

MEDIA RELEASE

15 July 2011

FOR IMMEDIATE REPORTING

Raising Student Awareness of Private Education

1. The Council for Private Education (CPE) is rolling out a student awareness campaign – “Choose Right, Take Charge” – to help prospective and current students of private education institutions (PEIs) make informed decisions on their educational choices. The campaign was launched by the Minister of State for Defence and Education, Mr Lawrence Wong, during his visit to the CPE’s Student Services Centre today.
2. Since the CPE was set up 18 months ago, the Council has handled close to 7,000 enquiries from students and the public through its Student Services Centre. About 77% of these enquiries were related to issues such as the registration and EduTrust status of PEIs, course recognition and fees.
3. The student awareness campaign complements the CPE’s regulatory and enforcement efforts. Through the campaign, the CPE seeks to inform the public, in particular, prospective students and their parents, about critical issues. These include:
 - a. **Things to look out for when choosing a PEI and course:** The campaign will highlight questions that students should ask a PEI, steps that can take to check the status of the PEI’s registration and EduTrust certification on CPE’s website, important details to look out for in student contracts and how students can assess the availability of progression pathways; and
 - b. **Protection through the Fee Protection Scheme:** The campaign will educate students how they can check the Certificate of Insurance or Escrow Account to ensure that the fees they have paid to the PEIs are protected.
4. The campaign will reach out to prospective and current students, as well as the public, through multiple platforms such as:
 - a. Advisory talks and presentations to prospective students;
 - b. Collaterals such as posters and a checklist of things to look out for which will be distributed at CPE’s Student Services Centre, at PEIs and during advisory workshops;
 - c. Advertisements and editorial content in targeted publications;
 - d. An International Student Orientation Programme tool kit, which will provide information about studying and living in Singapore. The CPE will encourage PEIs to use the tool kit to orientate all new international students; and
 - e. Overseas roadshows and websites to reach out and educate prospective international students.

5. Said Mr Lawrence Wong, Minister of State for Defence and Education, “The Enhanced Registration Framework has set minimum standards for private education institutions. But there is still a variation in quality across these institutions. So there is a need to be discerning and choose wisely when a student considers his education options in a private institution. Through CPE’s campaign, students will be able to ask the right questions and seek out the answers needed to make informed decisions.”

~The End~

About the Council for Private Education

The Council for Private Education (CPE) is a statutory board established in December 2009 to regulate the private education industry. The Council has implemented two schemes – the mandatory Enhanced Registration Framework and the EduTrust Certification scheme – to uplift and maintain standards in the private education sector. Besides its role as a sectoral regulator, the Council also provides student services and public education through its Student Services Centre, and promotes the development of the private education industry. For more information, please visit the CPE website at <http://www.cpe.gov.sg/>.

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