

LEVEL OF EFFECTIVENESS OF CAMPAIGN DEVICES AND STRATEGIES OF THE GUIMARAS STATE COLLEGE SCHOOL OF EDUCATION

**Teresita E. Parra
Josephine G. Piodena
Josie H. Galtano
Nenita M. Gahum**

College of Teacher Education

ABSTRACT

This study aimed to determine the level of effectiveness of campaign devices and strategies used by the School of Education to attract more enrollees to the teacher education program. The respondents were the First Year and Second Year college students enrolled during the A.Y. 2012-2013. The descriptive research design was used. The findings revealed that more than majority (96.2%) of the respondents have ages between 16-24 years old, more than majority were female (86.1%) single. Meanwhile, the career guidance had greatly influenced the respondents to enroll at Guimaras State College School of Education (82.5%), followed by an invitation of GSC Education students (23.8%) and Educational Tour to Dep.Ed schools (6.3%). Flyers were found to be the most influential among the campaign devices used. The career guidance program was very much effective (4.28%) while the educational tour to DepEd schools was very effective (3.84%) as well. The result also revealed that the respondents whose ages were from 25-43 consider the campaign strategies very much effective. With regard to the categories of sex, civil status, course and year level, the respondents find it very effective. All the campaign devices used were very effective when taken as a whole. The young respondents (16-24 years old) consider the campaign devices very effective while those 25-34 years old find it very much effective. Both male and female respondents rated it very effective; for the married ones, it was very much effective while for single respondents, it was very effective. Lastly, both the BSEd and BEEd first year and second year respondents consider it very effective. It was concluded that the campaign strategies were very effective when taken as a whole and when categorized according to sex, civil status, course and year level. Furthermore, all the campaign devices used were very effective when taken as a whole and in categories of sex, civil status, course and year level.

KEY WORDS: Campaign devices, campaign strategies, College of Teacher Education

INTRODUCTION

Background of the study

Enrolment growth is of strategic importance to the future of the college. That's why there had been a concerted effort by the Office of the Student Affairs and Services, the Office of the Career Guidance Services and the Offices of the deans of the different schools of Guimaras State College to create and implement marketing tools to support the endeavor of increasing enrolment at Guimaras State College (GSC) particularly in the School of Education. These offices have pooled resources in order to reach a broader audience of potential students. Indeed, this partnership had been a positive step in achieving enrolment goals and must continue in the future with the support of other departments across the campus.

The School of Education of Guimaras State College main campus in Mclain, Buenavista had been using campaign devices and recruitment strategies that include career guidance program, flyers, billboards/ tarpaulins, school publications, radio advertisements, an invitation from a GSC teacher education student and campus/educational tour.

To ascertain which of the marketing tools are most effective to attract enrolment in the GSC School of Education, the researchers decided to conduct this study.

In addition, the results of this study was used as supporting documents of the Area I Accreditation Committee because this is one of the recommendations of the accreditors during the Level I accreditation of the BSEd curricular program of the Guimaras State College conducted by the Accrediting Association of the Chartered Colleges and Universities in the Philippines (AACUP) in January 2009.

Moreover, the GSC Office of the Student Affairs and Services was challenged to take actions to strengthen the campaign devices and strategies so as to attain its purpose of increasing the college enrolment. In addition, some new ways of recruiting prospective college students were implemented by the dean and faculty members using social media and technology.

Statement of the problem

This study aimed to determine the level of effectiveness of campaign devices and strategies used by the School of Education to attract more enrollees to the teacher education program of Guimaras State College.

Specifically, this study sought answers to the following questions:

1. What is the profile of the respondents according to:
 - a. Age
 - b. sex
 - c. civil status
 - d. course
 - e. year level
2. What are the campaign strategies of the GSC School of Education?
3. What are the campaign devices of the GSC School of Education?
4. What is the level of effectiveness of the campaign strategies used by the GSC School of Education when taken as a whole and when taken according to variable of age, sex, civil status and course?
5. What is the level of effectiveness of the campaign devices used by the GSC School of Education when taken as a whole and when taken according to variable of age, sex, civil status and course?
6. What is the enrolment trend for the last three years (2009-2012)?

