GBS Student Referral Policy

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Oversight Committee	Executive Board
Policy lead **(Staff member accountable)**	Provost
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Related GBS policies
- GBS Student Charter   - GBS Student Code of Conduct   - GBS Academic Good Practice and Academic Misconduct Policy and Procedure   - GBS Academic Appeals Policy   - GBS Student Protection Plan   - GBS Student Disciplinary Policy   - GBS Equality and Diversity Policy
External Reference Points
1. Information Commissioner's Office, Accessed online at: https://ico.org.uk/ 2. UK Public General Acts, *Data Protection Act 2018*, Accessed online at: https://www.legislation.gov.uk/ukpga/2018/12/contents/enacted 3. UK Public General Acts, *Equality Act 2010*, Accessed online at: https://www.legislation.gov.uk/ukpga/2010/15/contents

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Global Banking School Student Referral Policy

1. **Purpose and Scope**

   1.1 Global Banking School (GBS) encourages current students and alumni to refer friends, colleagues, and family members to GBS where it meets with the educational goals of those who are referred. GBS is committed to growing our student community including our alumni and to that end, we have devised this policy to enable them to earn additional income by increasing our rate of successful student referrals.

   1.2 The purpose of this policy is to outline the conditions under which current students and alumni could receive a financial reward for referring new students to GBS who are subsequently admitted to any of GBS's programmes. The policy also specifies the type and amount of financial reward and when and how it will be given to current students and alumni.

   1.3 The Student Referral Policy details the terms and conditions, the process, timelines, and an outline of the promotional activities used.

   1.4 The new student referral policy applies to all students who are currently registered on a programme at GBS or is a former student at GBS (alumni). Applicants who are referred by current students or alumni must not be represented by or referred by an agent or other third party who is entitled to a commission, bonus, or other form of financial gain.

2. **Classifications**

   2.1 A 'referrer' is the term used for a student who refers a friend, family member or colleague. A 'referred student' or 'new student' is used for the student who is being referred to GBS. Therefore a 'referral' is the term used for the act of referring a student to GBS.

3. **Roles and Responsibilities**

   3.1 The Marketing, Communications and Student Recruitment (MCSR) team play a fundamental role in driving business growth. MCSR are responsible for promoting GBS' programmes to new students. They make sure that GBS is communicating the right messaging to attract new students. The MCSR team must a) oversee the process during every recruitment cycle and b) ensure that students receive

appropriate communication to ensure they understand the scheme. They must also ensure that the referral process promotes equality and maintain confidentiality. The MCSR team can be contacted on: *MarketingandCommunicationsintheDigitalWorld@globalbanking.ac.uk.*

3.2 GBS Finance Department are responsible for monitoring and overseeing the financial activities of the Student Referral Scheme at GBS. GBS Finance team must: a) ensure that new students have been enrolled onto their programme for the first full academic term before releasing payment, b) ensure new students have paid their fees or completed the necessary arrangements to ensure that the Student Loan Company has paid their fee and c) after all due diligence has been carried out, they must ensure that students receive their payments on time. GBS Finance team can be contacted on: finance@globalbanking.ac.uk.

3.3 GBS Academic Standard and Quality Office (ASQO) are responsible for monitoring and review of this policy and can be contacted on asqo@globalbanking.ac.uk.

4. Communication

4.1 The Marketing, Communications and Student Recruitment (MCSR) team will communicate a standard text to the referrers which will include the following message:

> *"Refer a friend, family member or co-worker to GBS and receive £500 once we receive their tuition fee. There is no limit on the number of people you can refer. Terms and Conditions apply."*

4.2 The format of text may vary dependent on promotional method (e.g., email, poster, flyers etc.) The Terms and Conditions will be shared using:

a) Links for all online methods of promotion
b) QR code for all printed methods of promotion. A QR Code is a machine-readable code which is typically used for storing URLs or other information for reading by the camera on a smartphone.

5. Terms and Conditions

5.1 By using or participating in this Student Referral Scheme, the current student or alumni known as the 'referrer' is bound by these terms and conditions and indicates their

agreement to them. By participating, the referrer agrees that all of GBS' decisions are final and binding.

5.2 Under GBS Student Referral Policy the following people can make referrals:

– *Current students* who are studying on a programme delivered by GBS at the time of referral and payment processing (i.e., referral fees cannot be paid to students who have discontinued their programme).

– *Alumni:* Students who have successfully completed a qualification with GBS can be an alumni referrer.

– *Who can be referred:* Anyone who meets the entry requirements of a programme can be referred.

