

# Strategies for effective development of vocational college admissions publicity

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**Abstract:** *With the continuous reform and improvement of China's education system, vocational colleges have become an indispensable part of China's economic construction, and the employment opportunities of graduates have also increased. However, under the new situation, due to various reasons, the recruitment of vocational colleges is facing great difficulties, and in order to break this barrier, it is necessary to reform the enrollment rate of vocational colleges. Therefore, this paper studies the recruitment publicity of vocational colleges and puts forward some effective strategies to help relevant institutions.*

**Keywords:** *vocational colleges; admissions advocacy efforts; tactics*

## 1. Preface

With the rapid development of China's economy and society, various types of enterprises urgently need a large number of high-quality talents to enhance their competitiveness in society and meet the needs of jobs. At the same time, with the deepening of educational reform, the state has also increased its support for vocational colleges, requiring active educational reform, setting appropriate educational goals, and better transporting talents to production and services. At this point, vocational colleges must adapt to the requirements of social development, based on their own specific conditions, select students who match their own educational requirements, highlight their professional characteristics, and formulate a reasonable enrollment plan to attract talented and potential students to the talent training team of vocational colleges, so as to achieve their talent training goals faster.

## 2. Current situation of vocational college enrollment under the new situation

### 2.1 Status of vocational college enrollment

At present, China is paying more and more attention to the development of vocational education, and the rapid development of vocational education has become an important aspect of China's vocational education construction. Vocational education is an important part of China's higher education, which undertakes the responsibility and mission of providing high-quality technical personnel for national economic and social development. The Chinese government increasingly recognizes that vigorously developing vocational education and promoting the all-round development of human resources is the only way to build a strong country with talents and promote China's progress towards new-type industrialization. At present, the structure, college layout and professional settings of vocational education cannot match the needs of today's social development, the modern vocational education and training system is not perfect enough, the market gap of vocational education is very large, and there is unlimited development potential. However, problems such as similar positioning and similar characteristics have also ensued, which have intensified the recruitment competition between colleges and universities, resulting in a very severe enrollment situation in vocational colleges.

### 2.2 The number of students applying for vocational colleges has decreased sharply

According to the Ministry of Education, in 2015, the number of candidates peaked at 10.5 million, then declined year by year, and after nearly four years, the number of applicants for the national college entrance examination finally reached 9.75 million in 2020. With the continuous improvement of the overall level of enrollment in ordinary colleges and universities in China, the total enrollment rate of higher education in China has approached 50%. And the admission scores of some provinces are

getting higher year by year. In addition, although on the whole, some provinces have completed the enrollment plan at the macro level, from the perspective of undergraduate colleges and vocational colleges, there is a phenomenon of "incompatibility between fire and water", and the batch plans of vocational specialties in some provinces and cities have not yet been completed. Therefore, the demand for students in vocational colleges is increasing, which makes the enrollment situation of vocational colleges more and more serious, and gradually evolves into the new normal of the current vocational college enrollment work.

### **3. Problems faced in the current recruitment publicity of vocational colleges**

#### ***3.1 Vocational colleges are increasing, and enrollment is difficult***

According to research, the total number of people taking exams in China is steadily increasing, and in this context, why is there unprecedented enrollment pressure in vocational colleges? The reason is that with the increasing number of students applying for the exam, there are more and more vocational colleges in China, and all kinds of vocational colleges have a tendency to expand enrollment, which makes many students have more choices. Therefore, those vocational colleges that do not provide admissions discounts in the admissions process are often ignored by students, resulting in difficulties in admitting vocational colleges [1].

#### ***3.2 The publicity of vocational college enrollment is not satisfactory***

Due to the guidance of public opinion, some vocational colleges do not pay enough attention to enrollment publicity, still adopt the traditional enrollment model, and have greatly wasted resources such as the Internet and media. At present, the publicity work of vocational colleges has not achieved due results, which has had a certain impact on the recruitment of vocational colleges. Therefore, although the enrollment scale of vocational colleges in China continues to expand, it has not reached the expected goal, which is also one of the main reasons for the unsatisfactory recruitment publicity of vocational colleges.

