

Research on the Quality Analysis and Promotion Strategy of Graduate Students in Local Colleges and Universities ----Taking the major of Chinese International Education in Anyang Normal University as an example

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Abstract: According to the evaluation model of student source quality, several indicators reflecting the quality of student source are selected. Taking the enrollment data of recent five years as an example, the multi-dimensional analysis is carried out. Through the data analysis, it is concluded that there are three main problems in the current student source, such as the low proportion of first choice student, the poor overall quality of student source, and the unreasonable structure of student source. There are five feasible measures, such as paying attention to propaganda, cultivating environment, attracting local school student, and paying attention to employ job.

Key words: Quality of students Statistical analysis International Chinese Education

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Postgraduate enrollment is the prerequisite and primary base of postgraduate training. The quality of postgraduate enrollment directly affects the quality of postgraduate training. Promoting the reform of enrollment and training programs centered on quality has become an important task of China higher education. Scientific evaluation of the quality of student sources, effectively improving the quality of graduate students, and selecting candidates who meet national needs, are professionally compatible, and are conducive to training are important issues facing college admissions. Universities in the central and western regions are generally due to imperfect scientific research platforms and weak teaching resource. The current situation of poor quality of students, how to improve the quality of graduate students on the existing basis, is of great significance to the development of universities.

I. Evaluation model and research method of source quality

Many domestic scholars have done research on the source quality evaluation system and constructed a relatively complete source quality evaluation system. This paper selects several indicators such as online ratio, admission rate, graduate school type, candidate's educational level, and preliminary examination results to analyze the quality of the source of master's students majoring in Chinese International Education in Anyang Normal University, and give qualitative analysis conclusions based on quantitative analysis.

The online ratio refers to the ratio of the number of volunteer candidates online to the total number of students applying for the exam. The higher the ratio of volunteer candidates, the higher the candidate's recognition of the school, the stronger the willingness to go to school, and the higher the quality of candidates; the admission rate It refers to the proportion of one-volunteer candidates actually admitted that year. This indicator can also reflect the quality of the source of students to a certain extent; the types of schools that candidates graduated from are statistically analyzed based on the three levels of undergraduate, undergraduate, and undergraduate. The three types of schools have their respective proportions; candidates' academic level is mainly divided into two categories: undergraduate and equivalent academic ability. Candidates with equivalent academic ability have not experienced undergraduate study, their scientific research ability is weaker than that of undergraduates, and the proportion of equal academic ability is too high as the source of students. The lower the quality; the initial test scores of candidates are the most direct manifestation of the quality of the candidates. Because the national score line is different each year, the percentage of candidates exceeding the national line is used to calculate the initial test scores.

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II. Statistical analysis of the quality of graduate students in the past five years

1.Number of students enrolled and admission status

The statistics of the enrollment and the number of applicants for a volunteer in the past five years can be seen from Table 1: (1) The number of students enrolled has increased steadily from 2016 to 2020, and the number of applicants has increased significantly from 2018 to 2019; (2) With the exception of 2017, the number of volunteer applicants for the rest of the year has increased year by year with the increase in the number of students. The number of students is the lowest in 2018, and the two are close to the same. The remaining years continue to expand, indicating that the school's popularity has increased year by year; (3) The percentage of volunteers who passed the line was basically stable in the first four years, basically around 15%. There has been a significant increase, increasing to 25.78%, an increase of 10.78% month-on-month; (4) The rate of one-volunteer cross-examination continued to decrease, the proportion of inter-professional candidates decreased and the rate of one-volunteer online increased, indicating that candidates whose undergraduate major is Chinese language education are in the postgraduate entrance examination Have a clear advantage. (5) The admission rate of one volunteer is generally low, and the enrollment plan is basically relied on by adjusting the source of students.

