

The Development guidelines for Promotion of Higher Education Student Enrollment System at Guangxi Talent International College

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Abstract: The objectives of this research were 1) to study the level of Promotion of Higher Education Students' Enrollment System at Guangxi Talent International College and 2) to propose guidelines for the Development of Promotion of Higher Education Students' Enrollment System at Guangxi Talent International College. The sample group consisted of 217 teachers and administrators, selected by accidental random sampling from 515 teachers and administrators at the college. For the interview, 10 teachers and administrators were selected using purposive sampling. The research instruments were questionnaires and interview forms. The data analysis were calculated using frequency, percentage, means and standard deviations. The results were found that 1) The overall level of Promotion of Higher Education Students' Enrollment System at Guangxi Talent International College was at a moderate level. Considering the 6 aspects: Student Life and Facilities Information was at the lowest level, followed by Information of Fee and Scholarship, Curriculum and Department Information, Admission Results and Applicant Statistics Information, Application Channels and Applicant Eligibility, while Admission Procedures and Schedules were at the highest rank. 2) To develop the enrollment system promotion, it is crucial to enrich multimedia promotional materials for campus facilities, standardize scholarship and department introduction materials, develop pre-application eligibility guidance tools, publish categorized admission statistics, and establish a unified information release portal for admission schedules. These measures aim to enhance information transparency, reduce applicant confusion, and improve the overall effectiveness of the admission system.

Keywords: Enrollment system promotion, Higher education admission, Guangxi Talent International College, Admission information transparency, Vocational education.

1. Introduction

The student admission system serves as a linchpin within higher education institutions, exerting a profound influence on multiple facets of the educational ecosystem. As noted by Smith (2015), the admission system is the gateway through which students enter the academic realm, and its efficiency can significantly impact the overall operational rhythm of an institution. Jones (2018) further emphasizes that an effective admission system not only streamlines the entry process but also plays a pivotal role in shaping the institution's reputation. In a study by Brown (2020), it was found that institutions with well-organized admission systems tend to attract a more diverse and high-caliber student body, enhancing the academic environment. For Guangxi Talent International College, as it charts its course towards expansion and development, a robust and well-designed admission system is not merely a convenience but a strategic necessity.

Despite its importance, the current admission systems in many higher education institutions, including Guangxi Talent International College, are rife with oversights. A common shortcoming, as pointed out by Green (2017), is the over-reliance on manual and paper-based processes. This archaic approach not only leads to inefficiencies such as delays in processing applications but also increases the likelihood of human errors, as stated by Johnson (2019). Moreover, Thompson (2022) highlights that the lack of a unified digital platform often results in fragmented information, making it difficult for both applicants and administrative staff to access and manage data effectively. In the context at Guangxi Talent International College, these oversights can impede the institution's ability to attract top-tier students and manage its growing applicant pool efficiently.

This development guideline is crafted with the aim of effecting substantial improvements in the admission system at Guangxi Talent International College. Drawing from the insights of White (2023), the implementation of digital tools and integrated platforms is expected to streamline the admission process, reducing bottlenecks and saving valuable time for all stakeholders involved. By establishing clear and standardized criteria, as advocated by Black (2021), the college can enhance the transparency and fairness of its selection process, thereby fostering trust among applicants. Additionally, as suggested by Gray (2024),

leveraging data-driven assessment methods can further optimize the selection process, ensuring that the college admits students who are not only academically qualified but also a good fit for its educational ethos. In summary, this guideline endeavors to transform the college's admission system into a model of efficiency and fairness, positioning the institution for sustainable growth in the competitive higher education landscape.

2. Research Objective

1. To study the level of Promotion of Higher Education Students' Enrollment System at Guangxi Talent International College
2. To propose guidelines for the Development of Promotion of Higher Education Students' Enrollment System at Guangxi Talent International College.