Theoretical framework

This study was anchored on William J. McGuire's Theory of Input/Output Persuasion Model. According to this theory, message design, source, and channel as well as receiver (audience) characteristics effect the behavioral outcome of communication.

Effective attraction of enrollees in the School of Education therefore was conditioned by several factors like strategies and campaign devices used. How these strategies may be used and how the receivers may have reacted to it will surely affect the campaign to attract the students to enroll at the GSC School of Education.

Conceptual framework

This study was directed by the conceptual framework presented in the schematic diagram. It was based on the premise that the level of effectiveness to attract enrollees varies when the respondents are categorized according to independent variables such as personal profile of the respondents (age, sex, and civil status) and the campaign strategies and campaign devices used by the GSC School of Education. Sex as variable may somehow affect the effectiveness of the campaign devices and strategies used by the GSC School of Education to attract the enrollees because female students are more likely easier to persuade than male students are.

As to age, the subjects of the study were categorized as to teenagers and young adults. The teenagers have less experience in weighing things out, hence they are easier to persuade while the young adults are more meticulous in scrutinizing what is presented to them. Therefore, it was perceived that effectiveness of the campaign devices and strategies will be affected in accordance with the variable age.

When it comes to civil status, married ones are expected to have less time in thinking about the options presented to them. Therefore, campaign devices and strategies are more effective when offered to them.

Campaign Strategies which was classified into Career Guidance, Invitation of a GSC Student and Educational Tour to Dep Ed Schools were described as not effective, effective, very effective and very much effective.

Campaign Devices which was classified into Flyers, Billboards/ Tarpaulin and School Publication were described as not effective, effective, very effective and very much effective.

The above beliefs were presumptions and were investigated in this research study. Hypotheses on the differences and relationships between and among variables were shown in Figure 1.

Research paradigm

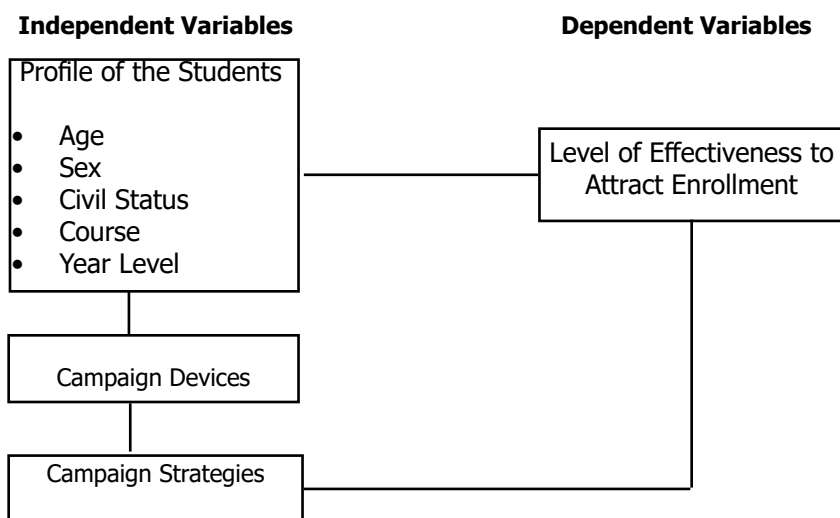


Figure 1. Schematic Diagram showing the relationship of the dependent and independent variables of the study.

