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Research Article

Factors Affecting the Enrollment of Criminology at King's College of the Philippines

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ABSTRACT

College enrollment is an important decision for all aspiring students of higher education. This study investigates the factors affecting the enrollment of freshmen college students at King's College of the Philippines-College of Criminal Justice Education (KCP-CCJE). Data has been collected through questionnaire. Mean and percentage were used to determine the main reasons of the respondents. Selected factors were ranked by the respondents from their most reasons and least reason from 1-10. The sample size was 191, consisting of freshman students who have enrolled during the first semester of Academic year 2020-2021. Results showed that academic program, college reputation, and influence from others are the most reason of the respondents in enrolling in the college.

Keywords: Enrollment, Factors, Rank, Reason

Introduction

Enrollment management is one of the most important education process phases that refer back to the late nineteenth century when Harvard University founded the board of freshman advisors in 1889 (Sedahmed, 2019). Additionally, Don Hossler (1991) stated that enrollment management includes the processes and activities that influence the size, shape, and characteristics of a student body by directing institutional efforts in marketing, recruitment, admissions, pricing, and financial aid. College choice is a highly personal decision, and the factors that influence the choice vary significantly from person to person, making modeling difficult (Drasey, 2016). According to Boyer (1987)

that in choosing a college, one of life's major decisions is being made. A lot of time, money, and effort will be involved. The shape and quality of the student's life may rest on the outcome (p. 287).

HEIs also need to understand the factors impacting students' choice of University/College which can be utilized because competitive edge in higher education in the Philippines. The academic programs offered by college/university, its scope and adaptability play a crucial role in enrollment decision by prospective students (Mishra, N. et.al., 2021). A study conducted in Kuala Lumpur and Selangor, Malaysia by Yusof, et al. (2008) found that availability of the required program is "the very important

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attributes” for first year university students to choose a particular higher education institution. Associated to this is Lev Vygotsky’s social constructivism which posits that individuals are active participants in the creation of their own knowledge.

Accordingly, some colleges or HEIs prefer quality over quantity. When quality education is put to the fore, students are attracted to enroll (Ischinger, 2011). According to Becker (1962) much of the research on college enrollment patterns is founded upon the “human capital” model. This theory states that one decides to enroll in college as an investment in future earning power. Aves (2008) indicated in his study that the capacity to operate has always been determined to a large extent by college enrolment levels. College choice is a highly personal decision, and the factors that influence the choice vary significantly from person to person, making modeling difficult (Drisey, 2016).

The reality is that research on the college choice of students in the Philippines is limited (Tan, 2009). College choice research also has implications for the recruiting strategies of colleges/universities. College choice decision is a complex phenomenon which has a long-term impact on the students’ lives as well as the success of higher education institutions (Gurung, 2020).

Every college has something unique to offer, and students respond differently to the characteristics of each college. In the case of King’s College of the Philippines-College of Criminal Justice Education, a leading private educational institution in terms of passing the criminologist licensure examination in La Trinidad Benguet, it relies much on tuition from students to fund its operation.

In view of the increase of enrollees at said colleges, this study sought to investigate the factors affecting the choice of first year students in choosing KCP-CCJE and their motivation to enroll.

Methods

The study will utilize descriptive research design because it involves collecting data and

aims to accurately and systematically describe a population, situation or phenomenon. It answers questions concerning the selection of students to enroll Criminology at King’s College of the Philippines. As Santiago (2016) cited, descriptive research is concerned with conditions or relationships that exist, opinions that are held, processes that are going on, effects that are evident, or trends that are developing.

Descriptive statistics was utilized to know the factors affecting the enrolment of freshmen criminology students at King’s college of the Philippines. A total of 191 respondents was included in the realization of their priorities in choosing KCP-CCJE to enroll and the factors that affects their choice.

The Questionnaire survey was validated by the dean and program chair of CCJE. After the survey questionnaire was facilitated through the aid of the moodle. Moodle is the learning management system being used by the institution, specifically the CCJE.

Results and Discussion

Ranking was used to determine the most reason of the respondents to their least reason of enrolling at KCP-CCJE. Factors were rank from 1 being their first and 10 as their last. Then data were tallied for every reason to know the number of respondents on their answer on the given factors. Percentage was used to know the cumulative frequency of their responses.

