

## Function analysis of website's construction of local high vocational college's enrollment propaganda

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**Keyword:** high vocational college; website construction; enrollment propaganda.

**Abstract:** Based on current situation of high vocational college's enrollment and this department's visiting data, analyzing situations about candidates' visiting number, time, region, method, initiative consultation, concerned content, etc during the application period; it is concluded that in this period, the number of candidates visiting our website increases dramatically, and the candidates are mainly from surrounding area inside the province, and view content of major setting and employment, etc; problems are discovered that the proportion of initiative consultation is small, and visiting method is single, etc, and suggest to rebuild and perfect the websites.

### 1. Introduction

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### 1. Introduction

Date of the 33th statistical report on the development of China Internet Network in 2014 from CNNIC shows that the scale of Chinese netizens is up to 618 million, of which the scale of China's mobile Internet users reaches 500 million, maintaining the leading online terminal position. And youth network user is account for a large part, meanwhile the network coverage also spreads from urban to the countryside.

#### 1.1. Current situation of high vocational college's enrollment

High vocational college's enrollment has met the bottleneck period. Tough battle for snatching candidates rages when the time comes. The number of candidates decreases to 9.12 million in 2013 from 10.50 million in 2008, and the trend will continue<sup>[1]</sup>. According to special investigation data of bankrupt colleges from China online education, 78% of people hold the view that colleges and universities will be bankrupt, 45% of people hold the view that high vocational college will be bankrupt.

#### 1.2. Function of website propaganda in enrollment.

For the currently enrollment dilemma, strange method has been used by the high vocational college to strengthen it. The internet is heavily favored by its feature of high penetration, and their own web portals has been built, making it become the important way for enrollment through shaping a good image via network.

Online Media is influencing people's behavior by transmitting enrollment information to people with it. High school students and their parents usually just browse college's web portal when they need to fill in the application after college entrance examination, what they most care about is the

basic situation of colleges and universities, major setting. Network propaganda is informative, impressive, vivid and has fast spreading speed, all these features lead to a result that it is getting more and more attention from the students and parents and becoming the main way of enrollment propaganda and consultation replacing the regulations and enrollment brochure[2].

### 1.3. General introduction of our department’s website construction.

In 2014, Yibin Vocational and Technical College has upgraded its website group, reconstructed websites consist of college’s portal web as main site and department’s website as secondary sites. Biological and chemical engineering department’s website starts construction in May, considering enrollment propaganda fully, and based on the foundation of original 8 sections of department introduction, major introduction, teaching service, student service, party mass work and employment, it adds 3 following sections as below.

Section of alumni mien: Graduates who has better development in the industry and enterprise and high income will be shown as excellent alumni in this section.

Section of faculty: Our department has 2 provincial excellent teaching teams with a higher proportion of professor and associate professor and a lot of achievements in the scientific research, teaching research and educational reform, which will be present as bright spots in the section.

Education promotion program: we have provided 3 methods, as upgrading from junior college student to university student, applied self-study examination and adult undergraduate course.

## 2. Analysis of candidate’s visiting situation

In order to count the candidate’s visiting information of our department website, we regard the visiting IP as the PV and the same IP address within 24 hours as once. June 22<sup>nd</sup> in 2014 is the college entrance examination scores given date and the time from June 22 to July 2 is for the candidates to fill application.

### 2.1. The visiting IP and PV

We propose 2 assumptions for counting the candidate visiting data. The first one is candidate doesn’t visit our website after filling in the application, now the average number of visiting IP is  $X_1$ ; the average number of daily visiting IP during the application period is  $X_2$ , then the increment in the period is  $\Delta X (\Delta X = X_2 - X_1)$ . The second one is that increment of visiting IP  $\Delta X$  is daily visiting number.

For analyzing the visit situation of the candidates during the period contrastively, we have collected visiting IP number and PV from June 12<sup>th</sup> to July 10<sup>th</sup>. The ratio of daily total visiting number and visiting IP number is page view (PV), which means every student visit website to view the articles amount, the data we got is shown in Figure 1.

