

# Heritage College Referral Policy



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**REVISED:** June 30, 2021

## Policy brief & purpose

Our **Student Referral Program Policy** explains important aspects of our student referral procedures. We place great importance on referrals, and we rely on alumni and community members to help spread the word about our college. Accordingly, we want to make our referral program as transparent and smooth as possible for both the referrers and the students they refer.

## Scope

This Student Referral Program Policy applies to anyone who refers a student to our company.

## Policy

### What is a student referral bonus?

Heritage College has agreed to provide monetary compensation to anyone who refers an individual to Heritage College, that individual subsequently enrolls, and if all the other requirements of our referral program are met.

If you know someone who you think would be a good fit for one of Heritage College's programs, feel free to refer them. If the referred individual ends up enrolling at Heritage College, you are eligible for monetary compensation.

The exact amount of this compensation varies depending on the individual program intake in question. Harder-to-fill programs will typically reward more, and easier-to-fill programs will typically reward less. We **guarantee** a minimum of a \$200 referral bonus to any program. Records of higher referral bonuses for individual intakes are maintained by the Heritage College finance department.

### Who can participate in our student referral program?

Anyone can participate in our student referral program, including:

- Current Heritage College Students
- Heritage College alumni
- Heritage College instructors
- Heritage College faculty members
- Members of the community at large

### Who can be referred?

We have four conditions for referrals that can qualify you for our rewards. They referred student must:

1. Have not applied to Heritage College on their own over the past one (1) year.
2. Confirm, during their admissions process, that they were referred by you.

3. Be enrolled as a student and complete the entirety of their program. Students who withdraw early are not eligible for a referral bonus.
4. Pay their tuition fees in full, or be approved of for Alberta Student Aid

Our college uses an online form where you may refer candidates. This form can be found at: <https://heritage-college.ca/admissions/referrals/>

You can also reach out directly to our Admissions Team at 403-800-8221 with referrals.

Generally, we encourage you to check our program pages on our website and consider your social networks as potential sources for referrals.

We would like to remind our community that we accept students from any and all backgrounds, and do not discriminate against protected characteristics during our admissions process.

#### General Rules

1. Rewards will be paid out after one month of the referred student paying the balance of their program fees.
2. Rewards can be claimed no later than one (1) year after the student's final day of classes.
3. There is no cap on the number of referrals you can make. All rewards will be paid accordingly.
4. Our referral bonuses shall be delivered in the form of cheques, and so may be taxed as income depending on your circumstances.
5. We may change our referral bonus program at any time to adjust referral rewards or add incentives. We also reserve the right to abolish certain rewards if they prove ineffective or inefficient. We will update this document as appropriate to reflect the status of this program.
6. Individuals who referred candidates before a reward was changed or abolished will still receive the reward appropriate to the date of referral.
7. The referral bonus is non-transferable. If two or more individuals refer the same candidate, only the first referrer will receive a referral reward for that candidate. We will only issue a reward for one (1) person per referred student.
8. You agree to have your picture taken and used in the marketing of this referral program and Heritage College. Heritage College may alter the payment amount, or withhold payment, should you not agree to have your photo taken. Specific policies relating to our use of photos can be found in our **Photo & Video Consent Form**.
9. Upon the delivery of the reward, you are expected to physically come to the Heritage College campus, confirm your identity with a piece of government-issued photo ID (ex. a driver's license or passport), and sign a form confirming you received the agreed-upon reward. We will not ship a reward or deliver it electronically.
10. We will only hold a referral bonus for a total of one (1) year after the referred student's graduation. If you are unable to collect your referral bonus within that period, we will consider this particular student's referral award null-and-void.
11. If, at any time, Heritage College discovers any cheating, fraud, or other illegal behavior has occurred during an individual's application for this bonus, the College has the sole discretion to withhold or cancel a payment or request a repayment of any and all funds disbursed.
12. In case any provision of this policy shall be invalid, illegal, or unenforceable, the validity, legality and enforceability of the remaining provisions shall not be in any way affected or impaired thereby, and such provisions shall be ineffective only to the extent of such invalidity, illegality, or unenforceability.