



## **LCCMS Code of Ethics**

### **LCCMS follows ASIC's codes of Ethics here under: Educational Representatives (Agents)**

1. Demonstrate appropriate attributes and abilities to competently service the legitimate needs of international students.
2. Do nothing to support or encourage illegal actions.
3. Maintain proper and high standards of professional conduct of business as an international education agent by actively upholding this code at all times.
4. Accurately represent areas of competence, education, training and experience.
5. Maintain the confidentiality and integrity of information about student and communications with students. Complying with data protection law and any policy of the adviser's employing organization on confidentiality and record keeping. Ensure that information about any circumstances in which information may be disclosed without prior authorization is available to students.
6. Refrain from unjustified or unseemly criticism of other educational representatives or institutions and seek to resolve any conflict of advice directly with the party concerned in a professional manner.
7. Establish appropriate resources and procedures needed to provide professional support services to international students and institutions.
8. In particular, keep them informed, as may be relevant to their areas of advice, of developments in statutory and case law, regulations, immigration rules and procedures, institutional policies and other codes.
9. Be accountable to both institution and student clients.
10. Be aware of the difference between information, advice and counselling and be able to recommend qualified counselling assistance to students who may benefit from it.
11. Recognise the boundaries of their qualifications and competence, making appropriate referrals when situations fall outside them.
12. Actively seek to promote personal professional development and keep themselves informed of current developments in their fields.
13. Provide student and institutions with information they need and not withhold relevant information.
14. Act in good faith and with fairness, consideration and objectivity.
15. Providing a representative voice regarding issues that are of importance to college programmes.
16. Provide the range of services required by represented institutions to ensure co operative delivery of quality support to international students.
17. Work with institutions and professional bodies as a provider quality education agent.
18. Supporting and promoting college education programmes.
19. Promoting and providing professional development.
20. Prompt / timely responses to communications.
21. Not discriminate, or tolerate discrimination on the part of others, on the basis of ethnic or national origins, gender, sexual orientation, religion, disability or age.
22. Be aware of, and show appropriate sensitivity to and respect for, other cultures and value systems.
23. Act in the best interests of the student, while respecting institutional policies, statutory and legal requirements and the legitimate interests of sponsors.
24. Principally concerned with the personal, social, educational and career needs of the students.
25. Educational representatives are required to advertise in an ethical manner by not engaging in false, misleading or damaging advertising.



26. Educational representatives should continually monitor their effectiveness as professionals and take steps to improve when necessary.

**Code of Ethics - International Educational Institutions**

27. The marketing of education services overseas should be consistent with the maintenance of academic standards and the safeguarding of the interests of both institutions and international students. Institutions should promote accurately and honestly educational programmes in terms of quality, standing and availability.
28. Institutions should have a clearly enunciated policy for all staffs, representatives and agents with respect to the promotion and marketing of education services overseas.
29. Institutions should acknowledge the need for good practice to ensure fairness in their promotion and marketing of educational services overseas with regard to :
30. Other institutions
31. The interests of both local and international students
32. The perceived quality of the education
33. The cultural and educational relationships among the countries
34. Differences among institutions should be portrayed in a comprehensible and accurate way so as to project a cooperative marketing image to the target countries. No false or misleading comparisons should be drawn with any other provider.
35. Selection criteria for international students should be such as to maintain the institution's academic standards and to encourage high success rates.
36. Institutions should recognize on-going responsibilities for the education and welfare of international students, ensuring that the academic programmes, support services and learning environment offered encourage a positive attitude towards the institutions.
37. Institutions should establish an appropriate infrastructure to be the focal point for all enquiries and to ensure both the effective implementation of the institutions' international students programme and the provision of all necessary support services.
38. Institutions should provide to prospective international students accurate and comprehensive information on the institutions admission requirements and procedures, the courses available, tuition and living costs, living conditions, accommodation and other services. Advertisements and promotional literature should not include misleading or ambiguous statements about the nature of the course, or the cost of the award offered.
39. Staff members representing institutions overseas should be carefully selected and be:
40. Sympathetic, clear communicators with a thorough knowledge of their own institution's courses and procedures
41. Sensitive to the culture and customs of the target country, and aware of its historical and political background and educational systems
42. Knowledgeable, experienced and competent in the administration of student policy and in face-to-face dealings with students
43. To the extent that it is relevant the spirit of this Code also is intended to apply to institutions and their national and international partner institutions which offer courses through twinning arrangements, distance education or other modes.
44. Institutions should at all times conduct themselves with integrity and in a manner that will contribute to the image of a reliable and trustworthy provider of high quality education and training.
45. Institutions should promote themselves in a professional and ethical manner and should ensure that all marketing activities reflect best practice
46. Institutions should behave toward other institutions, professional colleagues and other countries in a respectful and courteous manner.
47. Institutions should be aware of all other codes of practice and guidelines that may have relevance to international activities and international students and should ensure that they observe the requirements of these codes.

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