

Research on the Way to Improve the Enrollment Quality of International Students

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Abstract: In recent years, with the continuous expansion of national education opening up and the in-depth implementation of the "the Belt and Road" education initiative, the educational goal of international students in China has gradually changed from the pursuit of scale to the improvement of quality and efficiency. How colleges and universities improve the enrollment quality of international students in the post epidemic era is of great significance to the improvement of the international talent training level and the comprehensive strength of education. Based on the analysis the main problems in the enrollment process, this paper proposes a series of measures to improve the quality of enrollment, such as highlighting academic education, multi-channel publicity, optimizing the allocation of scholarships and setting up overseas preparatory classes.

Keywords: Foreigner students Study in China, Enrollment, Research on quality improvement.

1. Introduction

In the past few years, in the process of the vigorous development of studying in China and the construction of *double first-class*, most universities have made great progress in the education of studying in China, with the steady expansion of the student scale and gradual optimization of the training level. In view of the situation in previous years, various scholarships set by the Chinese government and schools, the improvement of the quality of higher education, and the prospect of students' graduation and employment have all become important factors to attract foreign students. Taking S University as an example, the number of international students in 2022 has increased several times compared with 2016. In the process of developing international education, we gradually realize the importance of the quality of students for the quality of talent education. Although the global COVID-19 pandemic has made a certain influence to study in China, but according to the survey data of QS, a global higher education analysis organization, most students express that although their study abroad plans were affected, few of them completely abandoned to study in China.

2. Main Problems in The Process of Enrollment

Like most of domestic colleges and universities, the breakthrough development of international education has been concentrated in recent years, which inevitably leads to some typical problems of rapid development. In addition to the huge impact of the global COVID-19, some new problems have emerged in the enrollment work.

(1) Majors for international students are limited

Usually the university has a lot of major for Chinese students, but just provide several majors to international students. Basically, each school opens only one major for international students. Some schools have not enrolled international students due to objective reasons, which objectively reflects the lack of educational ability of the university, resulting in a limited number of majors available

for applicants to choose.

(2) It is difficult to unify the admission standards

The difficulty in unifying the admission standards is a common problem when the universities are doing enrollment work. Firstly, usually there are various of students, and different academic levels. It means different disciplines have different requirements for learning ability. Secondly, international students come from all countries and regions in the world, and their educational background and learning ability vary greatly, which makes it difficult to have a unified admission standard. The university shall recruit students in strict accordance with the standards, but it shall not ignore the students with strong willing to study in China but fail to meet the enrollment requirements at present due to their education background.

(3) The enrollment publicity needs to be strengthened

At present, the main channels for universities to recruit foreign students include official channels and private channels. The official channels include official delivery from government and cooperation between universities, while the private channels mainly include recommendation from educational institutions and on campus students, overseas lectures, etc. Obviously, the private channels are the main channels for enrollment. International students mainly obtain information of studying in China through overseas study consulting agencies, which may lead to an incomplete and nonobjective information obtained. Therefore, one of the ways to improve the quality of enrollment is to enrich the channels and strengthen the publicity.

(4) The global COVID-19 pandemic has a huge impact on enrollment

Firstly, the number of applicants to study in China has decreased. For example, there was a considerable number of students from Central Asia countries studying in Southwest Petroleum University before the pandemic. However, most of those students expressed that they don't like carrying out online courses, so the number of students applying to quit increased, while the number of applicants from Central Asian countries decreased significantly.

Secondly, it is more difficult to do the publicize work. There are many exchange programs of studying abroad in double first-class universities, but due to the impact of the pandemic, the publicity activities of the programs have to be postponed or canceled. Besides, before the pandemic, a lot of universities would like to go overseas to participate in various enrollment education exhibitions each year which makes a remarkable effect, but now it has to be replaced by online propaganda. It's hard to say the effect is same as before.

Thirdly, the competitive pressure of admission has increased, and the scholarship takes advantages of enrollment. The decrease in the number of students applying to study in China will inevitably lead to an increase in the pressure of competition among the universities in China. Accordingly, the admission standards may be reduced, and students may have more options to apply which may make the registration rate reduced. It has to say that the scholarship has played an important role in improving the attractiveness of students and the competitiveness of enrollment. Especially for the students who are still studying in China, the scholarship is the most important impact when they are choosing university to enter higher education. Taking Southwest Petroleum University as an example, about 80% of the outstanding students chose other universities that provide scholarships when they went to further study, resulting in the loss of high-quality students.

3. Measures and Approaches

(1) Strengthen construction and improve educational ability

Whether we can attract more excellent students to apply and constantly improve the quality of students, the key is the university itself. The attraction of famous universities with strong comprehensive strength to excellent students is natural. The educational ability and level of international students is also important factors when students are applying. Therefore, the primary path to improve the quality of enrollment still lies in the development and construction of universities themselves. Only by striving forward in the process of construction, can it positively affect the improvement of enrollment quality.

(2) Highlight academic education and increase the proportion of graduate students

In recent years, most universities in China has gradually found that non-degree students have more problems compared with academic students. They have different educational backgrounds, and the admission requirement is much lower. It is easy for them to get admission notice in China to study language courses, but after entering in the campus, usually they will make more troubles on management. Therefore, those years some universities have closed the language programs, and highlighted academic education. In order to recruit and cultivate high-quality international students, they have opened more majors for postgraduate and doctoral students, which expand the scale of postgraduates, and increase the proportion of graduate students.

(3) Broaden channels and effective the presentation

The main way for colleges and universities to recruit foreign students is to go abroad to participate in education exhibitions, and to hold lectures in overseas high schools and colleges, so as to mobilize their own outstanding graduates

for further study. After the outbreak of the pandemic, those universities have to extensively participated in various online education exhibitions and lectures, which has become the main approaches to enrollment publicity. Besides, the universities have made every effort to effective the lectures or presentations by equipping its hardware equipment and building a professional publicity team.

(4) Establish and optimize the scholarship system

In order to encourage international students to study hard and attract more outstanding students to study at the university, nearly all universities have set up international student scholarships. Establishing a relatively complete school scholarship system in combination with provincial and municipal government scholarships for international students, which has greatly helped the university recruit outstanding students. According to the needs of the enrollment, they dynamically adjusted the proportion of scholarships allocated to students on campus and freshmen, which has alleviated the serious loss of high-quality students.

(5) Develop preparatory education

Preparatory education is a connected education for applicants who are willing to study in the university but failed to meet the requirement. It is also an indispensable special stage in the transition from secondary education to higher education. Its purpose is to train the pre-admitted undergraduate students to meet the requirements of studying in China. For applicants from countries and regions with weak basic education, preparatory education for studying in China is a powerful measure to solve this difficulty and ensure the quality of enrollment. Chinese language course and math course or even English course can be arranged in the preparatory teaching.

4. Conclusion

It can be predicted that colleges and universities will still face many difficulties and challenges in recruiting students to study in China. Each university should start from its own situation and aim to recruit and cultivate high-quality international students, find out the key problems, constantly summarize experience, propose targeted effective ways to improve the quality of enrollment. After studying, those students are supposed to know more about China and are willing to be the disseminator of Chinese traditional culture transmission.

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