3. Research Methodology

This study adopts a mix of quantitative and qualitative methods. The questionnaire is designed to assess the level of Promotion of Higher Education Students' Enrollment System at Guangxi Talent International College across six aspects: Curriculum and Department Information, Admission Procedures and Schedules, Application Channels and Applicant Eligibility, Information of Fee and Scholarship, Student Life and Facilities Information, and Admission Results and Applicant Statistics Information. Following the questionnaire, the study employs a structured interview to gain deeper insights into the guidelines for the development of the promotion of the enrollment system. The interviews are conducted with a selected group of participants, comprising ten teachers and administrators from Guangxi Talent International College, chosen for their extensive experience and expertise in the college's admission system and educational administration.

3.1 Population and Sample Group

This study involves a population of 515 teachers and administrators from Guangxi Talent International College. A sample of 217 teachers and administrators was selected through accidental random sampling, utilizing Krejcie and Morgan's method (1970) for determining sample sizes. Additionally, qualitative insights will be gathered through interviews with ten teachers and administrators from Guangxi Talent International College, selected using purposive sampling for their extensive experience and expertise in the college's admission system and educational administration, aiming to provide comprehensive guidelines for the development and optimization of the promotion of the Higher Education Students' Enrollment System.

3.2 Research instruments and Construction

The questionnaire was distributed to 217 teachers and administrators at Guangxi Talent International College. The survey was conducted online via www.wenjuanwang.com and disseminated through WeChat and email, reaching a total of 515 teachers and administrators, with 217 valid responses received. Accidental random sampling ensured the representativeness of the sample. Additionally, reliability tests were performed during the questionnaire design phase with a sample of 30 pilot test to ensure data robustness, resulting in a Cronbach's α of 0.88. All questions display consistency with the measurement target as evidenced by an average score of 0.67 to 1.00 on the acceptable consistency index (IOC).

The interview design for this study features structured yet open-ended questions, allowing respondents to elaborate on their experiences, views, and recommendations. The interviews are scheduled to follow the questionnaire survey, with interviewees informed about the survey results beforehand to provide context to their responses. A diverse group of ten interviewees, including administrators and specialized teachers, was selected based on strict criteria: extensive experience and expertise in the college's admission system and educational administration. For convenience and efficiency, the interviews were conducted online via Tencent Meeting, with the sessions recorded and transcribed directly within the software.

3.3 Data Collection

The data was collected through a questionnaire survey designed based on the research questions, literature review, conceptual framework, and relevant concepts pertaining to the promotion of the Higher Education Students' Enrollment System. The survey was distributed to teachers and administrators at Guangxi Talent International College. The questionnaire was edited online (www.wenjuanwang.com) and distributed through various channels including WeChat and email. A total of 515 questionnaires were distributed, with 217 valid responses collected. Accidental random sampling was used to ensure a representative sample. During questionnaire design, reliability and validity tests were conducted to ensure robustness.

The interview data was collected from ten teachers and administrators at Guangxi Talent International College, selected using purposive sampling for their extensive experience and expertise in the college's

admission system and educational administration. The data from these interviews were meticulously transcribed and analyzed by keywords, serving as a crucial component of the study's overall data collection process.

3.4 Data Analysis

The data analysis for this study was conducted in three distinct parts to ensure a comprehensive evaluation of both quantitative and qualitative data. In Part I, the demographic details of the respondents such as gender, age, years of work experience, and educational background were statistically analyzed and presented as percentages using statistical software to outline the general characteristics of the sample group.

Part II involved a more detailed analysis of responses to Likert scale statements covering six key dimensions: Curriculum and Department Information, Admission Procedures and Schedules, Application Channels and Applicant Eligibility, Information of Fee and Scholarship, Student Life and Facilities Information, and Admission Results and Applicant Statistics Information. The 5-point Likert scale was utilized, with the ranges defined as: 4.50 – 5.00 indicating "the highest level," 3.50 – 4.49 as "high level," 2.50 – 3.49 as "moderate level," 1.50 – 2.49 as "low level," and 1.00 – 1.49 as "the least level," following the original interpretation by Likert (1932). The analysis was performed using statistical software, and results were expressed in terms of means, standard deviations, and interpretations.

