Exploring the Ways to Improve the Efficiency of Postgraduate Enrollment Based on a Survey of College Students

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ABSTRACT In recent years, with the increase of the number of graduates, the employment competition has been extremely fierced. After graduation, more students choose to take the postgraduate entrance examination. Except for a slight decline from 2014 to 2015, the number of applicants for postgraduate entrance examination in China has increased since 2011, and the growth rate has been more than 10% since 2017.In 2020, there will be 3.41 million applicants for master degree, an increase of more than 500,000 over 2019, growth rate more than 17%, and create a new record. at the same time, the proportion of professional masters' enrollment has increased significantly and the enrolment has overtaken academic masters. In such an environment, universities should pay more attention to the quality of graduate students while expanding their enrollment. This paper investigates the basic situation, voluntary choice and the way to obtain information of graduate students in a university through questionnaire, in order to put forward practical suggestions to improve the efficiency of graduate enrollment work.

1. INTRODUCTION

This article mainly uses questionnaires to investigate the students at school, analyzes the reasons for their admissions to graduate school, the factors that they choose before taking the test, the channels for obtaining admissions information, and the school's admissions promotion suggestions. The purpose of this survey is to better understand the impact of different admissions promotion methods on the number and quality of admissions students by understanding relevant aspects of school graduates, including basic information, majors in postgraduate studies, factors that are valued by schools, and ways to obtain information. Furthermore, it found out that the school had shortcomings in enrollment, provided better choices for enrollment promotion, and improved enrollment efficiency.

1.1. Survey Object

The survey targeted first-year graduate students at a university. The selection of the survey objects is mainly because the first-year graduate students have just gone through a complete set of procedures from applying for a graduate student to taking the exam, and have a clear and profound experience in the work of graduate admissions. So investigating this group is the most typical.

1.2 Survey Method

The survey was conducted by issuing an electronic questionnaire. For first-year freshmen of all graduate students in a certain university, it covers 15 colleges. In order to ensure that the students of each college can receive surveys and ensure the representativeness of the survey samples, the author volunteers to collect a number of investigators in each college and let them take charge of the college's survey work, basically achieving the purpose of census. According to calculations, there are about 950 first-year freshmen in the school, and a total of 590 valid questionnaires were collected. The survey scope reached 63% and the sample quality was good.

2.Analysis of Questionnaire Result

2.1Basic Situation Analysis

Regarding whether or not to inter-professional postgraduate entrance examination, 66.78% of students are not inter-professional postgraduate entrance examination, and 33.22% of students are interdisciplinary postgraduate entrance examination. This shows that there are already a relatively large number of students who have more ideas and plans for their professional careers.
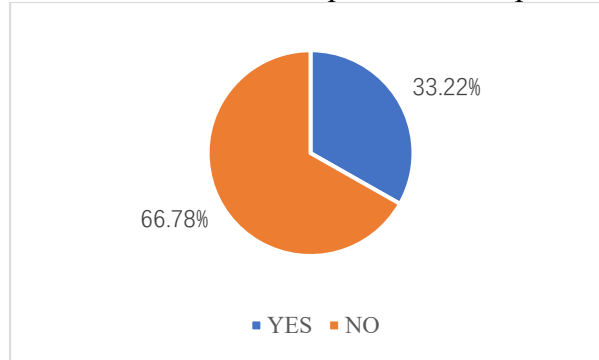