5.3 The Student Referral Scheme only applies to programmes directly taught by GBS and those programmes are eligible for this offer. A full list of programmes is available online at www.globalbanking.ac.uk. GBS will permit an unlimited number of referrals per referrer per academic year. The new student must comply with the following conditions:

– Submit an application and include the full name and student ID of their referrer.

– Successfully complete initial admissions assessment.

– Enroll onto chosen programme of study.

– Have paid their fees or completed the necessary arrangements to ensure that the Student Loan Company pays the fee.

– Complete their first term of study.

5.4 The referrer will only receive payment for each new student referred, provided:

– The referrer must ensure that the new student includes their full name and student ID so GBS can identify where the referral originated from.

– The referred student has successfully enrolled onto their programme.

– The referred student completes their first term of study.

– The referred student provides their referrer's full name and student ID at the time of application.

– GBS receives the first instalment of the referred student's tuition fees.

6. Reward (Payment)

6.1 The referrer is entitled to a referral payment of £500 per new student where all terms and conditions of the student referral scheme are satisfied. For any avoidance of doubt, your payment will be subject to HMRC PAYE income tax and national insurance deductions.

6.2 Payments will be made approximately 4 months after referral. Timescales vary depending on the course being studied. GBS Finance Department will collect payment details ahead of payment and the referrer will be notified of the payment amount before the payment is made. Payments will be made by bank transfer only (BACS). No payment will be made if any tuition fees are in arrears for either the referrer or the new student.

6.3 Please refer to Annex 1 for a detailed outline of our Referral Scheme Process. Annex 2 for our Referral Scheme Timings (GBS) and Annex 3 Referral Scheme Timings (Partners).

7. Changes to the Student Referral Scheme

7.1 GBS reserves the right to change the format of the student referral scheme, amend the terms and conditions or withdraw the scheme at any time.

8. Governing Law

8.1 Any disputes or claim arising out of or in connection with these conditions or their subject matter shall be governed in accordance with the law of England and Wales.

9. Proposed Marketing Approach

9.1 MCSR will share details of the student referral scheme in various ways. Each intake will include the core methods of marketing (but are not limited to online, direct email and classroom presentations). These include:

- **Online:** Moodle will contain a dedicated banner and announcement during each intake and GBS website will have a dedicated hidden page with detailed Terms and Conditions and timelines.

- **Direct email via Zoho:** Joint and/or dedicated emails sharing details of the programmes available for referral (including a link to Terms and Conditions). This

will include two emails per intake, although subject to review and dependent upon the requirements of each intake.

- **_Classroom presentations:_** An up-to-date slide deck will be presented by members of the Student Recruitment team to outline the student referral scheme. This will provide students with an opportunity to ask any questions they may have.

- **_Printed collateral:_** Posters will include new programmes and details of the scheme and a QR code for students to view the Terms and Conditions. Flyers will be used to promote brand new programmes, alongside a QR code and Terms and Conditions.

10. Monitoring and Review

10.1 This policy may be amended by GBS at any time and will be reviewed annually to ensure it is fit for purpose. Any issues related to the monitoring and review of this policy, please contact asqo@globalbanking.ac.uk.

11. Data Protection and Confidentiality

11.1 GBS is registered with the Information Commissioner's Office as a Data Controller. Details of the School's registration are published on the Information Commissioners website. GBS as a Data Controller shall implement appropriate technical and organisational measures to ensure that processing of personal information is performed in accordance with the UK General Data Protection Regulations (UK GDPR) and under the Data Protection Act 2018 (DPA).

11.2 Due to data protection and privacy regulations, the referrer will not receive any updates on the new student's application or tuition fee payment status, except to be notified once the tuition fee has been received and so to request the referrer's details for payment purposes.

11.3 If you are involved in study arrangements with any of GBS Collaborative Partner Institutions, please note that all our partners are also Data controllers and are responsible for the same regulations as GBS and must comply with Data Protection Act 2018 and UK GDPR. Please refer to each of our partner Institutions specifically for further information on their data protection guidelines.

12. Alternative Format

12.1 This policy can be provided in alternative format (including large print, audio and electronic) upon request. For further information, or to make a request, please contact:

- **Name:** Student Welfare Management Team
- **Position:** Student Welfare Officer/Manager
- **Email:** welfare@globalbanking.ac.uk

