

# THE AWARDS ASIA 2022

## Student Recruitment Campaign of the Year

<b>Institution name</b>	FPT University
<b>Submission title or project name</b>	SchoolRank FPT
<b>Nominee/key personnel</b>	FPT University
<b>URL</b>	<a href="https://schoolrank.fpt.edu.vn/">https://schoolrank.fpt.edu.vn/</a>
<b>Submission</b>	<p>Established in September 2006, FPT University was the first private school in Vietnam founded by an enterprise, FPT Corporation. To provide global competitiveness for learners and expand the nation's intellectual horizons, the quality of university admissions is recognized as an important aspect.</p> <p>Each year, the university organizes campaigns to promote the university's image at high schools, centers for vocational education, and government agencies across the country. Furthermore, FPT University's official website, <a href="https://daihoc.fpt.edu.vn/">https://daihoc.fpt.edu.vn/</a> has included an online tour – Virtual Tour 360 – that uses VR (Virtual Reality) technology to give parents and candidates a more panoramic view of the university's facilities without having to visit the campus.</p> <p>To ensure the quality of student enrollment and create benefits for broader society, FPT University officially launched the tool named “SchoolRank” on April 1, 2020, which helps students and their parents know their high school academic rankings compared to other students nationwide.</p>