

WOMEN'S UNIVERSITY IN AFRICA

Addressing Gender Disparity and Fostering Equity in University Education

STANDARD OPERATING PROCEDURE FOR ENROL A STUDENT INCENTIVE CAMPAIGN



1. Purpose

The purpose of this Standard Operating Procedure (SOP) is to provide a structured and controlled framework for managing the Enrol a Student Incentive Campaign, aimed at increasing student enrolment through ethical and accountable recruitment by eligible members of the University community.

The SOP promotes transparency, fairness, regulatory compliance, prevention of abuse, and protection of institutional integrity while supporting sustainable enrolment growth.

2. Scope

This SOP applies to eligible participants involved in student referral and recruitment activities under the Enrol a Student Incentive Campaign, including:

- Current students
- Alumni
- University staff members (eligible categories only)
- Management-approved recruitment agents (where applicable)

This SOP does not apply to external agents or contractors engaged under separate recruitment agreements outside this incentive framework.

3. Definitions

Recruiter/Participant/Referrer: An eligible individual who refers prospective students to the University.

Referred Student: A new applicant who lists the referrer's details on the official referral section/form at the time of application, completes registration, and meets payment conditions.

Close of Registration date: The official date used by the University to confirm enrolment for the semester.

Full Semester Fees: Tuition and mandatory charges owed for the semester of first enrolment.

Incentive: A fixed monetary reward paid after verification of successful enrolment and fee payment.

4. Policy Statement

The University encourages community involvement in promoting its academic programmes. The Enrol a Student Incentive Campaign provides financial incentives to eligible participants who refer qualified applicants who successfully enrol and meet required fee payment conditions.

All recruitment activities must be ethical, accurate, and aligned to University policies, with no misrepresentation, coercion, conflict of interest, or manipulation of systems or records.

5. Eligibility

5.1 Eligible Participants

The following may participate in the incentive programme:

- i. Current enrolled students
- ii. Alumni
- iii. University staff members (excluding categories listed under 5.2)
- iv. Management-approved recruitment agents (where applicable)

5.2 Exclusions

The following are excluded from participation:

- i. University Management (e.g., Deans, Directors, Executive Committee members, Campus Administrators, Campus Coordinator, Managers, Deputy Directors and other key administrative decision makers)
- ii. Employees whose normal duties include recruitment, admissions, marketing, outreach, enrolment management, registration or fee receipting
- iii. Academic Registry, Human Resources Registry, Bursary and IT personnel who have direct access to systems or processes that may create conflict of interest in referrals, registration or fees verification
- iv. Volunteers or interns assigned to recruitment/admissions functions

- v. External third parties not approved under this campaign

6. Incentive Structure

6.1 Participants must refer a minimum of five (5) new students per semester to qualify for payment.

6.2 The incentive payable is USD \$10 per eligible referred student, or the equivalent in ZiG where applicable.

6.3 Incentives are paid once per student and are not affected by retention, re-enrolment, or future semesters.

6.4 Incentives are only paid after full verification and approval in terms of this SOP.

7. Conditions for a Valid Referral

7.1 A referred student must meet all of the following requirements:

- i. Must be a new student who has not previously applied, enrolled, or been admitted at WUA
- ii. Must complete the full admissions and registration process.
- iii. Must pay full semester fees (where applicable), OR at least 60% of semester fees, as defined under campaign implementation for that period
- iv. Must provide the referrer's name and identification details/referral code on the official referral section/form at the time of application
- v. Must not be referred by more than one participant

7.2 Referrals shall not qualify where the student is:

- i. A returning student
- ii. A deferred, withdrawn, or transferred student
- iii. A student switching programmes internally as an already enrolled student or moving from degree to diploma

8. Referral Process

8.1 Recruitment Guidance

Participants shall:

- i. Provide correct and authorised information about University programmes and entry requirements
- ii. Direct prospective students to official University application channels
- iii. Ensure referrals are submitted ethically and in good faith

8.2 Submission of Referral

- i. At the point of application, the referrer must ensure completion of a Student Referral Form/Referral section, capturing:
- ii. Referrer's full name and ID/National ID number/referral code

- iii. Student's full name
- iv. Programme applied for
- v. Date of referral
- vi. Student registration number (once allocated)

8.3 Registration of Referral

8.3.1 The Admissions Office records the referral in the Recruitment Incentive Register during application processing and late submissions, backdated claims or informal referrals shall not be accepted.

