I. UNIVERSITY OVERVIEW

Founded in 1886, American National University is dedicated to the training and education of men and women full life and a successful career in a number of fields in business, computers, and health care. American National University offers wide range of academic programs including a master of business administration, four bachelor’s degrees, and numerous associate degree and diploma programs, meeting the workforce needs of local business communities through campus locations in Roanoke Valley and Tysons Corner.

II. STUDENT POPULATION

American National University has been transforming the lives of our students, both domestic and international, for more than 125 years, and is recognized as a private college with strong international community reach and extraordinary impact. Throughout the years, American National University has been home to a vibrant international community of students representing over 100 countries.

III. SCOPE OF WORK

American National University is expanding its international enrollment through the use of referral agencies and consultants. The University is soliciting referral agents who speak the local language, understand the cultures and who possess the information necessary for a smooth transition for prospective students.

IV. AGENCY SELECTION CRITERIA

The selected referral agencies must demonstrate an established record in ethical international student recruitment practices with proven student placement success rates.

V. REQUEST FOR PROPOSAL

Agency Overview

- Company name
- Legal address
- Physical address
- Web site address
• Social media address(es)

• Names, titles, and contact information:
  • Director, owner, and/or manager authorized to sign contracts
  • Person(s) authorized to be the administrative contact for this contract
  • Person(s) responsible for marketing of this contract
  • Person(s) responsible for processing commissions
  • Person(s) responsible for receiving and distributing academic updates from the university among agency counselors

• The university does not provide housing to students. It expects that its agents assist their clients with finding accommodations in the area, as well as assist with the visa application process, and with making travel arrangements. Please inform us if your company provides these services to students and confirm that you agree to do the same for the students going to ANU. Yes □ No □

• What are the agent’s expectations of the university?

• Provide a brief overview of your agency history and philosophy.
• Describe how your agency differentiates itself from your competitors.

• What is your recruitment coverage? How many counseling/sales agents? How many offices? Where are your offices located?

Agency Experience-Related Questions
• Describe your experience in recruiting students.

• Over the past three (3) calendar years, what is the average number of students per year that your agency has recruited?

Student-Related Questions
• What is your placement success rate?

• Describe your typical student profile.
• What is a typical student placement in terms of duration and type of programs?

Marketing-Related Questions
• Describe how you reach your audience, what campaigns you use, and the results you expect to achieve.

• What types of promotional events do you participate in?

• Do you partner with any other agencies, consulting firms, or independent agents?

Compensation-Related Questions
• How do you bill for services?

• Do you charge students?

• What is your reimbursement policy if a student terminates their placement prior to their start date or within the first 5 days of placement?

References
• Provide three (3) references of colleges/universities that you have performed recruiting services for within the past three (3) years. One reference should be a college/university located in the United States.
Include the length of your relationship and the overall results of your recruiting efforts for each institution.

• Provide three (3) samples of marketing collateral or promotional materials used in your recruiting efforts.

Please address questions to International Admissions at (540) 444-4183 or via email at internationaladmissions@an.edu.

Responses may be submitted online at an.edu/int-rfp or send hard copy submissions to:

International Admissions
American National University
1813 East Main Street
Salem, VA 24153