



**Strategies for Increasing Student Enrollment
in BHM and Reducing Dropout**

Approved by Management Council

Mid-West University School of Management (MUSOM)

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Student Enrollment Strategies in BHM

Student enrolment strategies are instrumental in increasing a number of students for the program sustainability. MUSOM has developed the following strategies to increase student enrollment in BHM program by 2024.

1. **Prepare schedule and visit feeder schools with the purpose of educating +2 graduates about BHM:** School will prepare schedule and visit +2 schools of the Karnali and conduct an event that would lead youths to be familiar with BHM education and its significance as practical and market relevant education.
2. **Disseminate importance and market reality of BHM through newspapers:** Use local newspaper to let the community people aware of how BHM education opens national and international employment market and entrepreneurship.
3. **Use School's website and social media for more publication:** Write short stories and publish them in newspapers. Place prospectus, eyewitness, experiences, and catchy and visual advertisement stories on Facebook, You Tube, LinkedIn.
4. **Share BHM Lab set up behind offering BHM program:** Tell about BHM lab and share it on social media and website to make the prospective applicants sure about the practical aspects.
5. **Offer scholarship and Financial aid:** To make the program affordable, incorporate scholarship, grants, and need-based financial aid options before enrollment and during study.
6. **Make Alumni, student Welfare Council and Parent Council Ambassador:** Request alumni, Student welfare council and parent council ambassador of the BHM.
7. **Win the support of parents and family members:** Start by tailoring content on the school's website to prospective parents' interests. Highlight issues that matter to parents about mental and career prospects.
8. **Respond to student's enquiries faster with automation:** Generation is attached with automation and schools will manage it well to attract students.
9. **Tell different stories to different applicants:** Speak to each student as per his or her individual interest and make them feel excited in enrollment.
10. **Utilize technology to carry out repetitive tasks:** Use technology to manage and track student inquiries, automate communication, reminders and alerts.
11. **Let Community people and media speak for BHM:** Make all stakeholders speak about significance of BHM.

Keeping Students from Dropping Out

The school has prepared the following strategies to reduce dropout and that strategies will be implemented from 2023.

1. Preparing students for their academic journey before they enroll

MUSOM will communicate ways to students about challenges after they step into academic journey. They may be unaware of possible challenges; they may face time management, balance between social life and job.

MUSOM will arrange ways such as website, workshop and social media to educate students aware of resources, support and scholarships during their academic career. How ECA and school activities can enhance their professional life will be clarified before they get admitted to the program. They will be instructed for dedication, investment and school community.

2. Offering access to peer, professional, academic support and counseling

The school will offer peer, counseling, and academic support at the department. It will socialize them for building their network with their peers. School will cultivate sense of close ness in students and carry out activities to support their dreams to come true. Their choice will be heard and professional counseling will lead them into proper direction. School will provide departmental advisor to local, national and international students. Counseling will prepare them for diversity, inclusion and inventing ways to solve unexpected barriers. Their complaints will be heard and solved.

Academic counseling will be conducted throughout year to retain students and prevent dropouts. Academic head will help them for outstanding score. Medical staff will help for health problems.

3. Providing Financial Support

School will make all students aware of financial opportunities available such as scholarships and need-based grants. School will encourage students to apply for financial aid if they are in real need. Students in financial need will be encouraged to speak to head and counselor and information will be uploaded on the school website, on social media and student platform and at orientation.

4. Fostering inclusion and disability on school

School will value inclusion, diversity and disability. Discrimination should not be tolerated and disability and diversity friendly environment will be fostered. Resources will be identified for disable and connectivity will be established for self-esteem and community engagement.

5. Creating Job Opportunities

School will launch employment opportunities titled "earn and learn". Depending upon programs, on-school employment will encourage students to earn extra-money by making them engaged in part-time job such as assistant at reception desk, library, it lab, incubation center, account section, and departments.

6. Working for Placement

School placement cell will collaborate with public, private and nongovernment organizations to explore job opportunities and help graduates find and join job after graduation.

7. Nurturing Innovation and entrepreneurship

MUSOM has already set up idea studio and conducted entrepreneurship training with the support from University Grants Commission. Incubation will be enhanced for advancement of job creation and financial growth.