The factors were identified by KCP-CCJE based on gathered observations and initial survey. There are ten factors considered in this study.

Table 1 shows that academic programs offered as the most considered reason of students enrolling at King’s College of the Philippines College of Criminal Justice Education (KCP-CCJE) with a mean rank of 4.50. This implies that decision of students to enroll Criminology at King’s College of the Philippines is being affected by the academic programs being offered. Followed by influence of others and college reputation having a mean rank of 4.90 and 5.10 respectively.

Table 1. Factors affecting the enrollment at King's College of the Philippines

| Indicators | Mean | Rank |
|---|------|------|
| Aptitude/Abilities (Competent Teachers) | 6.30 | 8 |
| Campus visit (Onsite enrollment) | 5.65 | 5.5 |
| Location | 5.30 | 4 |
| Cost/Cheaper tuition fee | 6.05 | 9 |
| Availability of financial aids | 5.65 | 5.5 |
| Influence of others | 4.90 | 2 |
| Educational facilities/Accommodations | 6.10 | 10 |
| College reputation | 5.10 | 3 |
| Academic Programs offered | 4.50 | 1 |
| Advertisement: TV, Radio, Print ads | 5.85 | 7 |

Aptitude/abilities of the teachers was the last in the rank with a mean of 6.30. This implies that respondents trust the administration in selecting their faculty which follows on their trust on the ability of the college and programs offered. This is also supported by testaments from others whom the respondents ask or inquire about KCP-CCJE. Naz (2016) describes that teachers are professionally trained and certificated to manage and control instructional process in the school. For teaching learning activities, to take place, teacher must prepare lesson plans, produces instructional mate-

rials and adopts appropriate teaching strategies to achieve instructional objectives. For effective learning, a teacher needs to be equipped with all these skills and attitudes by which he can help his students to learn.

Key determinants of enrolment as per ranking tool (table 1) to address the most and least factors

The pie graph in the succeeding discussions presents the percentage of the respondents who ranked the factors from most to least reasons for enrollment at KJC-CCJE.

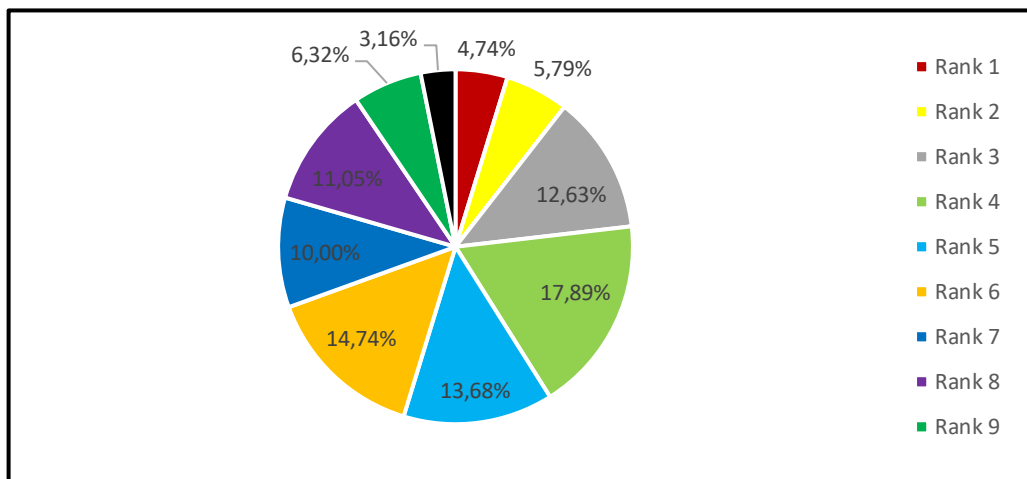


Figure 1. Aptitude/abilities (Competent teachers) as a reason in enrolling at King's College of the Philippines College of Criminal Justice Education Department

Figure 1 presents the percentage of respondents who ranked aptitude/abilities from most to least. This means that as per gathered, 4.74% consider aptitude/abilities as their number one reason. On the other hand, 11.05%

consider aptitude/abilities as their least reason. The result in figure 1 implies that few of the respondents takes aptitude as their reason in choosing to enroll at KCP-CCJE.

Responding with the abilities of the teacher as their least priority this does not mean that teachers are not competent. This is a statement that they trust the administration on the selection of qualified faculty.

