

Services Offered by Admission and Registration Office: An Evaluation

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ABSTRACT

The admissions and registration procedures creates a big impact to the sustainability of the educational procedures. The department that handles all the activities of admission and registration is called Centre for Admission and Registration (CAR). Using the core concept of performance theory of John Ivancevich (2001) which states that opportunity, capability and motivation determines performance, wherein individual performance extremely affects the organizational performance as a whole. The study sought to know the level of performance of the admission and registration in terms of services offered in general in the perspective of staff and students. The study found out that age, gender, education, and job tenure effects the performance level both in supervisory and non-supervisory position. The probability value (P Value) is 42.4% which means that there is a significant difference of performance of the staff from Center for Admission and Registration from Gulf College based on the perspective of students and staff. The P value is greater than 0.05 degree of confidence, therefore the hypothesis is not accepted. Thus, there is a need for improvement in the level of performance of the college admission and registration to satisfy and make the students happy as the main clients. There are nine specific suggested actions that the centre can implement: set realistic enrollment goals—not projections; develop an annual marketing and recruitment plan as well as a three-to-five-year strategic enrollment and revenue plan; devote as much attention to student retention as to recruitment; build recruitment database and inquiry pool by design, not by chance; track marketing and recruitment activities; qualify and grade prospective students precisely; implement a strategic communications flow; award financial aid so students get what they need and expect to enroll.

Keywords: Admission; Admission and Registration Performance; Systematic Enrollment Procedures; Efficiency in Data Input & Output

About the presenter:

Ms Raquel M. Ballares is a professional ICT (Information and Communication Technology) teacher, and a CELTA (Certificate in English Language Teaching to Adults) certified teacher from Cambridge Assessment English, United Kingdom. She is a graduate of Master of Arts in Education, major in Educational Management, also presently pursuing the Doctor of Philosophy in Educational Management and Leadership. She was the former Faculty Administrator of the Faculty of Foundation Studies at Gulf College, Muscat Oman. She worked at the college for almost seven years, assisted the Head of Department in the overall management of the faculty. Due to Omanization, she transferred to a new academic institution. Presently, she is now connected at the Al Shomoukh International School, working as the Database Manager and International Examination Officer.

