



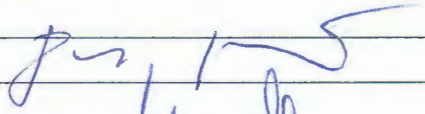
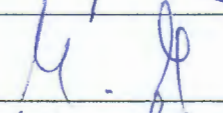
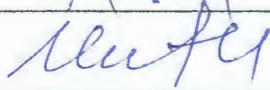
European Commission
TEMPUS

Modernization and harmonization of Tourism study programs in Serbia

544543-TEMPUS-1-2013-1-1-RS-TEMPUS-JPCR

Work package 2	DEV 2.6.1 Student recruitment and enrolment campaign
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Report on student recruitment and enrolment campaign

Authors:	
Mr Dragan Stojanović, lecturer	
Milena Marjanović, Ph.D, professor of vocational studies	
Ivan Mihailović, Ph.D, professor of vocational studies	

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As part of Tempus project Modernization and harmonization of Tourism study programs in Serbia 544543-TEMPUS-1-2013-1-1-RS-TEMPUS-JPCR, HBSL has conducted student recruitment and enrolment campaign. This campaign was organized in 2014, 2015., and 2016.

Campaign included:

- Visit to high schools' graduate students (gymnasiums and voc-tech schools) in Jablanica, Pčinja, Nišava, Pirot, Toplica, Rasina, Šumadija, Raška, Podunavlje, Zaječar and Morava District;
- Printing of promo materials which was distributed for promotional purposes (flyers, pens, posters, sacks, pads) with School information on them (detailed information about School, its study programs, study conditions and terms);
- Billboard promotion (top locations in cities in Jablanica and Nisava district);
- Recording and presentation of promo videos (videos on School, study programs, study terms and conditions);
- Participation in trade and education fairs (promotional aims);
- TV appearances;
- Open Doors' Day at HBSL – April 2015. and April 2016;
- Information on School's official web page and School's Facebook page.

In the course of this campaign, graduate high school students (future HBSL students) had the opportunity to learn about:

- HBSL's study programs (undergraduate and postgraduate vocational studies);
- Teaching process and traineeship programs;
- Tuition and methods of payment;
- HBSL's cooperation with other higher education institutions (regional and international);
- HBSL's cooperation with business entities;
- School's projects.

List of high schools in which HBSL's study programs were presented

No.	High school name	Place
1	Gymnasium "Bora Stanković"	Vranje
2	Economic-trade school	Vranje
3	Agriculture-veterinary school "Stevan Sindelić"	Vranje
4	Technical school	Vranje
5	School of Chemical technology	Vranje
6	Technical school	Vladičin Han
7	Gymnasium "Jovan Skerilić"	Vladičin Han
8	Technical school "Nikola Tesla"	Surdulica
9	Gymnasium "Svetozar Marković"	Surdulica
10	Agriculture and forestry school "Josif Pančić"	Surdulica
11	High school – Grdelica	Grdelica
12	Technical school Vlasotince	Vlasotince
13	Gymnasium „Stevan Jakovljević“	Vlasotince
14	Technical school with student dormitories „Milentije Popović“	Crna Trava
15	Gymnasium "9.maj"	Niš
16	Economics school	Niš

17	Trade school	Niš
18	Technical school“12.februar”	Niš
19	Legal-business school	Niš
20	Hospitality and Tourism school	Niš
21	School of fashion and beauty	Niš
22	Legal-business school	Niš
23	Economics school Niš – activities outside the premises	Doljevac
24	High school Žitorada	Žitorada
25	Dairy school with student dormitories “Dr Obren Pejić”	Pirot
26	Technical school	Pirot
27	Economics school	Pirot
28	High school“Niketa Remezijanski”	Bela Palanka
29	Gymnasium Aleksinac	Aleksinac
30	Technical school“Prota Stevan Dimitrijević”	Aleksinac
31	Agriculture school “Šumatovac”	Aleksinac
32	High school“Branislav Nušić”	Sokobanja
33	Vocational school „Dušan Trivunac Dragoš“	Svrljig
34	High school „Nikola Tesla“	Boljevac
35	Gymnasium Knjaževac	Knjaževac
36	Technical school	Knjaževac
37	Gymnasium	Čuprija
38	Technical school	Čuprija
39	Gymnasium	Paraćin
40	Economic-trade school	Paraćin
41	Technological school	Paraćin
42	Gymnasium „Svetozar Marković“	Jagodina
43	Economic-trade school „Slavka Đurđević“	Jagodina
44	Gymnasium „Vuk Karadžić“	Trstenik
45	Technical school	Trstenik
46	Economic-trade school Kruševac – activities outside the premises	Ćićevac
47	Chemical technology school	Kruševac
48	First technical school	Kruševac
49	Economic-trade school	Kruševac
50	Gymnasium Vrnjačka Banja	Vrnjačka Banja
51	Hospitality and Tourism school with student dormitories	Vrnjačka Banja
52	Economic-trade school	Smederevo
53	High school“Svetozar Krstić – Toza”	Vučje
54	Technical school“Boško Krstić”	Bojnik
55	Technical school „Vožd Karađorđe“	Lebane
56	Gymnasium	Lebane
57	Technical school „Nikola Tesla“	Medveđa
58	Trade-hospitality škola	Leskovac
59	Gymnasium Leskovac	Leskovac
60	Medical school	Leskovac

61	Chemical technology school "Božidar Đorđević Kukar"	Leskovac
62	Economics school „Đuka Dinić“	Leskovac
63	Agriculture school	Leskovac

The aim of this campaign was to promote HBSL and increase the number of first year students. The campaign was realized in the above mentioned period, which resulted in an increase of enrolled students for study years 2015/2016 and 2016/2017.

Information on HBSL promotions at particular high schools can be found on the following links:

<https://www.facebook.com/vpsle/posts/608039799398238>

<https://www.facebook.com/vpsle/posts/605601336308751>

<https://www.facebook.com/vpsle/posts/604662996402585>

<https://www.facebook.com/vpsle/posts/598303677038517>

<https://www.facebook.com/vpsle/posts/455164638019089>

HBSL promo video

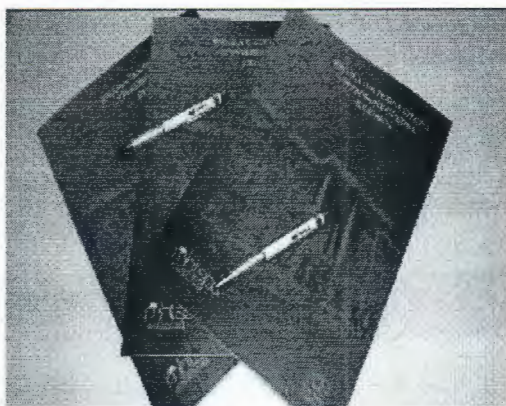
<https://www.youtube.com/watch?v=PcBqoOwrEF0>

Open Doors' Day at HBSL, 14.04.2016.

<https://www.youtube.com/watch?v=zLC1g4RdOIQ>

HBSL's participation at education fair in Niš

<https://www.youtube.com/watch?v=sC1H6nYZwI0>



Printed materials



Billboard



HBSL promotion at tourism fair in Niš



HBSL at education fair in Niš



HBSL promotion at tourism fair in Belgrade