Table 1 Statistics on the admission status of master's degree in Chinese International Education

Year	Enroll students	First choice students	Pass line numbers of first choice students	Pass line ratio of first choice students	First choice number of admissions (proportion)	First choice student From other major ratio
2016	52	65	10	15.38%	10 (19.23%)	73.85%
2017	60	118	20	16.95%	16(26.66%)	76.27%
2018	68	74	11	14.86%	10(14.7%)	75.68%
2019	88	108	17	15.74%	14(15.9%)	65.74%
2020	95	128	33	25.78%	29(30.5%)	64.84%
Total:	363	493	91			

2.Examination score statistics

Through the analysis of enrollment scores in the past five years, it can be seen that: (1) The average score of the supranational line has been reduced year by year (a slight increase in 2020), and the average supranational line score was the highest in 2017, which is the same as the number of applicants in 2017 It is directly related; (2) Through standard deviation statistics, most candidates are distributed within 13 points above and below the average score each year. When adjusting the source of students, we should focus on this part of students; (3) Combine the average score of the initial test with the number of applicants. It can be seen that the higher the number of applicants, the lower the average score of the super national line in the initial test.

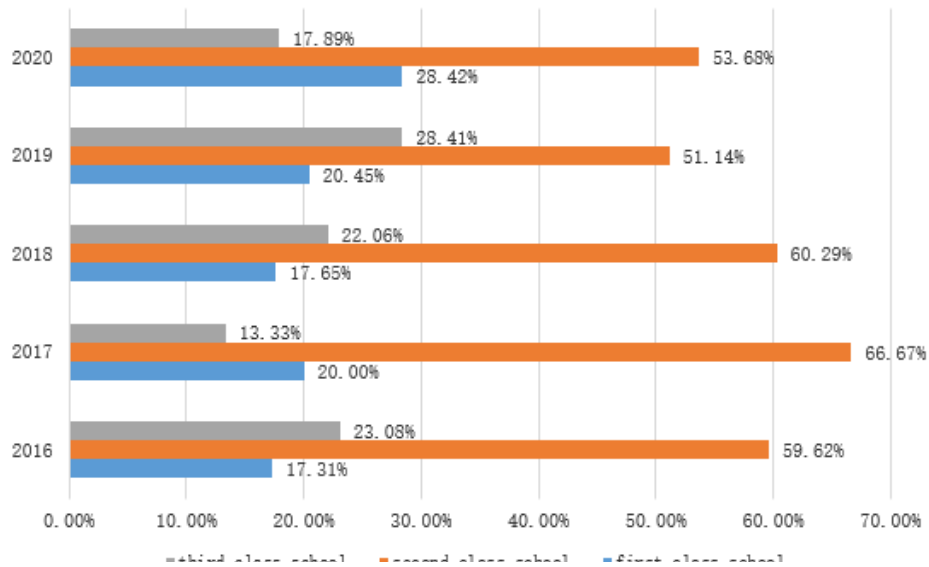
Table 2 Statistics of the preliminary test scores for the master's degree in Chinese International Education

Year	Initial test score Average	Average supranational line score	Average supranational ratio	Stdev
2016	347.5	27.53	8.60%	13.6
2017	338.78	28.78	9.28%	13.26
2018	341.7	21.72	6.79%	14.31
2019	345.3	20.3	6.25%	11.7
2020	351.69	20.69	6.25%	13.35
Average	344.9	23.8		13.24

3.Statistics on the source of admitted students

Table 3 is a statistical table of the sources of students majoring in Chinese International Education in Anyang Normal University in the past five years. According to the data analysis in the figure: (1) A total of 363 people have been admitted in the past five years. It accounted for 58.3%, and the third batch of undergraduates accounted for 20.9%. The candidates from the second batch of undergraduate colleges accounted for the vast majority, which reflects the main situation of the school's enrollment.(2) In terms of different years, the proportion of undergraduates in the first batch will increase significantly in 2020, and the proportion of the three undergraduates will decrease significantly, indicating that the quality of enrollment in 2020 has improved compared with previous years.

Table 3 Analysis of the source of students in the past five years



4.Statistics of the source area of admitted students

Based on the overall analysis of the source locations of students from the 363 list in the past five years, it can be seen from the chart that the proportion of candidates from Henan Province is 57.9%, and the remaining provinces with a higher proportion are Hebei Province, Shanxi Province, Sichuan Province, and Shaanxi Province. Provinces accounted for 20% in total, and the remaining provinces accounted for 22.1%. It can be seen that the main source of enrollment of this school is in Henan Province and surrounding provinces, and the distribution of student sources is relatively concentrated, and the subsequent optimization of the student source structure can be considered.

