

Research on the Influencing Factors and Countermeasures of Independent College Enrollment in the New Era

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Abstract: With the deepening of the reform process of the new college entrance examination, the enrollment of Independent Colleges in the new period is facing greater difficulties and challenges. Meanwhile, with the novel coronavirus pneumonia epidemic spreading in 2020 and the urgent demand of Independent Colleges' transformation work, enrollment is full of uncertainty. Based on this, the purpose of this study is to deeply analyze the plight, current situation and related research deficiencies of independent college enrollment work in the new period, and put forward the ways and direction of improvement, hoping to provide some reference for the enrollment work in the transition of independent college.

Key words: Second; Independent colleges should be transferred; The new college entrance examination reform; Novel coronavirus pneumonia outbreak; Thoughts and suggestions

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1 Introduction

Independent college is a new type of undergraduate college, which is run by non-state financial funds in cooperation with various social organizations or individuals. It is the product of the reform and innovation of school running system under the background of marketization and popularization of higher education in China^[1].

It can be said that it is based on a certain level of social and economic development, in order to

meet the needs of education and in the context of the implementation of national education macro-control. With the great enrichment of the economic foundation in the new era, the demand of education has gradually changed from "quantity" to "quality", and people have higher requirements on the level of educational background. With China's entering a new era, the historical task of independent colleges has been completed, "double first-class construction" is an era topic facing colleges and universities at present or for a long time in the future. Therefore, in order to improve the top-level design of education, this year the Ministry of Education launched the implementation plan on accelerating the transfer of independent colleges, which requires independent colleges to submit the transfer plan before the end of 2020. Novel coronavirus pneumonia is also facing great challenges in the new college entrance examination reform. It will bring great challenges to the enrollment of independent colleges. It is the focus of enrollment work in the coming period to put aside negative effects and stabilize the enrollment plan of Independent Colleges in the current situation.

2 The influence of independent college transfer on enrollment

According to the spirit of the relevant documents of the Ministry of education, independent colleges must submit the transfer plan before the end of 2020. This policy has aroused the general concern of the society, especially the discussion and analysis of the transfer path of senior high school students, students, parents and brother colleges, which has caused a lot of unnecessary speculation, resulting in a lot of uncertain factors in the whole recruitment process of

independent colleges.

2.1 Transfer path and expected impact

The transfer path of independent colleges is the best choice based on multi-party value balance. At present, the Ministry of education has given three paths of "transferring to the public, transferring to the people, and stopping running". In essence, it is the deepening reform of the education system and mechanism, which is based on the reflection of the improvement of comprehensive national strength in the superstructure since China has entered the new era. Especially, the era of China's comprehensive education reform has come, and the old system and mechanism can no longer meet the needs of people for education at this stage. Therefore, a number of double first-class academic universities and high-quality vocational universities are urgently needed as a strong support for building a powerful education country, which puts forward higher requirements for the recruitment of talents.

First, independent colleges are transformed into ordinary public universities. This path is the best choice for most independent colleges, and it is also the biggest voice of teachers, students and parents. If we put aside the economic and other factors and only proceed from the established results, the prospect of enrollment will not be very optimistic. On the one hand, independent colleges are separated from the parent school, and the corresponding advantages in terms of school name and teachers are lost, and the highlights of enrollment publicity are also turned into disadvantages. Even if the new school name is changed, there is a big gap in many aspects compared with brother colleges at the same level. The new school name means low popularity, and the enrollment publicity needs to invest a lot of money, manpower and material resources in the later stage. Maybe the words "public undergraduate, low tuition" will attract the attention of some students' parents, but after everyone's rational analysis, most students and parents may still choose the old public undergraduate colleges that have developed for decades. After all, the entire transformation of independent colleges needs a process, and the construction of teachers, disciplines, majors and campus culture needs to be gradually accumulated. Of course, in addition to these factors, the college's geographical location, traffic conditions, economic development, employment

environment will also have a significant impact on the enrollment work; On the other hand, if the independent college turns into a public college, the corresponding enrollment plan will also change a lot. The application and preparation of enrollment plan is also an important part of enrollment work. How to arrange the provincial and professional plan more scientifically and reasonably is not only the core task of college enrollment, but also a prerequisite for the quality of college students. One of the major problems faced by independent colleges is how to ensure the enrollment rate and admission rate. In the past, the investment of independent colleges outside the province is relatively small, but they can still complete the plan. The reason is probably the "halo effect" of the parent school. It can be said that the parent school undertakes all the highlights in the enrollment publicity. In addition, there are relatively few plans for independent colleges to leave the province outside the province, basically taking into account the economic affordability of the provinces (cities, autonomous regions), so the quality of students from independent colleges outside the province is generally not poor. However, after the transfer, the focus of planning and enrollment publicity has shifted. Therefore, it is very important to plan the enrollment work after the independent college is transferred.

