

# On Enrollment Strategies for Private Universities and Colleges under the New College Entrance Examination Reform

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**Abstract**—The paper, based on the new college entrance examination reform, studies the enrollment publicity strategies for private universities and colleges. Through comprehensive analysis of the current enrollment forms, we deeply investigate the problems existing in the publicity. Under the new reform, details about the practical strategies of private learning institutions are introduced.

**Keywords**—new college entrance examination reform; enrollment mechanism; personnel training; enrollment publicity

In 2014, the State Council issued Suggestions on the Implementation of Deepening Examination and Enrollment System Reform (hereafter referred to as Suggestions) which marked that a new round of examination and enrollment system reform fully launched. Comprehensive pilot reform of college entrance examination is first initiated in Shanghai and Zhejiang. Based on the principles of adhering to people-oriented education, ensuring fair and equity and promoting the talented scientifically, the Suggestions aim to solve problems, such as focusing only on scores that effecting students' all-round development, the life-determining examination that increases the burden, differences between urban and rural areas, fabricate grades and illegal enrollment<sup>[1]</sup>. Suggestions on Strengthening and Improving the Comprehensive Quality of Students in Senior High Schools by Ministry of Education further stressed that while enrolling students, school should formulate scientific and normative system and measures to evaluate students' quality, according to the school characteristics and requirements of personnel training. This shows that the reform of college entrance examination is bound to bring the reform of enrollment.

## I. THE DIFFICULTIES FACED WITH THE ENROLLMENT OF PRIVATE UNIVERSITIES AND COLLEGES UNDER THE NEW COLLEGE ENTRANCE EXAMINATION REFORM

Under the New College Entrance Examination Reform, candidates' quality has to do with the grades, basic courses, comprehensive quality and educational objectives of schools<sup>[2]</sup>. On basis of specialized training, schools should publish their requirements of test subjects in advance. Therefore, we should set up rational test subjects and make sure the enrollment and training well-connected, which is our core work. This new characteristic causes more difficulties in the orientation of private universities. They have little distinction in the target of personnel cultivation, lacking features. However, these

universities should cultivate applied talents to serve the local economy and society. According to this demand, we should set up more specific and targeted requirements, so as to enroll students that suit our training project best.

Recently, the sources of students keep dropping and most of students are enrolled by public universities, as many students choose to study abroad. There are lots of students who give up college entrance examination, application methods and register. They mainly end up in private and vocational colleges, which make the sources of candidates, shrink<sup>[3]</sup>. As the implementation of new college entrance examination, private colleges face more difficulties in enrollment, because admission tiers are canceled and candidates' volunteers are parallel, which increase their choices. However, it is a big challenge for private colleges with low social recognition<sup>[4]</sup>.

## II. DEEPEN THE CONSTRUCTION OF THE ENROLLMENT MECHANISM IN PRIVATE UNIVERSITIES AND COLLEGES

### A. Deepening reform and innovation, seeking scientific development

We should establish special office for development program and policy research, playing a role in top-level design, consultation, development and research. We should also follow the rule of higher education and conduct the instructional reform. Long-term and effective management system is set up, which promotes the instructional reform and the leaders are in charge.

### B. Build enrollment and selection mechanism

In order to strengthen the enrollment management, we should form a committee to fully lead enrollment, take charge of the major problems and regulate the admission. The committee should analyze the current situation and policies, so it can make scientific policies combined with reality. It also needs to formulate enrollment guide, work program and detailed rules and implement them. Publicity and admission should be done by the committee.

Sound supervision mechanism is established. We should publicize the telephone hotline. We also need to reinforce third-party supervision and hire social supervisors to guarantee the equity, fairness and openness of enrollment.

Set up complaint mechanism. As the subject of admission, we should response to and handle various problems in the

process of enrollment in time. Headmaster, issuing accepted letters, is responsible for the admission.

