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Commissionerate of Collegiate Education, Govt. of Andhra Pradesh

STRATEGY FRAMEWORK TO PROMOTE ADMISSIONS IN GOVT & AIDED DEGREE COLLEGES DURING 2021-22

CIRCULAR INSTRUCTIONS TO THE PRINCIPALS

Rc.No.65/ Admissions/ AC/ 2021-22, Dt. 30.07.2021.

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The Board of Intermediate Education, Andhra Pradesh had released second year results on 22 July 2021. Consequent on this, all the Principals and staff need to ramp up efforts to attract optimal and potential students to our institutions.

Colleges shall go into community with an assurance and slogan that

HOLISTIC DEVELOPMENT OF STUDENTs through OUTCOME BASED TLP WITH A FOCUS ON PRODUCING WORK-READY STUDENTS, STRESS – FREE EDUCATION ,CREATIVITY, INNOVATION, TEAM SPIRT, EMPLOYABILITY AND PROBLEM SOLVING SKILLS.

The Principals shall put the following key strategies into practice for maximizing enrollment of students into our colleges.

I. College Level Activities

A) Constitution of College Level Admissions Promotion Committee:

The Principal shall constitute the Admissions Promotion Committee as tabulated below.

Table 1: Constitution of College Level Admissions Promotion Committees and mandates fixed to each role.

Designation	Roles	Mandate
Principal	Chairman	• Devising, planning and deploying admissions strategies and monitoring admission process. • Constitution of Admissions Promotion Committee (APC) and Programme-wise Admission Teams (PATs) with targets fixed. • Providing necessary infrastructure, financial resources, etc., for campaigning material, logistics, etc., in coordination with the APC. • Day-wise process monitoring and reviews of strategy and deployment with the APC Convener and PATs. • Facilitating online/offline meetings for garnering

		support of stakeholders – alumni, students, press, media, parents, CPDC members, local citizenry, etc., and requesting their cooperation for improving admissions.
Vice-Principal	Convener- Admissions campaigning	- Implementing the enrollment improvement strategies and guiding PATs, Assigning route-wise campaigning schedules to PATs. - Guidance and monitoring admissions campaigning of PATs at field level on daily basis. - Formulation of programme-specific, intake based marketing strategy for optimal admissions based on previous years admitted strength with focus on programmes with poor admissions. - Designing brochures, pamphlets, flexis, videos, erecting boards in the colleges with the information on Infrastructure, quality initiatives of TLP, Amenities, facilities, Learning Resource facilities, etc.,
IQAC coordinator	Co-Convener	Helping Chairman and Convener in providing necessary information, coordinating with members of admission committees, utilization of campaigning material in the feeder areas, monitoring the campaigning through social media, preparation of admissions video with achievements, salient features of the college,
All other faculty members including Physical Directors and Librarians and Non-teaching staff.	Admissions Team members	- They shall involve actively in the programme-wise admission teams constituted by the Chairman & Convener and try to garner the maximum number of admissions through door –to-door campaigning. - They shall work as per the instructions of the Chairman and Convener of the admissions. - Staff involved in the admission campaigning will be exempted from class work. - Programme-wise admission committees shall actively campaign in the feeder areas on the online admission

		process, strengths of the colleges, TLP, infrastructure, employability skill development programmes, extracurricular activities, etc.,

B) Strategic Planning and Implementation of 2021-22 Admissions:

- Each College shall conduct a press conference immediately with all the print and electronic media representatives/ reporters, showcase the infrastructure, explain the strategies being adopted for quality TLP, co-curricular and extra-curricular activities, innovative and best practices, etc., and request them to cover the achievements/ infrastructure once widely in the feeder areas so that stakeholders develop a positive perception about the college. Media people shall be requested to extend help in improving admissions.

- Each College shall constitute Admissions Promotion Committee (APC) as per table I above to oversee the entire admission process and form programme-wise admissions teams (PATs). The committee and teams shall carry out programme-wise admission analytics for the past three years and fix targets by programme wise and team- wise for AY 2021-22 as explained in Table II.

- They shall collect the information on perception levels of each programme among the students and public and try to improve it, if there is negative perception on a particular programme (s).

- Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis shall be carried out in respect of each programme and targets shall be fixed accordingly. The stakeholders shall be explained the diverse programmes available, future innovative plans of the involved departments and assure them how college delivers goods as per the expectations of the students and other stakeholders. Committee members shall explain the opportunities – like existence of local industries for employment opportunities, internships, project works, etc. They shall develop strategies to convert weakness and threats into strengths and advantages.

- Principals and APC shall collect the Intermediate students' details with the number equivalent to at least four times the sanctioned strength of the programme for admission. For example, if the sanctioned intake of I B.Sc (MPC) is 30, the APC shall collect the names of at least 120 M.P.C intermediate passed out students and approach them.

- Principals should involve non teaching staff, Librarian, Physical Director and JKC Mentors along with faculty members in the admission committees.

- PAts have to visit all the feeding junior colleges to collect student data including mobile numbers. These committees need to interact with the Principals as well as staff of junior colleges to seek their cooperation in motivating their students take admissions in our Degree Colleges by highlighting quality enhancement strategies in TLP, state-of -the art IT infrastructure, Innovative practices, extra-curricular activities, etc. Each PAT can create a whatsapp group with the mobile numbers obtained from the junior colleges. PAT members have to reach out the students and parents in their door to door campaign.

- Colleges were categorized basing on admitted strength of AY 2020-21 and respective targets were presented in table II.

Table 2: Categorization of programmes to enhance admissions for AY 2021-22.

Admission Category Type (Based on Programme-wise admissions of 2020-21)	Division of programmes basing on 2020-21 admitted strength in programmes	Mandate/ Target	Remarks
I	≥ 75% admitted programmes	100% admissions	
II	≥ 51% - ≤ 74%	• 100% admissions • A minimum increase of 25% over 2020-21 admitted strength shall be assured.	
III (programmes to be laid more focus)	≤50% admitted programmes	A minimum of 60% admissions shall be assured during 2021-22.	• The Programmes, basing on sanctioned intake, shall be categorized and respective targets must be fixed for Y 2021-22 as detailed below. i) **Category A**: (Sanctioned strength 60 & Above): A minimum of 60%

			admissions shall be assured.
			ii)Category B (Sanctioned strength 40-59): A minimum of 70% admissions shall be assured. **iii) Category C** (Sanctioned strength below 40): A minimum of 80% admissions.

C) Preparation of a good quality video:

Admissions Promotion Committee shall prepare a video showcasing the achievements, infrastructure facilities, academic programs, laboratory facilities, faculty expertise etc. This shall be shared to all stakeholders through social and electronic media, including Facebook, whatsapp group, local city cable system, alumni, etc., created by the admission committees with all second year intermediate students in the catchment area.

D) Updating the college website with all its previous achievements in curricular, co-curricular and extra-curricular arenas **and innovative initiatives**. The college website shall be widely taken into student community to know about the salient features of the college, its infrastructure, facilities, amenities, student support wings such as career guidance cell, etc., achievements, vision, mission, faculty, etc.

E) Highlighting Market Oriented Programmes:

The APC shall explain the importance of Market Oriented Programmes and highlight their potential in securing employment opportunities in the job market.

F) Conduct of online Awareness cum Bridge Course:

- Colleges shall conduct a One Hour Program wise bridge course every day for one week to the second year intermediate students in the catchment area through online platforms like Google Suite , Zoom etc., and explain the available programmes, innovative pedagogical techniques, IT infrastructure, awareness on colleges student-centric activities such as interactive teaching-learning process, internships, field / educational trips, project works etc.

- Department-wise uniqueness, innovative practices, action plan for the ensuing academic year shall also be explained (Please prepare brochure/pamphlets for campaigning among stakeholders).

- Special focus may be given to programmes on Employability skill development, moral education and cultural activities, Physical Education related activities in this program. Students' interaction may also be involved in this program.
- To attract the students, online quizzes, elocutions, spot debates and short discussions may be incorporated.