Figure 1   Pie chart across majors

Three-quarters are fresh candidates. The second most frequent candidate is past candidates, but no formal work experience. The least are past candidates and have formal work experience.
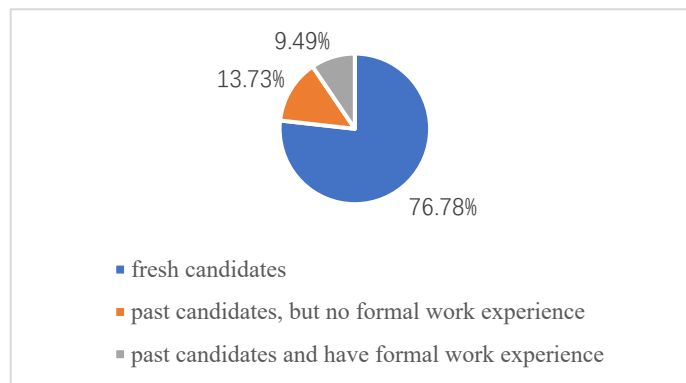

Figure 2   The distribution of fresh candidates and past candidates

As can be seen from the survey, previous candidates accounted for 23%. More than half of the previous candidates did not have work experience. Most of these students should concentrate on preparing for the second postgraduate entrance examination, and they have a better understanding of the relevant information about the postgraduate entrance examination.

2.2 Candidate Voluntary Choice

Regarding the reasons for the postgraduate study, through the above analysis, we find that no matter what the points are, most students' postgraduate studies are mainly concentrated on the following three purposes: their own professional development needs, continuing their studies for PhD studies, and improving their knowledge structure and level As well as alleviate the pressure of employment, increase employment weight. In general, graduate studies are for better employment, and the need for further education and career development.

Table 1 Cross table of reasons hunt for Master degree

| Why do you choose postgraduate	Number	Total proportion
Choose satisfied major	16	2.75%
Do not want to enter the society too early, want to continue to live on campus	34	5.84%
Relieve employment pressure and increase employment weight	212	36.43%
Family expectations	17	2.92%
Others	14	2.41%
Further education	128	21.99%
Impact of surrounding students and environment	9	1.55%
Self-career development needs	152	26.12%
Total	582	100%
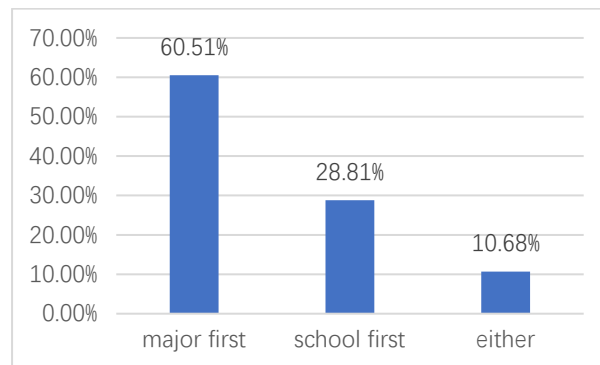
Figure 3 Histogram of Graduate Major Distribution

Figure 3 reflects the selection of schools and majors during the entrance examination. When making choices for postgraduate entrance examinations, 60.5% of students will consider choosing a major before they decide on a school. This shows that when studying for graduate students, most students will pay more attention to the majors themselves rather than blindly entering the postgraduate entrance examinations for prestigious universities. It also reveals that students at this stage have a more clear and rational understanding than before and want to improve Own professionalism. Then, the school should highlight the professional advantages when recruiting students.

2.3. School Choice

Figure 4 It is the factors that students consider when choosing a master's school. It can be seen that when choosing a graduate school, the most important thing is the city and location of the school. This may be because most of the graduate students will work directly, and in this respect, choosing a suitable city will become very important. The second priority is the degree of difficulty in taking the test. Before the entrance examination, you must fully understand the school information, choose a school that suits you, and ensure that you can succeed at one time. The proportion of students who choose the subject and the mentor strength and fame and school fame is not much different. The least-chosen one is the freshman scholarship. It can be seen that most people choose to study or prefer to learn.
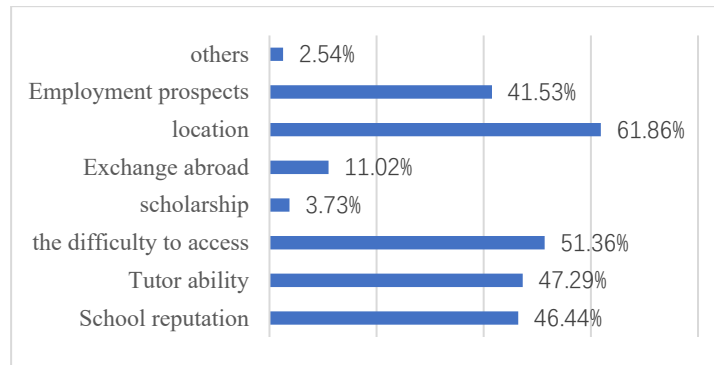
Figure 4 The distribution of factors for choosing a master's school

