

The Long-Term Mechanism Construction and the Way Choice of College Enrollment Propaganda

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Abstract: With the rapid development of our economy, the education industry is gradually improving the rapid development of higher education enrollment in colleges and universities, large-scale expansion of enrollment in colleges and universities in China, large-scale expansion of enrollment is bound to make the competition of students more intense, in order to attract high-quality students, colleges and universities need to pay attention to the establishment of long-term publicity mechanism, improve the efficiency of propaganda work, highlight the publicity effect, and need to standardize the propaganda content according to the publicity requirements, ensure the role of college enrollment in the long-term publicity mechanism to improve the efficiency of colleges and universities to recruit more high-quality students.

1. The Significance of Establishing a Long-Term Mechanism of Enrollment Publicity in Colleges and Universities

College enrollment work directly affects the development of colleges and universities, but also directly affects the practical interests of the majority of students, from this aspect, colleges and universities need to attach great importance to enrollment work. In order to promote the enrollment work scientifically, the establishment of the long-term mechanism of enrollment propaganda becomes extremely important. Through the long-term mechanism of enrollment propaganda, the relationship between the university and the parents of the students can be strengthened, so that the parents of the students can better understand the content of enrollment in colleges and universities.

1.1. To Expand the Influence of Colleges and Universities in Society By Using the Long-Term Mechanism of Enrollment Publicity

The long-term mechanism of college enrollment propaganda can help schools to carry out enrollment work and improve the quality of enrollment. In order to achieve the goal of enrollment, flexible use of various means and ways to highlight the advantages and specialties of colleges and universities, so that outside personnel can have a general understanding of colleges and universities. During the period of enrollment propaganda work in colleges and universities, it is necessary to use modern information technology flexibly according to the requirements of propaganda, to use the network platform, to expand the scope of influence of enrollment propaganda, and to ensure that in the era of information big explosion, we can make flexible use of network information technology to carry out enrollment propaganda work. Pay attention to the college enrollment propaganda slogan design link, use the propaganda slogan to create the reputation of the university in the society, through self-expression, strengthen the school's popularity in the outside world. In the process of college enrollment propaganda, it is also necessary to reasonably plan the long-term mechanism of enrollment propaganda according to the work goal, make clear the propaganda service consciousness, standardize the work content, improve the service quality, so that students and parents can understand the idea of running a school, and professional characteristics through the long-term mechanism of enrollment propaganda. And enjoy quality service.

1.2. To Use the Long-Term Mechanism of Enrollment Publicity to Help Colleges and Universities Establish a Healthy Image

Under the background of the rapid economic development of our country, the educational mechanism has gradually been perfected, and the public's sense of identity to education has risen simultaneously. Most colleges and universities in our country basically carry out large-scale expansion of enrollment during this period. In order to ensure that the enrollment work can absorb high-quality students, it is necessary to attach importance to enrollment work and establish a long-term mechanism of enrollment propaganda. At the same time, colleges and universities also need to make clear the teaching objectives according to the requirements of the new curriculum standard, attach importance to the development of scientific research, strengthen the teaching management, improve the overall education level of colleges and universities, and attract the attention of a large number of high-quality students, which can also enhance the influence of colleges and universities to a certain extent, so that colleges and universities can stand out in many schools and enhance the competitive advantage of students. To establish a long-term mechanism of college enrollment propaganda, we should also build a contingent of teachers with high quality and professional skills, invest sufficient funds and purchase teaching equipment to ensure the simultaneous development of school software and hardware, further improve the quality of the long-term mechanism of college enrollment propaganda, expand the influence of schools in society, so that students and parents can trust colleges and universities and choose schools.

2. The Way of Establishing the Long-Term Mechanism of Enrollment Propaganda

2.1. Access to Networks

Colleges and universities need to attach importance to information collection, broaden channels, collect sufficient information, strengthen the propaganda of college enrollment, expand the scope of enrollment propaganda, use network information technology, and expand the influence of enrollment propaganda through network platform. At the same time, according to the recruitment publicity work and work needs, reasonable design of network publicity, construction of enrollment information platform, website portal, enrollment publicity work, parents can receive good service in the network information platform, answer questions about the school, clear enrollment system in colleges and universities, understand the school running situation. At the same time, it should also be in the network platform, strengthen the enrollment propaganda, use the college entrance examination information platform, expand the scope of college enrollment propaganda, use this method can achieve good publicity results, figure 1 WeChat propaganda.



