



Study on the Factors Influencing the Enrollment of Nanchang Vocational College under Educational Marketing

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Abstract

Background and Aim: This study aims to analyze the factors affecting the recruitment of students in private colleges and universities based on research data, analyzes the problems of recruitment in private colleges and universities and their causes, and then proposes recruitment management strategies based on educational marketing theory.

Materials and Methods: NC Vocational College was selected as an example. A quantitative research approach was adopted to collect and analyze the data.

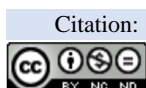
Results: Results show that the former includes students' motivation, family income, and parent's education level, while the latter includes the school's infrastructure conditions, teachers' level, curriculum, and specialties. In addition, according to the actual situation of NC Vocational College, we analyze the disadvantages of its enrollment mode, insufficient quality of enrollment team, false or exaggerated enrollment propaganda, and confused enrollment incentive management and analyze the reasons for the problems of enrollment in private colleges and universities from the aspects of policy, school development mode, school quality, and employment. Lastly, this paper emphasizes that the enrollment work of private colleges and universities is "student-centered", market-oriented, and based on the demand for talents in society, and puts forward specific and constructive countermeasures in the aspects of enrollment organization planning, enrollment work team, enrollment work brand construction and enrollment work layout.

Conclusions: It is hoped that this study will help NC Vocational College to optimize its recruitment mode and improve its recruitment management, to enhance the quantity and quality of recruitment, and also provide a reference for the recruitment management of other private universities in China.

Keywords: Private Colleges; Enrollment Work; Education Marketing; Management Strategy

Introduction

Since the opening of the education market in China and the emergence of private education, the private education sector in China has made outstanding progress in terms of the overall scale and standard of schooling. The development and progress of private education have accompanied the reform and opening up of China, providing many students with the opportunity to continue their studies and providing a large number of social construction talents for the development of society, not only alleviating the contradiction of insufficient and unbalanced educational resources in China but also effectively promoting the quality of the social workforce. The development of private colleges and universities has long been an important manifestation of the healthy growth of private education in China, and the rapid development of private colleges and universities since the beginning of the development of private education in China has contributed to the progress of private education in China as a whole. Firstly, the existence of private universities, which are run by enterprises or individuals, has largely alleviated the shortage of funds for education in China and made up for the lack of financial resources for education. Secondly, the development of private universities is conducive to promoting





the overall quality of our people and workforce. Throughout the development of China's education industry, private higher education has exported a large number of applied talents for the construction of socialism in China, and these people have largely improved the quality of China's workforce. Finally, private higher education is an important supplement to China's education system and an important means of optimizing the structure of education and promoting educational innovation. In particular, the effective integration of academic education and vocational education in private education is of great significance to the cultivation of complex and applied talents in society today.

Research Problems

The funding for private institutions in China does not come from government subsidies but from students' tuition fees. This makes it difficult to provide sufficient support in terms of teaching and research, quality of education, and career guidance in the long run. This has had a significant impact on the competitiveness of private institutions in the recruitment market, and many of them will face a crisis of survival once they face the current decline in student numbers and an increase in the number of higher education institutions. Private HEIs need to improve the quantity and quality of their student numbers to solve their immediate funding problems, and this relies on effective recruitment. In an increasingly competitive student market, private HEIs need to establish effective recruitment management strategies to enhance their reputation and image to ensure the quantity and quality of their student numbers.

The Objective of the Study

NC Vocational College has over 10,000 students and is one of the top schools in the province. Over the years, NC Vocational College has sent tens of thousands of application-oriented talents to society in various industries and has made remarkable contributions to the higher education career of China and the economic development of the province. However, over the years, NC Vocational College has faced serious enrollment problems such as difficulty in enrollment, expensive enrollment, and poor quality of enrollment. Therefore, the objectives of this paper are.

1. To collates and summarize research related to educational marketing theory.
2. To conduct a questionnaire to investigate the factors influencing enrolment.
3. To analyze the questionnaire data to find the factors influencing enrolment at NC Vocational College.