2.4. Major Choice

When choosing a postgraduate major, the vast majority of students consider that they are similar to the undergraduate majors and have academic advantages. Most students consider that the professional employment prospects of the applicants are good and interest-driven. Only 23 students have relatively low tuition fees. Students consider. It can be seen that most of the students majoring in graduate studies are mainly in their majors to ensure that they can gain a greater degree of confidence in their admissions, and that more than half of the students pay attention to the employment prospects of their majors. This is also a very realistic issue. Nowadays, the pressure of social competition is also very great. A relatively popular major will have more employment opportunities.
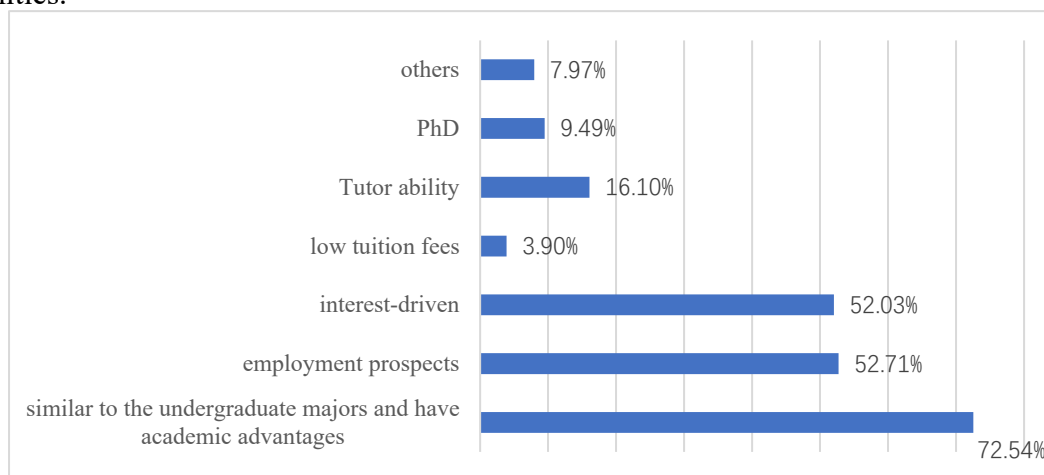

Figure 5 Major choice distribution

2.4. Candidates access to information

Before determining the entrance examination goals, most students collect information on admissions to masters by checking the official websites of universities. Some students consult teachers, students, and friends, and some participate in the locally-hosted " The National Postgraduate Admissions Consultation Meeting (sponsored by multiple universities), participation in separate admissions seminars held by universities, lectures organized by postgraduate tutoring institutions, and literature such as magazines and books are relatively few, indicating that most students The official website of the school is most trusted, and this is undoubtedly the most authoritative. Students can pay attention to it according to their own intentions. There are also some students who will know the objectives of the postgraduate entrance examination through the people around them.

