




KENT STATE
UNIVERSITY

Office of
Global Education

Agent Manual

2023

Welcome!

I am delighted that you have joined our team as an International Agent Partner. We look forward to working with you and anticipate that this is the beginning of a long and mutually beneficial relationship. We view the work you do as a key element in attaining one of our Office of Global Education core mission goals: attracting, admitting, and retaining a diverse and talented international student body.

This manual is designed to give you a clear roadmap of Kent State's processes for working with Agent Partners, and to spell out the support you can expect to receive from us as well as the responsibilities we expect from you. If you ever need assistance or have questions beyond the scope of this manual, please do not hesitate to contact us at partnerships@kent.edu. We are here to support you!

Sincerely,

Rachael Mundie

Rachael Mundie

Associate Director, International Partnerships
Office of Global Education

Our Partnership with You

As a recruiting partner of Kent State University, we want to develop a relationship with you that is long-lasting and beneficial for all parties. Students form the foundation of that relationship, and it is our desire to make sure that their needs are met, first and foremost.



What our Agent Partners can expect from us:

- We promise to communicate regularly with you about our policies, processes, programs, scholarship opportunities, and general goals for recruitment in your country
- We commit to responding in a timely manner to your inquiries regarding students, applications, invoices, procedures, and policies
- We will give you initial training at the beginning of each new contract term, to ensure that you have the knowledge and tools you need to successfully promote Kent State University to your students
- We will continue to provide you updated video-conference training upon request, as well as in-person training when we are doing recruitment travel in your city
- We will send you electronic recruitment newsletters on a monthly basis, to ensure that you stay abreast of the latest information relevant to Kent State recruitment

What we expect of our Agent Partners:

- To promote KSU in a truthful manner
- To consider the students' needs first
- To abide by all terms and conditions of our contract at all times
- To notify us immediately of any changes to your agency's name, address, point of contact details, banking account, or other company changes as they relate to recruitment to KSU.
- To keep up to date with information on KSU's website: www.kent.edu, and www.kent.edu/globaleducation
- To communicate with KSU representatives, International Admissions and Partnerships teams, regarding recruitment activities, and when you have questions about our policies or processes
- To inform students who come to the United States on a student visa that they must have the primary purpose of studying, and must study on a full-time basis

Why Kent State?

A truly global campus:

More than 1,600 international students attend Kent State University, from 100 different countries.

Quality and affordability:

As one of the top public research universities in the United States, Kent State offers a high-quality education at an affordable price to international students.

Safety and “walkability”:

The Kent State main campus is ranked **25th safest college campus in the U.S.** by the Council for Home Safety and Security (based on data from the FBI's Uniform Crime Reporting and the National Center for Education Statistics), out of more than 2,000 institutions, and has been listed as **#1 safest campus in Ohio** six out of the last ten years. In addition, the Kent campus is also extremely easy to live in without a car. Kent's charming downtown, with its many restaurants, shops, music venues, and galleries, is walking distance from campus. Nearby shopping centers and other area attractions are accessible by local bus service, which is free for KSU students.

Scholarships for international students:

Scholarships are free aid that can help a student pay for their degree, especially if they have a strong academic background. Fall 2023 we introduced our tiered undergraduate international scholarship, the Global Scholarship, which is based on the student's high school GPA. Find the most current scholarship details here: <https://www.kent.edu/admissions/international-students-scholarship-resources>

Rankings:

Kent State is ranked on the first-tier list among **Best National Universities** in the newly released 2022 rankings by *U.S. News & World Report* and is included in the Top Public Schools list with a rank of 107 among public universities nationwide. It received R1 designation by the Carnegie Classification of Institutions of Higher Education in December of 2021. This designation is reserved for doctoral universities with very high research activity, and only 146 U.S. institutions hold this designation.

Kent State's Ambassador Crawford College of Business and Entrepreneurship is ranked among the top business schools in the nation according to *U.S. News & World Report*'s 2021 **Best Undergraduate Business Programs**. It was also ranked by *The Princeton Review* as one of the nation's most outstanding business schools in 2022. It is among less than 1% of business schools worldwide to receive dual AACSB accreditation in both business and accounting.