Scope of the Study

The survey was conducted among students aged between 17 and 23 years old, from freshmen to seniors at NC Vocational College. The survey was conducted both online and offline, with the online questionnaire being conducted by the college counselors in student groups, and the offline questionnaire being distributed in the school canteen, sports venues, and classrooms. A total of 870 questionnaires were distributed (480 online and 390 offline) and 866 questionnaires were returned, with a return rate of 99.54%. 814 questionnaires were valid, with an effective rate of 95.15%.

Research Significance

Improving the level of admissions management in private institutions. The level of enrolment management skills directly affects the ability of private institutions to effectively grasp their strengths and weaknesses in a complex competitive environment and to promote the smooth development of enrolment work. In this study, we explore the problems and causes of enrolment from the perspective of the actual enrolment process, to optimize the enrolment management team, enrolment management model, enrolment management organization, and risk management. The study will look at the practical aspects of enrolment and its causes, to optimize the enrolment management team, the enrolment management model, the organization, and risk management. The immediate problems facing private institutions today are a reduction in the number and quality of enrolments. These two problems have a direct impact on the sustainable and healthy development of higher education institutions. This study proposes continuous improvement measures in terms of recruitment strategies and the optimization of education in private institutions, with the most immediate aim of improving the quantity and quality of



enrolment in private institutions. Optimizing the objectives of talent cultivation in private institutions. Talent development is often matched to the job market, and the most immediate need for students to attend institutions is to be successful in the job market. Therefore, this study will focus on improving the objectives of talent development in private institutions and promoting the alignment of talent development objectives with the needs of the job market, to enhance their competitiveness in the job market and to win the reputation of the recruitment market. The study will also look at how to improve the quality of education in private institutions. The quality of education is the most fundamental reason for students to choose to study in private institutions. Therefore, given the lack of quality of education in private institutions, it is necessary to improve the teaching mode, teaching content, and teachers' quality in light of the characteristics of schools and the needs of the employment market, to optimize the level of education in private institutions.

Literature Review

Enrolment System for Private Institutions

The study and analysis of the development of private institutions in foreign countries have important implications for China. Many scholars have conducted research and analysis on the development of private institutions abroad. Meng (2015) pointed out that in the long-term development of private institutions in the United States, they have enriched their recruitment methods and established recruitment branches around the world to showcase the advantages of American educational resources comprehensively. In addition, a variety of open campus events are held to enhance the perception of the institution to students and to promote the cultural impact of the institution. Gu (2013) notes that private higher education in Russia has evolved similarly to private higher education in China, with a university admissions system that ensures the quality of students at private universities and a level playing field for private universities through a system of "national examinations + independent testing + independent admissions". The university admissions system, which is based on a combination of national examinations and independent testing and admissions, creates a level playing field for private universities. Zhang (2015) argues that the success of private universities in the US lies in their market orientation, with private research universities having a high reputation and national enrolment and representing the best in higher education.

Enrolment dilemma

The problem of enrollment in private institutions in China has been a long-standing one, especially in recent years when the number of universities has increased, the number of students has declined and public institutions have expanded, the problems facing enrollment in private institutions have become more prominent.

In response to these problems, many scholars have focused on discussing the problems and causes of the current enrollment dilemma in private institutions. Lan (2017) investigated the enrollment problems of private secondary schools in China's port areas, and the study pointed out that local economic factors are one of the important factors affecting the enrollment of private secondary schools in the region, and the population base in economically developed areas is larger, so the corresponding student source will be larger. Secondly, the imbalance between private and public secondary schools in many areas has narrowed the scope of enrolment for private secondary schools, with many students choosing to enter general higher education institutions. This has objectively put private secondary schools in a "passive position". In their study on the enrolment of private institutions in China, Wang et al. (2015) mention that with the deepening reform of China's economic system, the structure of China's economy and labor force have undergone significant changes, and the demand for secondary vocational education in the whole social development and employment market is very high. The traditional perception of secondary vocational education is low, and the regional reputation of private secondary vocational institutions is not good, while general high schools and higher education institutions are expanding, further reducing the space for private institutions. At the same time, Wang (2015) also points out that the disorderly and vicious recruitment efforts of private institutions in many regions to gain students have also greatly affected the reputation of their students, resulting in



