

# Research on the Construction of International Student Enrollment System

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## Abstract

**With the continuous enhancement of China's comprehensive strength and the increasing expansion of international influence, China is now not only the world's largest source of international students, but also the largest destination country in Asia. Many local universities have recruited a large number of international students with the help of their own academic advantages, characteristic majors and geographical advantages. As an emerging thing, vocational colleges at the undergraduate level have both unique advantages in vocational education and undergraduate degree. While meeting the educational needs of international students and cultivating their professional skills, they can attract more international students with their uniqueness, but the enrollment effect is not ideal. Taking Shandong Foreign Affairs Vocational University as an example, this paper analyzes the current situation of international students enrollment in undergraduate level vocational colleges, and puts forward the feasible construction strategy of international student enrollment system.**

## Keywords

**International Students; Enrollment System; Policy Analysis; Vocational Colleges.**

## 1. Research Background

In 1950, the first batch of 33 international students from five Eastern European countries came to China, which opened the prelude to the education of recruiting international students in China. It can be said that the education of Chinese international students gradually grew along with the growth of new China. In 2010, the Ministry of Education issued the Plan to Study abroad in China, which plans to make China the largest destination country in Asia by 2020. Today, China has not only realized the expected plan, but also become the third largest destination country in the world. At present, "Belt and Road" is a major strategic decision of the country and a new mission of opening up higher education. The Belt and Road initiative has not only stimulated the desire of Chinese students to study in countries along the Belt and Road route, but also attracted a large number of foreign students from countries along the Belt and Road initiative to study in China.

In June 2020, the Ministry of Education issued the Ministry of Education and other eight departments to speed up and expand the new era education opening to the outside world opinion, "opinion" of the new era education opening to the outside world, including strengthening Chinese-foreign cooperation in school reform, optimize the work layout, and stronger "study in China" brand, build "Belt and Road" education action upgrade, expand education international public goods supply, etc. "China's Education Modernization 2035" clearly states improving the quality of international students in China and taking it as a strategic task of education modernization. Colleges and universities at all levels actively implement the guidelines of the Ministry of Education, while expanding the enrollment scale, paying more and

more attention to the quality of international students, strengthening the standardization of international students enrollment management, attaching importance to the quality of international students training, and take the path of connotative development.

Under the background of the country's vigorous opening up of education and the growing demand for Chinese learning, China has formulated many policies to strengthen the training of international students and expanded the enrollment scale of international students. In addition to undergraduate colleges, vocational colleges, as an important part of China's colleges and universities, have also undertaken the responsibility of Chinese international education and recruiting many international students. High-level education for international students can not only promote international exchanges, but also spread Chinese culture and values, so as to improve the influence of China's international education and the international status of higher education.

## **2. On the Status quo of International Students in Shandong Province**

As a major education province, Shandong province has rich traditional culture, especially as the birthplace of Confucian culture, which has attracted a large number of international students to study in Shandong, which is a major province recruiting international students. In 2019, the Ministry of Education approved the first batch of undergraduate level vocational colleges, with a total of 15 colleges, among which 3 vocational colleges in Shandong province were upgraded to undergraduate level vocational colleges.

### **2.1. Country-specific Analysis**

Judging from the geographical analysis, the students from Asia in Shandong study the most, especially the international students from South Korea, Japan and other countries. But the growth rate of African students is the fastest. In 2014, China became the second largest destination for African students to study abroad, growing by more than 10 percent a year. With the development and construction of "Belt and Road", the number of students from countries along the "Belt and Road" route coming to Shandong has increased, and the number of international students from Pakistan, Kazakhstan, Ukraine, Thailand and other countries has increased significantly.

### **2.2. Course Analysis**

In terms of educational content, short-term classes can be divided according to learning duration and long-term classes. The short-term classes mainly focus on language learning for six months or one year, and also include short-term exchange students. Such international students have some Chinese foundation and come to China mainly to experience and learn Chinese culture. Long-term classes are often mainly based on academic education, while coming to China is mainly to learn professional and technical skills. In addition to passing the Chinese language level test, long-term class students also need to conduct professional course learning and examination, with full credits to get the graduation certificate.