G) Establishment of Help Desk:
- Each college should constitute at least one helpdesk with a minimum of two staff members with a dedicated contact phone number with whatsapp facility. The help desk team should interact with the parent as well as students in polite and pleasing manner.
- Depending on the number of students approaching the college, the help desk team should provide internet enabled desktops/laptops, printer and stationary for online admissions process.
- The help desk team shall provide Complete guidance to the candidates on online admissions procedures, documents required, fee particulars, time lines, etc., who approach the campus for online admissions.

H) Advertising:
- The Principal of the college has to take initiative to provide wide publicity about the Physical infrastructure, Academic Excellence, digital infrastructure, laboratory etc., through print and electronic media – news papers, local cable TV, flexi banners, F.M radio; village secretariats, students, CPDC members, etc., in feeder areas. The digital advertising through instagram, twitter, facebook, etc., shall be widely used for cost effectiveness and wider outreach.

I) Hostel Facility: Hostel facility helps improve admissions into our colleges.
- **Those** Colleges with permanent hostels running since past, shall offer hostel facility to the students invariably and maximize admissions through campaigning.
- The colleges, with newly sanctioned hostels either by U.G.C or any other agencies, if buildings are ready, may start admissions into them from this academic year.
- In case own hostel is not available, Principals shall make arrangements for the admitted students for admission into state Government run social welfare or B.C welfare or other hostels.

J) Transporation facility:

- In case the college is away from the town/ village and if transportation is a factor for decline in admissions, the Principal shall, in consultation with the necessary agencies, such as RTC, etc., make arrangements for providing transportation facility to the students.

- Further, transportation facility from the nearby bus complex to the college may be provided to the studentsby engaging private buses/mini vans with required number of trips by entering into agreement with private automobile players, if finances permit.

K) Roping in Alumni Networks:

- The Alumni association members of college, after creating alumni networks, especially those of last five years, shall be pressed into service for campaigning.

- They shall be motivated to carry out campaign in feeder areas by propagating their testimonials about the college.

II) MONITORING STRATEGIES

A three level monitoring process shall be put in place for guiding and monitoring the admission process effectively.

A) At CCE Level:

The Academic Cell has to coordinate Colleges, APSCHE authorities and APCFSS vendor team for the smooth conduction of Online Admissions. CCE has to constitute Help Line Centres (HLCs) to identify and to resolve the issues related to online admissions.

- Academic Guidance Officer and District Monitoring Officers (DMOs) of academic cell shall prepare the list of colleges with less than 75% admissions during AY 2020-21 and conduct a VC with the RJDs, ID College Principals, Principals of colleges and all faculty and issue instructions on online admission process.

- Each DMO of Academic Cell shall prepare the college – wise programme list with less than 50% admissions during last AY and monitor the campaigning process by admission teams of colleges with the help of ID college Principals. The DMO shall try to resolve any issues encountered by the colleges with the help of respective ID colleges and respective RJDs, especially in providing financial resources to the colleges, or guidance, if any, required.

B) At RJD Level:

Regional Joint Directors, with the help of ID college Principals, shall review the readiness and progress of Online Admissions of the colleges District-wise in the zone on weekly basis. RJDs are requested to visit the colleges frequently and guide the Principals and suggest strategies for enhancement of admissions. They shall facilitate the financial or material requirements, if any, needed by colleges from the ID colleges. They are also endowed with the duty of ensuring well maintenance of facilities, amenities, clean and hygienic campus, etc., as these factors will play significant role in augmenting admissions. RJDs shall identify the staff, if any, who carry out subversive activities in collusion with the private players, which may prove to be detrimental to the admissions in to the colleges, and initiate disciplinary action against them.

C) At ID College Level

ID college principal, as the District as a unit, shall issue advertisements and as well carry out campaigning in the District on behalf of all colleges of the District on DRC platform. He has to monitor the progress of online admissions of colleges in their respective district daily. The ID college has to identify the colleges with poor admission percentage in the previous year, provide guidance in preparing the action plan for better admissions. If necessary, financial support may also be provided to the needy colleges. Any complacency on the part of college authorities in taking forward the admission process shall be taken to the notice of the respective Regional Joint Director.