METHODOLOGY

The descriptive method of research was used in this study to determine the level of effectiveness of campaign devices and strategies used by the School of Education to attract more enrollees to the teacher education programs of Guimaras State College. The respondents of the study were the First Year and Second Year college students of GSC enrolled during the A.Y. 2012-2013. Sampling was done using the Slovin's Formula. The data were gathered using the researcher-prepared questionnaire composed of three parts. Part I includes items of personal information of the respondents such as name, year, course, age, sex, and civil status. Part II includes questions about the reasons why the respondents have chosen teacher education course in college. Part III includes questions on campaign devices and strategies that influenced the respondents to enroll at GSC School of Education. Before the questionnaire was administered to the respondents, it was first pre-tested to a sample of thirty (30) first year and second year BSEd and BEEd students enrolled at GSC Mosqueda Campus to determine the reliability of the instrument using the Cronbach's Alpha. The data gathered was analyzed by getting the frequency and percentages of the results.

RESULTS AND DISCUSSIONS

Profile of the respondents as to age, sex, civil status, course and year level

Data in table 1 presents the profile of the respondents categorized according to age (16-24, 25-34), civil status, course, and year level. It was found out that as to age, majority of the respondents were teenagers or in the age of 16-24. In addition, it was also found that majority of the respondents were female. Moreover, the result showed that as to civil status, majority of the respondents are single. As to course, it was found out that majority of the respondents are taking up Bachelor of Elementary Education. Moreover, it was shown in the result that 44 or 55.7% of the respondents are from the second year and the remaining 35 or 44.3% are from the first year.

Table 1. Profile of the respondents as to age, sex, civil status, course and year level

Variable	f	%
Age		
16-24 years old	76	96.20%
25-34 years old	3	3.80%
Total	79	100.00%
Sex		
Male	11	13.9%
Female	68	86.1%
Total	79	100.00%
Civil Status		
Single	71	89.9%
Married	8	10.1%
Total	79	100.0%
Course		
BSed	30	38.00%
BEED	49	62.00%
Total	79	100.00%
Year Level		
1st Year	35	44.3%
2nd Year	44	55.7%
Total	79	100.0%

The campaign strategies of the GSC School of Education

Data in table 2 showed the campaign strategies that influenced the respondents to enroll at Guimaras State College School of Education. It was found out that career guidance program has the greatest influence followed by invitation of a GSC Education Students and educational tour to DepEd schools.

Table 2. Campaign strategies of GSC School of Education

Campaign Strategies	f	%
1. Career Guidance Program	52	82.5
2. Invitation of a GSC Educ. Student	15	23.8
3. Educational Tour to DepEd Schools	4	6.3

*Multiple Responses (N=74)

Campaign devices of the School of Education

Data in table 3 present the campaign devices that influenced the respondents to enroll at GSC School of Education. It was found out that the flyers were the most influential among the campaign devices used by the GSC School of Education.

Table 3. Campaign devices of education

Campaign devices	f	%
1. Flyers	13	61.9
2. Billboards/ Tarpaulin	1	4.8
3. School Publication	9	42.9

*Multiple Responses (N=74)

Effectiveness of campaign strategies when taken as a whole

Data in table 4 present the level of effectiveness of campaign strategies when taken as a whole. The result revealed that the career guidance program was very much effective with the mean of 4.24 while the educational tour to DepEd Schools was very effective that which have a 3.84 mean.

Table 4. Level of effectiveness of campaign strategies when taken as a whole

Category	Mean	Sd	Interpretation
1. Career Guidance Program	4.24	.772	Very Much Effective
2. Educational Tour to DepEd Schools	3.84	.993	Very Effective
Total	4.04	.771	Very Effective

Scale : 1.00-1.79 Not effective (NE) , 1.80-2.59 Slightly effective (SE) , 2.60-3.39 Effective (E) , 3.40-4.19 Very effective (VE) , 4.20-5.0 Very much aware (VME) .

Level of effectiveness of campaign strategies when categorized according to age, sex, civil status, course and year level

Data in table 5 show the level of effectiveness of campaign strategies when categorized according to age, sex, civil status, course and year level. The result revealed that the respondents where ages are from 25-43 considered very much effective while 16-24 considered very effective. The respondents in terms of sex, civil status, course and year level, resulted as very effective.