### **2.3. Enrollment Policy Analysis**

At present, many universities have adopted the "application-assessment system" admission method, which has changed the conditions for the previous Chinese language proficiency test to meet certain requirements before applying for studying abroad. On the one hand, the "application-assessment system" expands the number of international students coming to China, and on the other hand, it also produces the quality problem of international students. Secondly, from the national level to various universities have provided a variety of scholarships for international students, such as: Chinese government scholarship, local government scholarship, school scholarship (divided into full awards, half awards), etc., to attract Chinese

international students through the scholarship system. In addition, the cost of study, accommodation and living for studying in China are much lower than those of countries in Europe and the United States. These economic advantages have attracted many international students.

### 3. Research on the Construction of International Student Enrollment System

By 2020, China's Ministry of Education has announced two batches of undergraduate-level vocational colleges, a total of 21. Looking at the overseas study cooperation programs of these universities, especially in the vocational education stage before the promotion, most of the students were sent out through the overseas study cooperation programs, and after the promotion, they began to try to recruit international students. No matter from the perspective of development background and development time, the training and enrollment of international students in undergraduate vocational colleges are in the exploratory stage, especially the construction of international students' enrollment system needs to be improved, and the existing enrollment path also needs to be optimized.

Undergraduate level vocational colleges and colleges and ordinary undergraduate colleges are very different. Ordinary undergraduate colleges and universities can use its popularity and social influence to recruit students, through the school reputation in the students to achieve the effect of advertising, and can provide a variety of scholarships for international students, reduce the cost of studying abroad, the number of international students every year, ordinary undergraduate universities become the first choice of many international students.

The undergraduate level of vocational colleges is mainly advertising, through intermediary publicity agencies. Take Shandong Foreign Affairs Vocational University as an example. The university was established in 1999 and was upgraded to an undergraduate university after being approved by the Ministry of Education in December 2018. In May 2019, it was renamed Shandong Foreign Affairs Vocational University, becoming one of the first vocational colleges at the undergraduate level. Higher vocational college enrollment started later, undergraduate level vocational colleges as a new thing to recruit international students is nearly three years, so many undergraduate level vocational colleges or adopted before the method and way, mainly rely on study abroad agencies, the school display card is only school enrollment website and government website. This enrollment method is single and faces the competition from similar colleges and universities. Although it can recruit international students, the source of students is not stable.

Overseas cooperative universities have obvious geographical characteristics. Among the majors of Shandong Foreign Affairs Vocational University, minor languages are relatively complete compared with other universities, with distinctive foreign language characteristics. Its cooperation includes Japan, South Korea, Britain, the United States and other countries and regions of colleges and universities, 2021 new signing colleges including Korea Dongming university, Jungwon university, Dazhen university, Lingshan university, Mountain university, Qiming university, Busan university of foreign studies, Munich applied language university and Newfoundland memorial university and Canada more than a dozen universities. It is obvious that the majority of Korean universities, which have something to do with Shandong Foreign Affairs Vocational University is located in Weihai City, Shandong Province. The investigation of other undergraduate vocational colleges can also find similar characteristics. Unfortunately, it is the cooperation with these overseas universities that "exports" Chinese students without corresponding "input".

From the perspective of the source of origin, most of the students who apply to study in Shandong are not from developed countries, most of African students, and few in Europe and

America. Compared with similar universities in the first-tier cities of Beijing, Shanghai, Guangzhou and Shenzhen, there are certain gaps in universities in Shandong province in terms of popularity, education quality, infrastructure construction and teachers.

