

THE AWARDS ASIA 2021

Student Recruitment Campaign of the Year

Institution name	Tzu Chi University
Submission title or project name	Students Recruitments during the Covid-19 crisis
Nominee/key personnel	
URL	http://tcusdg.tcu.edu.tw/?page_id=1196
Submission	<p>To overcome challenges of the global COVID-19 pandemic, the Office of International Affairs at Tzu Chi University (TCU) used a hybrid model for student recruitment, targeted at international and domestic students, including a language buddy online program, an international social medial marketing program, and in-person recruitment events.</p> <p>Partnering with NGOs (Tzu Chi Foundation in the Philippines and Turkey) and local/international secondary schools (Rosemont Hills Montessori College, De La Salle University affiliated high school, Tzu Chi High schools) TCU fulfilled its commitment in human-centred education, characterized by compassion.</p> <p>TCU used new strategies to increase the number of international applicants – including low-income and refugee students – providing easy access college education.</p> <p>With no lockdown in Taiwan, physical visits continued, which saw us visiting 10 high schools and conducting 13 recruitment talks, meeting 3,000 students and receiving over 200 expressions of interest. Additionally, two TCU campus visits were organised for 400 high school students.</p>