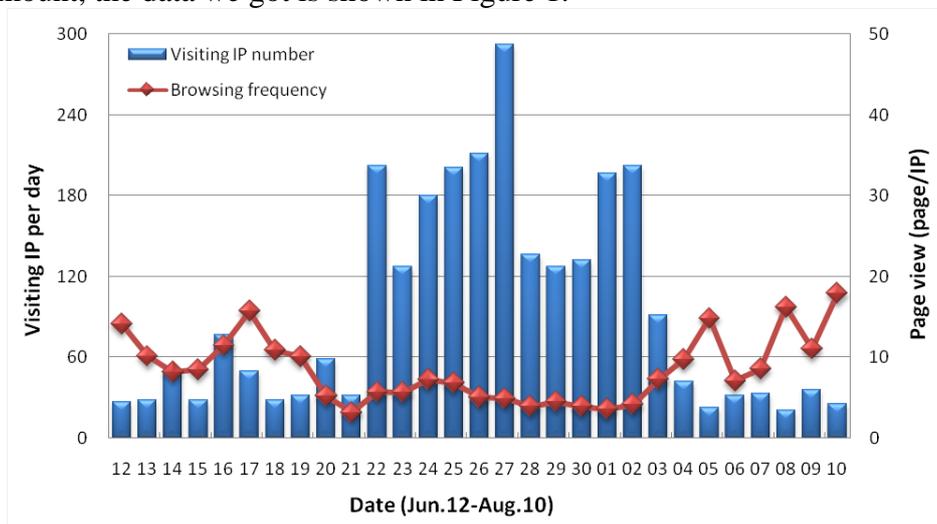


Fig.1 Number of visiting IP and PV of candidates during the application period

It is clear from Figure 1 that, the number of visiting IP is low before the application period from June 12<sup>th</sup> to June 21<sup>th</sup>, it increase suddenly from June 22<sup>th</sup> till July 2<sup>rd</sup>, the daily average number  $X_2$  during the application period is 183. After June 3<sup>rd</sup>, it returns to the level before the period, the daily average number of visiting IP beyond the period is 38, and the number  $\Delta X$  of candidate visitors to the website during the period is 145, that is to say there are 145 students visiting the website each day.

After the application period, PV per capita is 10.7, but during the application period it is 5.1 and PV decreases to 47.6. candidates are motivated to visit the websites only caring about contents related to their applied majors<sup>[3]</sup>.

**2.2. Most visited sections**

There are 7 most visited hot sections during the application period. We count the total section PV and articlnum, the ratio of total section PV and ariclenum is article CTR. The result is shown in Figure 2 after analyzing candidate's concentrated sections and contents.

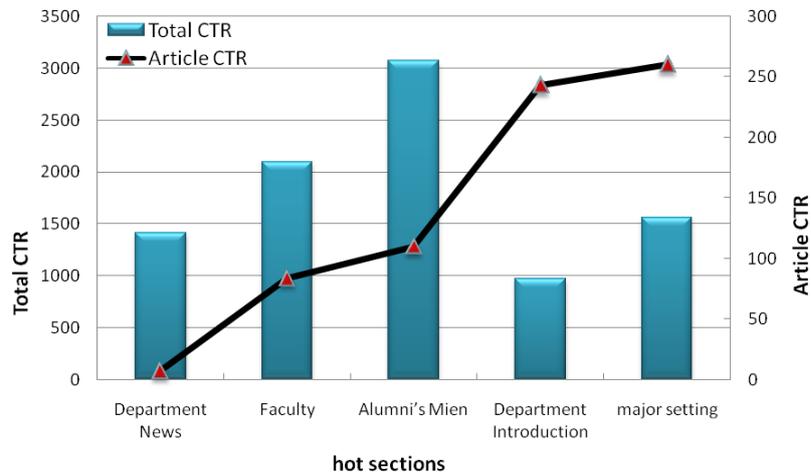


Fig.2 PV and CTR of hot sections and articles during the application period

It is clear from Figure 2 that the most visited section is alumni mien, which displays outstanding alumni with pictures and descriptions, attracting the students to see the hope and future of their selected major. The second section is major setting, which enable the students to understand what to learn about their major and the future employment positions, etc. and it is the section with highest CTR and a must read due to it is directly related to students' employment and development. candidates consider more about the relation of major and occupation, trend of the major's employment, the nature and position of work after graduation<sup>[3]</sup>.

**2.3. Analysis of website visits**

During the application period, candidates mainly visit in two ways. One is directly accessing by inputting the web address, the other one is visit by links in other websites. Figure 3 is based on the data of visiting website ranks before application.

