

Pre-Enrolment Information Procedure

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Responsible Officer:	Chief Recruitment Officer; Chief Marketing Officer.
Functional Owner:	Head of Student Support, Central Services; Sales Operations Manager; Course Marketing Manager.
QAS Owner:	Student Acquisition Quality Manager
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Version:	Version 2: Minor reference changes (Jan-13) Version 3: Administrative changes (Apr-13) Version 2 & 3 did not require ETAB approval. Version 4: Minor update to outcomes of the annual policy review (Feb-14). Version 4 did not require ETAB approval. Version 5: Minor changes to reflect new organisational design. Version 6: Changes to reflect VET FEE HELP update. Version 6 Endorsed by ETAB 8 July 2015.

Scope:	Course Type	Nationally Recognised Training
	RTOs:	Open Colleges Pty Ltd Integrated Care & Management Training Pty Ltd College of Fashion Design Pty Ltd
	Partner RTOs	Yes

Communication:

All Policies, Procedures, Forms and Guidelines are loaded into the Quality Management System (QMS) in Firefly. This will automatically update documents in OCTiVE and OpenSpace. Updates are communicated to staff through Firefly Chatter, Trainers and Assessors through OCTiVE News and students through the Student Lounge in OpenSpace.

1. Background

To attract prospective students Open Colleges undertakes a range of marketing activities. To assist prospective students to make informed decisions, Open Colleges provides prospective students with:

- Course Information; and
- General Study Information; and
- VET FEE HELP Information Booklet where relevant; and
- Access to a specialist Course and Careers Advisor.

2. Marketing

Open Colleges uses a range of marketing strategies to attract prospective students to its websites.

2.1 Accuracy and Integrity of Marketing

The Chief Marketing Officer is responsible for ensuring that all marketing and promotions activities are accurate and align with the principles outlined in the Recruitment, Admissions and Enrolment Policy (PO1).

2.2 Use of the Nationally Recognised Training Logo

The Chief Marketing Officer is responsible for ensuring that the Nationally Recognised Training logo is used in accordance with its conditions of use.

Specifically, Open Colleges:

- Will only use the Nationally Recognised Training Logo in association with the Nationally Recognised Training courses delivered by Open Colleges; and
- Will not use the Nationally Recognised Training Logo in association with any unaccredited courses delivered by Open Colleges.

Refer to PR1.3 for details relating to marketing procedures.

2.3 Audit of Marketing Information

The Head of Policy, Regulation and Audit undertakes a quarterly audit of the marketing and promotions activities against the marketing principles outlined in the Recruitment, Admissions and Enrolment Policy (PO1) and the specific conditions of use of the Nationally Recognised Training logo.

A report on the outcomes of the quarterly audit is provided to the Chief Marketing Officer and the Education Management Team. The Chief Marketing Officer will provide a formal response to the audit, including any specific training areas or corrective actions for the Marketing Team.

The audit report and the response from the Chief Recruitment Officer will be tabled for the Quality and Continuous Improvement Committee and Education and Training Advisory Board.

3. Course Information

Open Colleges provides Course Information to prospective students to assist them to make informed decisions about their course options.

3.1 Provision of Course Information

Course Information is made available to prospective students through:

- Open Colleges' websites; and
- Open Colleges' Course Brochure (available on the Open Colleges' websites).

3.2 Type of Course Information

Typically, Course Information includes (but is not limited to):

- Course overview;
- Vocational or job outcomes;
- Course entry requirements;
- Course pre-requisites;
- English language proficiency requirements;
- Mode of delivery for the course;
- Information on types of assessments;
- Course duration and expected study loads;
- Information relating to the Trainers and Assessors of the course;
- Additional equipment or resource requirements for the course;
- Structured workplace learning or workplace assessment requirements;
- Articulation opportunities on successful completion of the course;
- Entry pathways into the course;
- Industry recognition of the course;
- Units of competency in the course;
- Course inclusions, such as textbooks or other learning materials;
- Course tuition fees and any other related fees; and
- VET FEE HELP Information Booklet where relevant;
- Opportunities for Recognition of Prior Learning or Credit Transfer.

3.3 Source of Course Information

The Learning and Assessment Strategy is the foundation source document for Course Information provided to prospective students (see PR2.1 New Course Planning and Design Procedures, FR2.4 LAS Template and GL2.1 LAS Guideline).

3.4 Course Information Release Process

PR2.2 New Course Development and Release Procedure outline the procedures relating to the development of Course Information for new courses.

3.5 Course Information Review

Course Information will be systematically reviewed:

- In accordance with the Course Review process outlined in PR3.1 Course Continuous Improvement Procedure; and

- Any time a Continuous Improvement Form (FR3.1) has been actioned by the relevant Head of Portfolio (or their delegate).

3.6 Changes or Improvements to Course Information

Changes or improvements to Course Information may be identified by:

- Staff;
- Trainers and Assessors;
- Current or prospective students; or
- Other stakeholders.