insufficient efforts to improve the institutions themselves. Duan (2015), who has long studied the recruitment of students in private institutions, points out that the students of private institutions should not only be the subject of the school but also the object of their services. Therefore, private institutions should take on the role of a service provider in both education and enrolment and do a good job of cultivating students in their education work. The current difficulties in enrolling students in private institutions are due to a decrease in student numbers and increased competition from institutions, as well as a lack of recognition of private institutions by parents and students. In addition, the most fundamental reason is that the quality of education and management of the institutions themselves are not sufficient to attract students to attend. In many areas, local protection by private institutions to gain access to students is also a barrier to enrolment.

Enrolment Management Response

Huang et al. (2017) investigate and analyze the enrollment dilemma of private institutions in China and point out that the essential work to improve enrollment in private education should be to improve oneself fully, such as improving the environment of private institutions, improving the content and quality of education, to improve the quality of education in private institutions and thus attract students to attend. Chu (2017) argues that a good employment mechanism is an important condition for attracting students to study in private institutions from the perspective of the social employment of students. Therefore, on the one hand, the social status of private institutions can be improved, and their social recognition enhanced, and on the other hand, the employment of students in private institutions can be strengthened, for example, by building a social security system with technical talents as the core and gradually raising the salary level of technical talents in private institutions. At the same time, the government and private institutions are encouraged to work together to promote the development of graduate employment allocation and recommendation mechanisms to ensure student employment and salary security. According to Deng, Liang, and Yang (2016), the key to the difficulty in enrolling students in private institutions is the quality of student training. This is mainly due to the misconceptions of students and their parents about private institutions, and the fact that admissions are often "lenient", which leads to a lack of competitiveness in employment and affects the reputation of the school in the community. Therefore, there is a need to essentially improve the quality of teaching and learning and the quality of students' graduation through enrolment management. Yang (2016), in her study of enrollment management in private institutions, focuses more on the enrollment process itself, pointing out that it is necessary to establish a "four-pronged" enrollment model for the school's situation. In other words, all the resources of private institutions should be mobilized for the recruitment process, including all teaching staff resources, all media resources, and all material and financial resources. It is important to do a good job of ensuring that all resources are allocated, including funding, admissions venues, and media campaigns. In addition, as a private institution, to do a good job in terms of quantity and quality of enrolment, we must be proactive in exploring new enrolment resources, innovating enrolment routes, and expanding enrolment areas.

Educational Marketing Theory

Zeng (2009), in his analysis of the application of educational marketing theory to the enrolment of private institutions, points out that in today's market environment, private institutions are gradually becoming less competitive in the higher education market, and must learn to be student market-oriented in their enrolment efforts. Therefore, based on educational marketing theory, private institutions are encouraged to enter the education market with their strengths and to identify their target markets. In his study, Bao (2012) points out that private institutions need to strengthen the application of marketing theories in their recruitment process, promote scientific educational marketing strategies, promote the "student-oriented" marketing concept, clarify the market position of private institutions in the complex competitive market, and focus on their educational brands to optimize recruitment with a good reputation and development strategies. Li (2013), in the context of education marketing, has identified the need for private institutions to develop their education brands and optimize their recruitment marketing strategies with good reputation and development strategies. Li (2013) points out that private institutions need to pay attention to the prevention of market risks in the context of education marketing theory. He points out that private institutions need to establish a sense of risk in recruitment and



education, highlighting the quality of school recruitment and school operation. It is also important to actively improve the school's business mechanism, develop a "student-centered" education marketing approach, and prevent market risks. Yang (2013), in his analysis of student recruitment in private institutions, points out that the marketing concept needs to be integrated into all aspects of recruitment management and continuously extended into the positioning of the school, the optimization of teaching content, and the construction of the school environment, to meet the market demand for student training and to provide quality employment and talent output as the basis for continuous recruitment improvement.

