

# An Ethical Analysis of Difficulties of Modern Enrollment Management and Evaluation Mechanisms

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## Abstract

The education development is the essence of dynamic knowledge architecture. With the increases of college entrance examination candidates, institutions and running points, China's education has been in the rapid development since the 1990s. It has been become a hot explore object of educators to put forward the higher requirements of Enrollment Management, to further improve the enrollment management process and to establish appropriate evaluation mechanisms. Thus, this paper analyzes the characteristics of the modern recruitment, puts forward the difficulties and the measures of the enrollment management process and elaborates the related guarantee methods. These principles can provide some references of modern recruitment and promote China's education development.

**Key words:** Enrollment management; Difficulty; Countermeasure; Evaluation mechanisms

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## INTRODUCTION

It has always been taken seriously for the related matters of Chinese college enrollment management, due to the large population base and the huge amount of social information. However, with the continuous development

of China's national conditions, some newly problems not only gradually expose the drawbacks of the existing enrollment management process, but also highlight the importance and difficulty of the recent construction of the enrollment management process. Take the college entrance examination as an example, the current number of high school graduates is still enormous although in diminishing situation. High school graduates of college entrance examination still have as many as 900 million people in 2013. Moreover, according to the data published by the Ministry of Education, the total numbers of National College of July 2014 (excluding independent colleges) are 2,542. In which: 2,246 of universities and Colleges (including private university in 444), 296 of adult institutions (including 1 private adult institutions). Therefore, it is always a big problem to do a good job of the applicants and admissions between institutions and students (Xiao, 2014; Yu, 2014; Li, 2013).

## 1. THE CHARACTERISTICS OF MODERN ENROLLMENT

### 1.1 Information Transmission Diversification

The human society has entered in a period of high-speed transmission of information - the Internet age, with the continuous development of communication technology. Basically, transferring and developing the related work of all social information is needed to rely on the network to complete. In China, as a large country with a huge population and a vast expanse of territory, if we are only relying on manpower to complete the related work of enrollment management, it must be a complicated and huge process. However, if we rely on the network can not only achieve the collection and analysis of information, but also can contribute to the related publicity of enrollment management (Li, 2013). On the basis of this,

with the use of some traditional information delivery channels (mail, express mail, telephone, SMS, radio, etc.), we can ensure the enrollment work fully launched, and then can achieve the both of point (a single student or school) and face (students and schools in regions even in nationwide).

### **1.2 Enrollment Scope Wider Than Before**

In terms of admissions, the enrollment institutions have broken the geographical limitations and the proportions of provincial admissions have increased annually. For comparison the ordinary college enrollment plan, we can be seen on the territorial enrollment is no longer necessarily more than the provincial. For example, the Wenzhou University provincial enrollment plan in 2014 marking in Jiangsu, Anhui, Henan and other provinces enrollment, the number can be up to 80 people and the Guangxi University provincial enrollment plan in 2014 showing the total numbers are 1,724 people. For the key university, such as the territorial admissions of HIT are reducing the number of enrollment plan from 2012-2014. Due to the establishment of State 's policy of rural poverty special admissions program, the underdeveloped areas of the west have been increased enrollment category which is supplying a lot of opportunities to the candidates in poor areas.

Under the wider choice of students and schools situation, it is necessary considerable for schools admissions to do the enrollment management work well, to ensure the applicants and admissions between institutions and students in line and to provide stable service. In completing the students' volunteer, relying on the unscientific mechanisms which were admitted by voluntary has been changed. Including in the Major adjustment, namely, in the student voluntarily, the school can increase the amount of admission by providing the professional choice proposal.

### **1.3 Recruitment More Competitive Than Before**

The right to choose independently was increased in modern enrollment mechanism and the students can choose institutions according to their own judgment, coupled with the large number of national institutions. All of these were leading to more intense competition recruitment, especially for the excellent and local students' competition (Liu, 2012). To ensure the school admissions, the schools must consider to put more information operation than before by publicity and surveys and etc, to increase the difficulty of the data transmission, storage and analysis. However, using various channels and forms to do recruitment propaganda, whether fair competition and meet the related requirements or not, you will need to be assessed and treated by the competent authorities, which are also brought a greater challenge for enrollment management processes.

