

# THE AWARDS ASIA 2021

## Student Recruitment Campaign of the Year

<b>Institution name</b>	Hanoi University of Science and Technology
<b>Submission title or project name</b>	Online recruitment during COVID pandemic - do the right things and do things right in Vietnam
<b>Nominee/key personnel</b>	Hanoi University of Science and Technology
<b>URL</b>	<a href="https://ts.hust.edu.vn/">https://ts.hust.edu.vn/</a>
<b>Submission</b>	<p>Hanoi University of Science and Technology (HUST) has chaired the Northern Admission Association for nearly 10 years, analyzing examination results for 60 universities to help boost the productivity and integrity of the higher education system.</p> <p>In 2020, when the admission season coincided with the COVID peak, HUST promptly launched its online application portal encouraging students to showcase their academic achievements in unconventional forms (in a Vietnam context) of international standardized tests scores – prizes in STEAM contests and recommendation letters – which formed the screening round for a final interview.</p> <p>HUST also helped connect prospective to current students and alumni via Facebook so that applicants could have a 360-degree view of campus life and employment prospects.</p> <p>On top of this, HUST introduced its aptitude test, focusing on comprehension and mathematics skills for STEAM topics, gaining solid public support.</p> <p>The recruitment campaign has safeguarded and expanded students’ opportunities to get into their favorite universities against COVID uncertainties.</p>