Table 5. Level of effectiveness of campaign strategies when categorized according to age, sex, civil status, course and year level

Variable	Mean	Sd	Interpretations
Age			
16-24 years old	4.01	.774	Very Effective
25-34 years old	4.67	.289	Very Effective
Sex			
Male	3.59	1.020	Very Effective
Female	4.11	.706	Very Effective
Civil Status			
Single	3.99	.787	Very Effective
Married	4.44	.496	Very Effective
Course			
BSed	3.83	.874	Very Effective
BEED	4.16	.680	Very Effective
Year Level			
1st Year	4.04	.771	Very Effective
2nd Year	4.03	.781	Very Effective
Total	4.04	.771	Very Effective

Scale:1.00-1.79 Not effective (NE), 1.80-2.59 Slightly effective (SE),2.60-3.39 Effective (E), 3.40-4.19 Very effective (VE), 4.20-5.0 Very much aware (VME).

Level of effectiveness of campaign devices when taken as a whole

Data in Table 6 present the level of effectiveness of campaign devices when taken as whole. It revealed that all the campaign devices used were very effective.

Table 6. Level of effectiveness of campaign devices when taken as a whole

Campaign Devices	Mean	Sd	Interpretations
1. Flyer	3.63	.894	Very Effective
2. Billboard/ Tarpaulin	3.56	.997	Very Effective
3. School Publication	3.91	1.015	Very Effective
Total	3.70	.796	Very Effective

Scale:1.00-1.79 Not effective (NE), 1.80-2.59 Slightly effective (SE),2.60-3.39 Effective (E), 3.40-4.19 Very effective (VE), 4.20-5.0 Very much aware (VME).

Level of effectiveness of campaign devices when categorized according to age, sex, civil status, course and year level

Data in table 7 present the level of effectiveness of campaign devices when categorized according to age, sex, civil status, course and year level. The result showed that the respondents aging from 16-24 found campaign devices very effective while those aging from 25-34 found it very much effective. As to sex, both the male and the female respondents also found it very effective. In addition, those who were married found the campaign devices very much effective in persuading them to enroll in the School of Education while the single respondents found it very much effective.

On the other hand, both the BSed and BEED first year and second year respondents consider it very effective.

Table 7. Level of effectiveness of campaign devices when categorized according to age, sex, civil status, course and year level

Variable	Mean	Sd	Interpretations
Age			
16-24 years old	3.67	.789	Very Effective
25-34 years old	4.56	.509	Very Much Effective
Sex			
Male	3.42	1.050	Very Effective
Female	3.75	.747	Very Effective
Civil Status			
Single	3.64	.801	Very Effective
Married	4.21	.562	Very Much Effective
Course			
BSed	3.61	.817	Very Effective
BEED	3.76	.787	Very Effective
Year Level			
1st Year	3.63	.900	Very Effective
2nd Year	3.76	.709	Very Effective
Total	43.70	.796	Very Effective

Scale:1.00-1.79 Not effective (NE), 1.80-2.59 Slightly effective (SE),2.60-3.39 Effective (E), 3.40-4.19 Very effective (VE), 4.20-5.0 Very much aware (VME).

Enrolment trend for the last three years

Data in figure 2 showed the trend of enrolment for the last three years beginning from AY 2009-2010 until 2011-2012. Results showed that the School of Education got the highest number of enrolments in Academic Year 2011-2012. This indicated that every Academic Year, the enrolment in the School of Education has increased.

Figure 2. Bar graph of the enrolment trend for the last three years



Data in Figure 3 present the enrolment profile from A.Y. 2009-2010 to AY 2011-2012. Result revealed that every academic year, first year always has the highest enrolment.

