ABSTRACT

Dwindling university student enrollment in higher education system is becoming an issue due to rapid fertility decline in Taiwan as shown by recent negative growth of college student enrollment since 2004. This study divided freshman enrollment around Taiwan into eight clusters by current ranking. In comparing historical student enrollment distribution data retrieved from Taiwan Ministry of Education with grouping system, This research made some predictions about the effects of the dwindling student candidate pool upon the enrollment distribution of upcoming school years. To cope with the issue, this research also provided current university managers with three management strategies to improve the situation.

Keywords: Student Enrollment; Management Strategies; University

REFERENCES

