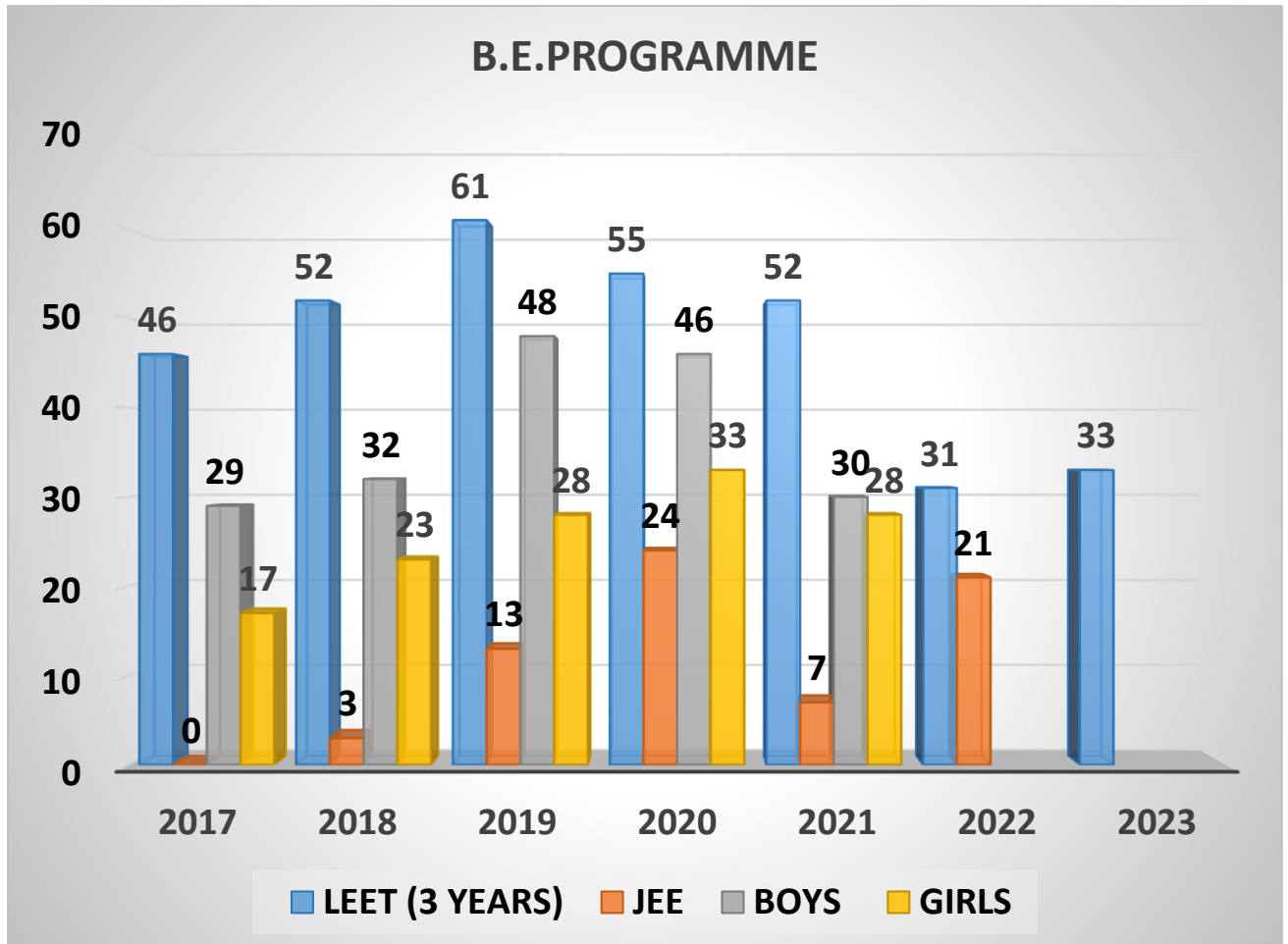


Case Study: Increase in B.E. Programme Admissions through Joint Entrance Examination (JEE)



ADMISSION IN THE B.E. PROGRAMME

Introduction:

This case study delves into the journey of the Bachelor of Engineering (B.E.) program's admissions through the Joint Entrance Examination (JEE). It highlights the remarkable transformation from zero admissions in 2017 to a fluctuating pattern with significant increases in subsequent years. The study underscores the role of strategic efforts, including LinkedIn, alumni engagement, WhatsApp campaign, and YouTube, in driving the resurgence of interest and admissions in the B.E. program.

Background:

In 2017, the B.E. program faced a disheartening situation with no students securing admission through the JEE. This prompted an urgent need for introspection and proactive measures to turn the tide and rebuild the program's reputation.

Journey of Revival:

1. Progress in 2020:

By the year 2020, meticulous planning and concerted efforts bore fruit, resulting in 24 admissions through the JEE. This surge was attributed to revamped marketing strategies, increased engagement with prospective students, and a concerted push towards highlighting the program's strengths.

2. Challenges in 2021:

In 2021, the upward trajectory faced a setback, with admissions dropping to 7. This dip was influenced by external factors including intensified competition from rival institutions and the impact of the global pandemic on student preferences.

3. Rebound in 2022:

Responding to the challenges, the department intensified its efforts. Through comprehensive strategies, admissions rebounded to 21 in 2022, showcasing a determined recovery from the previous year.

Strategic Initiatives:

a. LinkedIn and Alumni Engagement:

The department recognized the potential of social media in reaching a wider audience. They established a robust LinkedIn presence, regularly posting about faculty achievements, student projects, and industry partnerships. In parallel, they initiated active engagement with the department's alumni network. Alumni success stories, career trajectories, and testimonials were shared through LinkedIn, creating a powerful narrative that reflected the program's impact.

b. WhatsApp Campaign:

Acknowledging the influence of peer-to-peer communication, a WhatsApp campaign was launched. Successful alumni were invited to share their experiences directly with potential candidates. The campaign fostered direct interaction, allowing candidates to seek advice, clarify doubts, and gain insights into the B.E. program's benefits.

c. YouTube Showcasing Achievements:

To provide a comprehensive glimpse into the program's offerings, a dedicated YouTube channel was established. It featured videos showcasing faculty expertise, student projects, campus facilities, and interactive classroom environments. This immersive experience helped bridge the gap between aspirants' expectations and the program's reality.

Results:

Rebuilding Trust: The combined efforts of LinkedIn, alumni engagement, WhatsApp campaign, and YouTube helped rebuild the program's trust and reputation among potential candidates.

Improved Visibility: The program gained enhanced visibility, becoming a preferred choice among students seeking B.E. education.

Resilience in Uncertainty: The strategies employed in 2021 and 2022 showcased the program's resilience in navigating challenges such as a competitive landscape and the pandemic's impact.

Conclusion:

This case study emphasizes the significance of strategic initiatives in driving admissions for the B.E. program through the JEE. The journey from zero admissions to a fluctuating trajectory illustrates the potential of proactive efforts and adapting strategies based on changing circumstances. The effective utilization of LinkedIn, alumni engagement, WhatsApp campaigns, and YouTube platforms serves as an inspiring example of how institutions can not only recover from setbacks but also thrive by showcasing their strengths and fostering direct connections with prospective students.