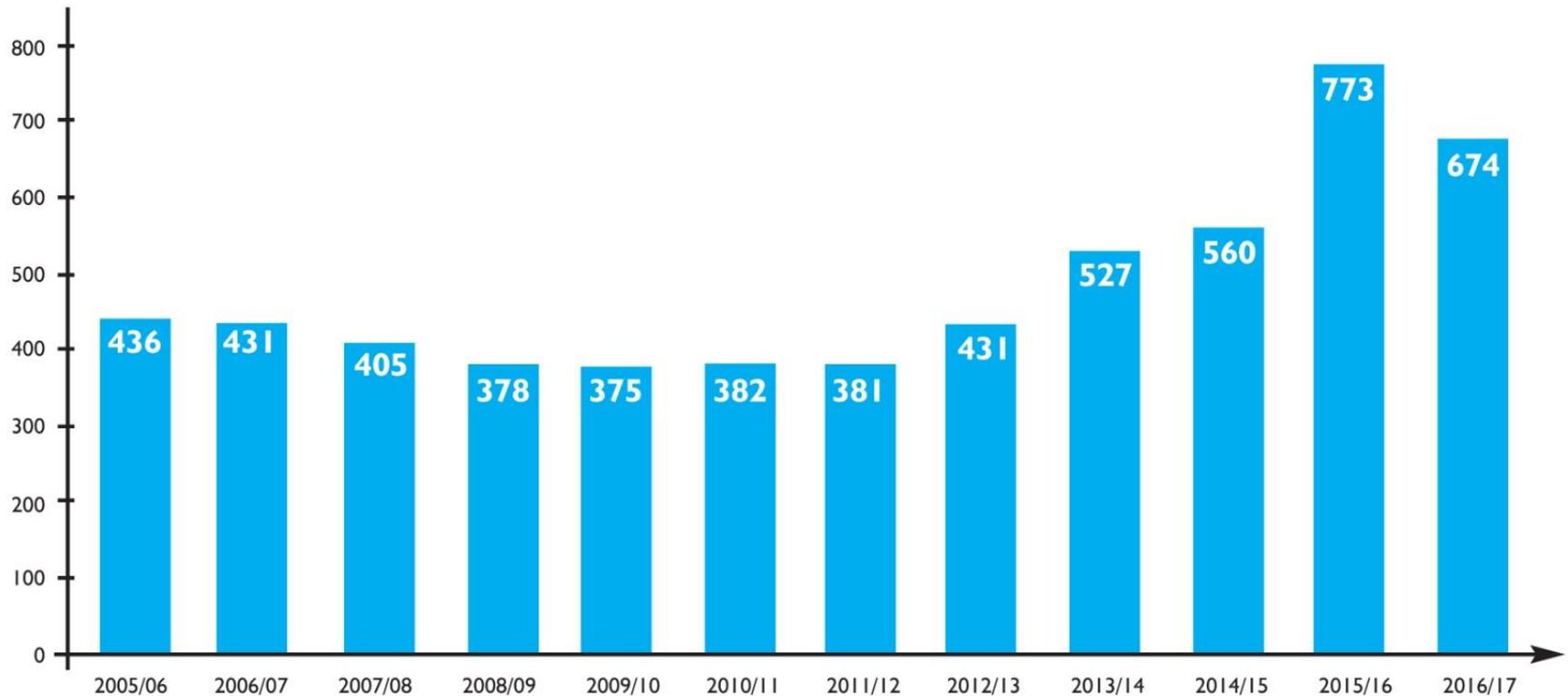
# Where do they come from?





# Students from Kazakhstan in Poland

Wzrost liczby studentów z Kazahstanu w latach 2005-2017





# Why certification?

## 1. Taking up studies abroad for the young:

- one of the major life investments
- difficult decision, demanding careful consideration and consultations

## 2. Role of recruitment agencies:

- collecting information about education offer of Polish universities
- cooperation with universities
- informing and advising candidates and their families, helping establish contacts with universities, client logistic support

## 3. Goals of certification system (voluntary):

- creating and adhering high quality standards of student recruitment
- promotion of high standards and their performance control.





## Who runs certification?

1. The certification process is performed (on voluntary basis) as part of the ***Study in Poland*** program, conducted jointly by The Conference of Rectors of Academic Schools in Poland (CRASP) and Perspektywy Education Foundation. The main goals of the program is international promotion of Polish higher education abroad and improving attractiveness of Poland as a place for studies for foreigners. Certification is a form of realizing those goals.
2. To introduce certification the *Study in Poland Certification Board* is appointed. The secretariat of administration services for the certification process is maintained by the Perspektywy Education Foundation.