Kent State's Fashion School is ranked in the Top 25 in the world by *Fashionista*. Its **Fashion Merchandising** program is ranked 7th best in the U.S. and its **Fashion Design School** is ranked #8 best in the U.S., per *Fashion-Schools.org*. Our Fashion students often complete portions of their program at Kent State's fashion studio in New York City.

Our on-site **Master's program in Translation** ranks in the top 3 in the U.S. It is one of the oldest and largest in the U.S., offering concentrations in Arabic, French German, Japanese, Russian, and Spanish.

Kent State has the **#2 Flight program in Ohio**, and is nationally recognized in **Flight Training, Air Traffic Control and Airport Management**; we have our own airport for instruction.

Our **Liquid Crystal Institute** is world-renowned – the LCD technology was invented at Kent State, and this center remains at the cutting edge in this field of research.

ESL School on campus:

Kent State has an on-campus English as a Second Language (ESL) Center that is committed to academic excellence through flexibility in program design. All courses are available at various proficiency levels to ensure that students receive the best English training possible and a smooth transition into their academic program if they choose to pursue a degree. All classes are taught by experienced instructors holding a master's or doctorate degree in English, Applied Linguistics or Teaching of English as a Second Language. All undergraduate and many graduate programs allow conditional admission for ESL to qualified students who do not yet meet the English requirements for full admission.

On-campus work opportunities:

Kent State international students may work on campus up to 20 hours per week during the academic terms, and 28 hours per week during the breaks. Kent State University has over 8,00 on-campus jobs.

Study abroad opportunities outside the U.S.:

We offer Kent State programs in **Florence** (and soon Paris) for a seamless study abroad opportunity for KSU students, including international students. Our **architecture** and **fashion** programs now include a required semester abroad, usually at our Florence center.



The Application Process

Application deadlines

Undergraduate: **Oct. 1** for Spring semester, **June 1** for Fall semester

Graduate: varies by program – see <https://www.kent.edu/admissions/graduate-degree-student-requirements>

Submitting the application

You will find the online applications for our undergraduate, graduate, and ESL programs on our International Admissions web site, along with instructions and requirements:

<https://www.kent.edu/admissions?au=international>. The non-refundable application fee is \$70.

Supporting documents can now be uploaded directly into the online application for both undergraduate and graduate level applications as scanned PDF files.

English test score requirements

Undergraduate: minimum TOEFL iBT score of 71, revised PBT score of 18, IELTS score of 6.0, Duolingo English Test score of 100, or PTE Academic score of 48; or complete ELS Level 112 Intensive Program. Those prospective students who do not meet the minimum score for admission may be admitted conditionally if they meet academic requirements. Conditional Admission means students will take English language classes at our ESL Center before entering their programs. Completion of the Kent State University ESL Center Level 8 Intensive English program with a minimum of 3.75 out of 4.0 GPA will also satisfy the Kent State University English requirement.

Graduate: varies by program – here is the link to check the requirements by program:

<https://www.kent.edu/admissions/graduate-program-english-requirements>

Tips to expedite the application

To assist with the assessment of applications please ensure that:

- Application forms are complete and accurate
- The application fee has been paid
- The required supporting documents are uploaded – these are checked off in the student's application as received
- Documents are correctly certified (where required)
- Documents are translated (where required)
- The student provides their own permanent address and email in their country of origin (this may not be the agent's address)

- You provide **your agent name and email address** on the application, to ensure you are credited for the recruitment of the student. For both undergraduate and graduate-level applications, please choose agent name from the drop-down menu. If the agency name is not included, please email intladm@kent.edu and partnerships@kent.edu to ensure that the name is added.

The processing of applications may be delayed if:

- The application is incomplete
- Insufficient documentation is provided
- The application fee is not included
- A student changes program mid-assessment, or has selected a program which is not available for their chosen semester
- A student applies in a peak period (6-8 weeks prior to the start of the semester).

It is important to send individual applications as you receive them, and they are complete. Please do not collect applications and submit them only when you have a number of them. This is especially important during peak periods just before a semester starts.