## **2. DIFFICULTIES IN ENROLLMENT MANAGEMENT PROCESS**

### **2.1 The Objective Requirements of the Humane Development Trend**

With the development of the harmonious society, modern enrollment process gradually gets rid of the rigid stereotypes and transfers to the flexibility and comfort of humane management. As a social service nature, enrollment work is necessary to think about how to change themselves in order to achieve excellent quality service and to ensure the normal development of education. For example, in terms of student enrollment, it is very important to how to ensure the fairness of objectivity and fairness and to maximize the protection for the rights of students. For this question, the time of reporting students' voluntary changed from before exam results to after exam results are a successful case.

### **2.2 How to Match All Types' Resources of Institutions Scientifically**

All of the institutions as a member of the education system, they should be committed to promoting the development of social education. Although competition can promote the school to improve teaching quality and organizational management level, it is not desirable to limit in the small field of competition in the territory institutions. School parties and education sectors should establish the consciousness of "make the best use of everything" to promote the institutions resources to be matched maximized. For example, in orientation selection aspect, according to strengths of institutions and characteristics of students to admit the students, which can achieve the advantages of the training students, but also bring more effort and difficulty because of the enrollment work requires.

### **2.3 How to Ensure Scientific Information Transformation**

Some institutions make enrollment under the guise of fraudsters, because of national more and more paying attention to the education importance and the desire of students to more desirable schools. In the past period of time, the main way of deception are as followings, confusing the school forms in deliberately, such as taking the self-examination, adult education and others of the non-full-time education to explain the so-called "colleges" to cheat students; Posing as a college admissions officers or internal staff Admissions, then they are promise "back door" to deception; Preparing a fake school to defraud the student tuition. The series of scams be using the inadequate capacity gaps to protect information of the enrollment management process. This is not only making the students and parents to suffer economic losses, but also wasting the study opportunity of students, and losing of students of colleges. Therefore, it is necessary to ensure

scientific information transformation to promote the enrollment process, and at the same time, can eliminate the educational environment in significantly meaning.

#### **2.4 How to Refine the Enrollment Management Processes**

It is undeniable that the current enrollment management process still has some lags.

On the one hand, the enrollment management process still does not make some creative innovation in network technology, computer technology and other high-tech environment, resulting in workforce miscellaneous and less effective. It is still worth considering enrollment management process optimization under the advanced science and technology support. On the other hand, all aspects of enrollment management still don't close enough, which meaning every aspect of cooperation cannot link well and coupled with its complex and independent, resulting in the long time delay in implementation.

### **3. THE MEASURES TO RESOLVE THE DIFFICULTIES OF ENROLLMENT MANAGEMENT PROCESS**

From the analysis of the causes of the difficulties of enrollment management process, we get that it is influenced by objective reasons in some degree, but the key is the integration of various factors cannot adapt to meet the requirements of the objective environment, and then produce a series of questions. Therefore, we should take the enrollment participating units as the key internal factors to achieve the overall improvement.

#### **3.1 Improve the Ability of Staff**

According to the nature of the work, the staff can be divided into propaganda, planners, executives, managers, technicians and others. We should take the different staffs' nature to take the appropriate training to improve their overall capacity. Take propaganda as an example, they need to have the appropriate communication skills along with the characteristics of hard-working to adjust the strenuous advocacy work environment, meanwhile being able to have certain sense of innovation, and can initiative make some publicity in the best principles. The ways of training have the prior intensive training, temporary lectures, follow-up guidance and other forms. The training contents includes personal training, advocacy skills, try to memorize, science and technology education, ethics, law and departmental rules and others. And we need to grasp infrastructure work and assess the training objects to qualify them basic office capacity.