## How is certification run?

**PROCES CERTYFIKACJI** agencji rekrutacyjnych prowadzony jest poprzez:

1. **Setting good practice standards** for the Agencies recruiting candidates to study in Poland
2. **Implementation of the norms** for the recruitment Agencies certification process
3. **Revue of certification requests** from recruitment Agencies.
4. **Evaluation** of recruitment Agencies.
5. **Granting/renewing** recruitment services quality certificates.
6. **Maintaining a registry** of the certified recruitment Agencies.
7. **Promoting best practice and organising trainings** to help the Agencies in the area of good service .



# Certification standards

**THE PROCESS OF EVALUATION** of a recruitment agency is based on **five standards**:

**Standard 1: Transparency of the Agency** and its activities.

**Standard 2: Quality** of the recruitment process.

**Standard 3: Candidate and family engagement** during and after the recruitment process; at least during the first semester.

**Standard 4: University engagement.**

**Standard 5: Existence of a complaints procedure.**

Within the above standards the evaluation criteria were defined.





## Standard 1

# TRANSPARENCY OF THE AGENCY AND ITS ACTIVITIES

The Agency should be able to produce documents proving:

- 1. Agency's legal status** and its organization structure (branches in other cities or countries).
- 2. Qualifications** and professional experience of the Agency's main employees.
- 3. A full list of all fees** related to recruitment .
- 4. The method of informing clients** about the fees charged.
- 5. The rules and procedures for refunding fees** and the availability of this information.





## Standard 2

# QUALITY OF THE RECRUITMENT PROCESS

The Agency should:

- 1. Demonstrate knowledge** of the Polish educational system and familiarity with educational offer of the universities it cooperates with.
- 2. Protect the intellectual property rights.** The Agency should only use materials for which it has copyright or authorisation to use (e.g. use of a university logo).
- 3. To possess** up-to-date status of **information concerning visa** procedures and legal stay in Poland.
- 4. Archive the questionnaires** filled by the students with evaluation of the Agency's services **for at least 3 years.**





## Standard 3

# COMMITMENT TO THE INTEREST OF THE CANDIDATE AND FAMILY ENGAGEMENT

Before signing a contract, the Agency should:

1. Present to the student and the family **the rules of providing services** by the Agency and describe the rules of admission of candidates for studies in Poland.
2. Present a sample **written contract** with the rules by which services are rendered by the Agency, including all the fees.

After signing and fulfilling the contract the Agency should:

3. **Archive for at least 3 years** the documentation concerning the student candidates, for the internal use by the Agency and for possible inspection by the certifying organisation.



## Standard 4

# COMMITMENT TO THE INTEREST OF THE UNIVERSITY

The Agency should:

1. Execute a **written contract with a university**, which should define precisely the cooperation rules, responsibilities of both parties, methods for verification of the quality of services.
2. **Maintain contact** with the partner universities.
3. Maintain **confidentiality** of information concerning the rules of cooperation with the universities towards third parties.
4. Provide the universities with **verified documents**.





## Standard 5

# COMPLAINTS PROCEDURE

The Agency should:

1. The Agency is obligated to have an internal mechanism for analysis of complaints, reacting to complaints, as well as a mechanism of improving service quality.
2. The evaluation takes into account both the procedure of reaction to the clients' complaints and implementation of the improvement process.



# Evaluation Rules

## General rules:

**1.** Evaluation of an Agency is based on the materials it provides and data obtained directly by the Evaluation Team

## Detailed evaluation:

**2.** Evaluation Team discusses the level to which the standards are met and grades them from 1 to 6. The maximum number of available points is 48.

**3.** Certificate is given to the Agency if they fulfill the following conditions:

- obtain over 50% of the total amount of points (at least 25 points),
- achieve the average of at least 2.5 for each of the standards under consideration.