Where a change or improvement to Course Information is identified, the relevant Open Colleges' staff member (who has identified the change or improvement or to whom the change or improvement has been reported) will complete a Continuous Improvement Form (FR3.1). PR3.1 Course Continuous Improvement Procedure will then apply.

3.7 Accuracy of Course Information in Marketing Materials

The Chief Marketing Officer will ensure that the information on the Open Colleges' websites and the Course Brochure accurately reflects the course information provided in the Learning and Assessment Strategy.

4. General Study Information

Open Colleges provides General Study Information to prospective students to assist them to make informed decisions about the style and mode of delivery offered by Open Colleges as well as the general terms and conditions of studying with Open Colleges.

4.1 Provision of General Study Information

General Study Information is made available to prospective students through:

- Open Colleges' websites; and
- Open Colleges' Student Handbook (see DC1.1).

4.2 Type of General Study Information

Typically, General Study Information includes information relating to Open Colleges' but is not limited to:

- Learning approach and principles;
- Online learning platform and requirements;
- Academic support services;
- Learning support services;
- Peer support services;
- Student administrative support services;
- Relevant policies and procedures;
- Student terms and conditions of enrolment;
- Any administrative fees; and

- General study advice and guidance; and
- Student Code of Conduct (see PR5.4).

4.3 Source of General Study Information

The Student Handbook is the foundation source document for General Study Information provided to prospective students.

The Student Handbook is available to:

- Prospective students on the Open Colleges' website; and
- Current students in the Student Lounge in OpenSpace.

4.4 Student Handbook Development

The Head of Student Support, Central Services is responsible for:

- The development of the Student Handbook;
- Presenting the Student Handbook to the Education Management Team for review and approval; and
- Ensuring that the Student Handbook is actively promoted to current and prospective students.

4.5 Student Handbook Review

The Head of Student Support, Central Services and the Education Management Team will review the Student Handbook at least annually or as required in response to feedback.

4.6 Changes or Improvements to Student Handbook

Changes or improvements to the Student Handbook may be identified by:

- Staff;
- Trainers and Assessors;
- Current or prospective students; or
- Other stakeholders.

Where a change or improvement to the Student Handbook is identified, the relevant Open Colleges' staff member (who has identified the change or improvement or to whom the change or improvement has been reported) will notify the Head of Student Support, Central Services by email outlining the proposed change or improvement.

The Head of Student Support, Central Services will determine whether the proposed change or improvement should be:

- Actioned immediately; or
- Included as part of the systematic annual review of the Student Handbook.

4.7 Accuracy of General Study Information in Marketing Materials

The Chief Marketing Officer will ensure that the information on the Open Colleges' websites and Course Brochure accurately reflects the General Study Information available in the Student Handbook.

5. Course and Careers Advisors

Prospective students are encouraged to contact a specialist Course and Careers Advisor at Open Colleges to discuss their study and career options and the courses available at Open Colleges. Course and Careers Advisors specialise in a select group of courses offered by Open Colleges.

5.1 Access to Advisory Service

Prospective students can request a consultation with a Course and Careers Advisors by lodging their contact information on an Open Colleges' website or by contacting Open Colleges by phone.

Open Colleges' Course and Careers Advisors seek to respond to consultation requests as soon as possible and no longer than 24 hours from the time the request is lodged.

5.2 Nature of Advisory Service

The Course and Careers Advisors will discuss the prospective students':

- Objectives and goals;
- Background and work experience;
- Previous education experience and qualifications;
- Expectations of the course;
- Expectations of the general study experience;
- Time commitments;
- Proposed course, including:
 - Vocational outcomes of the course;
 - Entry Requirements and Pre-Requisites;
 - Recognition of Prior Learning and Credit Transfers;
 - English Language Proficiency Requirements;
 - Duration and general time commitments;
 - Mode of delivery;
 - Assessment approach;
 - Any work placement requirements; and
 - Any other specific course requirements.

Based on this information, the Course and Careers Advisor will determine:

- The appropriateness of the proposed course of study for the student; and
- Whether there may be opportunities for Recognition of Prior Learning or Credit Transfer.

The Course and Careers Advisor will also outline:

- The tuition fees for the course;
- Any other administrative fees for the course;

- The payment options (upfront or instalment or VET FEE HELP, if applicable); and
- The key terms of the Student Agreement including the Refund Period and/or census dates, as applicable.

The Course and Careers Advisors may recommend alternative course options for the prospective student where they believe:

- The proposed course may not meet the students objectives and goals; or
- The student may not meet the entry requirements for the course.

Where appropriate, the Course and Careers Advisors will use the Reasonable Adjustment Guideline for Course and Careers Advisors (GL9.1) to advise prospective students of the Reasonable Adjustment options available to students.