#### ***3.3 Candidates do not know enough about vocational colleges and universities, and the social acceptance is not high***

According to the survey, the current social acceptance of vocational colleges is low, mainly reflected in the school conditions, teachers, teaching quality and employment rate, the word "occupation" often makes students and parents have an illusion, thinking that vocational colleges train grassroots workers, is "pure blue collar", resulting in some vocational colleges in the admissions publicity deliberately avoid the word occupation to attract students, dare not explain the meaning of career to students. Candidates and parents have a certain resistance to vocational colleges, they do not agree with them very ideologically, so when filling out the volunteers, they do not have much attention and interest in vocational colleges. Many parents would rather let their children work than let them go to vocational colleges, and they would rather let their children go to work at the bottom of enterprises. On this basis, some parents of students instilled in them the erroneous concept that "they will never choose a vocational school unless they have a last resort". In short, compared with ordinary undergraduate universities, vocational colleges are not attractive enough, and the recruitment publicity work is heavy and long.

#### ***3.4 The concept of admissions promotion lags behind***

At present, China's vocational colleges are facing the problem of difficult enrollment of students, in order to improve the quality of vocational college enrollment, each college is trying to recruit students through various channels. However, some vocational colleges in China have the problem of difficulty in enrollment, and there are also certain shortcomings in this. At present, vocational colleges still follow the traditional admissions thinking and adopt more traditional admissions methods, but this practice has been gradually eliminated. With the economic development and the continuous progress of science and technology, new propaganda methods continue to emerge and are widely used in social life. However, under the guidance of traditional enrollment concepts, the recruitment work of vocational colleges neglects the use of new enrollment methods, resulting in a lack of innovation in the enrollment work and does not reflect the advantages of the institution.

#### **4. Opportunities facing the current recruitment of vocational colleges**

##### ***4.1 The society's emphasis on vocational education has deepened***

In modern education, vocational colleges play a pivotal role. In the teaching of vocational colleges, attention is paid to both technical training and the cultivation of cultural literacy, which is why vocational education is widely valued by the whole society. With the continuous development of the Internet network, all aspects of society have undergone tremendous changes, in order to adapt to the development of social development needs the cultivation of talents, so as to realize the construction of the entire talent training system. Vocational education has received extensive attention from the society, provided policy support for its development, and has good social development conditions.

##### ***4.2 Economic development has increased the demand for professional talents***

Today, China's economy is undergoing a process of transformation and development, at the same time, science and technology and other fields are also developing, which requires a large number of creative and skilled compound talents, and vocational college talent training can meet the needs of social development, shouldering the important task of talent training in China. Today, with the continuous development of the market economy, the role of scientific and technological talents in modern development is becoming increasingly prominent, and in order to cultivate high-tech talents, it is necessary to have educational support. To a large extent, the competition between enterprises and countries is competition for talents. However, there are still many problems in the training of high-tech talents in China. Therefore, vocational education still has a lot of room for development in economic and social development. In this way, the attractiveness of the school to students can be improved in a sense, and the source of students can be effectively broadened.

##### ***4.3 The demand for diversified education development is increasing***

With the continuous adjustment of China's economic structure, every field of society has diversified development needs for the talent structure. At the same time, with the continuous development of society, people's perceptions have changed, and students' and parents' views on vocational education have also changed, believing that students need to master a practical skill, which is also a way for students to become talented. In addition, people are aware that the link between learning and finding a job has become closer, they are beginning to understand vocational education, and they will also think about the role that students can play in the future job, the standards they need to meet and the remuneration they can get, and this change in perception has led to more students receiving professional training, thereby improving the quality of vocational colleges.