#### **3.2 Integration of Existing Systems**

For part of the existing current system, we should refer all aspects of enrollment management and the overall

effectiveness to make certain degree of integration and change. The first is the convergence of various aspects of the work, such as the cooperation, advocacy, reporting, admission among different departments' management and transformation and the division of competence and responsibility and etc.. The Second is to improve the implementation of the system, that is to say, the work methods should give priority to the development of the models of the system. We should be standardization work as possible and can be appropriate for self-innovation in without offset outline circumstances. The third is the advice and answering system. Some of the details, propose and reaction, and subsequent Q&A of the problem should be taken seriously. For example, in terms of the admission requirements interpretation, for the case in question, there should be a special person to address and answer. Finally are monitoring and incentive systems. We propose to establish the independent oversight mechanism with the performance system to complete. The oversight mechanism is mainly responsible for supervision and inspection of daily work and the operation of various processes, and deals with and correct the violation of the discipline work. The performance system is required depending on the nature of the work to develop the different stages.

#### **3.3 Meets Advanced Technology**

To facilitate good statistics, information storage, indexing analysis work and others work, the traditional communications and office technology are essential, and the Word, Excel, PDF, PPT and a series of basic software and related technologies are also needed. Particularly, the confidentiality of students' personal information should be paid adequate attention. The range of enrollment management system topics such as WEB, SSH, SJP, J2EE has been R&D and using the microbiology platform media to self-publicity for enrollment management provides more scientific help. All of this makes the whole process more meticulous and clear. The arrival of the new media era creates a new lifestyle and work environment, and also provides a good opportunity for the variety of social affairs for reform.

#### **3.4 Disclosure Process**

Enrollment management process influences on the students deeply and is the focus of the country's widespread concern. Therefore the process needs to accept social supervision as more as possible to achieve the office processes transparent, which can not only reduce the social concerns, but also help to reduce illegal operations, etc. In addition to enrollment management department voluntarily disclose processes progress and the appropriate disclosure of some information, we can also take advantage of the local media to achieve public opinion. Some admissions process rules and others can also be achieved outside feedback to achieve a wide range of interaction.

## 4. CONSTRUCTION OF THE EVALUATION MECHANISM

### 4.1 Design Evaluation Content

Designing the evaluation content of the enrollment management process should take in two ways. The one is rationality. Whether the process is designed to meet the “saving standard” or not, namely is exist the duplicate forms of work, procrastination and others or not, convergence at all stages of work is reasonable or not, the education department is full realization of the supervision and guidance or not. For example, for the department head approval procedures alone and admissions group discussion sessions, in permitting situation, we can get them together at live discussions and approval it. The other one is efficient. Enrollment management process should be clarity, standardization and carried out in an orderly manner as more as possible. We are need to prepare well in advance , such as brochures , enrollment plan, communications plan and others, which should be prepared in advance with a slight change plan. We need making the temporary emergency preparedness well. When happen outside the plan situations, we can take appropriate ways to remedy.

### 4.2 Evaluation Criteria

The first is humane standards. The admissions process should take full account of some humane content, such as care for the students’ subjective views, efforts to promote fair and equitable, and design appropriate adjustments and flexibility within the principles of system and so on to create a harmonious management environment and to provide pleasant quality service. The second is an effective standard. About timing, we should use the required or less time to complete the work in all enrollment stages to save time and effort. For example, the publicity should be the right amount, time and degree. And admissions shall promptly begin in accordance with the batch, volunteer dispensing work can be carried out simultaneously with the admission process, and some special circumstances may be appropriate to delay.

### 4.3 Evaluation Measures

Evaluation should be objective implementation well. Therefore, in addition to their own admissions manager

and timely summary and reflection, we can use the external forces to evaluate. For example, based on the information disclosure, we accept the social groups’ supervision and evaluation and the interest groups’ (students and parents) evaluation and so on. Especially, in advertising investment and Student Enrollment link, we can also invite justice agencies involved in the evaluation and implementation of judicial supervision to increase the credibility of the enrollment, while effectively prevent illegal admissions process and discipline.

## CONCLUSION

In summary, the modern Enrollment is facing challenges and opportunities, in increasingly fierce market competition, rapidly changing information technology, changing and improving the social demands. The modern Enrollment need to realize stable development and in advance decisively to make enrollment management processes with education matched. Do this work well, not only needs the institutions be on their own admissions to put forward higher requirements, but also needs the government departments conscientiously perform their duties, who can always be the mentors , supervisors and leaders to continually promote the enrollment management process rationalization, scientific and healthy development.

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