### C. Determine policies and regulations

We should reinforce the construction of disciplines, determine the supervision of the course selection in senior high schools and specialize the subjects. We need to make full use of academic and instructional committees. The results should be reported to academic committee and be approved by the headmaster.

Resources of current subjects and majors must be allocated rationally. We should set up accountability to manage subjects, define clear responsibility of university, institute and department, implement responsibility of subjects and guarantee practicable plan to construct subjects; conduct evaluation of disciplines and formulate scientific plan and evaluation system, whose results can be the basis of enrollment and subject construction.

### D. Establish diversified system to select and train personnel

New college entrance examination reform creates wide and free space for students. As the society needs talents with comprehensive quality and various specialized knowledge, the reform helps students learn overall knowledge and choose majors depending on their own situation. We should build a basic platform with general and professional courses for students to choose different subjects. Through courses like social sciences, humanity and art, nature and innovation, we could broaden students' knowledge, enhance their ability to adapt to the society and cultivate their comprehensive quality<sup>[5]</sup>. By studying these lessons, they could start learning professional courses.

We should reinforce the construction of subjects and majors and complete its management system. We will explore the integrated construction of subjects and specialty, which should be included into university's overall development strategy; further perfect the management system and rationally allocate current resources; integrate subject resources and take its advantages; take discipline construction as orient and work hard to cultivate specific majors, increasing students' opportunity in employment and satisfying the demand of market. We must cope with the new college entrance examination reform and make disciplines become our merits, which can be tested by examinee and parents.

## III. BASIC MEASURES FOR PRIVATE UNIVERSITIES AND COLLEGES TO COPE WITH THE ENROLLMENT UNDER NEW REFORM

### A. Conduct diversifies ways to publicize

#### 1) Make the publicity become part of life and setting up long-term mechanism to increase the quality of students' sources

Traditional enrollment and publicity mainly conducts after the college entrance examination and before application. It only publicizes the whole school without the features of subjects. However, after reform, we should focus on publicizing the majors, make it every day routine and emphasize the features and advantages.

The structure of publicists must be adjusted. As the examination is reforming, more teachers should be involved into publicity. We should form a specific team, making the publicity more professional and authentic; carry out lectures about majors, subjects, application and publicity, increasing the level and quality of enrollment.

#### 2) Complete the building of students' sources in senior high school, selecting students pointedly

We should go globally and learn from others and integrate the resources in universities with the senior high schools, promoting their cooperation. We also need to boost the publicizing team with professors, bring the college art team into senior high schools and establish campus culture together, making the publicity part of life. We will strengthen the "face-to-face" communication and publicity with senior high school students and invite teachers and students in key schools in vacations, letting them know more about the subjects, humanity and campus in advance. We should promote the specialized experience, open the campus regularly and receive teachers and students from senior high schools, reinforcing their knowledge about universities and majors to attract excellent students.

#### 3) Establish informational and cyber enrollment and publicity model

Universities and colleges work hard in enrollment and publicity: there are fancy Enrollment Guide with abundant content and many pages; various publicity materials; lots of advertisements on newspapers and magazines before and after the college entrance examination, which has little influence. Candidates always complain that, "There are plenty of enrollment information and Enrollment Guide that are put up in the same time. I don't know which one to choose." In fact, people treat Enrollment Guide like "brochures" in markets, lacking interests in advertisements on newspaper and magazine. Faced with a major turning point, candidates are under great stress. Intensive publicity materials increase their burden and make them be lost in the dilemma of "excessive data and information crisis". When examinee choose school and major, they would take many aspects into consideration, including the prestige of school, levels of majors, their prediction to the employment, tuition, humanity and geography environment and students' interests. Their choices are cultivated in life. We should insist on the publicity of enrollment and ingrate it with candidates' daily life and study, while increasing the school standard and expanding social influence.

According to the enrollment data of previous years, we can draw primary prediction about the trend. Effective survey and analysis of students in senior high school and freshmen must be done, which can provide basis for policies.