#### **5. Innovation and development of vocational college enrollment publicity**

##### ***5.1 Improve the enrollment system and give full play to the advantages of vocational education***

In order to improve the quality of students, it is necessary to reform the enrollment system, and on this basis, form a long-term education management system, so that it can better adapt to the development of vocational colleges. In order to ensure the momentum of rapid development of vocational colleges, we must pay enough attention to the enrollment work, coordinate various departments, increase investment in the quality of students, strengthen the overall strength of the school, improve the overall strength of the teaching team, strengthen the teaching and research level of teachers, give full play to the bond and service function of the school, ensure the construction of a long-term mechanism, and can exert its important influence. Therefore, if vocational schools want to attract high-quality students to apply, they should start from themselves, strengthen the adjustment and improvement of enrollment majors, make them consistent with social needs, and adopt diversified admission methods according to the actual situation in formulating enrollment policies and enrollment forms to attract outstanding students. In terms of planning, it is necessary to think carefully, plan reasonably, determine the ultimate goal of enrollment work, highlight the advantages and focus of vocational colleges, increase publicity, do a good job in preliminary work, sort out the issues of concern to graduates and parents, and summarize the work in a timely manner. For different departments and units, carry out recruitment work at all levels, carry out special research on incentive policies, explore ways and modes of promotion, effectively solve problems in reality, enhance communication between each other, and finally form a series of recruitment policies to jointly promote

the construction of long-term recruitment mechanisms. Although vocational colleges are similar in their school-running models, they are very different in terms of school philosophy, professional advantages and talent development direction. In the enrollment of vocational colleges, they should give play to the characteristics of occupations, highlight the characteristics of occupations, and enable talents in vocational colleges to better play the role of occupations. The teaching goal of vocational colleges is to improve the comprehensive quality of graduates, therefore, the advantages of vocational education should be given full play to make students stand out in vocational colleges.

### ***5.2 Rely on industry to run schools and strengthen the construction of professional connotation of enrollment***

Good employment situation and social reputation play a great guiding role in admissions publicity, and are also the key to the success of admissions publicity. Vocational schools should be closely integrated with the characteristics of the industry, based on the characteristics of running schools, actively expand employment channels and markets, realize the linkage of enrollment and employment, and build a stable school-enterprise cooperation base and internship base. In terms of talent training, we should also fully understand the trend of talent demand in the market, make timely adjustments to professional settings and resources, organically combine vocational talent training and output, and drive enrollment with employment, so as to improve the quality of students, and then form a virtuous circle and become a model for colleges and industries. When setting up majors, pre-research should be carried out and opinions should be solicited from the society to continuously improve and improve the quality of students in each major. Under the deepening of the system reform, the choice of major will become the focus of students and society, and students will pay more attention to the professional strength, professional characteristics and the quality of talents and employment cultivated in vocational schools, which requires vocational colleges to strengthen the construction of professional connotation and accelerate the introduction and training of professional teachers, so as to improve the quality of vocational talent training, make the profession more cohesive and attractive, and enhance its recognition in society. At the same time, in the implementation process, we should pay attention to fully grasping the school's enrollment policy, and do a good job in the school's admission method and admission plan.

### ***5.3 Strengthen the construction of student origin areas, and fully mobilize the enthusiasm and initiative of enrollment personnel***

