

Application for MEI Membership Information on Conducting a Site Visit

Background

Marketing English in Ireland, as the peak body of the International English Language industry in Ireland, provides leadership and influence as the voice of the industry, and support and benefits to members in achieving the highest educational and business standards.

Applicants for membership of Marketing English in Ireland must have been accredited by ACELS/QQI or the British Council (Northern Ireland Only) for a minimum of two years prior to application.

The Marketing English in Ireland Membership application process requires that representatives of three different Marketing English in Ireland Member Institutions undertake a Site Visit of the Applicant College and provide a written Report that will assist the Marketing English in Ireland Board in considering the application.

Who can undertake a site visit?

None of the persons who conduct a Site Visit can have common directorship or financial affiliation with the Applicant College.

- one person **must** be the Primary Contact of a Marketing English in Ireland member institution;
- one person **must** be the Director of Studies of a Marketing English in Ireland member institution;
- one person **must** be a Marketing English in Ireland Board member.

The applicant college must cover the travel expenses of the site visit participants

Representatives who conduct the site visit and their responsibilities

The following information is provided to assist staff of Marketing English in Ireland Member Institutions who are approached for this purpose.

If you do not feel you are able to fulfill the requirements as outlined below, you may decline. If you accept, the responsibilities are outlined on the following page.

There are two elements to the process:

- a) a Site Visit;
- b) a written Report to the Marketing English in Ireland Board

Site Visit

Nominees are asked to carry out a Site Visit to the Applicant College in order to complete a written report.

The Site Visit **must** include an interview with the Applicant College Primary Contact and Director of Studies.

The main purpose of the Site Visit is to allow the Marketing English in Ireland Board access to a peer's assessment of the suitability of an Applicant College for Marketing English in Ireland membership. Marketing English in Ireland encourages membership applications from ELT providers that demonstrate their willingness to commit to the Marketing English in Ireland Association.

It is not expected that all Marketing English in Ireland members will be equal in the level of programmes, services or facilities that are offered, however Applicant Colleges are expected to be aware of their responsibilities as a Marketing English in Ireland member under the Marketing English in Ireland Bye-Laws.

Areas for consideration during the Site Visit and for the written Report may include, but not be limited to, the following areas:

- Premises
- Management and Personnel
- Curriculum
- Student Body
- Accommodation
- Marketing and Promotion

Written Report

Persons conducting the Site Visit must use the report template provided.

Information contained in the written report focuses on the college applying for membership of Marketing in English in Ireland rather than on individual employees of the college. The reports may, however, refer to individuals associated with the Applicant College if appropriate.

The information provided in the written report will be treated as confidential and will be disclosed only to members of the Marketing English in Ireland Board.