Second, independent colleges will be transformed into ordinary private undergraduate colleges. This path is the compromise choice of most independent colleges at present, and many teachers and students are in favor of it, but the recruitment work also faces many problems. First of all, the transformation to a private university will also experience problems such as changing the name of the school, high quality teachers of the parent university and withdrawal of resources, resulting in a sharp decline in the strength of the school, relatively more resources being continuously invested in the later period, and the subjective impression of "profit-oriented" easily created from the perspective of social response. Secondly, the high tuition fee will make most students and their parents shrink back, especially in today's society, the depreciation of education, the undergraduate base is relatively large, people are relatively less confident in the future employment and development of private undergraduate education. Moreover, the professional Settings of private colleges

are not systematic and the disciplines are relatively single, which also results in the non-differentiation of the quality of students among the enrollment majors, failing to highlight the characteristics or advantages of majors, and thus failing to attract high-quality students. Finally, it also has some advantages to be converted into private colleges, such as relatively free use of funds and relatively flexible professional Settings.

Third, independent colleges have ceased running. This path is the most reluctant choice of all independent colleges, and to stop running means to abolish the organizational system. From the current situation, the state has issued the corresponding guidance measures. The parent university is an independent college at the provincial and ministerial level, which can be recovered by the parent University. The immature independent college can be merged into a civilian run college according to the relevant policies. However, this will not only affect the enrollment work at this stage, but also affect the interests of graduates, students, parent universities and local governments. In particular, the recruitment of Independent Colleges in the transitional period is a fatal blow.

2.2 Value demands and expected impact of multi value subjects

In the process of independent college transfer, there are value demands of multiple value subjects. No matter what kind of transfer path, it will have a certain impact on the enrollment work because of the interest demands of multiple value subjects.

First, the parent university should be disinterested. The transfer path of independent colleges is the result of the game of multi value subjects, but the transfer itself is the process of the parent University de benefit. From the perspective of the parent University, in order to obtain the maximum benefits or avoid the loss of benefits, the parent University will withdraw the core positions of leadership and staff, high-quality teachers, system and process. Although the problem of personnel turnover can be supplemented in a short period of time, it will take a long time for the systematic and highly policy oriented personnel in comprehensive posts (such as student recruitment), from training to being truly independent, which is not conducive to the development of enrollment and the development of the college, and even miss another

dividend of the comprehensive education reform.

Second, the teacher group is de labeled. The biggest interests of teachers in the process of independent college transfer are salary promotion and career development. But different orientation will have different choices. Compared with the past, the salary will drop, the welfare will rise, the development platform will be good, but the employment evaluation will be high; However, the salary of private colleges is rising, the welfare treatment is slightly lower or equal, the development platform is general, but the employment examination is slightly lower. No matter how it is transferred, the teacher group is a process of de tagging, especially many young teachers may not care too much about whether there is a staff, but the focus of their attention is self-improvement and development platform, which just supports the enrollment work from the side. After all, good teachers can attract better students to apply for the examination.

Third, Students are marginalized. Students include graduates, students and freshmen. Their demands are nothing more than diploma and future employment. Although a wide range of students' opinions were fully solicited in the early stage of the transfer of independent colleges, there are still many views on the "old method for the elderly, new method for the new". Many graduates and students do not care about and understand the transfer of independent colleges on the surface. In fact, the students have a deep understanding of the comprehensive strength, disciplines, majors, teachers and other aspects of independent colleges Campus culture and other aspects are the best understood, their views and views are the most real, and their opinions on the transfer path of the college are also the most convincing. At present, it is very unwise for many independent colleges to marginalize students in the process of transfer, which requires too much explanation in the whole enrollment work.