Outstanding student sources provide vocational colleges with continuous high-quality resources. Vocational colleges should attach importance to the construction of source areas, specifically analyze the efficiency and main goals of schools in creating high-quality student source areas, and put forward corresponding countermeasures to promote the construction of high-quality student source areas. At the same time, they should also select and identify more targeted schools based on their own educational characteristics, build a solid peer-to-peer enrollment network, and lay a solid foundation for enrollment work. Therefore, establishing a place of origin and cultivating high-quality students is conducive to the recruitment of vocational colleges and promotes the development of vocational colleges. By establishing a student-oriented relationship with high schools, vocational schools can interact with high schools and tell students information such as vocational education concepts and talent training in advance, thereby improving their sense of identity with vocational colleges and stimulating their enthusiasm for learning vocational colleges. Therefore, high-quality human resources are not only the bridge between vocational colleges and high schools, but also the "conveyor belt" for high schools to send talents to vocational colleges, which can not only provide high-quality students for vocational colleges, but also provide more human resources for their future development. Through the investigation of the enrollment of vocational colleges in China in recent years, it is found that some personnel will be influenced by the general environment in the enrollment process, and it is easy to appear "bored". Once this happens, it is easy for them to abandon themselves and lose motivation to participate. To this end, under the new situation, vocational colleges can adopt similar "reward and punishment" measures, giving certain rewards to those who have outstanding performance in the recruitment process, and giving appropriate punishments to negative personnel.

### ***5.4 A good evaluation and incentive mechanism is a key link in the recruitment work***

The evaluation incentive mechanism is to build a set of effective and operable enrollment work evaluation mechanism based on the characteristics of enrollment work, and through the construction of this mechanism, make performance evaluation a scientific and reasonable normal, combine performance evaluation indicators with specific job responsibility goals in enrollment work, try to quantify each evaluation index, and achieve the goals of enrollment work in the whole process. The

establishment of evaluation incentive mechanism is an important part of the objective and fair evaluation of the quality of enrollment work, and its establishment is directly related to the fairness of the evaluation results, and it is necessary to set up enrollment responsibility objectives, reasonably define the assessment content of enrollment work, and quantify it, so as to build a scientific and complete enrollment responsibility system. In addition, it is necessary to strengthen the effective combination between the enrollment goals of vocational schools and the goals of the department, timely and fairly evaluate the effect of work performance within a certain time limit, and give corresponding remuneration to staff, use incentive methods to complete the enrollment work, and promote the smooth and effective development of the recruitment work.

### ***5.5 Vocational colleges should strengthen the supervision of the recruitment process***

At present, in the recruitment of vocational colleges, there are some favorable conditions in all aspects, but there are also some unfavorable conditions. In recent years, due to the imperfect enrollment system of vocational colleges, many colleges and universities have shown a phenomenon of "bias" in enrollment, and a custom has been formed. Over time, the public's understanding of vocational colleges will appear "black spots", and the image of vocational colleges will deteriorate. Therefore, for vocational colleges, if they want to reform and innovate the enrollment work, they must strictly monitor the enrollment work, without any favoritism, be fair, just and open, and report and deal with it in a timely manner, so as not to bring huge losses to students and institutions.

### ***5.6 Vocational colleges strengthen and improve the construction of their own publicity teams for enrollment work***

Vocational college recruitment work seems simple, but in fact very demanding, admissions personnel must not only have an accurate and clear understanding of the teaching philosophy, favorable majors and students' career development, but also master some recruitment methods that can attract students, and organically combine them to make their vocational colleges stand out. Therefore, under the new situation, vocational colleges must carefully select a group of teachers who meet the needs of the school's enrollment work, form a group of high-quality and capable recruitment teams, and conduct enrollment training before they can begin to recruit students. The recruitment publicity work should have a stable, efficient and strong backbone team, because the backbone team is an important factor in the enrollment publicity work, which will have a direct impact on the smooth progress of the enrollment work. When the backbone team conducts admissions publicity, it is facing students and parents, and they must be tireless and meticulous, so that students and parents can better understand the school. The quality of admissions propagandists directly affects the social image of the school, which requires admissions propagandists to have strong execution ability, therefore, in the backbone team of admissions publicity, the construction of the backbone team of admissions publicity is very important, to comprehensively explain the basic situation of the school, the professional characteristics of each department, the commonality and differences of similar majors, the admission of each major in the past three years, and the employment status of the major, these must maintain a unified publicity method in the backbone team of publicity. Introduction from the perspective of the entire vocational college, so that students and parents have a complete understanding of the overall operation and enrollment of the school. In school publicity, the backbone team must know the reason, move with affection, and learn from history, so that students and parents can more easily trust the school and make the right choice.