Figure 1 Expanding college admissions publicity

2.2. Formation of an Admissions Team

The establishment of a long-term mechanism of enrollment publicity in colleges and universities can select high-quality students for the school, and at the same time should set up a high-capacity enrollment propaganda team, with the help of propaganda team, improve the quality of enrollment, ensure the smooth progress of enrollment propaganda work, improve the enthusiasm of propaganda

staff, and need to adjust the propaganda work plan flexibly according to their own actual situation. During the period of establishing the long-term mechanism of enrollment propaganda, it is necessary to select the backbone of the students in the school and the teachers with strong working ability to participate in the propaganda work to ensure that the number of workers can meet the requirements of the work, and when the work team is formed, it is also necessary to make clear the contents of the enrollment propaganda work, and at the same time, the admissions office should make overall management, clear the organizational content, perfect the deployment plan, select the experienced teachers, be responsible for the recruitment propaganda work, in order to improve the efficiency and ensure that the staff of the team can be completed in the quality and quantity, and design the work plan according to the actual needs, and establish the accountability system at the same time. To ensure that the work is carried out on each member, to inform them of the content of the work and the responsibilities and the rights that can be exercised, it is also necessary to construct a reward and punishment mechanism to stimulate the enthusiasm of the staff of the propaganda team. The university carries on the enrollment propaganda work, needs to pay attention to the plan organization and the plan work, causes the work to be reasonable, the science, only then can rely on the perfect work plan, exerts the enrollment propaganda long-term effect, obtains the good work effect, the chart 2 is the work team.



Figure 2 Team division

2.3. Establishment of a Student Base

During the development of colleges and universities, it is necessary to absorb high-quality students, which is the root of the long-term and smooth development of colleges and universities. Colleges and universities need to establish a joint base of students, pay attention to the cultivation of students' ability in the learning stage, and also need to realize that in the course of the development of education industry, the competition of students will become more and more fierce with the development of society, the university needs to maintain a good relationship with the students, carry out the teaching work according to the teaching concept, train the students to form good professional ability and professional accomplishment, improve the education level of colleges and universities, pay attention to the purchase of hardware, highlight the characteristics of college education, and purchase modern teaching equipment, construct the modern teaching system and perfect the teaching infrastructure to ensure that the students can be in a good teaching environment, Cultivate students' comprehensive ability and comprehensive accomplishment. In the process of constructing the long-term mechanism of enrollment propaganda, colleges and universities also need to pay attention to the introduction of enrollment information, and colleges and universities need to improve their own popularity in the society and expand the scope of school influence through the teaching level. Colleges and universities jointly establish student base, according to the needs of social development, strengthen the relationship between the two sides, optimize the relationship between the two, complement each other, take what they need, so as to ensure that both sides can achieve the development goal to achieve win-win in the process of cooperation.

Colleges and universities need to combine their own situation in the development of their own clear positioning. and make careful arrangement according to the work goal, strengthen the long-term cooperation with the middle school, so as to provide a large number of students for colleges and universities. The establishment of student base is an important means for colleges and

universities to establish a long-term mechanism of enrollment propaganda, improve the teaching level and expand their own influence.

2.4. Organizing Advisory Activities

It is also necessary for colleges and universities to establish a long-term mechanism of enrollment publicity, and at the same time, to pay attention to the campus open day, and to carry out publicity and consultation activities. Through the enrollment publicity and consultation activities, students or parents who are interested in the university can learn more about the idea of running a university and other contents in this activity, or through a number of colleges and universities to jointly organize the campus open day, which is a very common means for students to learn more about the school information. During the consultation period, candidates can ask questions to the school to understand the specific situation of the school, so as to expand the scope of enrollment publicity to a certain extent and enhance the influence of the school in the society. The university carries on the campus open day to carry on the propaganda consultation activity, may do to a great extent, expands the school enrollment propaganda influence scope, for the university absorbs the high quality student source to make the enormous contribution, the chart 3 is the campus preaching meeting.



Figure 3 Briefing

3. Conclusion

The reform of college education needs to further optimize the teaching content according to the educational goal, the university needs to maintain a good relationship with the students, carry out the teaching work according to the teaching idea, train the students to form good professional ability and professional accomplishment, improve the education level of the university, at the same time, pay attention to the hardware purchase, highlight the characteristics of the university education, construct the modern teaching system and perfect the teaching infrastructure, at the same time, we should make clear the goal of the education reform, use the teaching resources flexibly according to the actual situation of the school enrollment expansion, and solve the malpractice brought by the increasing scale of reporting, so as to ensure that the university can solve the increasingly competitive environment of the source of students. To further highlight the effectiveness of enrollment publicity work, schools also need to seize the current great opportunity, make clear the development goals in light of their own situation, rationally formulate the development content, ensure the rationality of the enrollment publicity program, implement the program content into the actual work through organization and planning, and expand the influence of the school in the public mind, which is also the main means for colleges and universities to obtain high-quality students.

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