



Student Recruitment Policy

Background

Berlitz Manchester recruits students both through ETOs and Educational Consultants and directly through word-of-mouth referrals and web-based enquires. We recruit most of our students through ETO's and EC's (around 85%) and prefer to limit the number of representatives we work with and aim to ensure that those we do work with, have visited the school, know us well and can give an accurate and true picture of the school to potential students.

ETO's and EC's

Berlitz Manchester is committed to working with quality agents and representatives, from around the world, who are committed to high standards of professionalism.

We are happy to work with new agents after going through a vetting procedure and taking out references.

We do not want to work with any agents or accept direct bookings from countries where there is a history of visa abuse.

Direct bookings

We always acknowledge enrolments within 8 working hours. Generally, direct students enrol online through our website. Once we have accepted an enrolment, received a deposit and have all of the documents we need, we will process the booking and email an acceptance letter, certificate of registration (if they do not require a visa) and an invoice to the student.

If the student needs to apply for a Short-Term Study Visa (STSV) then along with the acceptance letter and invoice, we will send the visa letter by email (we only post documents on request and refer to this in the acceptance letter). These documents are usually sent around 2 days after we have confirmed the booking. As per our terms and conditions, all fees should be paid in full no later than two weeks before the course start date. The accounts team monitor this and chase up where appropriate.

ETO and Educational Consultants' bookings

When students enrol through an ETO or EC, the procedure is as above but the representative will hold the student's deposit (unless otherwise specified in their agreement). The documents are emailed/posted on request to the representative unless otherwise stated.

Student Enrolment Conditions

We accept students according to the following conditions:

- **Age:**
We operate according to a minimum age requirement of 18 years.
There is no maximum age, however, our student profile is 18 – 30 and enquirers over



35 are reminded that the average age of the students in the school is 20 -25 years.

- **Levels:** We accept all levels . Beginners may require additional support in order to reach an adequate level join group classes and are advised accordingly prior to emnrolment. The majority of our students are between intermediate and advanced level.
- **Programmes:** We accept Students and individuals on a wide range of programmes , according to our marketing material. English electives are available for students wishing to incorporate focus on exam preparation or ESP programmes. Where students request incorporation of specific ESP programmes, a Need analysis is conducted to ensure that the proposed programme will meet the clients needs. ESP programmes are typically delivered as one2one programmes or as a combination of Group programmes plus one2one programmes .
- **Capacity:** Current Capacity is 200 students.