Kaing (2017) argued that the teaching process which aims to contribute to the empowerment of teachers, the enhancement of the teaching status, and the improvement of the

pedagogical content knowledge (PCK) of teachers should be intensified. PCK is described as a result of the integration between the understanding of teaching materials (content knowledge) and understanding the way of educating (pedagogical knowledge) that blend into one that needs to be owned by a teacher (Mar-yono, 2016).

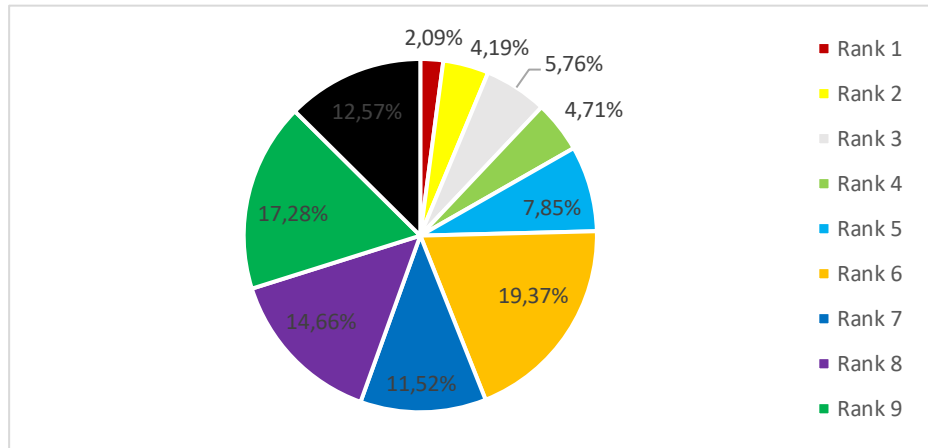


Figure 2. Campus Visit (Onsite enrollment) as a reason in enrolling at King's College of the Philippines College of Criminal Justice Education Department

There are 2.09 percent of the respondents who was satisfied with their campus visit which prompt them to enroll criminology course as shown in figure 2. Some, a 5.76 percent of the respondent put campus visit in their second reason. There are 14.66% who ranked campus visit as their least reason in enrolling in the course. Most of the respondent of 19.37% puts campus visit in sixth place. One policy

worth considering is the implementation of a rolling enrollment or admissions program. This means that enrollment should not be allowed only for a limited period of time before the start of school year (Uaminal, 2021). This also happens at King's College of the Philippines that they accepted students even after Day 1 or even Month 1 of the classes.

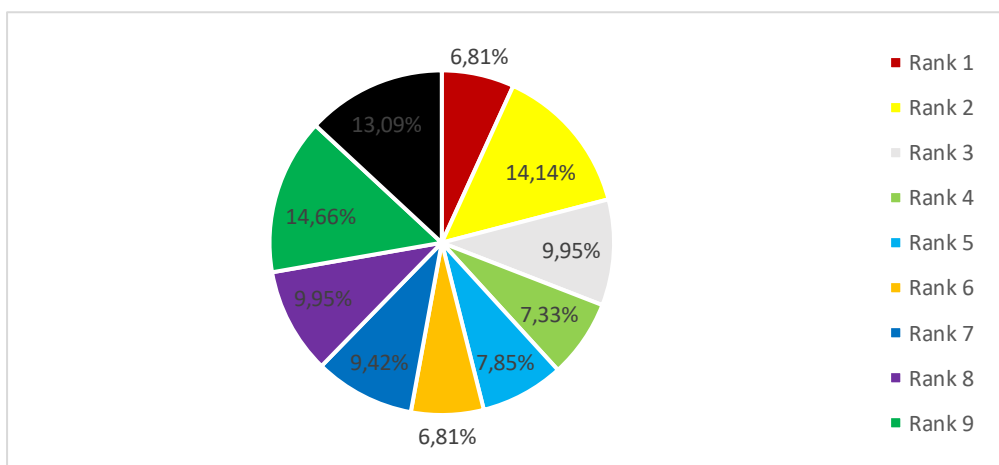


Figure 3. Location as a reason in enrolling at King's College of the Philippines College of Criminal Justice Education Department

Figure 3 provides the percentage of respondents who ranked location from their most to least reason. From the data gathered, 6.81% of the respondents finds the location of KCP easy to access for them to enroll and taking it as their main reason.