The internet, an ideal tool for enrollment and publicity, has merits like convenient, directional interactions, hyperlink and multimedia presentation. We could build a network platform with students, so they can know more about the discipline construction and employment. Thus, they could make scientific choices without blindly following suit. In addition, examinee also could ask school stuff questions, with whom they can communicate online. On websites, we can introduce information like subjects and tuition, as well as general

situation, merits, special disciplines, learning and living conditions, through which students can get a whole picture of the university. If necessary, we could display relevant information through sound, video and animation, which is vivid and visualized. Therefore, candidates can know messages at home, as well as feel like in the campus, which will increase school's attraction.

### B. Complete enrollment mechanism

#### 1) Further completing enrollment management mechanism and rationally allocate the quota and resources

As the new college entrance examination changes the enrollment policy, the enrollment committee must understand the policy in time, so they can adjust the admission plan to adapt to the changes. According to the regional enrollment situation, we should allocate the resources of unpopular and hot majors and determine the ratio of enrollment plan in different regions; emphasize the connotation construction, set up dynamic adjustment system of the enrollment index and distribute the index that should prefer to key disciplines. Thus, the advantageous majors will promote the enrollment and we will further build a source system with distinctive features and rational distribution.

#### 2) Completing the linkage mechanism of enrollment-cultivation-employment

When we establish and adjust major, we should integrate it with social demand, local economic development and environment resources, as well as conduct satisfaction survey of graduates and employers, in order to give feedback to enrollment and instructional reform; convene forum with enterprises cooperating with university, through which we could know their demand on students and give feedback to teaching and enrollment department.

We should analyze and predict the employment trend of different majors. College is a process in one's life, in which students will be cultivated to be more competitive. With the employment aggravating, examinee and parents would consider the employment while choosing majors. They worry that whether they would get a decent and content job. Therefore, the enrollment department should answer the questions they concern most. Through scientific analysis and prediction, we should guide students to combine their interests with the demand of our country. The enrollment website should conduct scientific analysis about the role of disciplines in national economic growth, the employment situation of graduates and the prospect of social demand, as well as the employment rate and the achievement made by graduates. The above information can be used by candidates as a reference.

#### 3) Strengthening the management of enrollment and fully implementing the "sunshine project"

We should keep completing various enrollment systems and reinforce its management and supervision by the society and parents. We work hard to manage the team of enrollment and publicity, standardize work process and enforce discipline, so as to eliminate illegal acts and mistakes.

### C. Improve the professional competence of admission staff

Admission, instead of act in boldness, is cross discipline combined pedagogy, psychology, sociology with statistics. New situation of enrollment work requires that the admission team must be highly professional and its staff must ensure that the enrollment and publicity can go well. Furthermore, the college entrance examination reform, for a long time, has emphasized on renewing text content and adjusting subjects, instead of concerning about the specialized enrollment in universities and colleges.

First, nationally, we should strengthen the guidance and support of enrollment in universities and colleges and launch professional training and certification of admission staff in China<sup>[6]</sup>. Secondly, universities should cultivate the admission staff, through which they could know more about enrollment policies, purposes and process and the particular methods of enrolling students of different majors. Targeted training is in favor of guaranteeing the fairness and justice of enrollment process and effective conduct of publicity. Thus, it can provide manpower and technical support for selecting personnel effectively. In terms of the admission staff, they should proactively research the theory related to enrollment and take time to explore, in order to improve their professional capacity.

## IV. CONCLUSION

College entrance examination, the basic educational system and important segment of training personnel, not only concerns to China's long-term development, but also to the benefits of every family. The enrollment work covers widely, attracting high attention. Under the new college entrance examination reform, it should abide by national requirements and draw on advanced experiences from trail provinces, promoting work in a solid way. In practice, we should further ensure the fairness and justice, foster and select talents, insist on correct direction and carry forward the implementation in good order. As the new reform goes even further, it will bring more questions worth researching and discussing.

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