

# Admissions promotion plan for colleges and universities in response to the Novel coronavirus pneumonia——Take Northwestern Polytechnical University as an example

Pei Li

Northwestern Polytechnical University Xi'an, Shanxi 710000

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**Abstract:** Enrollment is an important work of colleges and universities, and it is the basic links of quality assurance for talents training in universities. Tens of millions of families in China place high hopes on the college entrance examination each year and pay special attention to university enrollment .During the period when the country is actively responding to the Novel coronavirus pneumonia, how to do a good job in recruiting students, especially offline propaganda of enrollment, which was quite effective in the past , to provide accurate services for students and parents across the country, is the current problem of university enrollment. Based on Northwestern Polytechnical University as an example, this paper briefly introduces the work plan of online propaganda of enrollment.

## 1. The introduction

The standing committee of the political bureau of the communist party of China (CPC) central committee held a meeting on February 3 to hear a report from the CPC central committee's leading group on the outbreak of the Novel coronavirus pneumonia and relevant departments on the prevention and control of the epidemic. Also, Xi Jinping, general secretary of the communist party of China (CPC) central committee, pointed out: "The situation of epidemic prevention and control is constantly changing, and various tasks are constantly faced with new situations and new problems. We must follow closely, analyze in a timely manner, act quickly, and do our work firmly and unswervingly [1]."

On February 4th, Secretary of the Party Group and the Ministry of Education Chen Baosheng presided over a Party Group meeting to convey the spirit of the important speech delivered by General Secretary Xi Jinping at the Standing Committee of the Political Bureau of the Communist Party of China on February 3, and redeploy the prevention and control of the epidemic in the education system. Minister Chen baosheng pointed out: "every place is a war zone, every university is a battlefield, and every unit is a position. While doing a good job in epidemic prevention and control, we will make overall plans for education reform, development and stability."

According to the experience over the years, since February every year, the college enrollment work into the hot state. High-level sports teams, high-level art troupes, college-specific programs, dream-building programs, and other special types of enrollment began to be carried out in an orderly manner. Meanwhile ,the offline propaganda of enrollment activities carried out by colleges and universities are in full swing, including all kinds of recruitment consultation meetings, parents' and students' meetings, experts' popular science lectures in related disciplines and fields provided by colleges and universities to middle schools, and recruitment information seminars in colleges and universities. However, based on the current prevention and control of the Novel coronavirus pneumonia epidemic, offline propaganda of enrollment activities can no longer be carried out, and it is very urgent to explore new propaganda schemes under the new situation. This paper takes the online propaganda of enrollment of Northwest Polytechnical university (hereinafter referred to as "NPU") as an example to introduce the related work of online propaganda of enrollment [2].

## **2. Formulate a plan for online propaganda of enrollment**

NPU has been carrying out the work concept of "whole year, whole staff, full strength and all aspects", innovating publicity means, expanding publicity channels, and paying attention to the emotional effect of publicity, so as to ensure that the undergraduate admissions work is progressing solidly, and work with each department and each admissions group to work out an online propaganda of enrollment plan. The plan should consider all available online resources to effectively replace the offline propaganda of enrollment.

### **2.1 Pay attention to the traditional media enrollment propaganda**

The first is to strengthen the enrollment propaganda work in the traditional media channels including broadcasting (domestic well-known platforms such as cnr.cn, local education channels, etc.), newspapers, magazines, portals and so on; the second is to strengthen the telephone consulting work and the wiring personnel recruitment policy training, in addition, publish the recruitment group staff contact information on the website, such as E-mail information, to facilitate the intended candidates to inquire and consult; the third is to mobilize the recruitment team and the base school to strengthen the telephone and other forms of online return visit communication, to realize the high school students' trends, willingness to enter the examination, examinee needs and other information.