Annex 1 - Referral Scheme process

Stage	Actions	Team Responsible
Pre referral	Update marketing collateral as appropriate Share scheme details through various channels (email, poster, during lectures, social media) with current GBS students	MCSR
Referral	Details of available programmes link to the 'enquiry/application' page	Referrer
	Enquiry/application is submitted	New ('referred') Student
	Contact the new student to: • Verify details on application or enquiry form and fill any blanks in Zoho • Schedule an Admissions assessment	MCSR
	Standard processing: • Assessment • Offer made (status updated on Zoho) • Pass over to Programme Administrator	Admissions
	New students are invited to GBS to enroll and details of attendees are shared with Admissions Team	Programme Administrator
	Standard enrolment processing Update status on Zoho CRM	Admissions Team
	Student finance application is made	Newly Enrolled Student
	Induction	Programme Administrator
	Begin attending lectures	Newly Enrolled Student
Post Referral	Student details verified and payment dates are scheduled	SLC
	First instalment of tuition fees received by SLC or Student: • Update payment status on Zoho (student referrals are flagged in Zoho after their status is marked as Enrolment) • Pull details of referred students and their referrers • Contact referrers and request bank details	Finance Team
	Share bank details with Finance Team	Referrer
	Process referral scheme payment(s) Marked as 'Referral Award Paid' on Zoho	Finance Team

The table above outlines the Referral Scheme process. External actions/activity are highlighted in grey. GBS cannot process any referral scheme if all actions are not satisfied.

Annex 2 - Referral Scheme Timings (GBS)

Stage	Timeline							
1 - Course start	-	Jan	Feb	Mar	May	Jun	Sept	Oct
2 – Student attendance confirmed	4 weeks after point 1	Feb	Mar	Apr	Jun	Jul	Oct	Nov
3 - SLC processing	1-2 weeks after point 2	Feb/ Mar	Mar/ Apr	Apr/ May	Jun/ Jul	Jul/ Aug	Oct/ Nov	Nov/ Dec
4 - Payment received by GBS	1-2 weeks after point 3	Mar	Apr	May	Jul	Aug	Nov	Dec
5 – Zoho status update – payment received	Within 1 week of point 4	Mar	Apr	May	Jul	Aug	Nov	Dec
6 - Referrers identified on zoho	Within 1 week of point 4	Mar	Apr	May	Jul	Aug	Nov	Dec
7 - Request for bank details	Within 1 week of point 4	Mar	Apr	May	Jul	Aug	Nov	Dec
8 – Bank details returned	-	-	-	-	-	-	-	-
9 - Reward payment processed	Within 1 week from point 8	Apr	May	Jun	Aug	Sep	Dec	Jan
10 - Zoho status update – Reward paid	Within 1 week from point 9	Apr	May	Jun	Aug	Sep	Dec	Jan

The table above is a visual outline of the reward payment process for courses GBS take direct payment for. This table forms part of the details of the scheme presented online to help students understand the timescales.

Specific dates should therefore be avoided and instead ranges, or timescales used.

Timescales for points 9 and 10 are made on the assumption that the referrer shares their bank details (point 8) promptly after receiving the request.

Annex 3 - Referral Scheme Timings (Partners)

Stage	Timeline							
1 - Course start	-	Jan	Feb	Mar	May	Jun	Sept	Oct
2 – Student attendance confirmed	4 weeks after point 1	Feb	Mar	Apr	Jun	Jul	Oct	Nov
3 - SLC processing	1-2 weeks after point 2	Feb/ Mar	Mar/ Apr	Apr/ May	Jun/ Jul	Jul/ Aug	Oct/ Nov	Nov/ Dec
4 - Payment received by partner for processing	1-2 weeks after point 3	Mar	Apr	May	Jul	Aug	Nov	Dec
5 – GBS receives payment	Up to 4 weeks after point 4	Mar/ Apr	Apr/ May	May/ Jun	Jul/ Aug	Aug/ Sep	Nov/ Dec	Dec/ Jan
6 – Zoho status update – payment received	Within 1 week of point 5	Apr	May	Jun	Aug	Sep	Dec	Jan
7 - Referrers identified on zoho	Within 1 week of point 5	Apr	May	Jun	Aug	Sep	Dec	Jan
8 - Request for bank details	Within 1 week of point 5	Apr	May	Jun	Aug	Sep	Dec	Jan
9 – Bank details returned	-	-	-	-	-	-	-	-
10 - Reward payment processed	Within 1 week from point 9	May	Jun	Jul	Sep	Oct	Jan	Feb
11 - Zoho status update – Reward paid	Within 1 week from point 10	May	Jun	Jul	Sep	Oct	Jan	Feb

The table above is a visual outline of the reward payment process for courses our Partners receive payments for, this table applies to all programmes in partnership with:

- University of Suffolk
- Leeds Trinity University

This table would form part of the details of the scheme presented online to help students understand the timescales. Specific dates should therefore be avoided and instead ranges, or timescales used. Timescales for points 10 and 11 are made on the assumption that the referrer shares their bank details (point 9) promptly after receiving the request.