A percentage 14.14% among the participant ranks location as their second reason of enrolling. Loveless reiterated that Geographic location can have a big impact on the overall college experience. Even if students like the school, if they hate where it's located the next four years could be tough.

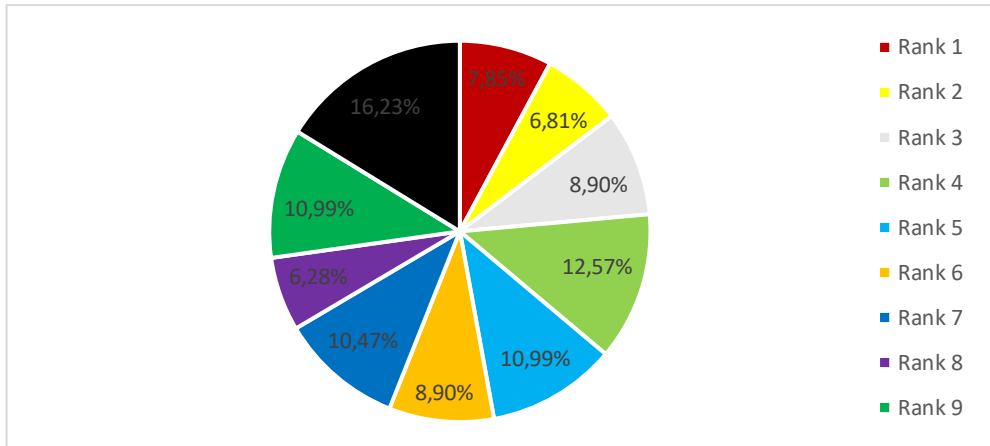


Figure 4. Cost/Cheaper Tuition fee as a reason in enrolling at King's College of the Philippines College of Criminal Justice Education Department

Cheaper tuition fee is one of the reasons to enroll in college, figure 3 displayed the percentage of respondents who ranked cost/cheaper tuition fee from their most to least. In the figure, 7.85% of the respondent which is indicated by color blue does agree. This means that few is considering the tuition fee before they enroll in a certain college. However, most of them (16.23%) ranks it 10th place as their motivation to enroll.

This implies that tuition fee is not a problem with them. As discussed by Alba in their study, "Pursuing your dreams will always remain a possibility, with or without money." Positive thinking, yet if the assurance will only key in the decision, then that student will prefer the one wherein he can find the means to continue rationally.

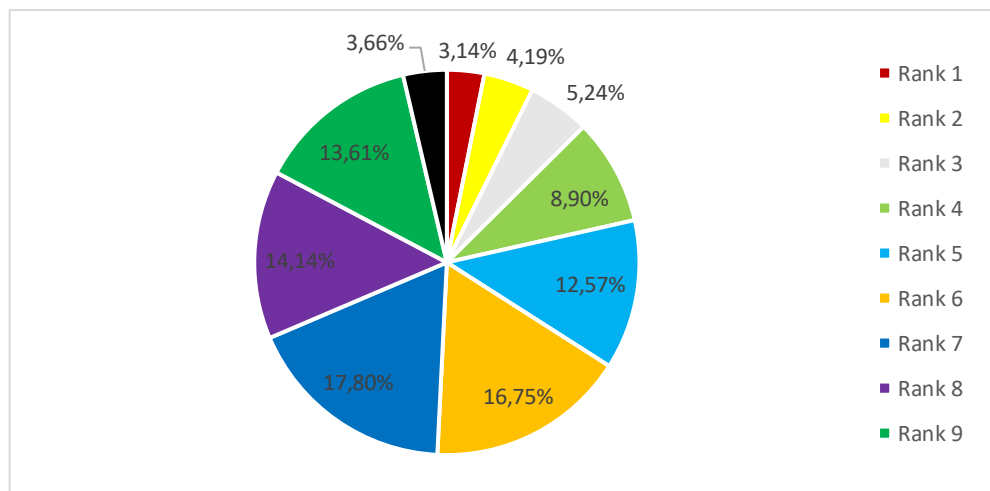


Figure 5. Availability of financial aids as a reason in enrolling at King's College of the Philippines College of Criminal Justice Education Department

Figure 5 presents the percentage of respondents who ranked availability of financial aids from their most to least reason. There are 3.14% of the respondent sees availability of financial aids as their mean reason in enrolling at KCP indicated by dark red in the pie graph. Followed by 4.19% then 5.24% respectively. A percentage of 3.66 among the participants

doesn't agree with availability to be their reason in enrolling at KCP-CCJE.

