



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

**Work package 2**

**Activity 2.6.1**

## **Report on student recruitment and enrolment campaign**

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MODERNIZATION AND  
HARMONIZATION OF TOURISM  
STUDY PROGRAMMES IN SERBIA  
mhtsps



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## **Project task:**

### **2.6.1 Report on student recruitment and enrolment campaign**

#### **Task description:**

Devising, improving and extending the range of activities aimed at the promotion of innovated and new tourism-related study programs. In addition to other methods, the promotion will also be done through a set of presentations in the high schools of Zlatibor region and neighboring regions. Besides the above mentioned, the appropriate media presence and support will be ensured, as well as presentations through the official website of the Business and Technical College of Vocational Studies in Užice and the website and portal of the MHTSPS TEMPUS project. The student handbook with all the relevant information for the future tourism students will also be designed.

#### **Description of outcomes:**

The report on student recruitment and enrolment campaign in the 2015/16 academic year, prepared by the Business and Technical College of Vocational Studies in Užice.



Having performed a situational analysis of the activities relating to the recruitment of new students and the enrolment plan, we came to the conclusion that the existing practice had to be improved. The range of activities used in the campaign aimed at recruiting new students had to be extended. It was necessary to ensure a higher degree of coordination among different activities, as well as their orientation towards the determined aim, in order to derive benefit from the synergetic effects of their coordinated implementation. The results of the enrolment of the new generation of students in the 2015/16 academic year represented the proof of the encouraging results of the innovated approach to promotional activities. Compared with the previous, 2014/15 academic year, 34% more students enrolled in undergraduate studies, and 44% more students enrolled in specialist studies.

The College Director appointed a team to carry out the activities aimed at promoting the College and increasing the enrolment in 2015/16 (Enclosure 1). The team leaders were responsible for carrying out the following activities:

- Synchronization and monitoring of activities aimed at the promotion of the College,
- Preparation of printed and electronic promotional material,
- Promotion of the College through lectures given by eminent experts during the pre-enrolment period,
- Promotion of the College through the Student Parliament activities
- College advertising in electronic and print media,
- "Open doors" as a promotional activity aimed at informing the final-year students of high schools from Užice on the conditions of the enrolment in the first year of study in the 2015/16 academic year, and the presentation of study programs.

The leaders of the team responsible for carrying out the activities aimed at the promotion of the College in order to increase the enrolment in the 2015/16 academic year are the colleagues Zorica Tanasković MSc and Prof. Vesna Vasović PhD. Besides the two of them, the members of the core team responsible for the promotion of the College are the colleagues Slobodan Petrović MSc and Nebojša Ivković MSc.

The College Promotion Team has submitted the Report on the accomplished activities for the 2015/16 academic year, describing the results some of which are given below:

1. Preparatory instruction for the entrance exam

The preparatory classes for the entrance exam in the 2015/16 academic year were held during the period from 4<sup>th</sup> May till 10<sup>th</sup> June 2015. The classes were held at the determined time (in compliance



with the preparatory instruction timetable) in the following manner: the future students of the Tourism study program attended the classes in General Knowledge, National Geography and Foreign Language (English and Russian), whereas the future students of other study programs attended the classes in General Knowledge and Mathematics. A total of 40 candidates attended the preparatory classes.

## 2. "Open Doors" days

The idea behind this activity was to provide the high-school students from Užice with an opportunity to visit the premises of the Business and Technical College of Applied Sciences, where they would be introduced to college activities and study programs by professors and several students from each study program.

The "Open Doors" activity was organized for the students of the Technical School from Užice and Technical School "RadojeLjubičić" from Užice in the premises of the Business and Technical College of Applied Sciences.

Upon the request and recommendation of the professors and students of the Medical School and Economy School in Užice, the presentations were organized in the premises of these high schools.

The presentations were held in compliance with the following schedule:

Day	School	Note
Friday 17 April 2015 8.00	Economy School	Four classes of Technicians 90 students were present
Monday 27 April 2015 11.15	Technical School	Mechanical Computer-Aided Design Technician 24 students were present
Monday 27 April 2015 12.15	Technical School "RadojeLjubičić"	Traffic Technician 21 students were present
Tuesday 28 April 2015 9.30	Technical School	Computer Control Technician 18 Students were present
Tuesday		Mehatronics Technician



28 April 2015 11.15	Technical School	28 students were present
Tuesday 28 April 2015 14.35	Technical School	Mechanical Processing Operator (third degree) 15 students were present
Tuesday 28 April 2015 09.30	Technical School "RadojeLjubičić"	Traffic Technician 19 students were present
Tuesday 28 April 2015 13.00	Technical school "RadojeLjubičić"	Drivers (third degree) – two classes 18 students were present
Wednesday 29 April 2015 08.30	Technical School "RadojeLjubičić"	Traffic Technician 17 students were present
Wednesday 29 April 2015 08.30	Technical School	Recycling Technician 22 students were present
Wednesday 29 April 2015 13.00	Technical School	Computer Electro-technician 21 students were present
Thursday 30 April 2015 09.30	Technical School	Telecommunications Electro-technician 22 students were present
Thursday 30 April 2015 10.20	Technical School	Graphic Design Technician 19 students were present