In view of the above reasons and objective conditions, the author believes that the international student enrollment system of undergraduate-level vocational colleges can be constructed from the following three aspects:

### **3.1. The "State-Government-School" Jointly Support the Recruitment of International Students**

National policy support, countries as the basis of the international students enrollment system, is the priority of the international students enrollment system, formulate relevant documents and policies to support recruiting international students: in 2010 the Ministry of Education issued the "plan to study in China", in July 2016, the Ministry of Education put forward the implementation of the "Silk Road" study abroad promotion plan, formulate the 2035 education modernization in China in 2019. At the same time, the establishment of national scholarships, "Silk Road" Chinese government scholarships, "Confucius Institute" scholarships and other incentive policies has increased the attractiveness of studying in China. In addition, it is necessary to improve and strengthen the service and management of relevant departments to relieve the worries about creating a high-quality environment for studying abroad.

The support and bridge role of provincial and municipal governments. Provincial and municipal governments, as the backbone of the construction of the international student enrollment system, need to play their role of support and bridge, increase policy and capital investment, combine their regional characteristics and regional advantages to build key student countries, and gradually form a stable source of students. At the same time, it provides information and infrastructure construction for local universities, forming a good situation of "government -- schools" information exchange and demand linkage.

As the core level of the international student enrollment system, the university should first formulate the policy documents, and then change the ideas from intermediary to active foreign exchange activities, and make the school "go out" and international students "come in". Secondly, improve the supporting service management system, establish and optimize the university scholarship structure for international students. For international students, we will increase the humanistic care for international students by providing various supporting services such as language translation, holding festival activities, and building national food restaurants. The international students who choose to work in China after graduation can provide them with internship or employment opportunities for them, and improve the competitiveness of the school enrollment through such services.

### **3.2. Provide Characteristic Vocational Courses**

According to the survey, international students generally need to study Chinese after coming to China, especially international students with zero-foundation Chinese language, who should have at least one year of language study (international students with Chinese foundation should pass the Chinese proficiency test), and then choose the major to obtain the graduation certificate. Undergraduate level vocational colleges in cultivating international students should consider the national differences in professional choice, in addition to ensure the quality of language courses, but also play its vocational education advantages, to meet the needs of international students professional courses and technical skills courses, so as to improve the competitiveness of international students after returning home, meet the needs of its domestic economic development.

### 3.3. Expand the Project Channels

In order to optimize the international student enrollment system and build a comprehensive enrollment channel, undergraduate-level vocational colleges should actively sign education cooperation agreements with local governments. In addition to conducting exchange student projects with overseas cooperation institutions, they can also sign the Exchange International Student Agreement to increase the number of international students and improve the quality of international students.

Carry out cooperative training with enterprises. In July 2021, for example, Shandong foreign affairs vocational university and nonferrous metal industry talent center and jinchuan group co., LTD. Signed a tripartite framework agreement on collaborative overseas development, jointly promote the construction of China-Indonesia vocational and technical college OB island campus, for local employees in Indonesia skills promotion demand, responsible for organizing teachers to Indonesia trade, language and other professional class (post group) training projects, while conducting some academic conferences, education teaching discussion, theoretical research and cultural exchange activities.

Strengthen external publicity efforts, and carry out advertising and publicity through multiple channels. With the School of International Exchange as the main body, mobilize all teachers and students to join the publicity team, through Facebook, YouTube, Twitter and other overseas platforms and websites, to expand the international visibility of the school. In addition, it is also necessary to improve the existing enrollment methods, and expand the project channels by strengthening the cooperation with overseas institutions, refining the cooperation plans with intermediaries, and participating in international education exhibitions.

## 4. Conclusion

The enrollment of international students is an indispensable link to the international education of vocational colleges at the undergraduate level. Before their upgrading, vocational colleges at the undergraduate level attach importance to cultivating international talents with international vision, global thinking and can participate in international affairs and competition, and devote more energy into "exporting" students overseas. At the present stage, we need not only to "export" Chinese students, but also to increase the "input" of international students. By training international students, we will promote the Chinese to the world, spread the excellent culture of the Chinese nation, and enhance the mutual understanding and friendship between China and the people of the world.

In short, vocational colleges at the undergraduate level should broaden the channels for recruiting international students in multiple ways, dare to innovate and forge ahead, sum up experience and lessons in practice, and build and constantly optimize a practical and efficient enrollment system for international students.

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