### **2.2 Strengthen the propaganda of new media enrollment**

First, continue to strengthen the cooperation with the domestic mainstream media website, pay attention to the promotion of new media and expand the influence of recruitment publicity; second, based on the remarkable effect of the professional videos co-promoted with the Understand encyclopedia in the early stage, it is planned to launch more series of professional videos about school features, such as aviation, aerospace, navigation, materials, machinery, to publicize the professional features of the discipline; third, cooperate with the school propaganda department actively, choose the suitable time node for the work arrangement of the college entrance examination, roll out a series of reports on school enrollment, such as the release of enrollment brochure, the analysis of the change of admission policy, campus visits, play the role of WeChat circle of friends, "recruitment micro homepage" and other new media recruitment publicity.

### **2.3 Actively explore the new mode of online propaganda of enrollment.**

#### **(1) Provincial propaganda online**

By means of live broadcasting, each enrollment group will directly display and introduce the PPT (including each province), school propaganda films, enrollment policies, subject categories, employment direction, further study and study abroad, campus life, etc. With the help of the operation team of the well-known domestic education platform, the recorded videos and propaganda films will be precisely pushed to the target high schools to attract prospective students and expand the popularity of the school.

In the process of live broadcasting, students (parents) can also interact with the admission teachers through real-time messages, and after live broadcasting, students can also use real-time messages to ask and answer questions. Students can take the initiative to leave their contact information, so as to facilitate more communication in the later enrollment process. Record the provincial online lecture video, embed the lecture video into the undergraduate enrollment information network and WeChat public account, for the convenience of students watching and promotion.

#### **(2) Strengthen the promotion of new media platform of the school**

Teachers of each admissions group should promote the promotion and publicity of "Northwestern Polytechnical University", "Northwestern Polytechnical University Undergraduate Admissions Information Network" website and "Northwestern Polytechnical University" and "Western Polytechnic University Admissions Office" WeChat public account while carrying out enrollment promotion works.

## **2.4 Explore popular science lectures live online**

Depending on the "pilot program" (the "pilots", who are mainly school leaders and high-level personnel (including senior professional title or official level or above), lead the team into the high school and carry out the recruitment promotion work as the long-term contact person of the high school) of the school, invite the pilot to record popular science lectures, through rain classroom and other platforms, broadcast live to students, and open up a column sharing platform in the recruitment information network, to attract The examinee with high professional recognition and love "three navigation", cultivate NWPU iron fans, and further realize the effective connection between college education and middle school education.

## **2.5 Implement the three-level online contact middle school mechanism of "one person, one province, one city, one school"**

The online recruitment publicity focuses on the implementation of the school's "one province, one policy, one institute, one product" recruitment publicity mode, the recruitment publicity team to strengthen the online "one province, one city, one school" construction, the college admissions director and the director of the recruitment of students as a whole for personnel allocation, so as to achieve high quality source of students (city, county, etc.), high quality source of students to people, responsibility to people, through telephone contact, join the middle school and parents WeChat group, QQ group to provide accurate services for students and parents [3].

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## **2.6 Give play to the role of colleges and universities in serving the society, provide assistance to students and their parents**

One of the duties of universities in our country is to serve the society. English educator John Henry Newman also mentioned in his speech: University is the popularization and expansion of knowledge. I think the popularization here also means benefiting the society. By 2020, many provinces and cities gradually implement the new reform of the college entrance examination, and there have also been many changes in college admissions policies. Affected by the epidemic, high schools postpone the start of school time, examinees can not like the previous to the school review for college entrance examination uniformly. In this case, examinees and parents appear more anxiety. Colleges and universities should allocate teacher resources reasonably, give full play to their social service functions, and provide psychological counseling for examinees in need through various channels and platforms, provide online psychological counseling, to ease the anxiety of examinees and their parents, and positively face the college entrance examination under the new situation.

Before the new coronavirus epidemic control work is finished and the normal offline recruitment propaganda work resumes, ensure that the online recruitment promotion activities carried out by the recruitment staff are included in the annual recruitment workload for assessment, which also as the reference of recruitment award.

It is an effective measure for colleges and universities to do a good job in online enrollment promotion to cope with the failure to implement offline enrollment promotion during the new coronavirus epidemic control period. How to play and excavate the role of online enrollment publicity, make it effective, to ensure that the quality of school enrollment is not affected by the epidemic, it needs each college admission workers to continue to work hard.

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