



FAIRFIELD INTERMEDIATE SCHOOL

## **MARKETING POLICY FOR INTERNATIONAL STUDENTS**

### **OUTCOME 13: MARKETING AND PROMOTION( clauses 56/ 57 of the Code of Practice )**

#### **RATIONALE:**

To ensure that the marketing and promotion to prospective International Students of the services provided by Fairfield Intermediate School includes clear sufficient and accurate information enabling those International Students to make informed choices about the services provided.

#### **GUIDELINES and PROCEDURES:**

1. To proactively seek to understand the information needs of international students and parents/guardian
2. To develop and provide information to international students and review the information to ensure it is kept up to date.
3. To ensure that International Students, as a minimum, information about the following;
  - a) Fairfield Intermediate School's quality assurance results
  - b) Fairfield Intermediate School's instruction, staffing, facilities and equipment available to international students.
  - c) The International Student Contract Dispute Resolution Scheme
4. Fairfield Intermediate School's potential learning outcomes for international students, including pathways for further study.
5. Estimated tuition and living costs for international students in Hamilton and the wider Waikato area.
6. Accommodation and transport in the surroundings of Fairfield Intermediate School, or ways to obtain such information.

#### **EVIDENCE:**

1. The Fairfield Intermediate School website
2. The Fairfield Intermediate School International Student Facebook page
3. The Fairfield Intermediate School prospectus.
4. The Information Handbook for International Students and Parents.
5. The International Student Orientation documentation
6. documents for Fairfield Intermediate School International Department.

7. Internal Code self attestations and reviews on Key Evaluative Questions for Code of practice quality assurance

**EVALUATION:**

1. The International Student Director in conjunction with the School Principal and Finance Officer shall report to the Board of Trustees on a minimum of twice a year with reference to the effectiveness of the procedure. Where required the report will be at the conclusion of each school term.
2. Any new Fairfield Intermediate School International Department learning and/or marketing initiatives, such as online education shall be reported to the Board of Trustees on a minimum of twice a year with reference to the effectiveness of the procedure.

**CONCLUSION:**

1. This policy will be compliant with the NZQA Pastoral Care of International Students Code of Practice 2021.
2. This policy will reflect the ongoing changing environment of the Fairfield Intermediate School's international student market.

Approved Date: June 2023

Review Date: June 2024

Signature: (Director of International Students).....

Signature (Principal).....

Signature (Board of Trustees Chairperson ) .....

This policy is to be reviewed annually.