

A data-driven approach to success in learning and assessment



Setting the Scene

The British Council is the UK's international organisation for cultural relations and educational opportunities. One element of its work is engaging with millions of prospective international students globally each year through its network of education agencies and school counsellors.

Powered by [eNetEnterprise](#), the British Council partnered with eCom Learning Solutions to create the UK agent and counsellor training and engagement Hub. This digital platform provides accessible training and regular updates to foster continuous engagement with education agents and counsellors worldwide. By equipping them with the

knowledge and information required to effectively counsel UK-bound students, the Hub aims to strengthen the UK's international student mobility ecosystem.

The Hub is part of the UK's Agent Quality Framework (AQF) which sets out the principles for ethical practice in international student recruitment. The framework was developed by the British Universities' International Liaison Association (BUILA), the UK Council for International Student Affairs (UKCISA), and Universities UK International (UUKi).

The Challenge

Demonstrating their success requires the British Council to show that two key objectives are being met:

- ▶ Equip agents and counsellors with a deeper understanding of the AQF, Equality, Diversity and Inclusion (EDI), and the UK as a study destination.
- ▶ Ensure ongoing engagement with the Hub to maintain high-quality, consistent support for students.

As a government-funded initiative, the British Council need robust data to demonstrate the Hub's impact, with insights into registrations, completion of the training, sustained engagement, and the Hub's influence on agents' practices. British Council asked eCom for support in gathering and presenting this data.



The Solution

To meet this challenge, eCom harnessed two powerful features of eNetEnterprise:

► **iD: Intelligent Dashboards for Smarter Decisions**

The dashboards provide real-time insights into registrations, completion of the training, ongoing engagement, and post-training actions. This visibility allows the British Council to monitor and measure the Hub's performance effectively.

► **iF: Flexible Forms for Smarter Learning**

Using these forms, the British Council are able to gather critical data on

agents' motivations, such as gaining credibility through completion of the training, staying informed about the UK as a study destination, and meeting employer or university requirements. The forms also enable the British Council to collect feedback on the learning content and assessments, helping to refine the experience.

Together, these tools enable continuous improvement of the Hub while delivering clear evidence of success.

The Benefits

The UK agent and counsellor training and engagement hub has had a transformative impact, engaging over 30,000 users from 130 countries so far, with user numbers increasing each month.

Insights gathered through iD (Intelligent Dashboards) and iF (Flexible Forms) indicate that completion of the training has significantly boosted agents' credibility with students, parents, and UK institutions, positioning them as valuable partners in international student recruitment. By providing the British Council with these powerful tools, eCom has helped unlock ongoing success and drive continuous innovation in this area.

Feedback has been overwhelmingly positive, with participants praising the training's relevance, level of challenge, and reasonable time commitment. These insights have provided the British Council with clear evidence that the training is meeting its objectives and engaging agents effectively.



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