



## ELS EDUCATIONAL SERVICES – COUNSELOR CERTIFICATION

*Professional Educational Advising, Global Impact Through Local Presence*



*Ensuring that your prospective students and family receive accurate information and professional guidance from local experts in their home country, in their native language.*

Consider sending your loved ones across the globe to fulfill their higher education goals. Where? How? When? A stressful decision, more complicated by language and cultural barriers.

You would call on an expert to counsel, guide, assure and assist you throughout the selection and applications process. Our qualified ELS Counselors do that for international students coming to your campus.

ELS has an extensive network of qualified in-country Counselors, operating in over 2,300 locations in 102 countries worldwide, providing professional and face-to-face advising in the local language 365 days a year.

ELS understands the vital importance of quality counseling, and invests thousands of hours each year providing in-country training to our Counselors. Training is conducted locally, usually in the local language by ELS-employed Recruitment and Partner Support Officers.

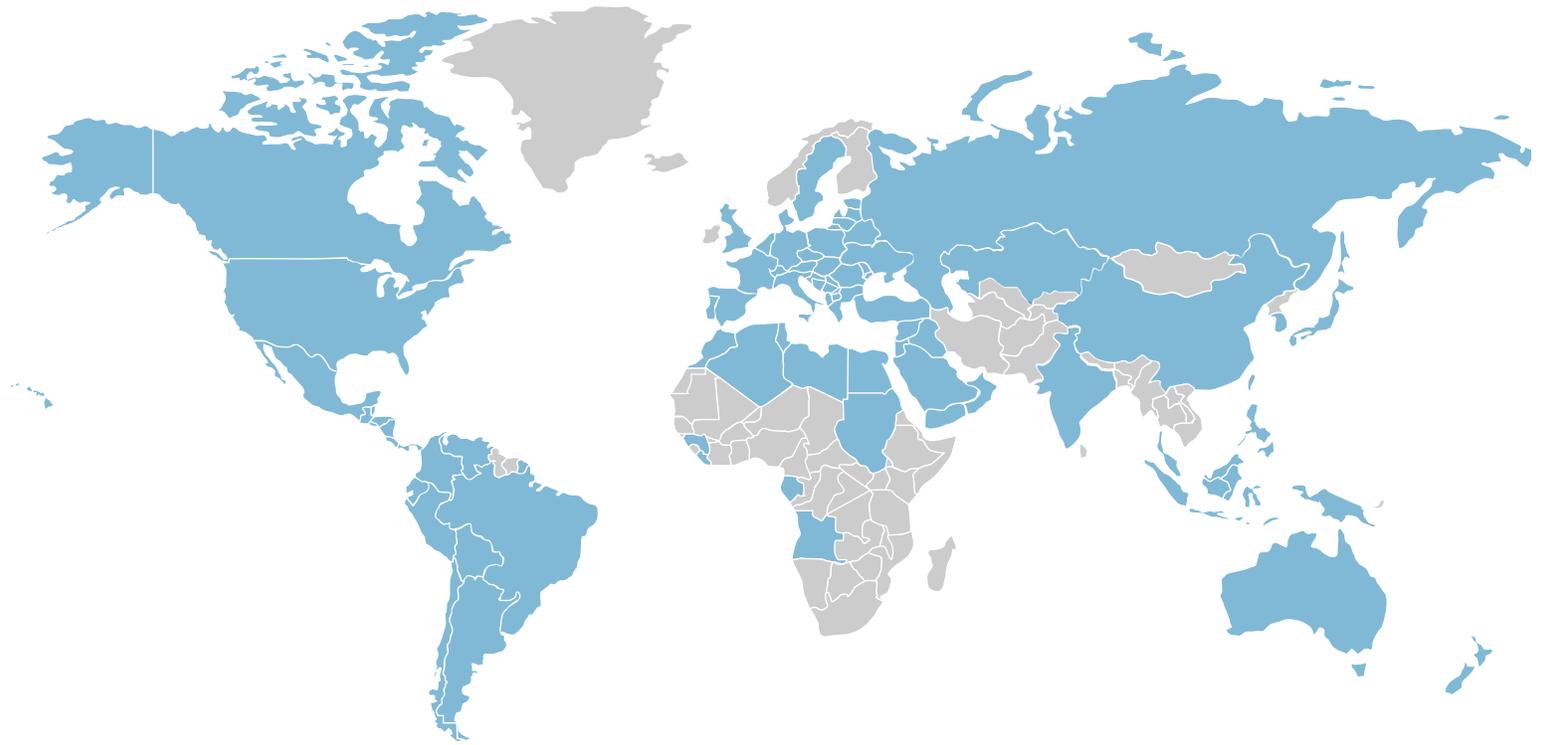
**Access the power of quality local counseling in 2,300 locations distributed through 102 countries**

ELS has created a number of online counseling tools that enable counselors to accurately promote the uniqueness of your university, its programs, and the benefits it offers to international students. These tools provide a comprehensive array of information, continually updated, about each and every school, university and post graduate program's admission requirements in addition to basic facts, figures and department ranking.

