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ANALYSIS OF THE FACTORS FOR UPSURGE OF ENROLLMENT IN THE PRIVATELY RUN UNIVERSITIES IN RAWALPINDI & ISLAMABAD AND DEVELOPMENT OF FUTURE STRATEGY

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ABSTRACT

The present study was designed to explore the Factors that have a strong impact on students' enrollment in privately run universities and by the optimal use of promotional tools through which educational institutions attracted students for enrollment. The study was qualitative and exploratory in nature, since the aim was to explore the Heads/administrators' views and experiences about promotional variables within the education sector in Pakistan. The objectives of study were (i) to analyze the existing measures adopted by the privately run universities in Rawalpindi/Islamabad for increase in enrollment (ii) to identify reasons affecting enrollment in privately run universities. All the instruments were designed according to above mentioned objectives. The study focused on one sector, the education in Pakistan, to enhance one's understanding and knowledge regarding the promotional strategies. The stake holders involved in this study were four hundred and thirty five students, fifty eight teachers, seven councilors and seven heads of the universities. Questionnaires were administered from students and teachers while Interviews were conducted with councilors and heads of seven privately run universities of Rawalpindi/Islamabad. This exploratory study established the forms of promotion that was used by most universities in Rawalpindi/Islamabad. Administrators could look at this study and further explore the link between recruitment and types of promotion. The Factors that attracted parents and influenced students for enrollment and the reasons was not an actively researched topic in Pakistan. This study proposed that in the today's educational environment, it was crucial to implement promotional strategies to enhance peoples' awareness about education and the role of privately run universities in Rawalpindi and Islamabad. All the promotional tools/techniques had strong effects on private students' enrollment but those can be used as per the environment and institution. Purposive sampling technique with clearly defined inclusion criteria was used for the selection of students, teachers from each university for questionnaires, while all the heads and councilors were interviewed from all seven universities. Mixed method approach was used for data

analysis. The responses obtained through closed questions were analyzed through SPSS 21st edition. Means, standard deviation, frequency and percentages according to objectives were reflected through tables in case of students and teachers. Thematic analysis was done for interviews responses in case of councilors and heads of the universities. Majority of the students were of the view that teachers were not cooperative in the university and they were most of the time under threat from them. The staff members did not feel comfortable in their work situation and were always under threat of losing jobs. There were gaps between management and students as they felt that there was discomfort in open communication, very few people contact the heads for problem solving due to busy schedule while other people were assigned to tackle such issues of formal system to assist students to pursue their career in most of the universities. Students could be involved in decision-making to develop ownership in them so that they can recommend their university to others as well. Faculty must be having a feeling of job security that will have a positive impact in their performance. A threat of losing job must be absolved in the minds of staff. A conducive and cordial environment where mutual respect is to be prevailed amongst the faculty otherwise it is creating a feeling of discomfort between colleagues and they are always under the threat where they are unable to share their feelings of workplace. The analysis revealed variables of promotion of students' enrollment in privately run universities the results may be noteworthy in developing awareness amongst all the stake holders to identify the Factors that attract students to select certain university. Based on responses about all the two objectives in case of students, teachers, councilors and heads of the universities, a set of recommendations was also made as future strategy for the universities' reference. Conclusions drawn on the basis of the findings of study and areas were also identified for further researches.

Keywords: Factors, universities, enrollment, students, faculty, councilors, heads.