Tracking your students' applications

Please follow the below protocol when emailing the International Admissions team to inquire about the status of an application:

- Email intladm@kent.edu, citing the student's full name, date of birth, and/or KSU student ID number. This email address is monitored daily, and our Admissions staff travel frequently, so it is important that you direct all status queries here rather than to an individual's email address.
- The intended response time for such enquiries is 2 working days. If, however, you do not receive a response *within 5 working days*, please email the International Admissions Director, Salma Benhaida, at sbenhaida@kent.edu, with copies of the previous emails, and she will ensure that you receive an immediate response.

Commission Payment

Basis of Commission

- Commission amounts are paid based on the terms of our contract. See Article 8 and Schedule 1 of our contract for specific information regarding the payment amounts.
- Commission is paid on a per student basis, as determined by:
 1. Whether the student is enrolled
 2. Whether the enrollment status is “full-time”
 3. Whether the contract is valid during the time of enrollment
 4. The program of study: undergraduate, graduate, ESL, or non-degree
 5. A valid invoice has been sent to the Office of Global Education (OGE) Fiscal Manager within the required deadline for the semester being invoiced.

Processing Commission Payments

For fastest processing, please follow these steps:

1. As soon as possible after the 15th day following the start of the semester, email a list of students for whom you are requesting commission to the OGE Fiscal Manager at ogefinance@kent.edu. To determine eligibility, please include in the email the following information:

Term of Entry	Student Full Name	Date of Birth	Kent State ID	Program (Grad/Undergrad/ESL)
Fall 2023	John A. Doe	mm/dd/yyyy	888888888	Undergraduate
Fall 2023	Jane B. Day	mm/dd/yyyy	888888888	Graduate

2. The OGE Fiscal Manager will respond with confirmation of eligibility and commission due for each student.
3. Create an invoice with the updated information, and send a completed, valid invoice to the Fiscal Manager at ogefinance@kent.edu.

Valid Invoice

In order to be processed for payment, your invoice must be submitted within the following date window – invoiced submitted outside this date range will not be paid:

- No sooner than 15 days after the start of the semester being invoiced
- No later than the invoice deadline for the semester of enrollment
 - Fall intake December 31st deadline
 - Spring intake May 31st deadline

Your invoice should include all the following:

- Prepared on company letterhead, with complete contact and address information
- Invoice number and date

- Correct information, including eligible student's name, date of birth, KSU student ID number, student's level and program of study, and the correct commission amount.
- One of the following mandatory statements (whichever applies to your location):
"I certify that all of the services were rendered outside the United States." OR:
"I certify that ___% of the services were rendered in the United States."
- The mandatory statement regarding the students' location: *"I certify that recruitment services occurred while all students listed above were outside the United States."*
- Your complete current banking information, which must match the banking information in our online vendor payment system. If you change bank accounts, please notify us immediately and so we can send you instructions on how to change the information in the online system. The banking information on your invoice should include the following:
 - Bank Name
 - Bank Address
 - BIC/ Swift Code, *for accounts outside the U.S. (or Routing Number, if a U.S. account)*
 - IBAN / Account Number
 - Account Name (the name on the corporate account, not an individual's name)
 - Account Type: checking or savings, *if a U.S. account*

Any invoice that does not have the complete and correct information will be returned to the agency for correction and will result in payment delays.

Payment

KSU now uses a third-party vendor management system called PaymentWorks. You must register through PaymentWorks in order for KSU to process and pay invoices. This system also allows you to view the payment status of invoices and the date payment was made. If you are not already registered, you will be invited by email to register at the time of your next invoice. Questions about registration must be submitted directly to PaymentWorks at support@paymentworks.com.

Our goal is to process all correct, complete invoices as soon as they are received; however, staffing and workflow do not always allow that to happen; please allow up to 30 days for payments to be processed.

Payment to bank accounts outside the United States will be paid via wire transfer or other payment method you select in PaymentWorks. Your agency must have a valid W-8 on file. The W-8 is required by U.S. tax authorities and is valid for 3 years; if yours is not current at the time you submit your invoice to us, we will notify you and send you a new TINC form and instructions for completion.

Payments to bank accounts in the United States can be paid via check or ACH electronic funds transfer. If your bank is in the U.S., please specify which method you prefer.