**UNIVERSITYGUIDEONLINE.ORG** – containing full program information from over 650 universities worldwide.

- **Students worldwide** identify and compare institutions – profile and program information searchable on over 650 institutions worldwide. Available in 20 languages! Facilitates counseling with local ELS authorized Counselors in their home city and country.
- **ELS Counselors**, via a password-protected view, access amplified and detailed information about entrance requirements, scholarships, decision timelines, notification dates and information needed to identify qualified candidates. This provides accurate information to help the counselor set expectations for student candidates and their parents.

**ELS SUPERSERVICE®** – this password-protected site offers ELS counselors access to a complete resource of ELS information, including the tracking of application status day by day until a Conditional Letter of Acceptance is issued and the student can commence the visa application process.



## COUNSELING PARTNER SELECTION



Initial selection of overseas counseling partners is of critical importance. ELS carefully investigates candidates to be counseling agencies, checking qualifications, financial viability and background references. We have established reliable relationships which, in some cases, have been in place for over three decades. We constantly monitor customer feedback, websites, publications, fees and business practices to be certain that our appointed representatives

respect the ELS Code of Ethical Counseling and Recruitment and are the best in their field. The ELS Code of Ethical Counseling and Recruitment requires the organization to accept corporate responsibility to observe this Code, and all individual counselors also to accept it, in order to access the ELS online Counselor Certification training modules.

## ASSISTING STUDENTS



International counselors hold students' future success in their hands—vital decisions for study abroad are highly based on Counselors' recommendations.

To ensure that students' choices are appropriate for their needs and preferences, Counselors' advice must be dependable. That is, programs and institutions must be presented accurately and Counselors are to be able to tailor their

recommendations to match student profiles. Counselors' efficient and immediate access to the relevant information is key to meeting these goals. For this purpose, ELS has created two web-based resource tools: ELS SuperService and ELS UniversityGuideOnline, which provide both reference and tracking, and are the focus of our training and certification programs.

## QUALIFIED, VERIFIED APPLICATIONS



Once a student has chosen the best school for his or her interests, ELS University Admission Services (ELS UAS) receives the application and reviews it to ensure it is complete and that the candidate is qualified before sending the application to your admissions department. Each application is tracked from the date of receipt in a private, secure intranet, ELS SuperService, where a Counselor can see

the date when the application was received by the university and when an admission decision is made. This online information saves your admissions department hundreds of e-mail inquiries about the status of individual applicants, and your admissions department can be confident that an application received from ELS UAS is a complete document.

## OUR COUNSELORS VISIT YOUR CAMPUS



Each year, ELS brings Counselors to visit our Recruitment Partner campuses and direct-entry pathway locations. They tour the facilities and meet with admissions officers, heads of schools and departments to develop detailed knowledge about your programs and policies. These "familiarization tours" create first-hand

knowledge and bonds of trust with key members of your international student support team. Thanks to the tours, Counselors can speak from a firsthand perspective when describing your school, the location and the ambiance.



## COUNSELOR TRAINING & CERTIFICATION



In order to ensure a professional, worldwide quality standard for counselor training, ELS has introduced a series of online training modules to address the general knowledge and specific research necessary to advise students regarding programs, institutions and destinations appropriate to their preferences and requirements. This training addresses both English preparatory programs and academic study at the undergraduate and graduate levels. Following the training modules, Counselors are assessed in a face-to-face setting by our staff on their ability to research and recommend suitable study choices. Successful Counselors are granted a five-year ELS Counselor Certification.

In 2012, ELS launched this “Counselor Certification” program to train and assess Counselors in using our web-based tools efficiently. The series of three online training modules in reference to ELS English programs

and to Undergraduate and Graduate Pathways were established as the worldwide standard threshold of performance.

The ELS Counselor Certification Assessment, administered after the training, observes standard test security protocols. The structure of the Assessment and reliability analysis have been vetted by a team of outside psychometricians to yield a statistical evaluation of the instrument’s item mix and integrity. The Assessment’s passing score was determined through a standard analysis process.

ELS has launched both the complete series of online training modules — covering ELS English programs as well as undergraduate and graduate admissions — and the full battery of formal assessments to determine certification of individual Counselors.

**ELS’s goal** *is to provide counseling about* **your institution,** *its specific programs of study* **and the special advantages** *you offer to your students.*



For information please contact: [InternationalStudentRecruitment@ELS.edu](mailto:InternationalStudentRecruitment@ELS.edu)