9. Verification and Approval Process

Verification is conducted after the census date or confirmation of fee payment eligibility.

9.1 Verification Steps

a. Admissions Office confirms:

- i. Authenticity of the referral
- ii. Student is a new applicant
- iii. Completion of enrolment and registration

b. Student Debtors Office confirms:

Payment of qualifying fees (60% or full fees as applicable)

c. Admissions Office, with Student Debtors, prepares a consolidated list of:

- Eligible participants
- Referred students
- Amounts payable

9.2 Review and Sign-Off

The consolidated list shall be reviewed by:

- i. Deputy Registrar – Human Resources & Administration (eligibility of staff participants)
- ii. Deputy Registrar – Academic
- iii. Deputy Bursar

9.2.1 Any discrepancies must be resolved prior to payment authorization and final approval shall be granted by the Bursar before processing of payment.

10. Payment Procedure

10.1 Incentives shall be processed within 30 days after final verification and approval.

10.2 Payment methods include:

- Payroll (for staff members)
- Bank transfer
- Mobile money

- Tuition credit (for current students where applicable)

10.3 Incentive payments are subject to PAYE/withholding tax and applicable laws.

10.4 Participants shall receive written confirmation of payment details.

11. Ethical Conduct and Restrictions

11. 1 All participants must maintain professionalism and uphold integrity. The following are strictly prohibited:

- Misrepresentation of University programmes, fees, or outcomes
- Coercion, undue pressure, or misleading promises
- Offering unauthorised discounts, scholarships or incentives to applicants
- Manipulation or falsification of records, documents, applications, or referral information
- Conflict of interest or misuse of internal systems for recruitment advantage

11.2 Violations may result in:

- Removal from the programme
- Recovery of improperly received incentives
- Disciplinary action (staff/student)
- Referral to authorities where applicable

12. Controls to Prevent Abuse

To prevent fraud and abuse, the following controls apply:

- No self-referrals (including immediate family members)
- Audit trails must be maintained for all referrals and approvals
- Random audits shall be conducted by Internal Audit
- Any manipulation of student records, fees, or referrals shall result in:
 - Immediate disqualification of the claim/referrer
 - Disciplinary action in line with University policies

13. Data Protection and Confidentiality

All participant and applicant information must be handled in compliance with University data protection rules. Personal data shall not be shared with unauthorised persons. Staff participants shall not access or misuse internal systems for recruitment advantage.

14. Appeals Process

14.1 Participants may appeal decisions relating to incentive eligibility by submitting a written appeal to the Registrar within 10 business days of receiving the outcome/notification; and

The Registrar shall consider and respond within 20 business days.

15. Reporting and Monitoring

15.1 The Bursary shall produce monthly/periodic reports showing:

- Number of students enrolled
- Incentives paid
- Cost versus revenue generated

15.2 The fees revision committee shall review campaign effectiveness quarterly and may recommend improvements or corrective controls.

16. Duration, Review and Amendments

16.1 The campaign runs for a defined period of one year (two semesters) unless extended or terminated by Management.

16.2 This SOP shall be reviewed at the end of the campaign or earlier if abuse, operational gaps or policy changes are identified.

16.3 The University reserves the right to amend, suspend, or terminate this campaign at its discretion, and all updates shall be communicated through official University channels.

17. Authority and Effective Date

This SOP is issued under the authority of University Management and becomes effective from the date of approval.