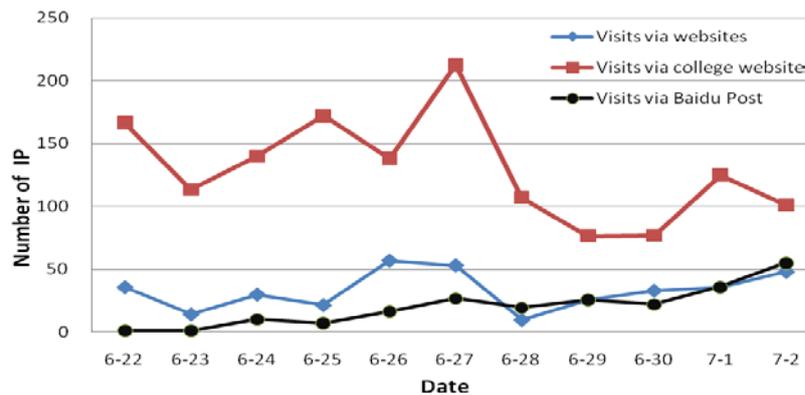


Fig.3 Methods of candidate's visit

It can be seen from Figure 3 that the number of direct visit is less due to that our department's website operation starts in June with a low profile, the candidates adopting this method to visit have certain relations with our department

Direct visit means inputting web addresses or click bookmarks to access. Directly visiting numbers may include visitor attracted with offline advertisements(Publication, TV).

Number of visitors via college website links is larger, candidates need to visit our department's website though the link on our college's website to understand majors department introduction deeply when browsing the college enrollment contents, this situation is particularly obvious in the few days before application.

For increasing the visits and propaganda each major, we disseminate with bold website links in Baidu Post on June, 23<sup>th</sup>.

**2.4. Visiting operating system.**

Visiting operating system is associated with tools to surf the internet, besides windows operation based on computer, mobiles provide more operating system to access websites. Figure 4 is base on the proportion of operating system.

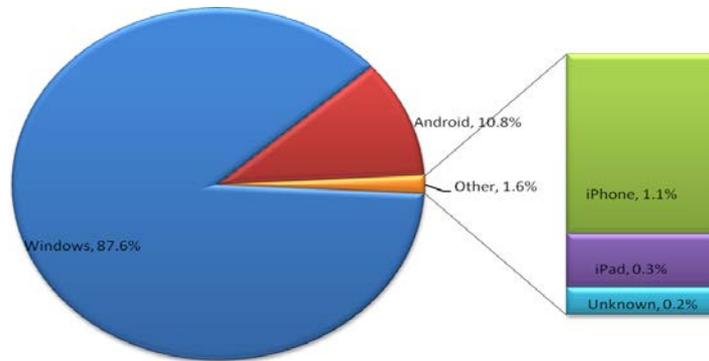


Fig. 4 situation of visit operating systems

It can be seen from Figure 4, Windows remains to be the mainstream operating system to visit, 87.6% of student adopt computer as tools to access internet. Proportion of Android, iPhone and iPad operating system is 10.8%, 1.1% and 0.3% separately, indicating the large proportion of candidates using smart phones

**2.5. Situation of candidates' initiative consultation**

For the convenience of candidates to understand deeply about their desired major and concentrated problems, we have added online service system, which will pop up to ask if help is need when visitors open our websites. Candidates can choose whether to receive a consultation service. Figure 5 is base on the proportion of candidates accepting consultation service.

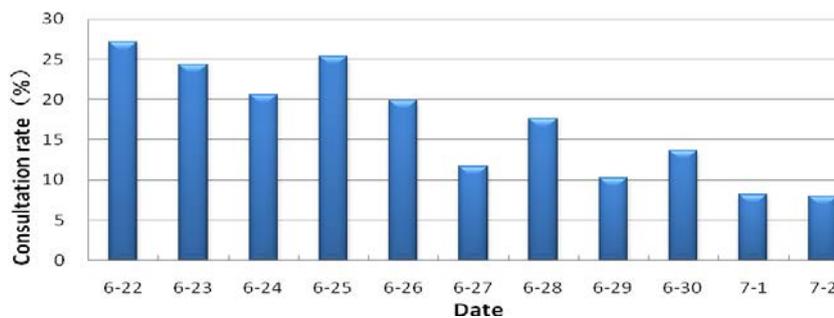


Fig.5 Proportion of candidates using service system

It can be seen from figure 5, the highest proportion of candidates using service system is in June, 22<sup>th</sup> with a downward whole trend, and it reaches to 8% in the last 2 days. The average consultation rate is 16.94% during the application period, indicating few candidates choose initiative consultation service, most of them chose to gain information through websites

During the application period, the timeliness, convenience, interaction, initiative and openness of service system helps candidates to obtain information more convenient, rapidly and correctly<sup>[4]</sup>.

### 2.6. Distribution of candidates in the province.

Sichuan province is the main origin of students. Figure 6 is based on visitor from where they come in the province.