Part III complemented the quantitative analysis with a Keyword Analysis of the qualitative data obtained from the structured interviews. This involved an examination of the interview transcripts to identify and quantify the most frequently used words and phrases, providing insights into prevalent themes and sentiments among the participants regarding the promotion of the Higher Education Students' Enrollment System.

3.5 Research Variable

Research variables are derived from previous literature review: 1) Curriculum and Department Information; 2) Admission Procedures and Schedules; 3) Application Channels and Applicant Eligibility; 4) Information of Fee and Scholarship; 5) Student Life and Facilities Information; 6) Admission Results and Applicant Statistics Information. The dependent variable is the effectiveness of the promotion of the Higher Education Students' Enrollment System, which is defined as the level of satisfaction and perceived usability among teachers and administrators at Guangxi Talent International College regarding the enrollment system's promotional efforts.

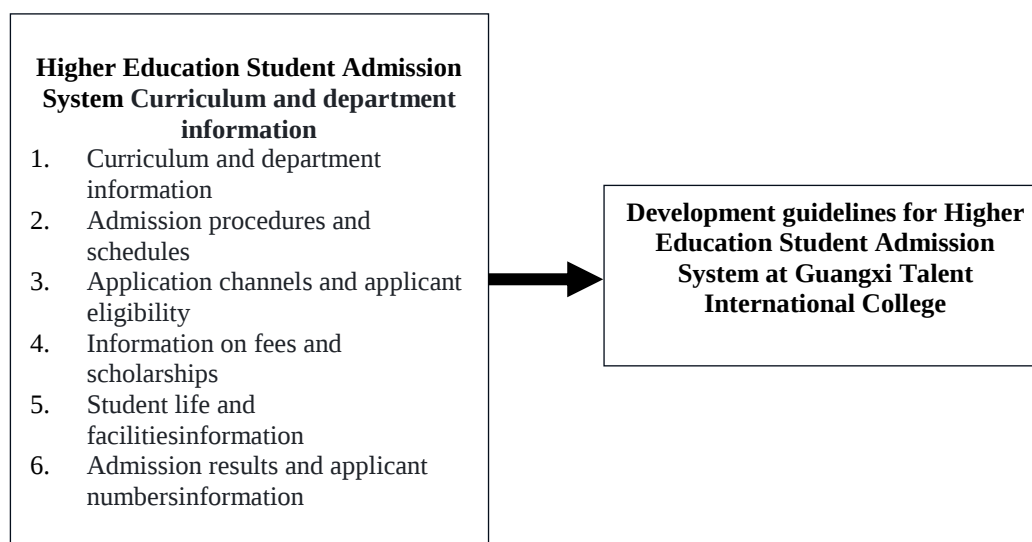


Figure 1 Research Framework

4. Research Findings

Part 1. The data analysis on the current levels of promotion of the higher education student enrollment system at Guangxi Talent International College

The data on the current levels of promotion of the higher education student enrollment system were analyzed using statistical methods by using frequency, percentage, mean, and standard deviation. Then the data was interpreted into levels and ordered into a ranking. To illustrate the current level of promotion of the higher education student enrollment system at Guangxi Talent International College, in 6 aspects: 1) Curriculum and Department Information, 2) Admission Procedures and Schedules, 3) Application Channels and Applicant

Eligibility, 4) Information on Fee and Scholarship, 5) Student Life and Facilities Information, and 6) Admission Results and Applicant Statistics Information. Data analysis was shown in Tables 1

Table 1 The mean ($\bar{x}$) and standard deviation (S.D.) the current level of Promotion Level of the Higher Education Student Enrollment System Dimensions

(n = 217)

Promotion Dimensions	$\bar{x}$	S.D.	Level	Ranking
1. Curriculum and Department Information	4.36	0.77	High	4
2. Admission Procedures and Schedules	4.42	0.73	High	2
3. Application Channels and Applicant Eligibility	4.56	0.69	High	1
4. Information on Fee and Scholarship	4.26	0.86	High	5
5. Student Life and Facilities Information	4.16	0.90	High	6
6. Admission Results and Applicant Statistics Information	4.39	0.77	High	3
Total	4.36	0.80	High	-