Theoretical Framework

The theoretical framework was adopted to support to construct the research questions. It was shown below:

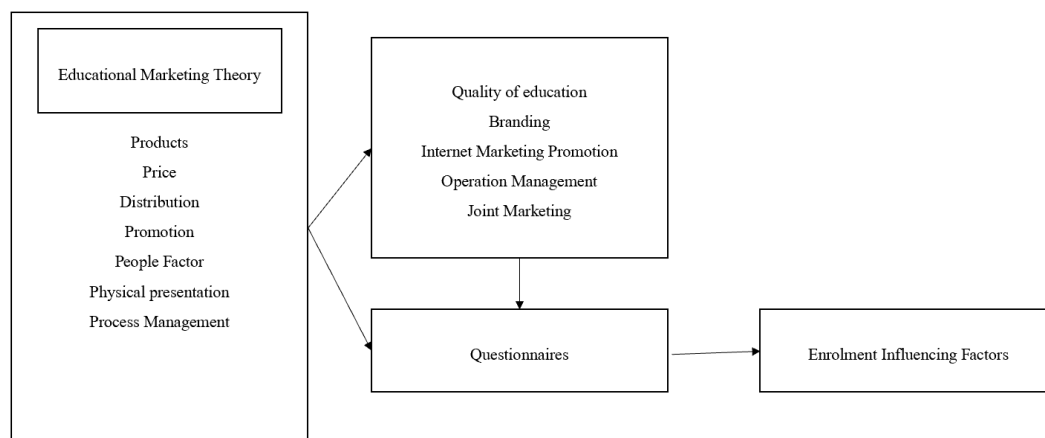


Figure 1 Research Framework

Methodology

This paper uses a mixed research approach where the study follows a combination of theoretical research and case studies. (1) Literature research method. This research is based on a large amount of literature, and the main ideas of domestic and international research are understood through the collation of literature, which then provides the basis for this research. (2) Questionnaire survey method. This study investigates the current situation of enrollment in NC Vocational College and analyses the data based on the survey to find out the problems and analyze the reasons for them.

Based on an extensive literature review, this study was based on a six-part questionnaire developed with the guidance and assistance of a supervisor, taking into account the current recruitment dilemma at NC Vocational College. The questionnaire covers six sections: basic information about the respondents, dimensions affecting recruitment, and student's evaluation of the recruitment process. The basic information of the respondents includes the gender, age, grade, major, and parents' occupation of the students. Through this four-dimensional survey, we hope to understand the main influencing factors in the recruitment of students to private institutions at the student level and the school level respectively.

Results

Motivational Factors for student learning

At NC Vocational College, the main motivation for students to go on to higher education was to learn knowledge and skills that would lead to a good career, with 31.08% of the former and 38.94%



of the latter. The number of students who wanted to enter a private institution of higher education was 97 (9.71%), while the number of students who wanted to get a diploma was 79 (9.71%). 68 students were not sure why they wanted to study, indicating that some students were not sure whether to study in a private institution of higher education. The percentage of students who are not clear about their motivation is 18.06%, which is a high percentage of all students. This group of students, who are not clear about their motivation, often do not perform well in their professional studies and skills, which leads to a lack of competitiveness in employment, which affects the school's employment situation to a large extent and has an impact on long-term recruitment. This is a reflection of the fact that the quality of the school's recruitment is not yet high enough to improve the efficiency of recruitment in the long term.

School management factors

The school management factor consists of two levels: the school's management of students' studies and the school's management of students' extracurricular life.

The number of students who think the school attaches great importance to their studies is 173 (21.36%), 268 (33.09%) attach great importance to their studies, 291 (35.93%) attach little importance to their studies and 33 (5.56%) attach little importance to their studies and 4.07% attach little importance to their studies. For elective courses, 176 students felt that the school attached great importance to them, 215 students felt that the school attached more importance to them, 311 students felt that they attached little importance to them, 64 students felt that they attached little importance to them and 38 students felt that they attached very little importance to them. The overall importance of practical skills courses has increased, with 287 and 241 students, or 65.92% in total, saying that the school attaches great importance to practical training courses, and only 74 students, or 9.24%, saying that the school attaches little importance to practical training courses. In terms of the number of students surveyed, the current level of satisfaction with the three areas of extra-curricular activities, accommodation, and canteen food was not high, at 34.65%, 18.91%, and 26.42% respectively. Of the total number of students surveyed, most rated the management of school life as fair, with 43.56% for extra-curricular activities, 34.98% for accommodation, and 35.56% for canteen food. In terms of dissatisfaction, the percentages of the three indicators were also relatively high, at 14.73%, 22.13%, and 19.63 respectively, which were much higher than the satisfaction levels.