Many of them at 17.80% rank it in seventh place. While the existence of aid programs was once thought to be enough to enable the enrollment of low-income students, clearly the visibility and design of the program also matters (Bettinger, et.al., 2007).

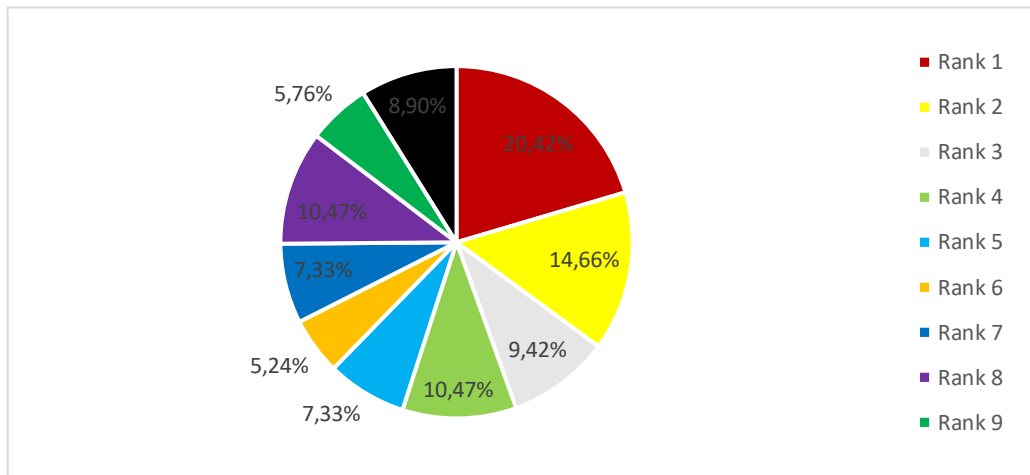


Figure 6. Influence of others as a reason in enrolling at King's College of the Philippines College of Criminal Justice Education Department

Figure 6 presents 20.42% in first priority of the students considering influence as their reason in enrolling criminology at King's College of the Philippines. This means that their decision in choosing KCP is affected by whom they know. Observation reveals that some are

brothers and cousins of the alumnus of the college. As cited by Bernardo (2014), Bandura said that this effect is due to a perception on how the environment influences one's goals, self-beliefs, affective states and other self-regulatory processes.

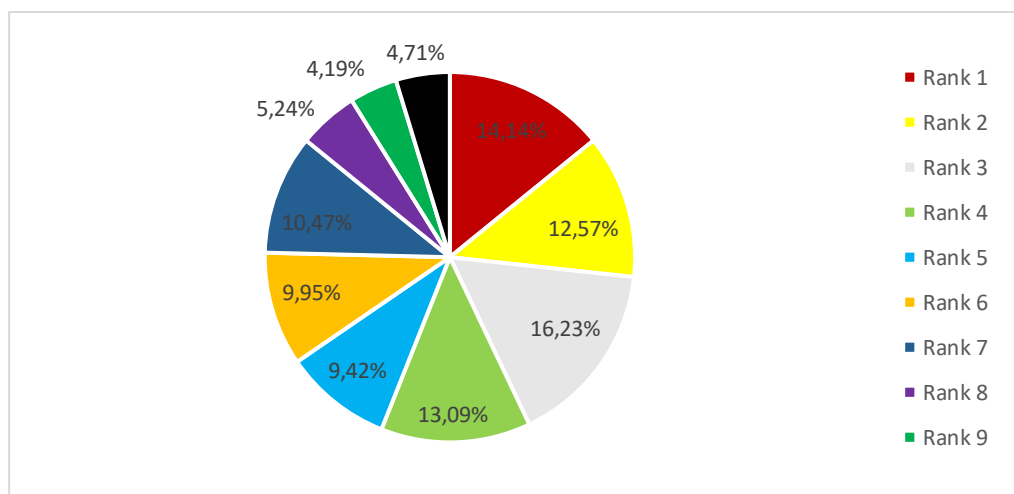


Figure 7. Educational facilities/Accommodation as a reason in enrolling at King's College of the Philippines College of Criminal Justice Education Department

The respondents put in first facilities as their main reason in enrolling at KCP-CCJE which is evident by 14.14% of them. Comes in second with 12.57% of the respondent ranks it second to consider in choosing KCP-CCJE.