As can be seen in Table 1 the overall mean of the promotion level of the higher education student enrollment system at Guangxi Talent International College is at a high level ($\bar{x}$ =4.36, S.D.=0.80). Among the six dimensions, the highest-ranking is "Application Channels and Applicant Eligibility" ($\bar{x}$ =4.56, S.D.=0.69), indicating a high level of effectiveness. This was followed by "Admission Procedures and Schedules" ($\bar{x}$ =4.42, S.D.=0.73), while "Student Life and Facilities Information" ($\bar{x}$ =4.16, S.D.=0.90) ranked sixth; though still at a high level, it is the lowest among all dimensions.

Part 2. An interview analysis on development guidelines for the promotion of the higher education student enrollment system at Guangxi Talent International College

The following section presents interview analysis conducted with a diverse group of expert teachers and administrators from Guangxi Talent International College. These interviews aimed to explore the various aspects of the enrollment system promotion, specifically focusing on 1) Curriculum and Department Information; 2) Admission Procedures and Schedules; 3) Application Channels and Applicant Eligibility; 4) Information of Fee and Scholarship; 5) Student Life and Facilities Information; and 6) Admission Results and Applicant Statistics Information. Showing the question on the interview, the data were interpreted and supported by giving some examples of the interviewees.

1. The development guideline for "Curriculum and Department Information"

Experts suggested that the college should provide clear and comprehensive information about all academic programs and departments on the enrollment promotion platforms, including detailed curriculum outlines, faculty qualifications, teaching facilities, and program duration. They emphasized that prospective students and their families need transparent and easily accessible information to make informed decisions about their academic choices.

2. The development guideline for "Admission Procedures and Schedules"

Experts suggested that the college should streamline the admission process by publishing a clear timeline of key dates, including application deadlines, examination schedules, result announcement dates, and registration periods. They recommended that the enrollment system should feature a step-by-step guide for applicants, with reminders and notifications to ensure no critical deadlines are missed.

3. The development guideline for "Application Channels and Applicant Eligibility"

Experts suggested that the college should diversify its application channels to include both online and offline options, making the process more accessible to students from different regions and backgrounds. They also recommended that the eligibility criteria for each program should be clearly stated, including academic requirements, entrance examination subjects, and any additional qualifications or portfolio submissions needed.

4. The development guideline for "Information of Fee and Scholarship"

Experts suggested that the college should transparently disclose all tuition fees, accommodation costs, and other miscellaneous expenses on the promotion platforms. Additionally, they recommended providing detailed information about available scholarships, financial aid programs, and tuition waiver policies, including eligibility criteria, application procedures, and deadlines for financial support.

5. The development guideline for "Student Life and Facilities Information"

Experts suggested that the college should showcase campus facilities, student services, accommodation options, extracurricular activities, and campus culture through virtual tours, photo galleries, and student testimonials. They emphasized that highlighting student life experiences can significantly enhance the attractiveness of the college to prospective applicants.

6. The development guideline for "Admission Results and Applicant Statistics Information"

Experts suggested that the college should publish admission results promptly after each intake cycle, along with relevant statistics such as admission rates, applicant-to-seat ratios, and average scores per program. They recommended that this data should be made publicly available on the enrollment system to build trust and transparency with prospective students and their families.

5. Conclusion and Discussion

The promotion of higher education student enrollment system at Guangxi Talent International College is discussed as follows:

