

International Recruitment and Admissions Committee (IRAC)

Purpose: To provide strategic oversight of international student recruitment and admissions performance.

Chair: PVC Global; **Deputy Chair:** Director of Marketing, Global Recruitment and Admissions

Meeting Frequency: Monthly

Core Responsibilities:

- Oversee international student recruitment strategy and operational plans
- Monitor international pipeline performance (applications, offers, deposits, enrolments).
- Review territory performance and diversification strategy.
- Oversee international admissions performance and operational readiness.
- Have oversight of conversion activities for international students, evaluating effectiveness and approving action plans to deliver higher conversion of applicants
- Monitor regulatory and compliance risk.
- Review and recommend approaches to taught fees and agent commissions on an annual basis
- Monitor UKVI and wider government policy, assess impact of any changes on recruitment and develop mitigations
- Monitor UKVI compliance position in relation to performance within higher risk market and direct recruitment actions in a way which balances compliance and recruitment performance risks
- Monitor competitor performance and activity
- Review agent and partner performance
- Review scholarships and cost of sales and make recommendations on fee setting as part of the Annual Budget Cycle
- Benchmark international equivalences for entry requirements
- Align recruitment performance with financial forecasts and capacity planning
- Grow partnership/pathway recruitment pipelines
- Review and manage external scholarships and sponsorships
- Annual review of performance of INTO partnership
- Escalate material financial or compliance risks to UEB