Teacher Factor

The teacher factor is reflected in the closeness of the relationship between the teacher and the students on the one hand, and in the way the teacher's teaching style and The teacher's approach, and level of teaching are recognized by the students.

The results of the survey show that students generally do not feel close to their teachers. Only 42 of them, or 5.23%, were very close to their teachers; less than one-fifth, or 153, were very close to their teachers; 23.54% said they had an average relationship with their teachers; 334, or 41.59%, said they did not have a close relationship with their teachers; and 85 said they did not have a close relationship with their teachers. The results of this survey show that the teaching style of the teachers at NC Vocational College is not very well accepted by the students. There were 411 students (50.74%) who thought the teaching style was average, 79 students who were not satisfied with the teaching style, and 51 students who were very dissatisfied with the teaching style, both of which accounted for 16.05%.

Factors of school specialization

The satisfaction of the profession reflects to a certain extent the orientation of the school's personnel training and the degree to which it is in line with market demand. The marketing theory of education suggests that universities need to develop their majors in line with the market demand for talents and to position themselves in the target market for students. In the survey conducted by NC Vocational College, 81 people (9.99%) were very satisfied with the professional setting, 231 people (28.48%) were more satisfied, and the overall satisfaction rate was less than 40%. The majority of students, 45.87 percent, considered the level of teaching to be average, while 9.12 percent were dissatisfied and 4.44 percent were very dissatisfied.

Students' comments on the enrolment process



The survey found that the current channel of access for all the students surveyed was offline, mainly through the school's placement, suggesting that the school's admissions team has a prominent role, but that the impact of the school's online channels is low and needs to be studied and increased. Students' overall satisfaction with the school's recruitment process is not yet high, with 39.21% of students saying they are dissatisfied or very dissatisfied with the school's recruitment process, and that the main opinion expressed is the need to improve professionalism. The survey shows that 43.76% of students would like the school to improve the professionalism of its recruitment team, not only in terms of the knowledge of the school's professional curriculum but also in terms of the vision of the school and the career opportunities for students. In addition, more than 27.28% of the respondents believe that the attitude of the admissions staff needs to be improved, so NC Vocational College needs to strengthen its admissions team to provide professional and quality services to students who are applying for admission.

Conclusion and Recommendations

The analysis of the above data shows that the main factors influencing the enrolment of private institutions from the students' perspective include their motivation and confidence in learning, as well as objective conditions such as parent's education level and family income. From the school's perspective, the main factor is the output of the school's talent training, i.e. the quantity and quality of employment. This is directly related to the school's management of learning, extra-curricular life, teachers' qualifications, and specialisms. In addition, the current difficulties in enrolment are closely linked to social factors such as the increase in the number of universities, the expansion of universities, and the reduction in student numbers. The existence of these factors, combined with the actual enrolment management of schools, can highlight the problems and causes of the current enrolment management in private universities.

The school should take the market as the guide, optimize the recruitment organization planning, clarify the characteristics of the school, refine the student market, and need to clarify its target market for students according to its positioning and the level of recruitment in a province. Highlight the market orientation, optimize the function of enrolment services, understand the attributes of the market student groups, and carry out diversified promotional activities. To reach the market and develop educational marketing, it is necessary to continuously build up a good image of the school in terms of its curriculum, teaching quality, logistics management, and employment, and on the other hand, the college needs to spread this image out through new media, traditional media, and online marketing methods to reach the core student population.

The first is to set up an admissions staff selection panel, which needs to be formed under the main leadership of the school to conduct the selection, the panel is mainly responsible for the inspection, evaluation, and assessment of all admissions staff of the school; the second is to set up a set of admissions staff job criteria, according to the actual needs of the establishment of a set of job criteria, but also as an important reference for the selection panel to choose the admissions team personnel; the third is to establish a system of admissions staff selection system, the process is open, the results are fair.

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