Table 4 Statistics of source areas

Area	2016	2017	2018	2019	2020	Total number	Percentage
Henan	36	38	45	45	46	210	57.9%
Hebei	2	5	4	6	11	28	7.7%
Shanxi	1	2	5	11	2	21	5.8%
Sichuan	1	3	2	3	4	13	3.6%
Shanxi	1	3		1	4	9	2.5%
Jilin		1	5	2		8	2.2%
Jiangxi	1	3		2	2	8	2.2%
Hubei	2		2	1	2	7	1.9%
Guangdong	1	1		1	3	6	1.7%
Heilongjiang	1		1		4	6	1.7%
Jiangsu		1	1	2	2	6	1.7%
Chongqing			1	1	4	6	1.7%
Anhui		1	2	2		5	1.4%
Shandong				5		5	1.4%
Liaoning		2			2	4	1.1%
Zhengjiang				2	2	4	1.1%
Gansu	1			1	1	3	0.8%
Hunan	2			1		3	0.8%
Guangxi					2	2	0.6%
Ningxia					2	2	0.6%
Fujian					1	1	0.3%
Neimenggu					1	1	0.3%
Shanghai				1		1	0.3%
Tianjin	1					1	0.3%
Xinjiang				1		1	0.3%

5. Statistical analysis of candidates' pre-degree qualifications

According to the enrollment documents, undergraduates and candidates who have graduated from higher vocational colleges for 2 years (equivalent academic ability) can sign up for the postgraduate entrance exam. Analysis of the enrollment data for the past 5 years shows that there are only 7 candidates with the same academic ability, , Accounting for 1.9% of the total, with a bachelor's degree. At the same time, it was found that 55% of the candidates were fresh graduates, 37.8% were from previous graduates, and the rest were from social candidates.

Table 5 Students' pre-degree data			
Year	Enrollment	Bachelor degree	Equivalence
2016	52	52	0
2017	60	45	5
2018	68	68	0
2019	88	88	0
2020	95	93	2
Total:	363	346	7

III. The problems faced by admissions

1. Pass line ratio of first choice students is too low, and the enrollment plan mainly depends on the form of adjustment. From the previous enrollment data, it can be seen that the year with the highest percentage of volunteers who crossed the line was only 25.78%. The low percentage of cross-line led to a low percentage of admissions. Analysis of the reasons why a volunteer candidate failed to line up was mainly due to the failure of a single subject. Take the 2020 candidates as an example. There are 128 candidates for a volunteer, 28 abandon the exam, and the abandonment rate reaches 28%. Among the students who took the exam, 44 people failed to pass the English single subject, accounting for 34%. The low rate of passing a volunteer directly leads to a small number of candidates enrolled by a volunteer, and the enrollment structure is deformed. The main reason is that the previous students and social students accounted for nearly 45% of the volunteer candidates. This type of candidates has a relatively long graduation year. There is a lot of knowledge forgetting, and there is a general problem of not being able to pass a single subject. A low percentage of volunteers going online directly leads to the enrollment plan mainly relying on adjustments to complete, so there is a risk of failing to complete the enrollment plan.

2. The overall quality of enrollment is low. From the perspective of the source of the candidate's graduation school, the proportion of candidates from one school is relatively low. In the past five years, the average proportion of candidates from undergraduate colleges is 20.8%, the average proportion of undergraduate colleges is 58.3%, and the average proportion of candidates from three colleges The proportion is 20.9%, and the main source of candidates is the second batch of undergraduate colleges. From the candidates' initial test scores, the re-examination score line is basically parallel to the national line. The average initial test score of candidates only exceeds the national line by about 20 points. In some years, the admission score line is only National score line; from the perspective of test takers' test methods, a volunteer test taker has a low online rate and a high cross-examination ratio, which also leads to certain difficulties in later training. In short, it can be seen from the above indicators that the overall quality of the school's graduate enrollment is not high.

