

**Appendix A-7 Implementing Measures of Shanghai  
University of Engineering and Technology for Recruitment  
Publicity**

## **Implementing Measures of Shanghai University of Engineering and Technology for Recruitment Publicity**

These Implementation Measures are formulated to enable candidates and parents to fully, timely and accurately understand the University's basic information, features, admissions policies, programme settings, specialties, comprehensive strengths and other information, and actively and effectively guide outstanding candidates to apply for the University.

### **I. Guiding Principles and Objectives:**

Guided by the Scientific Outlook on Development and the CPC's educational policies; focusing on high attention, careful design, clear objectives and full participation; purposing to expand the University's social reputation and improve the quality of students. On the premise of taking the candidates as the foundation and serving the candidates as the premise, we shall constantly improve the quality and level of the recruitment publicity, make good use of social resources, broaden the carrier, enrich the connotation, and adopt omni-directional, multi-angle and multi-level recruitment publicity methods. We shall create a good atmosphere of public opinion for recruitment publicity, and develop and improve the long-term mechanism of recruitment publicity of the University.

### **II. Organization and Responsibilities**

The recruitment publicity is carried out under the leadership of the University's recruitment publicity Leading Group and under the organization of the Admissions Office. The recruitment publicity shall highlight the principal status of the School, all kinds of tasks shall be done well, and the enthusiasm and initiative of the University and the School shall be brought into full play.

The following organizations are set up to do a good job in recruitment publicity:

#### (1) Recruitment Publicity Leading Group

The University's Recruitment Publicity Leading Group is headed by the Principal, and the deputy principal in charge serves as the deputy leader. The heads of relevant functional departments such as the President's Office, the Publicity Department, the Student Affairs Office, the Dean's Office,

the Admissions Office, the Security Office, the Asset and Laboratory Management Office and secondary schools and colleges serve as team members. It is responsible for the formulation, organization and coordination of the overall work plan for recruitment publicity.

#### (2) Recruitment Publicity Working Group

The University's Recruitment Publicity Working Group is led by the head of the Publicity Department and the Admissions Office, and the deputy deans in charge of each secondary college/school (department) serve as team members. It is responsible for the implementation of recruitment publicity.

Each secondary school or college sets up a corresponding recruitment publicity work group, and selects department heads, programme leaders and some persons responsible for the module who are familiar with the programme settings and development prospects to participate in the recruitment publicity.

#### (3) Main responsibilities of each department

1. The President's Office is responsible for overall coordination, inspection and supervision.
2. The Informatization Office is responsible for the update and routine maintenance of the website.
3. The Admissions Office is responsible for the formulation of implementation plans and the organization and implementation of various implementation plans.
4. The Publicity Department is responsible for the publicity and reporting of the media and the video recording of various activities.
5. The Dean's Office is responsible for reviewing programme settings and programme description.
6. Each secondary school or college is responsible for preparing programme description and organizing and participating in publicity activities.
7. The Security Office is responsible for the safety of consulting and publicity venue.
8. The Asset and Laboratory Management Office is responsible for logistics support.

### **III. Working System**

#### (1) Accountability system

All functional departments and secondary schools and colleges shall clarify responsibilities and

put various tasks in place. The leaders of each secondary school or college shall personally participate in the management and guidance of the publicity to ensure that the recruitment publicity of the University is carried out in a normal and orderly manner.

The recruitment publicity shall focus on publicizing the University's admissions policies, highlighting its school-running model and industry-university cooperation model, publicizing good school spirit and academic and learning environment, and establishing a positive external image of the University, so as to attract high-quality students to apply for the University.

(2) "Participation by all" system

It is required to let everyone participate in admissions, make use of various advantages, expand the recruitment publicity team, coordinate arrangements by each secondary school or college, and publicize programme's characteristics through various forms to attract candidates to apply.

(3) Incentives

After the admissions is over, the secondary schools and colleges and individuals with outstanding performance will be commended based on the actual results of their recruitment publicity work.

(4) Training

Those who participate in the recruitment publicity shall be provided with training once a year to ensure that they are familiar with laws and regulations and admissions-related policies and regulations. It is required to strengthen the ideological and style development of the recruitment publicity team, and enhance the staff's awareness of integrity and self-discipline. It is also required to uniform propaganda content, prohibit unauthorized release of false or undetermined admissions policies and information, give full play to the correct guiding role of the University's recruitment publicity, and establish a positive external image of the University.

(5) Supervision

It is required to announce reporting telephone and mailbox for recruitment publicity during the recruitment publicity period to accept social supervision.

(6) Market research

Market research is required before entering the target market. The main contents of the market

research include: The number of schools in the admissions area, the number of candidates, the rate of admission into higher schools, economic level, the desire to study, etc. It is required to select the key target student source schools from the target objects and treat them as the key publicity objects.

## **IV. Developing an Recruitment Publicity Network**

### **(1) Media publicity**

It is required to make full use of newspapers, television, radio and other media for publicity and reporting, and select some media for in-depth cooperation. It is required to strengthen cooperation with important media such as Shanghai Educational Television Station, City 792, Liberation Daily and Xinmin Evening News, and publicize the University in various media through advertising, news, pictures, etc., so as to carry out all-round recruitment publicity. In addition, it is required introduces the University's admissions policies, programme features, admissions plan, etc., based on Eastern Education Times, which is the most widely contacted by Shanghai candidates, and relying on the websites, publications and consultation meetings of the provincial and municipal education examination institutes most trusted by candidates from other provinces and cities, so as to improve the application rate of candidates.

### **(2) Website publicity**

It is required to strengthen the construction of the University's admissions websites and enhance the guidance and coverage functions of recruitment publicity. It is required to update the admissions website of the University in a timely manner, publicize the admissions regulations of that year, and launch online consultation. and participate in the Sunshine Program Online Consulting organized by the Ministry of Education and the online consulting activities organized by the provincial and municipal examination institutes.

### **(3) Pitch flyer**

It is required to make admissions posters, admissions brochures and professional introductions, and distribute them to candidates through on-site consulting and mailing to improve the effect of publicity.

(4) On-site consulting

It is required to organize and participate in large-scale on-site consulting meetings, and selectively participate in campus consulting meetings in key middle schools.

V. Enhancing the Awareness of Recruitment Publicity Service

(1) Admissions hotline

It is required to set up an admission consulting hotline to accept consultations from candidates and parents.

(2) Strengthening the management of post responsibility system

It is required to develop a working system for recruitment publicity and clarify post responsibilities, implement a "first inquiry responsibility system" for admissions consulting staff, receive parents and candidates who visit and call, and implement candidate-oriented publicity.