### ***5.7 Carry out modern apprenticeships and expand forms of publicity***

At present, all kinds of enterprises have an increasing demand for talents and higher requirements. Many vocational colleges also regard the training of senior talents for enterprises as their goal to run schools. Therefore, how to effectively promote the recruitment of vocational colleges under the new conditions is of great significance to the employment choices of vocational college graduates. To this end, vocational colleges should reform in a certain sense and integrate modern apprenticeships into daily teaching activities, in this context, vocational colleges should strengthen close ties with enterprises, build a seamless bridge of "school-enterprise docking", achieve "school-enterprise docking", and enhance the employment competitiveness of vocational colleges [2]. In the enrollment publicity, it is necessary to give full play to the professional advantages of vocational colleges, establish a professional publicity team, strengthen professional publicity and consultation, and publicize skill training, job characteristics, technical ability, development potential, typical figures, etc. Through the use of scientific, professional and modern publicity methods, it fully reflects the high-tech level of colleges and universities, and it is necessary to "invite in" and "go out". In the process of publicity, students can take out some patents for their inventions, such as robot polo, robot dancing, drone queuing, etc., or invite some cooperative enterprises to the school to do publicity, link learning

and employment, and let students have a refreshing feeling through exhibition boards and professional explanations. At the same time, the combination of soft power and hard power, the integration of students' cultural and artistic performances, rhythmic gymnastics, martial arts performances, band performances, etc., so that they can participate in various school activities and leave a deep impression on students and parents. In addition, we regularly organize some activities, walk into the campus, and invite the relevant leaders of the student's institution, admissions office staff, graduates and parents to the school for field visits, and show the overall strength of the school on the spot.

### ***5.8 Enrich enrollment channels and improve the visibility of institutions***

The admissions office staff of the relevant vocational college can only brief teachers and students on the overall situation of the university for a limited period of time, and cannot fully demonstrate the special benefits brought by the university's expertise. Among many similar colleges, students cannot accurately grasp the characteristics of each vocational college and cannot make important choices according to their own needs and interests. Therefore, while maintaining the original enrollment model, vocational colleges should broaden their enrollment channels to better reflect their own advantages, deepen students' impression of vocational colleges through modern network and media technology, and lay a good foundation for future enrollment. For example, vocational colleges can set up a special admissions column, or video account, public account and live broadcast number, regularly send out the subject introduction of the institution, and attach the requirements and restrictions of the institution for the enrollment of the main group for many years, so that students can have a clearer and deeper understanding of the specific situation of each major in the vocational college, and then make a choice based on their own needs and interests. Therefore, in the long run, changes in admissions policies and working methods can reduce a lot of pressure on future enrollment work of vocational colleges.

### ***5.9 Effectively operate the background links of the official website of college admissions and WeChat public accounts***

At present, the quality of education in vocational colleges is uneven, which makes many students and parents feel confused. Students are most concerned about the reputation and career structure of the institution, but these need to be consulted and have no more objective basis. The official website of the institution and the WeChat public account are the most authoritative recruitment information, and students who want to better understand an institution generally start from the official website or WeChat public account of the institution to obtain basic information about the institution. Therefore, the official website and public account of the institution must be updated in time and fresh, so as to better attract the attention of students and parents. Therefore, vocational colleges should seek the assistance of relevant professionals in the admissions process, improve the preparation of the enrollment plan, and use background links to allow students to save their names, so as to facilitate more communication and interaction among students and promote students to successfully complete the registration.

## **6. Conclusion**

In short, vocational colleges occupy a pivotal position in China's higher education. With the expansion of the scale of enterprises in China, the requirements for vocational education are getting higher and higher, vocational colleges must carry out thorough reform and innovation, expand the scale of enrollment through a variety of ways, increase the source of students, and send more powerful new blood for China's social enterprises, so as to promote the development of vocational education in China.

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