1. The overall average of factors influencing students' retention of collaboration project in Guangzhou Meirenyan Biotechnology Co., was at a high level. Considering the results of these 4 research aspects were as follows: the highest rank was "Content of the Curriculum", followed by "Enterprise Support for the Collaboration Project.", and "School Support for Collaboration Project" respectively. However, "Career Development Planning" was the lowest rank. This study provides valuable insights into the factors influencing student retention within the context of school-enterprise collaboration in China. The findings align with Bean's Model of Work Turnover to Student Attrition, which emphasizes the role of satisfaction, organizational commitment, opportunity, and social integration in student retention (Bean, 1984; Bartunek, Huang, & Walsh, 2008). The high satisfaction ratings across curriculum content, enterprise support, and school support indicate that the collaboration between Guangzhou Meirenyan Biotechnology Co., Ltd. and the Secondary Vocational School in Weining Autonomous County has been effective in engaging students and providing them with a positive learning experience.
2. Based on the quantitative survey outcomes and qualitative interview views from college teachers and administrators, the development guidelines covering each dimension of enrollment system promotion. The discussions are shown below:
 - 2.1 For Curriculum and Department Information, participants pointed out that the college should enrich the display of department research advantages and faculty research achievements, adopt visualized presentation methods, and build immersive digital platforms to display department characteristics. This situation reflects that the current promotion of curriculum and department information at the college is still relatively static and text-oriented, which limits prospective students' ability to fully understand the academic strengths and research capabilities of each department. The teachers' and administrators' suggestions indicate a recognized need to shift from simple information listing to engaging, visual, and interactive content delivery. Without such enhancements, applicants may find it difficult to differentiate between departments and assess which program best aligns with their academic interests. Furthermore, immersive digital platforms can help bridge the information gap between the college and potential applicants, particularly those from remote areas who cannot easily visit the campus. The call for visualized presentation also reflects a broader trend among Generation Z applicants, who increasingly expect intuitive and digitally rich content when making educational choices. This finding is consistent with Accessibility Theory which posits that the usability and comprehensibility of information are as important as its availability. In the context of enrollment promotion, even if curriculum and department information is made available, it may not be effectively utilized if it is presented in a dense, text-heavy format that is difficult to navigate or interpret. Visualized and immersive formats lower the cognitive barriers for applicants, thereby enhancing the actual accessibility of academic information. And the research result of Carlik (2019), who found that the learning environment and academic reputation of departments are among the key strategic dimensions in higher education marketing, and that presenting these elements through rich, accessible formats significantly influences prospective students' institutional perceptions and enrollment decisions.
 - 2.2 For Admission Procedures and Schedules, participants proposed establishing a unified information release platform for admission timetables, developing inquiry functions for personal admission progress, and deploying intelligent reminder mechanisms for important time nodes. This situation reflects that the current admission procedures and schedules information at the college is scattered across multiple channels, making it difficult for applicants to track their own progress in a timely and systematic manner. The lack of a centralized platform increases the cognitive burden on prospective students and their

families, especially for those from underrepresented regions who have limited access to fragmented information sources. Intelligent reminder mechanisms can help reduce the risk of missing critical deadlines, thereby improving the overall efficiency and fairness of the admission process. Moreover, real-time progress inquiry functions enhance applicants' sense of control and reduce anxiety during the waiting period, which positively influences their overall perception of the institution. The establishment of a unified information platform also reflects the broader trend of digital transformation in higher education administration, where user-centered service design is becoming a core principle. This finding is consistent with Accessibility Theory, which emphasizes that information must not only be available but also easily accessible, understandable, and usable for all intended users. A fragmented and decentralized information system creates accessibility barriers that prevent applicants from effectively engaging with the admission process. By consolidating admission schedules and progress updates into a single, user-friendly platform, the college can significantly lower these barriers and enhance the practical accessibility of procedural information. And the research result of Panda (2023), who found that information accessibility is a critical step toward independent campus life for students, and that a large amount of information floating in different formats across multiple channels creates significant barriers for users, highlighting the need for unified and accessible information systems in higher education settings.