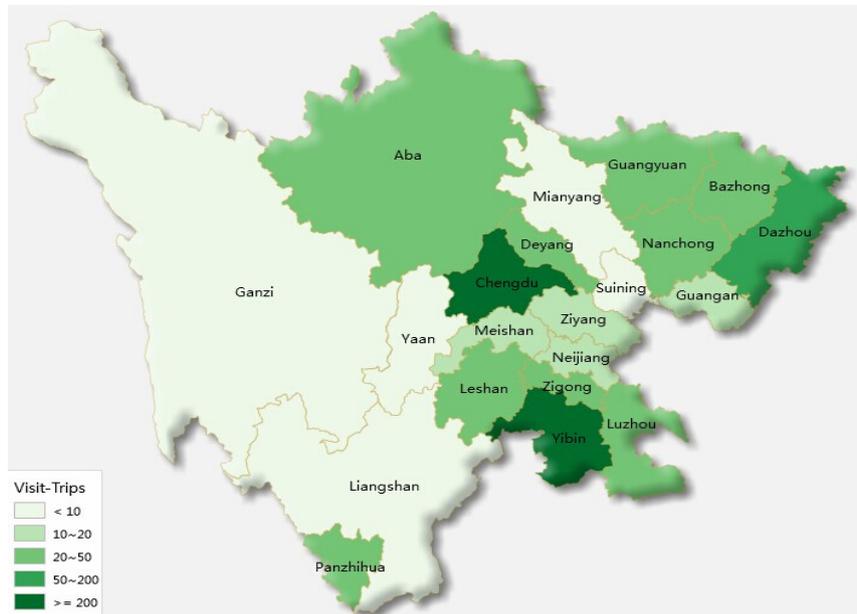


Fig. 6 Distribution of Visitor Numbers in Sichuan Province.

It is obviously that places of visiting candidates are more concentrated, numbers of visitors from Chengdu and Yibin are 286 and 231 separately, and the proportion is 32.1% and 25.9% of Sichuan province. The former is related to the population base and the latter depends on the college's location.

The proportion is 11.3 % of the total 101 candidates from Zigong, Neijiang, Leshan and Luzhou of the area where Yibin locates. The proportion is 15.7% of the total 140 candidates from 5 places of Guangyuan, Bazhong, Dazhou, Nanchong and Guangan in the northeastern Sichuan area. The number is 35 of Aba and 23 of Panzhihua. Candidate distribution is consistent with the college's influence and school-running pattern of "to serve the regional economy"<sup>[5]</sup>.

## 3. Main problem of website's enrollment propaganda

Our department's website has obvious changes. This is already the 4<sup>th</sup> rebuilt. The complete changes of website's address, frames, etc. lead to the low awareness and visits. It is hard to attract visitors that timely content is not updated, information of education center is not published onto websites in time and the content is too simple.

## 4. Reformation and perfection of websites

### 4.1. Optimization of website content.

Update information in time and add content especially what students are interested in, such as alumni mien, outstanding students, student's activities, etc. Strive to adopt modern network technology and transmit message based on pictures, videos, etc.

### 4.2. Increase the website PV

Publishing advertisements on the internet to transmit information to user via network, which is the most common propaganda method used by most colleges. It is able to push information to candidates and the society through the expanding of search engine. And links between websites of college, high school, professional high school, local portal and education bureau, etc. can be made, there is also a method of exchanging links by submitting great content to open sharing platforms as QQ bookmarks,

Baidu and Yahoo favorites, etc. The Link exchanges of related websites serve the students conveniently, as well as propagandizing mutually<sup>[6]</sup>.

## **5. Conclusion**

### **5.1. Situation of visiting candidates.**

During the application period, the amount of candidates increase dramatically, average amount of candidates visiting the website is 145 per day, and per capita PV is 5.1, page view decreases to 47.6. candidates has strong purposiveness that they just care about contents related to application and personal development. They are mainly from surrounding areas of this province.

### **5.2. Methods and habitats of visiting websites.**

During the period from 7:00 to 24:00, examiners visit admission & distribution department's website via links mainly by tools such as computers and cellphones, etc, and page view will be increased indirectly by methods of tieba and so on. Initiative consultant ratio of examiners through service system is 16.94%, showing that few examiners choose consulting services actively and most of them gain information through websites.

### **5.3. Function of department's website during enrollment propaganda**

Main website of local higher vocational colleges is the main window for enrollment's propaganda, mastering macro indexes as enrollment policy, plan and operations, etc. And college's website makes a powerful complementary propaganda of enrollment propaganda by its major's introduction, teaching staff and education background's promotion.

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