

FRESHMEN ENROLLMENT RATE REACHED 98.07%—STRONG ATTRACTION FOR OUTSTANDING STUDENTS

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According to statistics by the Office of Academic Affairs, 5 departments have 100% of freshman enrollment, and nearly 90% of the newly enrolled freshmen have better academic performance than those of last year. This year's freshmen enrollment has set a new record which is 0.59% higher than that of last year. The College of Management has reached 98.92% while the runner-up, College of Foreign Languages and Literatures has ended up with 98.47%. As for the departments, History, Mathematics, Physics, Accounting of Tamsui Campus and Multiculture and Linguistics Studies of Lanyang Campus all have 100% of enrollment. At Lanyang Campus, the College of Global Research and Development and the College of Entrepreneurial Development also have more than 95% of enrollment.

For the fact that the last five year's freshman enrollment at TKU has been steadily increasing, the Dean of the Office of Academic Affairs, Dr. Huan-chao Keh satisfyingly said, "This is the result of our university's great effort for recruiting good students." He pointed out that because of the decreasing of children, the enrollments of many universities have been declining, but the enrollment of TKU has been steadily increasing year after year. We have indeed stood up for this great challenge."

This year TKU has admitted 1187 (including additional aboriginal students) students through special selection, 301 more than those of last year, and 577 students through recommendations by high schools, 2 more than those of last year. The full average mark is 75, and 68 is our highest mark through special selection and 66 by high school recommendations respectively. This indicates that we can still enroll good students through either special selection or high school recommendations. Compared with those of last year, more than 90% of newly enrolled students have better academic performance,

and obviously the academic qualities of new students are rising. TKU' s new students are mainly from northern Taiwan, and more than 70% of new students are from the north to Miao Li. The three high schools such as Zhongzheng Senior High School, Yu Cheng High School, and San-Chung Senior High School have provided more students than any other high schools.

Dean Huan-chao Keh analyzed, “The Office of Academic Affairs has only played the helping role of promotion, and the most important efforts are made by various departments and institutes.” To encourage all departments and institutes to enhance enrollment, TKU has a budget for offering awards to those departments and institutes that actively encourage student applications and promote enrollment, including special awards for the highest enrolment and biggest enrollment progress. After the publication of the admission list, the Admission Section also sent promotion material and information of the admitted students to all departments for them to contact and convince new students to come to TKU by informing them the advantages of TKU. The Section also informed the departments of new students' academic performances and qualities after data analyses. This year right after the registration, the Section also informed departments of students who had not registered in order for the departments to contact those students. All these are factors that have helped to set the new record of TKU' s freshman enrollment.

International Trade junior, Ming-cheng Xie expressed, “TKU has a good reputation and always ranks number one among private universities in Taiwan. Moreover it has excellent facilities and comfortable study environment, and it also provides students with a great deal of information for further studies and future employment, so the outstanding enrollment is not unexpected. I will also recommend others to come to TKU.” (~Dean X. Wang)