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## FORMS OF INFORMING AND ATTRACTING STUDENTS TO MEDICAL COLLEGE AT TRAKIA UNIVERSITY

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### ABSTRACT

Modern competitive ability is a prerequisite for the implementation of flexible policies and strategies for informing and attracting the candidate students to the universities. This poses a new challenge for the universities concerning the diversity of the forms of informing and attracting the candidate students.

Objective: To implement some unpopular and various forms of informing and attracting the candidate students specifically to Medical College at Trakia University.

Materials and Methods: Performed is a direct survey of 115 candidate students from eleven secondary schools in two regions - Stara Zagora and Sliven. The study was carried out in the framework of a campaign organized at university level in March 2014.

Results and discussion. Young people are sufficiently informed of the conditions offered by the universities. The most common sources of information are the Internet, presentations, telephone, advertising videos and brochures. The presentations on site are a useful tool for informing the candidate students. The participation in various forms of events to attract candidate students allows to make direct contacts and to promote the higher school.

In conclusion it may be noted that the introduction of criteria for quality of the activities in higher school and their promotion at national and international level will contribute to approving the school image and to be preferred by the students.

**Key words:** rating, advertising, forms, campaigns, competitiveness

Modern competitive ability is a prerequisite for the implementation of flexible policies and strategies for informing and attracting the candidate students to the universities. The increased requirements to universities that are reflected in their evaluation systems put them largely in continuous mode of proof on a national and international level. Introduced rating system enables universities to rank and take a certain place, depending on the relevant criteria and indicators. This system is developed and implemented through a project funded by the Operational Programme " Human Resources

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The main criteria placed in the system are aimed at the educational and academic activity, the prestige of the university and the realization of graduates.

The system allows each user to make their own rating with regard to their individual priorities and interests. The user has the opportunity to choose the indicators on which you want to compare universities in a professional field and himself to determine the importance of each one when forming the final ranking (3).

As stated in her study K.Markova " .. user can rank universities that educate in the relevant field, choosing only one indicator for all 49 indicators or choosing a combination of indicators, depending on the specific priorities and interests" ( 2, p.24 ) .

All this determines for the universities new challenge of diversifying the forms of informing

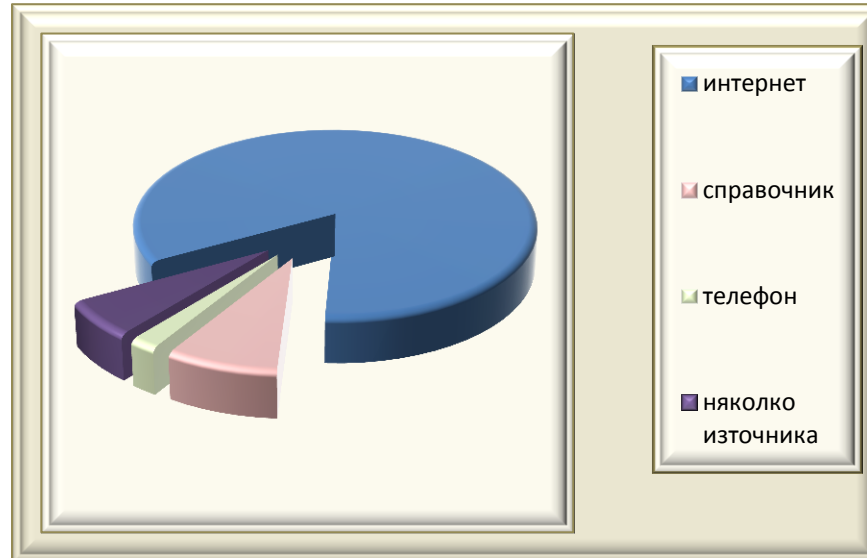
and attracting the candidate students. Some socio - economic factors are also significant such as possibilities for realization, wages, unemployment, low birth rate, residence, migration and others that are influencing the choice of professions, respectively universities for education. Trakia University is in the top ten ranking of universities in Bulgaria. This is indicative for the image of the university at national level and as well as at European education level. Organizing campaigns to attract applicants is one of the main activities that the University develops.(4)

In the context of this we aim: To implement some unpopular and various forms of informing and attracting the candidate students specifically for Medical College at Trakia University.

For this purpose, the Medical College is actively involved in all forms organized at university level – reference book, website, promotional videos, presentations made at secondary schools, at municipality level - Panorama of professional education, as well as through college activities - visiting institutions ( Homes for the elderly ) to attract candidate students for the new specialty "Geriatric care".

Materials and Methods : Performing a direct survey of 115 candidate students from eleven secondary schools in two districts - Stara Zagora and Sliven. The study was carried out in the framework of organized at university level campaign in March 2014, which provides presentation of the specialties of Tr.U and in particular the Medical College. Survey was prepared with a focus on future candidate students to establish their awareness and satisfaction with the presentation.