- 2.3 For Application Channels and Applicant Eligibility**, participants suggested developing self-inspection tools for applicant eligibility, using plain language to interpret admission requirements, and launching pre-application qualification review services to reduce invalid applications. This situation reflects that many prospective applicants, particularly those from non-traditional educational backgrounds or first-generation college aspirants, struggle to understand complex admission requirements written in bureaucratic or technical language. The lack of plain-language interpretation and self-assessment tools leads to a high number of invalid or mismatched applications, which wastes both applicant effort and institutional review resources. Pre-application qualification review services can serve as a proactive intervention, helping applicants determine their suitability before formally submitting, thereby improving application quality and reducing unnecessary administrative burden. Self-inspection tools empower applicants to take control of their own eligibility assessment, increasing transparency and reducing reliance on third-party intermediaries. These measures collectively contribute to a more equitable and applicant-friendly admission environment by lowering the informational and procedural barriers faced by less-informed applicants. This finding is consistent with Accessibility Theory, which asserts that the accessibility of information depends not only on its availability but also on whether it is presented in a format that users can readily comprehend and act upon. Plain language and self-assessment tools directly address the cognitive accessibility dimension of the theory, ensuring that admission requirements are not merely published but are genuinely understood and usable by all prospective applicants. And the research result of Beard (2019), who stated that admissions information is considered transparent and accessible only if a prospective student can easily find the information they need and can readily understand the language used, emphasizing the importance of using simple and clear language and adopting a student-driven rather than provider-driven approach in developing and presenting admissions information.
- 2.4 For Information on Fee and Scholarship**, participants recommended sorting out complete scholarship information documents, producing special interpretation materials, and building a dynamic update mechanism for tuition and financial aid information. This situation reflects that fee and scholarship information at the college is often scattered, outdated, or presented in a dense format that is difficult for applicants and their families to navigate. Financial considerations are among the most critical factors influencing student enrollment decisions, especially for students from lower-income families who rely heavily on scholarship and financial aid information. The lack of well-organized and specially interpreted financial materials may deter qualified students from applying or accepting admission offers due to perceived financial barriers. A dynamic update mechanism ensures that tuition and scholarship data remain current, reducing the risk of misinformation and enhancing trust between the institution and prospective applicants. Producing special interpretation materials—such as infographics, FAQ documents, and case-based explanations—can help demystify complex financial aid policies and make them more approachable for diverse applicant groups. This finding is consistent with Accessibility Theory, which posits that information accessibility encompasses not only the physical availability of content but also its comprehensibility and timeliness. Fee and scholarship information that is incomplete, outdated, or poorly explained fails the test of genuine accessibility, as it imposes an additional cognitive and informational burden on users. By organizing, interpreting, and dynamically updating financial information, the college can significantly improve the accessibility of this critical decision-making resource. And the research result of Carlik (2019), who identified that international student recruitment

promotion involves multiple strategic dimensions including institutional reputation, graduate opportunities, and social integration, among which financial and scholarship information plays a critical role in shaping prospective students' cost-benefit perceptions and ultimately their enrollment intentions.

2.5 For Student Life and Facilities Information, participants advised creating panoramic virtual campus tours, sharing real campus life content from students, and organizing online open day activities to show campus living environments and supporting facilities. This situation reflects that traditional static descriptions and brochure-style presentations of campus life are no longer sufficient to meet the expectations of today's digitally native applicants. Prospective students increasingly seek authentic, immersive, and interactive content to form a realistic impression of campus living conditions before making enrollment decisions. Panoramic virtual campus tours can provide a geographically unconstrained experience, allowing applicants from distant regions to explore facilities as if they were physically present. Sharing real student-generated content about daily life on campus adds authenticity and relatability, which institutional marketing materials often lack. Online open day activities further bridge the gap between virtual exploration and real interaction, enabling applicants to engage directly with current students and staff. These digital tools collectively transform student life information from a passive information item into an active recruitment asset. This finding is consistent with Accessibility Theory, which holds that effective information dissemination requires removing barriers to user engagement. Traditional static information formats present both geographic and psychological barriers: applicants who cannot visit the campus in person have limited access to experiential information, while text-heavy descriptions fail to convey the sensory and emotional aspects of campus life. Virtual tours, student videos, and online events overcome these barriers by offering multi-sensory, accessible, and engaging content that brings campus life to the applicant. And the research result of the UNESCO International Centre for Higher Education Innovation (2024), which highlighted that digital transformation in higher education includes the use of immersive technologies and online platforms to enhance institutional visibility and student engagement, demonstrating that universities that adopt innovative digital tools for campus presentation can better connect with prospective students in the digital age.