Thursday 30 April 2015 12.00	Technical School	Mechanical Computer –Aided Design Technicians  22 students were present
Thursday 30 April 2015 10.20	Technical School	Electro-Mechanic for Thermal and Cooling Devices / Electro-Mechanic for Machines and Equipment  24 students were present
Thursday 30 April 2015 16.45	Technical School “RadojeLjubičić”	Construction Technician  20 students were present
Thursday 30 April 2015 17.30	Technical School “RadojeLjubičić”	Construction Technician / Textile Technician  24 students were present
Четвртак 07.05.2015. 12.00	Medical School	Medical Technician / Nurse – Childcare Worker  20 students were present

During the presentations, the participants received the promotional material (Student Handbook, leaflets, etc.).

### 3. Presentations in 2015 per high school

Date	Place	School	Number of present students
14 April 2015	Požega	Grammar School  Technical School	20 – Grammar School, general stream 56 – Technical School 35 – Tourism Technicians



15 April 2015	Nova Varoš	Grammar School  Technical School	3 classes, each with 25 students – natural sciences/Mathematics stream  20 – Tourism Technicians  15 – electro vocation students  13 –Energy Technicians
16 April 2015	Prijepolje	Grammar School  Mechanical and Technical School  Economic School	20 – Grammar School – general stream  56 – Technical School  66 – Economic School
27 April 2015	Ljubovija, Bratunac, Srebrenica	High School Ljubovija  High School Center Bratunac  High School Center Srebrenica	48 – three classes of final-year students  40 – several classes in one classroom  14 – one class
28 April 2015	Priboj	Mechanical and Electro-technical School	25 – economy-related vocation  30 – electro vocation  50- mechanical vocation
29 April 2015	Bajina Bašta	Grammar School  Technical School	3 classes, each with 25 students – grammar school  15 – Mechanical Technician  23 – Tourism/Trade Technician
4 May 2015	Valjevo	Technical School	- Mechanical Technicians: 15  - Mehatronics: 22 students  - Construction Technicians: 22



			<ul style="list-style-type: none"><li>- Electro-technicians-multimedia: 30</li><li>-electro-technicians-computers: 18</li><li>- Traffic Technicians: 27</li></ul>
4 May 2015	Čajetina	Hospitality High School	<ul style="list-style-type: none"><li>- Tourism Technicians -12</li><li>- Administration Technicians - 24</li><li>- Hospitality Technicians - 17</li></ul>
13 May 2015	Arilje, Ivanjica	Grammar School Arilje Economic School Arilje Grammar School Ivanjica Technical School Ivanjica	<ul style="list-style-type: none"><li>52- three classes (general stream)</li><li>15 – electro vocation</li><li>54 – 3 classes (2 of Economic Technicians and 1 of Textile Technicians)</li><li>25 – grammar school students in one classroom</li><li>64 – four classes of Tourism, Wood Processing, Textile and Economic Technicians</li></ul>
15 April 2015	Kosjerić	Technical School	<ul style="list-style-type: none"><li>- Mechanical Technicians 15</li><li>- Economic Technicians 35</li></ul>
20 May 2015	Guča, Lučani, Čačak	Technical School Guča High School Lučani Nutrition and Hospitality School and High Technical School Čačak	<ul style="list-style-type: none"><li>25- mechanical vocations</li><li>15 – grammar school</li><li>25- Economic Technicians</li><li>15 – environmental protection</li><li>20 – Economic Technicians</li><li>34 – nutrition-related vocations</li><li>35 –environmental protection</li><li>20- Construction Technicians</li></ul>





			20 – Architectural Technicians
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#### 4. Radio and TV commercials

Radio and TV commercials, as well as a thirty-minute show about the College devoted to its 40<sup>th</sup> anniversary, were produced at the College by our professors. Because of the scope and complexity of a show-creating process, some external associated were also engaged.

The radio commercials comprised two parts (a male and a female voice), and both the TV commercials and the radio commercials were produced in cooperation with our students (voice-over narration). The show was shot at the College on several occasions in agreement with professors, during their lectures.