Results and discussion. It is about what sources of information students have used to learn about the application requirements in higher school. A high percentage of students (84%) used Internet ; 8% were informed by the reference book for candidate students provided by higher schools; a small fraction (2%) indicated that they are informed on the phone, and about 6% get their information simultaneously from multiple sources - Internet , telephone, manuals etc. . In terms of competitiveness, universities offer a variety of information and attractive forms of advertising - particularly supported sites, websites, brochures, presentations and other. **(Figure 1)**

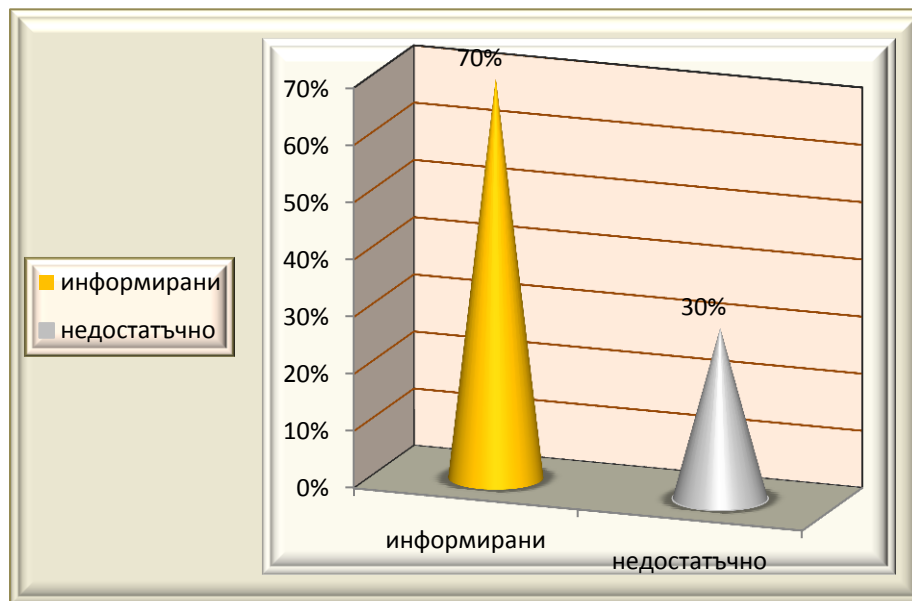


84%- Internet; 8% reference book; 2% telephone; 6% several sources

**Figure 1.** Sources of information for candidate students

In terms of specific conditions the majority of the respondents (70%) are sufficiently informed and the rest ( 30%) are not fully informed. There are not negative responses. In modern conditions of development of information technology, young people are sufficiently informed about all the topics that interest them, including education.

In this respect, A. Andonova notes that” in modern man there is a growing interest in providing more information and knowledge in the professional field, to help them in the realization of professional goals and personal satisfaction “(1) . **(Figure 2)**

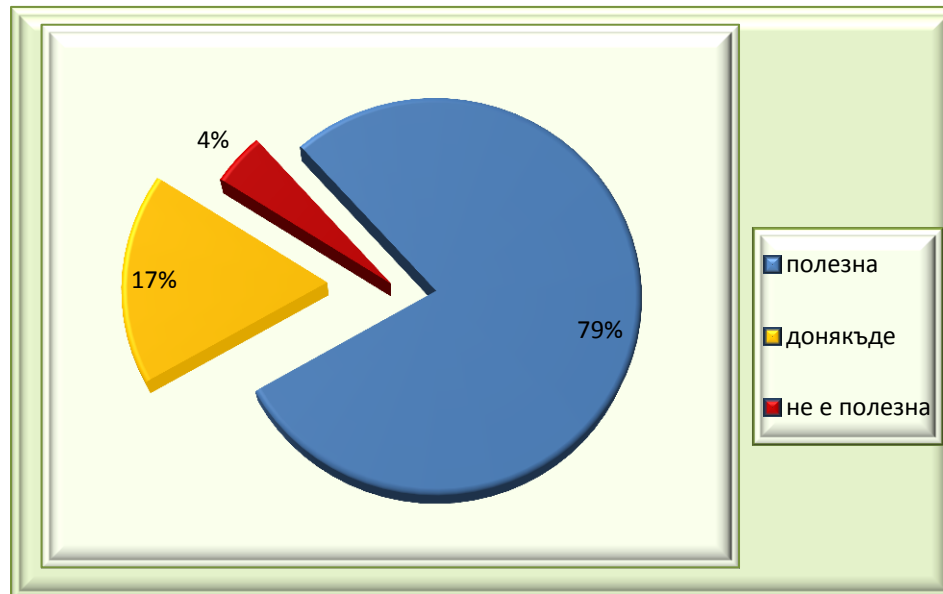


70% -informed; 30% insufficiently

**Figure 2.** Informing of candidate students

In this regard how useful the presentation is for specialties at Trakia University respectively Medical College for the majority of the respondents, it is useful, for some (17, 3%) the presentation is somewhat useful, i.e. they are not

completely satisfied with the information and only a small portion only 4.3% believe that the information offered is not useful for them (**Figure 3**).



79%- useful; 17- useful somewhat; 4%- not useful

**Figure 3.** Usefulness of the presented information according to the respondents

Based on the stated we can make the following conclusions:

1. In modern conditions the universities implement flexible policies and various forms of campaigns to attract candidate students.

2. Young people are sufficiently informed of the conditions offered by the universities.
3. Most common sources of information are the Internet, presentations, telephone, promotional videos and brochures.
4. Presentations on site are a useful tool for informing the students.
5. Participation in various activities to attract candidate students allows direct contacts and popularizing the higher school.

In conclusion it may be noted that the introduction of criteria for quality of the activities in the higher school and their promotion at national and international level will

contribute to strengthening their image and preferences of students.

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