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Policy Title:	New Student Referral Policy	Policy Version:	1
Policy No:	9001	Approval Date:	Jan 18, 2016
Original Submission Date:	April 20, 2015	Effective Date:	Jan 18, 2016
Approval Body:	Academic Council	Revision Date:	July 2016

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## Policy Statement

Ascenda School of Management (ASM) encourages students and alumni to refer friends, colleagues and family members to ASM where it meets with the educational goals of those who are referred.

## Purpose

The purpose of this policy is to outline the conditions under which students and alumni will receive a financial reward for referring new students to ASM who are subsequently admitted to any of ASM's programs and who successfully complete at least the first full academic term. The policy also specifies the type and amount of financial reward and when and how it will be given to students.

## Scope

The new student referral policy applies to all students who are currently registered or are on an approved designated break at ASM.

Applicants who are referred by students 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.

The new student referral policy will not apply to any applicants who are part of an articulation or partnership agreement with another institution.

Applicants referred by a student or alumnus must indicate on the application form the full and complete name(s) of the student who referred them to ASM and their relationship to that student. Only one student or alumnus may be named as the referee.

The financial reward for new student referrals will be applied towards the tuition fees of the referring student once the status of the new student is confirmed. If a referring student is in the final term of the program and there is no option to apply a credit toward tuition fees owing, a payment of the referral fee will be made directly to the student. If the referral is coming from an alumnus, the fee will be paid by cheque.

New students referred by existing students will be treated as all other applicants with respect to the admission process and criteria.

## Definition

These definitions apply to terms as they are used in this policy.

Word/Term	Definition
[Type text]	[Type text]
[Type text]	[Type text]

## Related legislation

"Type Here"

## Related policies

Policy Number	Policy Title
9001	New Student Referral Policy
[Type text]	[Type text]

## Responsibility

The Registrar has the responsibility to confirm the status of the new student and the identity of the referring student or alumnus.

The Registrar, in consultation with the President, has the responsibility for updating the policy and submitting it to Academic Standards Committee for review and recommendation to Academic Council.

The Director of Market Development has the responsibility to review the effectiveness of the policy on student recruitment and to report and to recommend changes to the policy to the Registrar.

The Manager of Marketing Communications is responsible for communicating information about the policy accurately to students and for keeping that information current.

The Financial Administrator will keep records keep on the amounts to be credited to student accounts for new student referrals.

## Financial Consideration

The New Student Referral Fee will be \$250.00 per student and will be subject to change on the policy revision date.

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A student or alumnus who has referred a new student to apply to ASM must inform the Registrar's Office in writing of the name of the applicant who has been referred.

The applicant must note the name of the referring student on the application form ensuring that the complete and full name is recorded.

The Registrar's Office will confirm the identity of the referring student/alumnus.

The normal application and review process will apply to all students referred to ASM.

When a referred student has been admitted to an ASM program and has successfully completed the first academic term at ASM, the referring student/alumnus will be informed by the Registrar's Office in writing with a letter of appreciation.

The reward for referral will be credited toward the referring student's account for tuition fees for the following term as per the amount noted in the Academic Calendar under New Student Referral Policy.

The Registrar will generate a request for authorization of direct payment to an alumnus.

The Registrar will report the number of new student referrals in the regular report to Academic Council.

## APPENDICES

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