III) COVERAGE OF POINTS IN CAMPAIGNING AND PREPARING BROCHURE/PAMPHLETS

The PATs are requested to carry out campaigning in the feeder areas with the following initiatives.

a) **Quality initiatives of the college in the areas of Teaching-Learning Process** – Adoption of NAAC's Quality Indicator Framework in the colleges from AY 2021-22 – This shall be percolated deeper into student community.

b) **Experiential and Participative TLP**: Equipment/ tool -aided/ case study / Project based Teaching –Learning approach for enhanced understanding of the topic by the students.

c) **Outcome based TLP**: Programme and Course Outcome attainment assessment and remedial measures for ensuring 100% outcome attainment in all students.

d) **Quality and experienced faculty** – Appointment of Doctorates & NET/SLET qualified staff through APPSC.

e) **Robust mechanism for evaluating the performance of faculty and Principals through performance Indicators and constant capacity building initiatives:** The introduction of ASAR and AADPI for assessing performance of the faculty and Principals thereby providing the training or capacity building programmes as a part of quality enhancement and its sustaining measures.

f) **Training & Placement and Employability skills Development programmes** – The CCE had entered into an agreement with Bengaluru based organization - Art of Living, to impart holistic training to students in employability skills from the academic year 2021-22 starting from intervening summer of II and III years through Final year for enhanced training in employability skills and employment opportunities. The importance of Job drives/ campus drives through JKCs, Skill Development Centres (In certain colleges) and ELLs shall be taken into student community.

g) **Adaptation to English medium**: MoA with Cambridge University for imparting English speaking and Communication skills for students and faculty members

h) **Promoting Culture of Innovation and start ups through centres for Innovation, Incubation and Entrepreneurship.**

i) **A holistic education through imparting values and character building, team spirit through project works, life skills through certificate courses, guest lectures, seminars, etc.**

j) **Training for Civil Services and other competitive examinations in selected Govt.Degree Colleges.**

k) **Coaching for P.G. entrance examinations.**

l) Availability of state-of- the art IT infrastructure and integrating it with TLP into using Digital Class rooms, Virtual Class rooms, Internet facility, Wi-Fi, etc., available in our colleges.

m) **Physical and digital Learning Resources**: Library's Physical resources, e-resources; e-books, e-journals, L.M.S, Reading Room, etc.,

n) Monitoring the quality of the TLP with OTLM app with provision for conduct of online/ offline class work, feedback, grievance redressal, evaluation and assessment.

o) **Facilities for women students**: hygienic rest rooms, waiting halls, WEC, Internal Complaints Cell (ICC) for women students, anti-ragging cell, etc.,

p) **Availability of important extra-curricular wings** such as N.S.S, N.C.C, Department of Physical Education, Swatchbharat, clean & Green, motivation to participate in community outreach programmes, involvement of students in college infrastructure and facilities management, etc.

q) **Student Incentivization Programmes**: Institution of Prathibha awards for academic excellence by students.

r) **Importance of health through Physical Education Departments**: Encouragement to students through Periodical conduct of College level, District level, University level

s) tournaments, health awareness programmes through certificate programmes, conduct of regular physical exercise drills to students for Physical fitness and health, training in physical fitness for competitive programmes like recruitment of constables, Sub-inspectors, etc. Promotion of Physical fitness programmes among students by awarding credits.

t) **Special Guest lectures by experts from renowned education institutions and industries in the specified topics.**

u) **Discipline in the campus**: Ensuring discipline both among students and staff through discipline enforcing committees.

v) **Capacity Building initiatives** to the faculty members through FDPs, training programmes, seminars, workshops, etc.,

w) **Special Programmes for slow-learners** – Remedial classes/ tutorials, personal attention and counseling through mentor-ward system.

Note: The colleges can add the salient features specific and unique to their colleges in the campaigning.

The Principals are directed to implement the above guidelines scrupulously to optimize the admissions into Government and Private Aided Degree colleges.

Sd/- **Dr.Pola Bhaskar, I.A.S**

Commissioner of Collegiate Education

Copy to

All the Principals of GDCs and PACs

The Regional Joint Directors of Collegiate Education

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[Academic Guidance Officer]