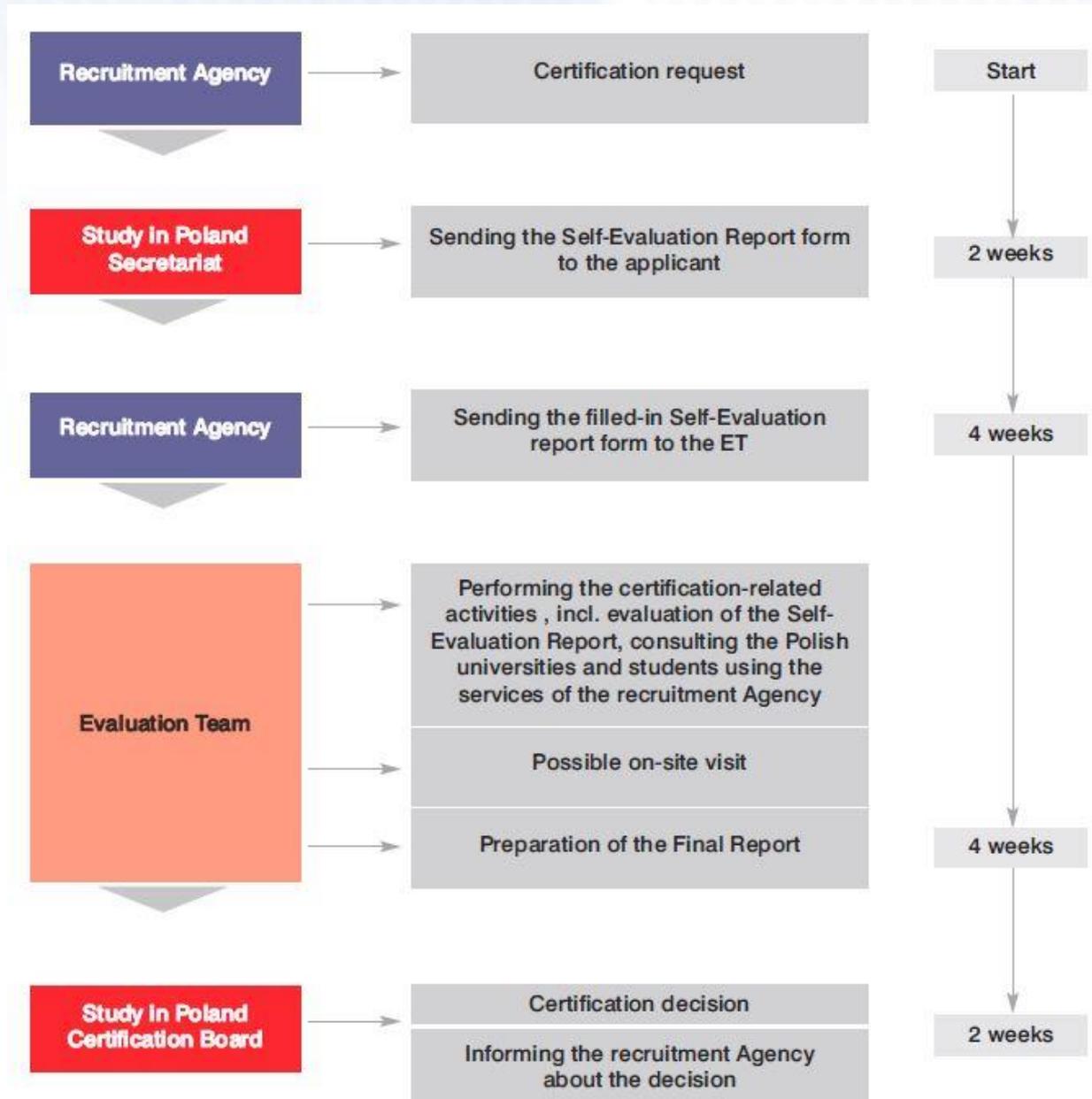


# Certification process

The certification process consists of the following elements:

1. **Formal request** for certification submitted by the Agency.
2. Appointment of a **2-3 member Evaluation Team (ET)**.
3. The core of the process is the **Self-Evaluation Report** prepared by the Agency.
4. ET may **obtain the opinion** of Polish or foreign universities about their cooperation with the Agency and consult its students,
5. ET may have an **on-site visit** to the Agency's headquarters in order to study its work and the implemented quality procedures (**optional**).
6. The Board is obligated to keep the data received during the certification process confidential .