3. Unreasonable source structure. Judging from the enrollment data, most of the candidates come from this province and surrounding provinces and cities. Henan and the surrounding four provinces account for more than 77% of the candidates. The proportion of candidates from this school is not high, reflecting that the school only has a strong influence in the surrounding provinces, The students of this school have a low degree of recognition of the school's graduate training level, and it is necessary to further strengthen enrollment publicity and postgraduate training.

IV. Analysis of strategies for improving student source quality

(1) Create school characteristics and condense the direction of training. Key universities because of their rich teaching resource, high level of scientific research and good employment prospects for students, so it is very attractive to students and has many high-quality students. In the development process, other colleges and universities should find their own positioning, create their own school characteristics, tap the highlights of school, and form a unique school style. Attract students with characteristics. For example, Anyang is the hometown of Oracle and the location of Yin Ruins. The school attaches great importance to the development of the "unknown" and unpopular subject with important cultural value and inheritance-Oracle research. Oracle research is a research feature of the school. It is necessary to make full use of the characteristics of running schools to attract high-quality students .

(2) Strengthen the awareness of propaganda, increase propaganda, and enhance the school's popularity. It is proposed to use PDCA circular management mode to improve the quality of graduate students, and enrollment publicity is an important part of it. In the process of enrollment, colleges and universities should make full use of multimedia publicity tools, accurately push enrollment publicity information, timely report the latest school information through the school website, school WeChat official account, and grade WeChat group, and build an intelligent campus network to better meet the individual needs of candidates. Answer questions from candidates through online and offline channels, and cooperate with platforms such as Ali Dingding and China Education Online to open up publicity channels and promote publicity. Pay full attention to graduate resources. The survey shows that when candidates choose to apply for a school, 35% of them will refer to the opinions of

classmates or friends, especially those who have had relevant experience before. Therefore, establish communication channels between graduates and schools to track graduates' trends. Through channels such as graduate grade WeChat group and QQ group, strengthen the connection with graduates, push the latest progress of school development to alumni in time, create word-of-mouth publicity, and let more candidates understand the school and recognize it through the channel of graduates school.

(3) Cultivate the source of students in this school and increase the recognition of students. The undergraduate and master's joint training program can be carried out in colleges and universities, and talents can be found at the undergraduate level. The mentor team is the key to improving the quality of postgraduate training, postgraduate tutors absorb outstanding talents among undergraduates, use college student innovation and other projects as the medium to cultivate students' scientific research and innovation ability, allow students to participate in tutor's topics, select appropriate content as the topic of undergraduate thesis, and are interested in applying for the university. For the students, give more support and encouragement measures to attract more students from our school to apply for graduate studies.

(4) Create an excellent cultivation environment and attract priority students.

By formulating related scholarship and bursary supporting systems, improving the scholarship system, so that students have a more relaxed growth environment; with graduate tutors as the main body, strengthen the construction of graduate tutors' ethics and style, pay attention to the quality of graduate students, strengthen process management, and understand student needs. Create customized training programs based on students' strengths, and formulate student career development goals.

(5) Pay attention to the employment of graduate students, broaden employment channels, and improve the employment rate and quality of employment. Employment is the biggest livelihood of the people, and it is also a business card of the school's running level. The quality of graduate employment is an important reference factor for candidates to choose a school. It is necessary to combine graduate training with social needs, cultivate application-oriented talents, and establish industry-university-research practice bases for internships. Practice training is an opportunity to improve students' practical ability. For example, the Chinese International Education major can use the Chinese Language Teacher Volunteer Program of Hanban to encourage students to participate in overseas internships. The school can also actively connect with overseas institutions and establish overseas internship bases to broaden students' horizons and improve students' professional skills through overseas internships. Enhance students' core employment competitiveness.

V. Conclusion

A good source of students is an important foundation for postgraduate training. Improving the quality of graduate students is very important to colleges and universities. However, local colleges and universities often fail to recruit high-quality students due to their low reputation, unobvious school characteristics, and insufficient teaching staff. There are practical problems such as the lack of high-quality students and the unreasonable structure of students. Local colleges and universities should base on their current situation, explore their own school-running characteristics, create enrollment highlights, improve training mechanisms, cultivate outstanding graduates, and gradually improve the quality of enrollment sources to form enrollment, training, and employment cycle system.

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