



## **COMMISSION FOR UNIVERSITY EDUCATION**

### **STANDARDS AND GUIDELINES FOR LICENSING STUDENT RECRUITMENT AGENCIES AND THE ACTIVITIES OF FOREIGN UNIVERSITIES/INSTITUTIONS**

#### **SRA/STD/01: Scope**

These Standards and Guidelines shall apply to:

1. Agencies for student recruitment into universities/institutions.
2. Agencies for advertising, exhibiting and marketing universities/institutions.
3. Foreign universities or institutions that advertise, exhibit or recruit students directly.
4. A confederation of agencies for recruiting students into universities/institutions; advertising, exhibiting, and marketing universities/institutions.

#### **SRA/STD/02: Conditions for Licensing**

**An individual or entity wishing to operate a student recruitment agency in Kenya shall apply to the Commission for University Education for a license.**

#### ***Guidelines***

A licensed Student Recruitment Agency shall:

1. Annually apply for licensing from the Commission in the prescribed format.
2. Pay the requisite application fee as set by the Commission from time to time.
3. Have a valid Certificate of Incorporation in Kenya obtained from the Registrar of Companies or a valid Certificate of Registration in Kenya from the Registrar of Business Names.
4. Comply with National and County Governments' regulations governing public and health safety including fire safety.
5. Have a valid Memorandum of Agreement/Understanding/Finance with each of the universities and institutions that it represents or intends to represent.

6. Have its own or leased physical address:
  - (a) If the physical address is owned by the agency, a valid title deed be availed to the Commission.
  - (b) If the physical address is leased, a valid lease agreement be availed to the Commission.
7. Have a functional:
  - (a) Postal address.
  - (b) Website.
  - (c) Internet.
  - (d) Email address; and
  - (e) Fixed/mobile telephone number.

### **SRA/STD/003: Office Space**

**A Student Recruitment Agency shall have appropriate and adequate office space.**

#### ***Guidelines***

The office space shall have:

1. Sufficient aeration and lighting.
2. A reception area and interview/counseling room(s).
3. Suitable furniture and related work tools.
4. Sufficient clean drinking water.
5. Access to clean and well maintained male and female sanitation facilities.

### **SRA/STD/04: Human Resource**

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

#### ***Guidelines***

1. There shall be a clear human resource policy detailing employee management policies, guidelines and practices in the agency.
2. All employees in the agency shall have requisite qualifications and experience in their areas of operation to enable them advise students, parents and guardians appropriately.

3. At least two employees in the agency shall have a minimum of a bachelor's degree.
4. A database on employee profiles including citizenship, qualifications, employment details shall be developed and maintained.
5. The citizenship of employees in the agency shall be evidenced by a valid national identification card for Kenyan citizens and a valid passport for foreigners.
6. Foreign employees shall have valid work permits.
7. Certificates of good conduct for both Kenyan and foreign employees shall be obtained from the Kenya Police Service.

### **SRA/STD/05: 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 one month. Both licenses are renewable provided the licensed agency adheres to these Standards and Guidelines.**

#### ***Guidelines***

1. The term of the license shall commence from the date of issue or as may otherwise be stated in the license itself.
2. An annual license shall end twelve months from the date of commencement (or as may otherwise be stated in the license itself).
3. A short-term license shall end one month from the date of commencement (or as may otherwise be stated in the license itself).
4. The Commission may vary or nullify the license if the agency contravenes any of the terms and conditions under which the license is issued.
5. 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 at least one month prior to expiry; and
6. 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.

### **SRA/STD/06: Quality of Service**

**A Student Recruitment Agency shall promote the highest standards of student recruitment, advertising, exhibiting and marketing for universities/institutions.**

#### **Guidelines**

A student recruitment agency shall:

1. Have and display a Service Charter detailing its services and timelines.
2. Develop and institutionalize internal quality assurance mechanisms.
3. Only recruit students for admission into the universities and institutions approved by the Commission.
4. Clearly outline the services rendered to students before and after they join the universities and institutions they are recruited into.
5. Track and record the progress of the students they place in universities and institutions.
6. Develop and maintain alumni records.
7. Evaluate and document feedback from the students, parents, guardians and related clients they serve.

### **SRA/STD/07: Obligations 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.**

#### **Guidelines**

A student recruitment agency shall:

1. Recruit for admission only qualified students meeting requisite entry requirements as set by the Commission from time to time.
2. Recruit students for admission into accredited and recognized universities and institutions in their countries of origin.
3. Advise the students upon graduation to submit their qualifications to the Commission for recognition and equation.

## LICENSE CHARGES

| SNO. | TYPE OF LICENSE   | AMOUNT (KES) |
|------|---|--------------|
| 1.   | Annual License  | 100,000/=    |
| 2.   | Short-term License - Authority to mount Student recruitment fairs and exhibitions (Maximum one month) | 35,200/=     |
| 3.   | Short-term License - Authority to mount Student recruitment fairs and exhibitions (Maximum one week)  | 8,800/=      |

## PROCEDURE FOR APPLICATION

Follow the step-by-step guidelines in the CUE's portal for Licensing of Student Recruitment Agencies on the following link: <https://imis.cue.or.ke/LicensingPortal/>

All payments for this service shall be made via eCitizen platform. Follow the system prompts through the payment process.

**COMMISSION FOR UNIVERSITY EDUCATION**

**REQUIREMENTS FOR LICENSING A STUDENT RECRUITMENT AGENCY**  
**(CHECKLIST TO BE USED DURING INSPECTION)**

1. Annual application in the prescribed format
2. Evidence of payment of the requisite Licensing fee (All payments for this service shall be made via eCitizen platform. Follow the system prompts through the application process.)
3. A valid Certificate of Incorporation or Certificate of Registration
4. Valid Business Permit
5. Valid Fire safety certificate
6. A List of universities/institutions being represented or to be represented.
7. Valid Memorandum of Agreement/Understanding/Finance with each of the universities/institutions being represented or to be represented.
8. A valid title deed if the premises are owned by the agency or a valid lease agreement if the premises are leased.
9. A Clear Human Resource Policy
10. Staff Profiles including:
  - a. Copies of ID cards (for Kenyan employees),
  - b. Copies of passports and valid work permits (for foreign employees)
  - c. Academic qualifications
  - d. Copies of Certificates of Good Conduct for all employees.
11. A minimum of a bachelor's degree for at least two employees
12. Functional postal address; Website; Internet; Email address; and a fixed/mobile telephone number.
13. Physical Address in Kenya
14. Suitable furniture and related work tools; sufficient clean drinking water; and access to clean and well maintained male and female sanitation facilities.
15. Well displayed Service Charter detailing services offered with clear timelines.
16. A Self – Assessment Questionnaire in the prescribed format (*applicable only for renewal of license*).
17. A physical visit / inspection to the offices of the Recruitment Agency by the Commission for University Education Team.