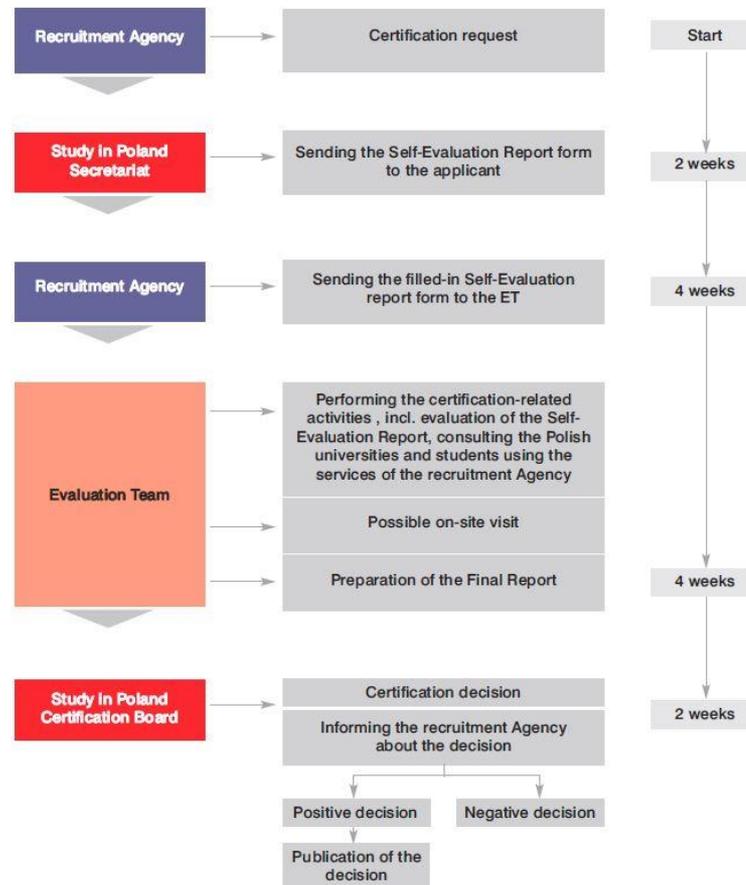


**RULES  
FOR CERTIFICATION  
OF RECRUITMENT AGENCIES**

GOALS,  
RULES AND CRITERIA

Study in Poland Certification Board  
Warsaw 2017

4.10 Plan of the certification process:





## Evaluation Procedures

1. Any legal entity in the business of recruiting foreign students to study in Poland may apply for the *SiP* Certificate.
2. An organisation/company applying for an SiP Certificate pays a certification fee, established by the Certification Board (1500 Euro for Kazakhstan in 2017).
3. The Self-Evaluation Report should be in **English or Polish** and contain the most important information about the status and rules of the Agency.
4. In case of on-site visit at least two ET members must participate. The costs of these visits will be covered by *Study in Poland* Secretariat.
5. Awarding of the SiP Certificate will be communicated on the *Study in Poland* website ([www.studyinpoland.pl](http://www.studyinpoland.pl)). Negative decisions will be communicated to the Agency only.





## Application of the recruitment Agency

**Study in Poland Certification Board  
Perspektywy Education Foundation  
Warsaw**

On behalf of the Recruiting Agency named below, I hereby apply for the *Study in Poland Certificate*:

<b>Agency Name</b> (together with abbreviation, if used):	
<b>Manager/Director</b> (position and academic degree or title, if applicable):	<b>Year of Agency creation:</b>
<b>Type of Agency/organisation</b> (please select the appropriate):	
<input type="checkbox"/> company	<input type="checkbox"/> non-governmental institution (NGO)
<input type="checkbox"/> educational institution	<input type="checkbox"/> tourist agency
<input type="checkbox"/> non-profit institution	<input type="checkbox"/> other: .....
<b>Main scope of activity</b> (other than student recruitment):	
<b>Adres</b>	
street _____	city _____
post box _____	post code _____
website http://www _____	country _____
<b>Contact person</b> (appointed to manage the certification procedure):	
Name and SURNAME _____	
position: _____	phone: +( ) _____
e-mail: _____	

### Proclamation of a Recruitment Agency

I hereby confirm that I am familiar with the *Rules for Certification of Recruitment Agencies* and I declare that according to my best knowledge there are no legal or ethical obstacles for recruitment in the name of Polish higher learning institutions to be conducted by me and the Agency I represent.

I also declare that the Agency I represent:

- adheres to good practice in the area of advertising and marketing and especially avoids giving untrue or unverified information;
- adheres to the rules of copyright and intellectual property protection;
- agrees to processing of the company data and personal data, solely in relation to the certification process.

I am making the above declaration of my own free will with full awareness of legal responsibility in case of an untrue declaration.