Regarding the admissions information channels, on the one hand, before determining the entrance examination goals, most students collect information on admissions to masters by checking the official websites of colleges and universities. At the same time, as many as 74.58% of students hope to enter the school's research and admissions network as the mainstream, The website

inquires postgraduate information, which further illustrates the importance of strengthening the college website; some students consult teachers, students and friends. It shows that the emphasis of our school's publicity should be the school's official website and teachers, students, and friends. It is necessary to do a good job of the school's website and to popularize the knowledge of entrance examinations for the students and teachers of the school. On the other hand, a large part of students hope to obtain postgraduate information from school research and recruitment networks such as major mainstream websites and through social networks (such as the school's WeChat public account, QQ group, and Weibo), especially for students from abroad And the admissions seminar is also a channel that many students hope to improve, especially the students of the university's insurance research.

In terms of understanding the target school and major, most students tend to look directly at the target school's official website when looking for detailed information about the target school's major. This may be due to the higher credibility of the information on the official website or the more comprehensive and comprehensive Timeliness.

3. Conclusion and Recommendation

Firstly, build a professional enrollment team, improve the system and standardize management.

Admissions related staff need to clearly define the internal division of labour, carefully study and implement the relevant documents, policies, and regulations of the admissions examination, correctly understand and accurately grasp the spirit of the new admissions policy, so that all staff establish a strong responsibility to the society, parents, candidates, and school Sense of responsibility. Increase enrollment promotion and implement high-quality student resource projects [1].

Secondly, make full use of various multimedia methods to create a multi-dimensional admissions promotion system.

Effective use of network information platforms. Network information platform is one of the important communication channels between colleges and candidates. The Internet provides candidates with fast, practical, and targeted information [2]. On the one hand, before determining the entrance examination goals, most students collect information on admissions to masters by checking the official websites of colleges and universities. At the same time, up to 74.58% of students hope to check the entrance examination information from the school entrance examination network, such as major mainstream websites. This also further illustrates the importance of strengthening the construction of the college's website; at present, the Internet has become the most important tool for candidates to obtain information on admissions schools. Therefore, the admissions information provided on the network must be comprehensive, truthful, and accurate, and the content must be updated in a timely manner. In terms of online information promotion, we need to take into account the characteristics of candidates at the current stage and combine the latest technical means to use the postgraduate admissions information network to publish information while continuing to use a series of new media channels such as WeChat public account, QQ group), and postgraduate research forums to truly do Go to one-to-one to solve candidates' problems and meet the needs of candidates.

The second is to continue to conduct on-site publicity, in-depth analysis of the distribution of high-quality student sources, and provide focused and full-scale enrollment publicity and consulting services through various forms of media.

Thirdly, Motivating the enthusiasm of the college, strengthening publicity, and establishing a long-term publicity mechanism [3].

The school needs to mobilize the college's strength to participate in the publicity of graduate admissions. Each college needs to display the target candidates based on the basic information of the major, the comprehensive strength, the characteristics and advantages of running the school, the admissions plan, the training conditions, the preferential policies for admissions and admissions, and the related hot issues that the candidates care about, so that students can actively participate

And enthusiastically preached the question. The school's admissions department and the colleges form a joint effort to jointly promote the sustainable development of college graduate admissions work. Admissions promotion is a long-term and continuous work [4]. It is a comprehensive, comprehensive and regular promotion of the overall strength and image of the school. When conducting admissions publicity, we must pay attention to the long-term nature of the publicity and strengthen the continuity of the publicity.

Fourth, continue to strengthen research, further understand the needs of students through the freshman questionnaire, and provide informative data support for the admissions process.

Fifth, promote information disclosure in depth, and effectively strengthen organizational leadership and supervision

According to the requirements of higher authorities, our school should further implement the requirements for the disclosure of admissions information, and do a good job of making the information public during the re-examination and admission stage. At the same time, the working mechanism should be improved to improve the level of management services. The principle of "Who is public and who explains" is to do a good job of reviewing, approving, consulting and explaining the public information. At the same time, our university research and recruitment office and the disciplinary committee reported the telephone number and email address to improve and unblock the channels for complaints and reports, timely check and deal with the problems reflected by candidates, and effectively protect the legitimate rights and interests of candidates [5].

Acknowledgment

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