Agent Assessment

We view our relationship with you as a long-term commitment with the understanding that building institutional branding and marketing can take time. We understand that the nature of recruiting markets can vary greatly by country and region. One of the factors we evaluate in assessing our Agent Partners' success is the number of students recruited, but that it certainly not the only factor. We appreciate the value you bring in evaluating your students fully to determine which of them will be the best fit for Kent State University, and we know that means that the numbers do not tell the full story. Factors that we will use in assessing your performance are:

- Overall number of enrollments
- Conversion rate from applicants to enrollments
- Quality of your student applicants
- Communication
- Responsiveness
- Professionalism
- Reliability
- Honesty
- Integrity
- Compliance with KSU's and students' requests

We assess our agents' performance throughout the life of the contract. All decisions regarding new or renewal contracts are made by our Agent Review Committee (ARC), which meets approximately monthly. Our standard contract term is 3 years, and if the ARC decides to renew your contract for a further three-year term, we will contact you prior to the expiration and send you a new contract for the renewal term.

Please let us know how we are doing as well – we know that your success depends in large part on the support we provide to you, so we always welcome your feedback about how we could be doing better.

Your Kent State Team

Your primary point of contact for all contract management matters, invoice processing questions and general issues relating to our policies and procedures should be directed to Rachael Mundie, our Associate Director of International Partnerships, at partnerships@kent.edu. As noted above, your invoices and payment questions should be submitted to OGEFinance@kent.edu. Communication regarding the application or admissions process should be sent to us at intladm@kent.edu. And if you'd like to speak to us in person, we can arrange an online meeting or you can call 330-672-7980. If you plan to be traveling in or near Ohio, we will be happy to see you and arrange faculty meetings and a tour of our campus. Our physical address is:

Office of Global Education
 Kent State University
 106 Van Campen Hall
 625 Loop Rd.
 Kent, OH 44242

Visit the following link for a complete list of our OGE staff and email addresses:

<https://www.kent.edu/globaleducation/oge-staff-directory>



Marketing Toolkit

Video Links:

You can subscribe to Kent State's YouTube Channel here: <https://www.youtube.com/kentstatetv>

Invite your students and their parents to take a Virtual Tour of our Kent campus:

https://www.youvisit.com/tour/kent?_sp=cc434bda-01b9-4950-96e6-19f0fb61a332.1690395677506&pl=v

Campus Life Videos: <https://www.kent.edu/kent/campus-life-videos>

Admissions Video: <https://www.youtube.com/channel/UCQleJVleB368WUIMOTQg5Nw>

Downtown Kent, Ohio: <https://www.youtube.com/watch?v=Vxbr5JzKZY8>

Kent State Time Lapses: <https://www.youtube.com/watch?v=Bs1iB1EaDME>

Connect with us on social media:

KSU Global Education FaceBook page: <https://www.facebook.com/kentISSS>

KSU Global Education Twitter: <https://twitter.com/kentstateISSS>

KSU Global Education YouTube channel: <https://www.youtube.com/user/kentstateglobaled>

KSU Global Education Flickr link (photos): <https://www.flickr.com/photos/kentstateglobal>

Other Useful Links:

Office of Global Education main page: <https://www.kent.edu/globaleducation>

Kent, Ohio, Chamber of Commerce Website: <http://www.kentbiz.com/special-events-info>

International Admissions: <https://www.kent.edu/admissions?au=international>

International Admissions FAQ's: <https://www.kent.edu/admissions/frequently-asked-questions>

Tuition & Fees: <https://www.kent.edu/tuition>

Scholarships: <https://www.kent.edu/admissions/international-students-scholarship-resources>

ISSS: <https://www.kent.edu/globaleducation/international-students-scholars>

Majors & Degrees: <https://catalog.kent.edu/programs/>

KSU Course Catalog: <https://catalog.kent.edu/>

KSU Academic Calendar: <https://www.kent.edu/academic-calendar>

On-Campus Housing: <https://www.kent.edu/housing/future-residents>

Off-Campus Housing: <https://www.kent.edu/housing/localhousing>

Meal Plans: <https://www.kent.edu/dining/meal-plans>

Student Organizations: <https://www.kent.edu/csi/student-organizations>