3 The influence of the new college entrance examination reform on the enrollment work

The new college entrance examination reform began in 2014 when the State Council issued the "opinions of the State Council on deepening the reform of the examination and enrollment system", which clearly pointed out that "by 2020, we should

basically establish a modern education examination and enrollment system with Chinese characteristics, and form a "classified examination, comprehensive evaluation, and multiple admission" examination and enrollment mode^[2]. Zhejiang Province and Shanghai will be the first batch of reform pilot, Beijing, Tianjin, Shandong and Hainan will be the second batch of reform pilot in 2020, and eight provinces and cities will be the third batch of reform pilot in 2021. At that time, more than half of the provinces (cities, autonomous regions) will implement the "3 + 3" or "3 + 1 + 2" mode. The implementation of comprehensive reform of college entrance examination breaks the traditional college volunteer, adopts the way of parallel volunteer to file, cancels the enrollment batch and other reform measures, and further shifts the focus of competition between colleges to majors. The brand effect of the so-called comprehensive strength of high-level universities is further weakened. Due to the uneven strength among colleges and universities or within colleges and universities, it is likely to lead to the asymmetry of the quality and structure of students. Compared with high-level or ordinary colleges, independent colleges have a certain gap in comprehensive strength, disciplines, majors, teachers and so on. The new college entrance examination reform has pushed all colleges and universities to the same starting line, and some characteristic majors of independent colleges may also stand out in this competition. Therefore, in the process of development, independent colleges should focus on the construction of advantageous specialties or characteristic specialties combined with local economy and culture, so as to promote development with characteristics, seek quality with development, and strive to be the first with quality. However, we should also clearly realize that independent colleges are basically at a disadvantage for the enrollment of some restricted majors (such as physics and History). In order to better complete the enrollment plan, independent colleges generally have no requirements for the selected subjects of provinces (cities) that have implemented the new college entrance examination reform, in order to maximize the potential enrollment. At the same time, we should try our best to put some professional plans that set up elective subjects or professional conditions into the provinces where arts and science are divided, so as to maximize the number of students. In a short period of time, this

approach can ensure that the number of independent college students is enough, but the quality of students is difficult to control, unable to form a benign closed loop. In particular, in the "3 + 1 + 2" mode adopted in the third batch of reform, the "1" is physics or history, and the preferred subject is restricted, which also avoids the loopholes of the reform mode in theory. Therefore, how to make the plan more scientific and arrange the provincial plan reasonably is a major issue.

4 Novel coronavirus pneumonia affects enrollment

The outbreak of the novel coronavirus pneumonia was a major global public health event in early 2020. The novel coronavirus pneumonia has strong infection and transmission, and its main transmission route is through direct or indirect contact with respiratory tract or mucous membrane, especially in crowded places (schools, supermarkets, subways, etc.), and its infection rate is unimaginable. Based on this, this year's college entrance examination is postponed for one month, which is precisely considering the life safety and health of teachers and students. However, it is inevitable that the psychological pressure of teachers and students will increase sharply when they are facing the epidemic situation, which will lead to more intense value conflict of interests of multiple subjects in the whole recruitment process. Therefore, how to offset or balance the adverse effects of the epidemic is the need for multi-party joint efforts.

5 Thoughts and suggestions

In the new era, the enrollment work of independent colleges is facing a complex and changeable situation. In order to better complete the enrollment work, we need to think and plan in advance, find out our own positioning, expand the popularity and influence of the college, especially in the enrollment publicity.

5.1 Accurate publicity and distinctive enrollment publicity

We should further strengthen the strength and accuracy of enrollment publicity, form a highly integrated online and offline publicity mode, strengthen innovation ability, take the road of enrollment publicity characteristics, and improve the quality of publicity. We should carry out publicity in

a planned and targeted way, focus on "accuracy", and comprehensively improve the quality of enrollment publicity.

5.2 Strengthen the construction, exchange and cooperation of high-quality student base inside and outside the province

On the one hand, we should strengthen the construction of high-quality students inside and outside the province, on the other hand, we should also pay attention to the exchange and cooperation of high-quality students. Carry out peer-to-peer enrollment publicity activities, organize enrollment publicity consultation meetings and lectures at important time nodes, or mail publicity materials to the university directly. At the same time, establish online communication channels such as wechat group of all bases, which are managed and coordinated by the Enrollment Office, and provide one-to-one personalized enrollment consultation and other services.

5.3 Further organize publicity activities for returning to school during winter vacation

Winter vacation back to school publicity is an important part of enrollment publicity. On the one hand, it can expand the popularity of the college in a short time, on the other hand, it can promote the practical ability of students in all aspects. College

Students' back to school publicity is an extremely important part of the three-dimensional enrollment publicity network, which has unique advantages. It not only has a large number of participants and wide coverage, but also is the easiest to enter the psychology of high school students, which plays an irreplaceable role.

5.4 Improve the enrollment business and service ability

At present, the situation of enrollment work is complex and changeable. In order to better complete the enrollment work, on the one hand, we should further study and master the latest enrollment policy to improve the level of enrollment business; On the other hand, we should build and improve the enrollment system and optimize the work process to improve the level of service for candidates.

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