With the increase of enrollees, this contradicts the result from the study of Danga that enrolments in university level map interpretation courses have shown a conspicuous downward trend.

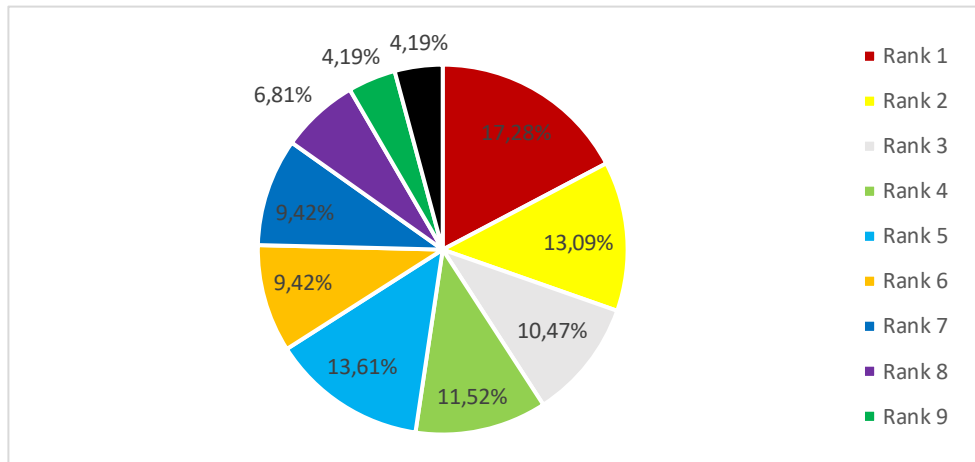


Figure 8. College reputation as a reason in enrolling at King's College of the Philippines College of Criminal Justice Education Department

The college reputation garners 17.28% of the participants ranking it as their most reason in enrolling in the Criminology Department as displayed in figure 9. A participant of 13.09% places college reputation as their second reason. This agrees in the study of Briones and Bueno (2019) that students strongly agreed on the school's ability to become home of board passers.

enrolling in the college. This means that they look into the reputation of the college before they enticed to enroll.

In addition, it appeared that students thought the college monitoring the academic performances of its students to ensure that they possess the established students' outcomes set for them to acquire before graduation and taking the board examination as one of the most important factors when they chose a college (Briones & Bueno, 2019).

Respondents of 4.19% put college reputation as their least priority to consider in

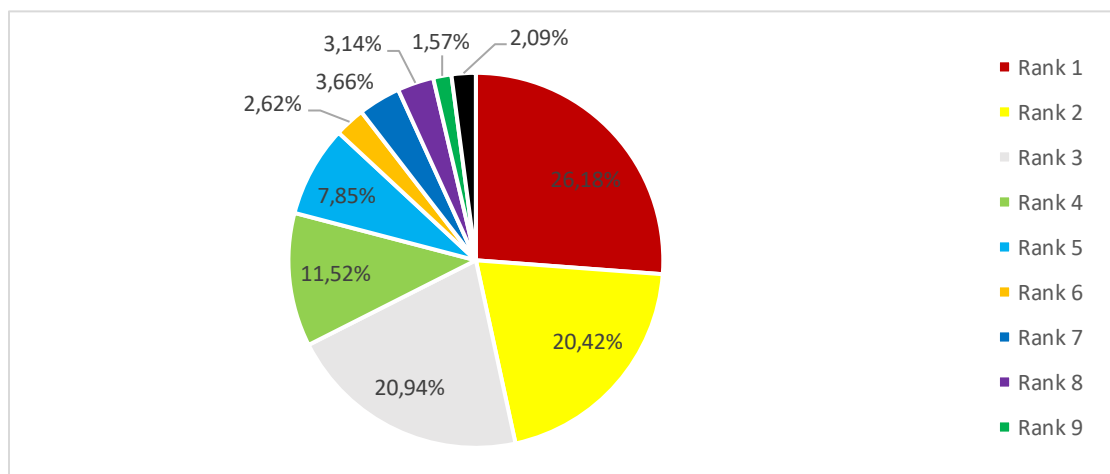


Figure 9. Academic program as a reason in enrolling at King's College of the Philippines College of Criminal Justice Education Department

Academic program takes into account a 26.18% of the respondent who takes it as their most reason in enrolling at KCP-CCJE as it is displayed in figure 9. There are 20.42% among them that put academic program in second place in considering their enrolment at KCP-CCJE.