2.6 For Admission Results and Applicant Statistics Information, participants proposed releasing categorized applicant data by major, optimizing the real-time result inquiry function, and compiling annual admission data analysis reports to improve information transparency. This situation reflects that the current disclosure of admission results and applicant statistics at the college may lack sufficient granularity and timeliness, leaving applicants and their families with limited insight into the competitiveness and selection patterns of different programs. When applicants cannot access categorized data by major, they may struggle to make informed decisions about program choice and application strategy. Real-time result inquiry functions reduce the uncertainty and waiting anxiety that characterize the traditional admission process, while annual admission data reports serve as a valuable reference not only for future applicants but also for institutional self-evaluation and strategic planning. Improved information transparency in the admissions process strengthens institutional accountability, builds public trust, and helps align applicant expectations with actual admission outcomes. Furthermore, transparent data disclosure supports educational equity by enabling all applicants—regardless of their background or social connections—to access the same objective information. This finding is consistent with Accessibility Theory, which emphasizes that genuine accessibility requires not only that information exists but also that it is available in a timely, well-organized, and easily interpretable format. Admission results and statistics that are released in an aggregated or delayed manner fail to meet this standard. Categorized real-time data and annual analytical reports transform raw admission data into accessible knowledge that empowers applicants and promotes fairness in the enrollment process. And the research result of Monroe et al. (2013), who demonstrated that systematic collection, categorization, and analysis of applicant data are essential for informed admissions decision-making, and that transparent presentation of admission-related statistics helps applicants and institutions alike to better understand selection patterns and improve the overall quality and fairness of the admission process.

6. Recommendations

6.1 Recommend for Implications

- 1) The research indicates that Student Life and Facilities Information is the weakest dimension of enrollment promotion. Therefore, the college should enrich multimedia promotional materials related to campus facilities, develop virtual campus visiting systems, collect real sharing content from students, and break the limitation of single text introduction.

- 2) The research result indicates that the publicity of scholarship relevant content is not comprehensive enough. So, the college should sort out standardized introduction materials for all types of scholarships, regularly update policy content, and launch diversified interpretation channels to make applicants fully understand application conditions and reward standards.
- 3) The finding showed that the publicity of department research characteristics is insufficient. As a result, the college should unify the production standards of department introduction materials, enrich the display of research achievements and industry cooperation resources, and build special digital exhibition areas to show each department's academic strengths.
- 4) The findings suggest that targeted pre-application eligibility guidance needs to be supplemented. Therefore, the college can develop auxiliary inquiry tools for admission conditions, adopt easy-to-understand language to interpret threshold requirements, and set up special consultation channels to reduce invalid application behaviors.
- 5) The findings suggest that categorized admission statistical information needs to be supplemented. As a result, the college should regularly sort out applicant data divided by majors, publicly release admission overview reports every admission cycle, and enrich the content of the applicant inquiry system.
- 6) The findings support that unified management of admission schedules helps reduce applicant confusion. Therefore, the college should build a unified information release portal for admission timetables, realize synchronous updating across all official channels, and set up reminder services for important time nodes such as result announcement.

6.2 Future Research

- 1) Follow-up research can track the implementation effect of the enrollment system promotion guidelines proposed in this study, and observe the changes of admission promotion work after relevant measures are put into practice.
- 2) Subsequent research can collect opinions from prospective applicants and parents, and compare the cognitive differences of admission information between internal college staff and external applicant groups.
- 3) Further research can explore the communication effect of different promotion channels such as short videos, official social media accounts and web pages, so as to optimize the resource allocation of enrollment publicity.
- 4) Comparative research can be carried out with other domestic international vocational colleges with similar positioning, to learn mature experience of enrollment information promotion and realize localized improvement.
- 5) Researchers can further explore the correlation between the transparency of enrollment information and the college's enrollment competitiveness, and provide long-term strategic reference for enrollment work planning.

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