

MASS COMMUNICATION DEPT. ACHIEVES PERFECT ENROLMENT RATE

According to Office of Academic Affairs, freshman enrolment rate for 93 academic year reached 95%, a bit higher than 94.22% last year. The Department of Mass Communication, with its perfect enrolment rate, stood out among other departments. The Department of Civil Engineering made the great progress of 10 %; the division of Engineering Construction and Engineering Equipment programs explained such a leap.

Colleges of Education, Management, and Business, among others, occupied the first three places with regard to the enrolment rate; in particular, the Department of Mass Communication reached perfect enrolment rate (54 students). Dr. Lee Mei-hua, head of the Department, remarked joyfully: "The Department has launched advertisement programs toward new direction. In addition to new faculty, the Department has integrated creativity in the design of curricula." She also included highly recognizable performance of alumni in the industry as one of the reasons why the Department could gain its popularity among new students. She expressed with her gratitude: "Tamkang's reputation in the mass communication industry has helped create a good image of the Department."

With the purpose to activate its mechanism, the Department of Civil Engineering has been divided into Engineering Construction and Engineering Equipment programs for recruiting new students since last year, yet it saw little improvement in enrolment rate (85%). In order to attract more students, Dr. Chang Der-wen, head of the Department relied on advisements. A Welcome Party, for example, was held this summer and attracted 200 prospective students and their parents; well-manufactured VCDs of Department Introduction were also distributed in the Party. The leap in enrolment rate has proved the effect of the Party. Dr. Chang emphasized the necessity of advisement while he promised to continue activities of

the same kind.

According to Office of Academic Affairs, the enrolment rates of master programs and doctoral programs were 96.14% and 92.66% respectively, and 99.29% for Executive Master's Programs. The school officials were satisfied with these numbers.

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