Typically, Course and Careers Advisors will engage with prospective students by phone. In some cases, and normally at the request of the prospective student, the Course and Careers Advisor may consult with the prospective student by email.

5.3 Enrolment Support

Where a prospective student wishes to enrol in a course, the Course and Careers Advisor will support the student to complete the enrolment process as outlined in PR1.2 Admissions and Enrolment Procedure. Alternatively, the student may choose to enrol online on the Open Colleges' website using the online enrolment system.

5.4 Recruitment and Management of Course and Careers Advisors

The Chief Recruitment Officer is responsible for the recruitment and leadership of the Course and Careers Advisors. Course and Careers Advisors are grouped into individual teams, of up to ten Course and Careers Advisors, which broadly align with Open Colleges' Divisions. Each Team has a Team Leader. The Team Leaders are responsible for the day-to-day management and support of Course and Careers Advisors.

5.5 Course and Careers Information and Training

Course and Careers Advisors obtain course and careers information from the relevant:

- Learning and Assessment Strategy;
- Course brochure and webpage; and
- Student Handbook.

In addition, Course and Careers Advisors participate in fortnightly training sessions provided by the Head of Portfolio (or their delegate) and Team Leader. Course and Careers Advisors are required to undertake systematic independent research into their relevant industry or occupational trends.

5.6 Professional Development of Course and Careers Advisors

Open Colleges records the telephone conversations between prospective students and the Course and Careers Advisors. These recordings provide an important basis for review and professional development with individual Course and Careers Advisors. The Team Leaders develop a specific professional development plan for each Course and Careers Advisor.

5.7 Cancellations, Complaints and Feedback

The Team Leaders systematically review cancellations and complaints. In addition, the Annual Student Survey (see PO12: Continuous Improvement Policy) seeks student feedback on the satisfaction with the pre-enrolment process and, specifically, the performance of the Course and Careers Advisors. Furthermore, the Head of Student Support, Central Services conducts a post-engagement survey with prospective students. This information is used to inform the training and development plan for the Course and Careers Advisors.

5.8 Audit of Information

The Head of Policy, Regulation and Audit undertakes a quarterly audit of a random sample of telephone recordings to assess the accuracy of the information provided by the Course and Careers Advisors.

A report on the outcomes of the quarterly audit is provided to the Chief Recruitment Officer and Education Management Team. Chief Recruitment Officer will provide a formal response to the audit, including any specific training areas or corrective actions for Course and Careers Advisors and Team Leaders.

The audit report and the response form the Chief Recruitment Officer will be tabled for the Quality and Continuous Improvement Committee and Education and Training Advisory Board.

6. Student Agreement

The Student Agreement (see DC1.2) informs students of their rights and obligations with Open Colleges. Prospective students are required to read and accept the Student Agreement prior to enrolment (See PR1.2 Admissions and Enrolment Procedure).

The Student Agreement is published on the:

- Open Colleges' websites;
- Enrolment Form (including OES); and
- Confirmation of Enrolment.

The Student Agreement is reviewed annually. Student Agreement changes are typically applied to new students and are not applied retrospectively to existing student enrolments. Changes to the Student Agreement are communicated to:

- Staff through Firefly and training sessions; and
- Prospective students through the Open Colleges' websites; and
- Students through OpenSpace.

In accordance with the terms outlined in the Student Agreement, a student may:

- Seek to cancel their enrolment by completing the Cancellation Request Form (FR4.5); or
- Transfer their enrolment to another course by completing the Course Transfer Request Form (FR4.6); or
- Withdraw before the census date, by completing (FR4.17) where the student is eligible for VET FEE HELP in a VET FEE HELP enabled course.

Cancellation Requests and Course Transfer Requests are subject to specific terms and conditions as outlined in the Student Agreement. The Admissions and Enrolment Procedure (PR1.2) provides additional information on the cancellation and course transfer process.

7. Schedule of Administrative Fees

The Schedule of Administrative Fees (see DC1.3) outlines fees for additional services provided by Open Colleges.

The Schedule of Administrative Fees is published on the Open Colleges' websites and OpenSpace.

The Schedule of Administrative Fees is reviewed annually. Changes to the Schedule of Administrative Fees are communicated to:

- Staff through Firefly; and
- Trainers and Assessors through OpenSpace; and
- Students through OpenSpace.

Related Forms and Documents

	Location		
	OpenSpace	Website	QMS
Procedures			
PR1.1 Pre-Enrolment Information Procedure	X	X	X
PR1.2 Admissions and Enrolment Procedure	X	X	X
PR1.3 Marketing Procedure	X	X	X
Forms			
FR1.1 Enrolment Form	X	X	X
FR4.5 Cancellation Request Form	X	X	X
FR4.17 Withdrawal Form for VET FEE HELP	X	X	X
Documents			
DC1.1 Student Handbook	X	X	X
DC1.2 Student Agreement	X	X	X
DC1.3 Schedule of Administrative Fees	X	X	X

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