



PURDUE UNIVERSITY NORTHWEST

EMSA

MEMORANDUM of UNDERSTANDING
BETWEEN

Enrollment Management & Student Affairs (EMSA) and the Academic Colleges

This Memorandum of Understanding (MOU) serves to codify an agreement between Undergraduate Admissions (UGA) in the division of Enrollment Management & Student Affairs (EMSA) and the Academic Colleges regarding new international recruitment agent acquisition, continuing agent relationship management, and international recruitment agency commission payments. This agreement is warranted following the permanent closure of the Office of Global Engagement and the institutional shift to the Incentive-Based Budget Model (IBBM).

International recruitment agents at Purdue University Northwest (PNW) are an essential component of the international recruitment strategy. Recruitment Agents are international partners who are on the ground in target markets helping to recruit degree-seeking undergraduate, graduate, and English Language Program students throughout the year. They serve as contacts for prospective students when Undergraduate Admission is not actively recruiting in-country. Undergraduate Admissions will continue to serve as the primary coordinator for relationship management with these recruitment partners, leveraging functioning handoffs with the Graduate School and ELP regarding inquiries about their student populations.

Undergraduate Admissions

UGA will identify new recruitment agencies and manage international recruitment agency relationships consistent with internal policies and procedures, and best practice. This includes but is not limited to agency onboarding, routine communications regarding all academic programs and PNW updates, applicant status updates, and commission tracking. Agent partners do not receive or set quotas for enrolled students by academic level or major, which promotes ethical recruitment and enrolled students who persist in PNW programs.

Agency commissions are currently set at 15% of tuition for the first two consecutive full-time semesters of ELP and/or academic study, consistent with the policies and procedures outlined in the existing recruitment agency contracts. An agency may collect commissions for two semesters of ELP (funded by the ELP) and two semesters of academic study (funded by the college).

Commission Payments

The English Language Program (ELP) and the academic Colleges are each responsible for paying the international recruitment agency commissions for students enrolled in their programs. Future contracts will adhere to this same model unless otherwise discussed and agreed upon. The margin international students pay above the out-of-state rate during their first year of study in each Academic College exceeds the agency commission rate.



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Process:

Each semester following the add/drop period, UGA will partner with Managerial Accounting to prepare a roster of international students in each college subject to the recruitment agency commission along with the total amount due for the ELP/College. UGA will verify that each student is enrolled fulltime and that their tuition bill is paid in full. UGA will initiate a transfer request of funds for the amount due from each College, and coordinate payment to the recruitment agency partner.

Signatories:

DocuSigned by:
Lawrence Hamer 12/15/2020
180468A5CF0440D...
Lawrence Hamer Date
Dean, College of Business

DocuSigned by:
Niaz Latif 12/14/2020
CF354A8B2EBB4D6...
Niaz Latif Date
Dean, College of Technology

DocuSigned by:
Niaz Latif 12/14/2020
CF354A8B2EBB4D6...
Niaz Latif Date
Interim Dean,
College of Engineering and Sciences

Kenneth Holford Date
Vice Chancellor, Academic Affairs and Provost

DocuSigned by:
Elaine Carey 12/18/2020
910AC62CA2E34FA...
Elaine Carey Date
Dean, College of Humanities, Education and
Social Sciences

DocuSigned by:
Yohlunda Mosley 12/14/2020
F82B084B58874F4...
Yohlunda Mosely Date
Vice Chancellor,
Enrollment Management & Student Affairs

DocuSigned by:
Lisa Hopp 12/14/2020
D8940450320548C...
Lisa Hopp Date
Dean, College of Nursing

In Progress