There are 3.14% who claims academic program to be their least priority. Which means

few of the respondents ranks academic program in tenth place considering KCP-CCJE to enroll. This emphasizes that they are looking with the program offering of the College of Criminal Justice Education before they enroll. Academic quality may very well be the determining factor in their ultimate decision (Loveless, B., 2022).

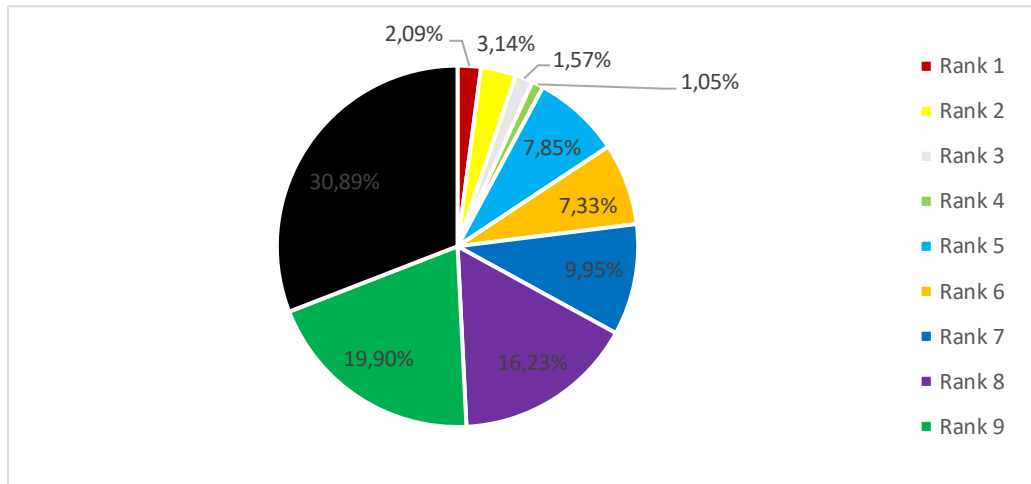


Figure 10. Advertisement as a reason in enrolling at King's College of the Philippines College of Criminal Justice Education Department

On advertisement as a reason in enrolling at King's College of the Philippines-College of Criminal Justice education. Figure 10 shows the percentage of respondents who ranked advertisement from their most reason to least reason. Most of them with 30.89% ranked it as their least reason. On the other hand, there are 2.09% who considers it as their first priority to look into before they enroll. This implies that advertisement does not give a great impact on those who considers CCJE as their choice. This contradicts the statement of Ordinario (2018) and its colleagues that advertising is one of the important marketing communication tools that is used to reach, inform, and persuade the prospects to choose the institution or its product or services.

Conclusion and Recommendations

Most of the respondents considers the influence of others, academics programs offered and college reputation as their most reason in choosing KCP-CCJE. For the past years, the college has been a consistent top performing

school in Criminology Licensure Examinations. On the other hand, Aptitude/abilities (competent teachers), campus visit (onsite enrolment, and availability of financial aids was among their most least in choosing KCP-CCJE. On the aptitude or the ability of teachers, respondents does not consider the profile of the instructors but they trust the administration and the college in the selection of their teachers. Campus visit does not affect their decision to enroll at KCP-CCJE. In addition, the availability of financial aids is not a factor before they enroll. As their most priority the academic programs offered has a great effect on their decision to what school they want to enroll.

The researcher supports that the KCP-CCJE will maintain their advocacies and attitudes towards disciplining and educating their students and together with the school administration and other colleges to do share-plan-adopt-collaborate-enhance method (SPACE Method) on the good practices of the different departments to strengthen those identified weaknesses in increasing enrollees. To maintain

college reputation, aside from the ranking system in increasing the salary of employees, the administration is urged to look into the performance of the college.

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