Figure 3. Enrolment profile (AY 2009-2012)



CONCLUSIONS

1. The profile of the first year and second year BEED and BSEd students were as follows:
 - a. Ages - most of the respondents are young.
 - b. Sex - there is a greater number of female students compared to male students.
 - c. Civil status - most of the students are single.
 - d. Course - majority is taking up Bachelor of Elementary Education.
 - e. Year level - a number of the respondents come from the second year.
2. Among the campaign strategies, career guidance program has the greatest influence.
3. The flyers are the most influential among the campaign devices.
4. The campaign strategies are very effective when taken as a whole and when categorized according to sex, civil status, course and year level.
5. All the campaign devices used are very effective when taken as a whole and in categories of sex, course and year level.
6. The enrolment in the School of Education increases every year, and first year always has the highest population each time. Therefore, it is inferred that campaign devices play an important role in attracting more enrollees.

RECOMMENDATIONS

Based on the results of the study, the researchers made the following recommendations:

1. Strengthen the campaign strategies by encouraging all the education students to invite more enrollees to the School of Education.
2. Increase the number of flyers and school publications to be distributed to the community.
3. Educational Tour to DepEd schools must be made as an annual activity where the education students can win friends among high school students. This way, the former can influence the latter to enroll at Guimaras State College.
4. Implement additional campaign strategies and devices using social media and technology.
5. Make further studies.

REFERENCES

Experiential activities like educational trips, observation/study tours, apprenticeship are rich sources of information, pp. 48-49

Career Counseling in the Philippines, Imelda, Virginia G. Villar, Ph. D., 2009, Makati City Philippines

Internet Sources

[\(\[http://www.unflint.edu/chancellor/documents/marketing/pdf\]](http://www.unflint.edu/chancellor/documents/marketing/pdf)[\)\(http://www.unflint.edu/chancellor/documents/marketing/pdf\)](http://www.unflint.edu/chancellor/documents/marketing/pdf)

[\(\[http://depts.washington.edu/marketingandrecruitmentStrategies/\]](http://depts.washington.edu/marketingandrecruitmentStrategies/)[\)\(https://www.google.com/search?q=http://depts.washington.edu/marketingandrecruitmentStrategies/\)](https://www.google.com/search?q=http://depts.washington.edu/marketingandrecruitmentStrategies/)

[\[http://advertisingcampaign.about.com/od/advertisingcampaign\]](http://advertisingcampaign.about.com/od/advertisingcampaign)[\]\(http://advertisingcampaign.about.com/od/advertisingcampaign\)](http://advertisingcampaign.about.com/od/advertisingcampaign)

[\[http://advertising.about.com/od/advertisingglossaryb/g/billboard\]](http://advertising.about.com/od/advertisingglossaryb/g/billboard)[\]\(http://advertising.about.com/od/advertisingglossaryb/g/billboard\)](http://advertising.about.com/od/advertisingglossaryb/g/billboard)

[\[http://www.businessdictionary.com/definition/brochure.html#ixzz2\]](http://www.businessdictionary.com/definition/brochure.html#ixzz2)[\]\(http://www.businessdictionary.com/definition/brochure.html#ixzz2\)](http://www.businessdictionary.com/definition/brochure.html#ixzz2)

[\[http://en.wikipedia.org/wiki/Bulletinboard\]](http://en.wikipedia.org/wiki/Bulletinboard)[\]\(http://en.wikipedia.org/wiki/Bulletinboard\)](http://en.wikipedia.org/wiki/Bulletinboard)

[\[http://www.icg-uk.org/career%20guidance%20definition.html\]](http://www.icg-uk.org/career%20guidance%20definition.html)[\]\(https://www.google.com/search?q=http://www.icg-uk.org/career%2520guidance%2520definition.html\)](https://www.google.com/search?q=http://www.icg-uk.org/career%2520guidance%2520definition.html)

[\[http://device.about.onlinedictionary.com/\]](http://device.about.onlinedictionary.com/)[\]\(http://device.about.onlinedictionary.com/\)](http://device.about.onlinedictionary.com/)

[\[http://www.idoceonline.com/Advertisingand+Marketing-topic/flyer\]](http://www.idoceonline.com/Advertisingand+Marketing-topic/flyer)[\]\(http://www.idoceonline.com/Advertisingand+Marketing-topic/flyer\)](http://www.idoceonline.com/Advertisingand+Marketing-topic/flyer)