

AGENT GUIDE **OUR FUTURE AS THE UNIVERSITY OF ADELAIDE COLLEGE**

FREQUENTLY ASKED QUESTIONS

From 10 October 2016, Bradford College will be known as the University of Adelaide College.

Kaplan Higher Education is delighted to announce the signing of a preferred pathway agreement with the University of Adelaide. The College has been preparing students for entry into the University of Adelaide since 2003. The preferred pathway agreement sees Bradford College and the University of Adelaide enter the next phase of their longstanding and successful partnership, further strengthening the relationship after being awarded Preferred Pathway Provider status in 2014. As a demonstration of our mutual commitment to the relationship, from 10 October 2016, Bradford College will be known as the University of Adelaide College.

The University of Adelaide College will continue to offer academic pathway programs (Foundation Studies and Degree Transfer Programs) packaged with pre-sessional English language studies to prepare international students for studies at the University of Adelaide.

As a result of the new agreement, the College students will benefit from an improved student experience and a seamless transition between the College and University.

Why am I being sent this document?

As an official and valued partner agent, we want to keep you informed – in the coming months we are to rebrand to the University of Adelaide College. This is exciting news for everyone and we are very grateful for your support in this very important process. We have prepared these Frequently Asked Questions to address the main concerns.

Why is Bradford College changing its name?

Bradford College offers eligible International students who are unable to gain direct entry an alternative pathway to degree studies at the University of Adelaide. Building upon 13 years of close cooperation, the University and the College wish to more closely align in order to provide an improved student experience and seamless transition between the two institutions.

The rebranding signifies an important milestone in the relationship, facilitating greater opportunity for cooperation. It opens up the prospect of new pathways and additional benefits, above and beyond on-campus program delivery and access to University services and facilities.

When will the new name take effect?

Bradford College's rebrand to the University of Adelaide College will take place on 10 October 2016, although you may notice some materials and communications starting to change in the lead up to that date. See below for other key dates.

What are the legal, contract and accreditation implications?

As a change in trading name from Bradford College to the University of Adelaide College, the College's accreditation status will not change. Confirmations of Enrolment (CoEs) for the Foundation Studies and Degree Transfer programs will continue to be issued under the University of Adelaide's CRICOS code 00123M, as before. None of Bradford College's current contracts and partnerships will change or require renewal, although a process of updating agent contracts will be conducted at the end of the year.

Are there any changes to ownership and operation of the College?

The College continues to be owned and operated by Kaplan Higher Education. As a Kaplan College, there will be a continued focus on lifelong education and enabling individual student success.

Will the Preferred Pathway Partner agreement and name change include other changes and benefits?

While the name change will not cause any changes to students' programs, enrolment or progression, it marks a strategic alliance that not only will benefit the students, but will also further support the provision of a quality higher education experience in South Australia. The two institutions will work together to ensure that study at the University of Adelaide will be made available to a wider variety of students across the globe, and the opportunity for closer collaboration and additional benefits for both students and partner agents will be explored.

When can I start promoting the University of Adelaide College?

The University of Adelaide College can be promoted as of 26 September 2016. Current Bradford College contracted partners will receive an agent branding pack by 26 September 2016, containing a guide to our new brand and how to use it, plus a basic set of marketing resources. Once you receive this, you will be able to promote the College as the University of Adelaide College. Until you receive these resources and further instructions please continue to promote and refer to the College as 'Bradford College'.

When will new applicants receive offer letters for the University of Adelaide College?

From late September 2016 new applicants will receive their offer letter issued from the University of Adelaide College. Until then, students will continue to receive an offer letter from Bradford College.

AGENT GUIDE **OUR FUTURE AS THE UNIVERSITY OF ADELAIDE COLLEGE**

FREQUENTLY ASKED QUESTIONS

If I intend to apply, or have already completed an application, for our October 2016 intake, do I need to re-apply?

No, there is no need to contact us for this reason or to reapply. Our Admissions team will continue to process your application and from 10 October you will start to receive communications from us using our new name, the University of Adelaide College.

Will existing student offer letters need to be amended?

No, offer letters will not need to be amended.

How and when will this news be communicated to my current students?

Current students will receive a letter notifying them of this name change on 3 October 2016. The letter will be accompanied by a set of Frequently Asked Questions to reassure them that all programs, enrolments and conditions for progression to degree studies at the University of Adelaide will remain the same, as will their access to University facilities.

Will student completion documentation change?

No, students will continue to be awarded their completion documents by the College. Students graduating after October 2016 will receive documentation from the University of Adelaide College.

What action do I need to take as a result of the renaming of Bradford College to the University of Adelaide College?

Once you receive your agent branding pack, please start to update your systems, processes and marketing materials (both online and offline).

How much time do I have to update my systems, processes and marketing materials?

We appreciate there is a lot of work to be done but we would like to ensure the rebranding process is completed by 30 November 2016.

Who can I contact, if I have more questions about the Bradford College name change to the University of Adelaide College?

Please contact your local market manager or Stacey Keating, Director, Student Recruitment (Stacey.Keating@kaplan.com) if you have any questions.

Key Dates

26 September 2016:

Sales launch: Receive key marketing resources and allowed to start promoting the College as 'The University of Adelaide College'.

3 October 2016:

All current and prospective students will be notified of the name change. Key communications to feature the University of Adelaide College name.

10 October 2016:

Our first intake of students as the University of Adelaide College and official brand launch. The College is to be referred to as the University of Adelaide College from this date.

30 November 2016:

We thank you for your support in achieving a complete rebrand of your systems, processes and materials by this date.