#### Technical specifications of radio and TV commercials broadcasting

Lot no.	Lot Description	Coverage Area	No. of Days/Broadcasts	Evaluated Cost (in RSD)
1.	Radio Commercials Broadcasting	City of Užice	75 days/ 4x4 times a day	22,000.00
2.	Radio Commercials Broadcasting	Zlatibor Region	105 days/ 5x5 times a day	67,000.00
3.	Radio Commercials Broadcasting	Požega Municipality	75 days/ 3x3 times a day	32,000.00
4.	Radio Commercials Broadcasting	Lučani Municipality	75 days/ 3x3 times a day	17,000.00
5.	Radio Commercials Broadcasting	Ivanjica Municipality	75 days/ 3x3 times a day	10,000.00
6.	Radio Commercials Broadcasting	Bajina Bašta Municipality	75 days/ 5x5 times a day	22,000.00
7.	Radio Commercials Broadcasting	Sevojno Municipality	75 days/ 3x3 times a day	42,000.00
8.	Radio Commercials Broadcasting	Kosjerić Municipality	75 days/ 6x6 times a day	27,000.00
9.	Radio Commercials Broadcasting	Arilje Municipality	75 days/ 5x5 times a day	22,000.00
10.	Radio Commercials Broadcasting	Nova Varoš Municipality	75 days/ 8x8 times a day	18,500.00



11.	Radio Commercials Broadcasting	Prijepolje Municipality	75 days/ 5x5 times a day	20,500.00
12.	TV Commercials Broadcasting	City of Užice	30 days/ 5 times a day	47,200.00
13.	TV Commercials Broadcasting	Zlatibor Region	30 days/ 5 times a day	53,000.00
14.	TV Commercials Broadcasting	Bajina Bašta Municipality	30 days/ 5 times a day	48,000.00
15.	A 60-second TV commercial editing			4,000.00
16.	Promotional Show Broadcasting (maximum 30 minutes)	City of Užice	1 broadcasting + a rerun	25,000.00
17.	Promotional Show Broadcasting (maximum 40 minutes)	City of Kragujevac	1 broadcasting + 3 reruns	45,000.00

#### Technical specifications of print media services

	Name of Product	Description	Estimated Cost
1.	Reverse cover page	<b>Print run:</b> twice a month in May, June and August <b>Format:</b> 1/1	<b>50,000.00</b>

#### 5. Printed material

The printed material for the promotion of the College in the 2015/16 academic year comprised leaflets, folders and bags.

In addition to the above mentioned, the range of promotional activities also included more intensive promotion through the official website of the College, as well as through the website and portal of the TEMPUS project, direct marketing activities intended for the Tourism specialist studies candidates, job fair etc. Here are the links with the additional information on the mentioned activities:

1. The website of the Business and Technical College of Applied Sciences Užice - <http://www.vpts.edu.rs/>
2. MHTSPS TEMPUS project website - <http://mhtsps.vpts.edu.rs/about.html>
3. MHTSPS TEMPUS project portal - <http://vpts.edu.rs/mhtsps-portal/>



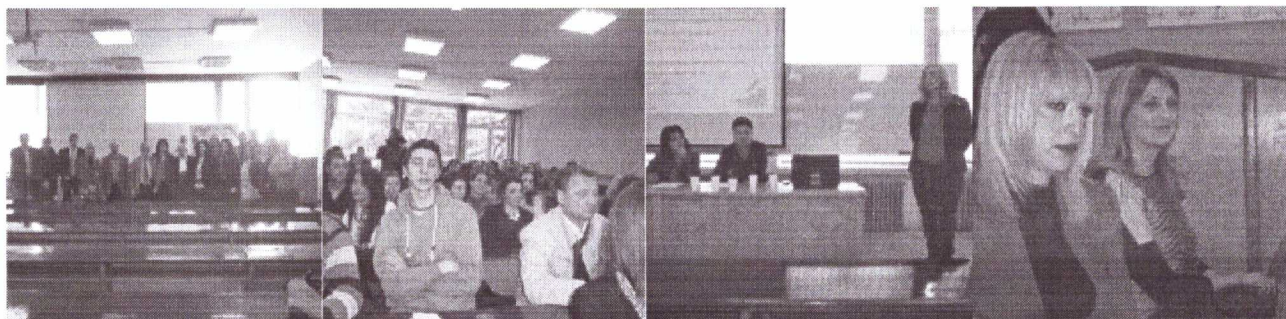
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4. Photo gallery – job fair in Užice 2015 - <http://vpts.edu.rs/mhtsps-portal/?p=1301>;  
08 April 2016



The list of the students enrolled in undergraduate vocational Tourism studies in the 2015/16 academic year per completed high school is given in Enclosure 2.

As to the enrolment of the new generation of students, the Student Handbook with all the relevant information has been prepared in a timely manner. Information is available at the following web address:

<http://mhtsps.vpts.edu.rs/documents/090515/2.6.1/Informator.pdf>; 8<sup>th</sup> April 2016

The important pieces of information have been posted and updated on the College website. The Business and Technical College Information Book, including the information on the enrolment and studies, is available at the following web address:

<http://www.vpts.edu.rs/fajlovi/informator-o-radu/Informator%20o%20radu.pdf>; 8<sup>th</sup> April 2016