.....  
Date and place

.....  
Sign with full name

Astana, 8 September 2017

Please sent to: [certification@perspektywy.pl](mailto:certification@perspektywy.pl)



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.....  
Date and place

.....  
Sign with full name



# Application: basic information

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<b>Manager/Director</b> (position and academic degree or title, if applicable):	<b>Year of Agency creation:</b>
<b>Type of Agency/organisation</b> (please select the appropriate): <input type="checkbox"/> company <input type="checkbox"/> non-governmental institution (NGO) <input type="checkbox"/> educational institution <input type="checkbox"/> tourist agency <input type="checkbox"/> non-profit institution <input type="checkbox"/> other: .....	
<b>Main scope of activity</b> (other than student recruitment):	
<b>Adres</b> street                      _____                      city                      _____ post box                      _____                      post code                      _____ website http://www                      _____                      country                      _____	
<b>Contact person</b> (appointed to manage the certification procedure):	
Name and SURNAME _____	
position: _____	phone: +(    ) _____
e-mail: _____	



# Application: proclamation

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I am making the above declaration of my own free will with full awareness of legal responsibility in case of an untrue declaration.

.....

*Date and place*

.....

*Sign with full name*

Please sent to: [certification@perspektywy.pl](mailto:certification@perspektywy.pl)



## Appendix no. 2

**Self-Assessment Report structure****1. Basic information**

- 1.1. Name of Agency (together with abbreviation, if used).
- 1.2. Who is the manager or director (please give the position and the academic degree or title, if applicable).
- 1.3. Year of company creation.
- 1.4. Legal form of the Agency (please attach the copy of Agency's registration).
- 1.5. Is the Agency apart of a larger organisation? If so, what organisation?
- 1.6. Contact person (name, e-mail, phone).

**2. Information about the Agency's activities**

- 2.1. For how long the Agency has been engaging in student recruitment? Does it also do other types of activity (if so, what)?
- 2.2. Does it operate regionally, state-wide or also in another country?
- 2.3. Does it have more than one office, if so, where?
- 2.4. Describe the rules for charging fees (what the fees are charged for and when).
- 2.5. How and when are the clients informed about the fee amount? (please attach the recruitment services price list).
- 2.6. Does the Agency ever refund its fees and if so, in which cases?

**3.3. Commitment to the quality of the recruitment process**

- 3.1. Do employees tasked with recruitment know the Polish educational system? Did they study in Poland, did they complete some training? Do they visit the Polish universities?
- 3.2. Please attach the CVs of the employees (1-5) tasked with recruitment.
- 3.3. Describe the methods of providing the candidates with information about the Polish universities, study programs, visa system, possibilities of transport and of stay in Poland does the Agency have its own website, issue its own leaflets or information booklets; does it use Polish publications or websites? (please attach a full set of the Agency's promotion materials).

**4.4. Commitment to the interests of the candidate and the Polish university**

- 4.1. Present (attach) sample contracts with the clients and the Polish universities
- 4.2. Are the documents and contracts kept for the minimum period of 3 years?
- 4.3. Is there a possibility of appealing against the Agency's decisions?
- 4.4. If and how evaluation is conducted?

**5.5. Other notes**

## Certification logo



# FIRST DIPLOMAS

**PILOT-PHASE** of the *Study in Poland* certification process was successfully conducted in Ukraine in 2012-2013.



# FIRST CERTIFICATES



Kiev 2013. Department of Promotion and Investment, Polish Embassy in Ukraine



## Certification advantages for agencies

- **For Polish universities** *Study in Poland certificate* helps to choose quality agencies among others.
- **For Kazakh candidates and their families** – it shows recognition and guarantees high quality services.
- **Certificate changes the position** of the Agency with respect to Polish official authorities.
- **It gives access to University authorities** and specialists directly responsible for University recruitment.
- **Agencies are invited** to the events reserved to Study in Poland member universities.
- Agencies may have a **representative at Study in Poland stand at education fairs.**
- Agency has a **direct contact** with *Study in Poland* Secretariat.

## Certificate – Quality Sign

Certificate *Study in Poland Recruitment Quality Certificate* is a **warranty of:**

- **Transparency** of the recruitment agency and its services
- **Quality of the recruitment process**
- **Candidate and family engagement** during and after the recruitment process.
- **University engagement**

*It's worth having!*





## THE FOLLOWING STEPS

- 1. We encourage** Kazakh recruitment agencies, interested in obtaining "Study in Poland" certificate to submitting applications as soon as possible.
- For agencies submitting applications in **September**, certification process will be finished in the middle of November. This will allow the agencies to use the logo and other profits of certification during the whole 2018 recruitment campaign.
- Solemn delivery of Certificates to the new agencies will take place on **November 22** in Astana, during „Education and Science" Fair
- Directors of the certified agencies **will be invited** to take part in:
  - conference „*International Students in Poland 2018*” (Gliwice, 29-30 January)
  - "*Recruiting Agents Forum POLAND 2018*” (Warsaw, 22-23 February).



See you in Warsaw

**Study**  
**in POLAND**

*Looking forward to cooperation!*

**Contact:**

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