

THE ROLE OF COMMUNICATION IN IMPROVING STUDENTS ENROLLMENT OF TECHNICAL UNIVERSITIES IN GHANA

Abstract: Over the years, Technical Universities in Ghana have rely on communication through the use of traditional media such public posters, public sensitization, radio and television advertisement to communicate to Senior High School graduates or Matured graduate or applicant to enroll in their various tertiary programs. The findings of this study revealed that, communication serves as the source of information to the school board or management for decision-making and foster communication with individual student who wants to enroll in the school and communication promote a clear sense of direction on student enrolment and also helps in altering individual's attitudes concerning how to enroll students on how it improve student enrolment of Technical Universities in Ghana.

Keywords: Communication

1. Introduction

The term communication is related to the central component of every person or organization that enable a better understanding, predicting and control of a person or an organizational behaviour. Communication is a key element that provide the transfer or share of information or knowledge for a clear and better understating of a person or an organizational behaviour. Communication as defined by Littlejohn (2010), is the process that aims to pass and exchange information between people. These process of communication involves;

- The persons who create the information. These person initiate the communication process and these person is known as the sender.
- The information created by the sender is term as the message.
- These message is sent through a medium to a receiver.
- The receiver decodes the message sent by the sender for a better understanding and then send a feedback to a sender.

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Communication can be defined as the process of transmitting information from one person to another. Banihashemi (2011), described communication as a medium that performs or constitute as the end in itself. Therefore, communication is the interaction between two or more people in order to achieve some goals.

Communication according to Habaci (2013), takes place almost all the time. Communication in an institution or organization is directly associated with all management processes. In an educational institution or any organization, communication is considered as an internal part of management process as the flow of communication go through the organizational hierarchy, to effect the efficiency, decision- making and morale of the organizations. The organization or educational institution use communication to exchange messages between them and its environment as well as between its networks of interdependent subsystems. According to Muhammad et al. (2018), communication in an organization is formal and or informal communication that glues or holds the organization together and harmonizes its parts. Turkalj and Ivana (2016), defined formal communication is a systematic and formal process of information transmission in spoken and written form planned in advance, and adjusted with the needs of the organisation. While informal communication does not follow the line determined in advance, but there is an undisturbed communication between particular groups within the organisation.

Communication to plays a very crucial role in all aspects of organizations. That is, communication can be described as the base to the functioning of any organization, playing a part in maintaining and developing the organization. According to Kwateng, Osei and Abban (2014), communication is a working tool that permeates all activities in an organization both internal and external.

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Communication allow individuals to understand their organizational role, co-ordinates organizational sub-units and stakeholders. In an organization communication in flow in different directions. For example, in an educational institution communication flow from the top level management (such as the Chancellor, Pro Vic chancellor, Registrar, etc.) to the lower level management (such as, the Lecturer, Janitors, Security, students etc). According to Maniraho and Mohd (2017), the structure of an organization indicates the flow communication. Communication can flow vertically and laterally in an organization with highly structured and work within a set of disciplines. Therefore, communication plays an important roles in any organization.

2. Literature Review

Communication is neither the transmission of a message nor the message itself. It is the mutual exchange of understanding, originating with the receiver. The above mentioned definitions on communication is the essence of management which as the basic functions of management. Educational institution rely on communication to admit potential fresh. Through communication colleagues or tertiary are able to communicate with the large and potential fresh graduates located in rural area and urban area and the internationally. Communication on enrolment can occur by:

- **One on One Communication:** This form of communication takes place between two individuals. That is, communication between the administration body and fresh graduates on the available tertiary programs. The type of communication between these two parties is known as informal communication occurs in this form.
- **Public communication:** These communication occurs outside the official channels of the educational institution. The form of communication is a well or planned communication

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transferring information to the general public. The public communication are done through public sensitization, advertisement, public notices, etc. The style of communication on enrolment is a formal, systematic, planned and organized type of communication.

- **Small Group communication:** This involves communication among more than two people: examples include family members, classmates, and passengers in a commuter bus. These type of communication is where by the educational institution visit senior high schools, churches to transfer information of the possible educational programs these group will like to do. Mostly, these type of communication on enrolment may also take place between groups such as between elders and the representatives of youths in a locality.

Communication challenge used by the educational institution may be meetings, telephone conversations and other forms of electronic communication or face to face. Mirjana and Salamzadeh (2018), described electronic communication is also possible for one off messages, for example, through the use of electronic mail. Electronic communication are speed, accuracy and the elimination of much human processing. Typical examples of electronic communication is the use of internet facilities such as E-mail, voice-mail, etc. The following below are list of possible channels by Babatunde (2015), used by the educational institutions in enrolling fresh students; Reports, Television and radio adverting, Public notice, Telegram, Circulars, Social media, Emails, Posters and Bulletins etc.

3. Methodology

The research design used in this study was descriptive survey. Descriptive survey simply describes what is or what the data shows. Descriptive survey helps to simplify large amounts of data in a sensible way. The descriptive survey reduces lots of data into a simpler summary. According to

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Avoke (2005), descriptive surveys are designed to portray accurately the characteristics of particular individuals, situations or groups. A purposive sampling technique was used to obtain a sample size of 50 within targeted population. This sampling technique is used where the sampling units are chosen because they meet set criteria of importance. The technique proved too effective because numbers of people who served as primary data sources due to the nature of research design and aims and objectives were limited. Unlike some alternative sampling techniques, purposive sampling technique do not allow; highly vulnerable to selection bias and influences beyond the control of the researcher and high level of sampling error, which lead to little credibility of the studies.

4. Analysis

Reliability Analysis

According to Joppe (2000), reliability data test is the extent to which results are consistent over time and an accurate representation of the total population under study. A questionnaire is said to be reliable if someone answers the statement consistently or it is stable over the construct variable or the time variable. According to Cooper and Shindler (2007), 0.70 is an acceptable reliability coefficient. Thus, when the value items are more than alpha ($\alpha=0.70$) value then it indicate that the scale can be considered consistent, sound and reliable. The figures below show test reliability;

Table on Reliability analysis

Cronbach's Alpha	N of Items
.867	3

Note: N of Items are the number of research objectives stated in chapter one

The table above show the reliability analysis of the data obtained from the respondents. The reliability values from the results is 0.867 greater than the prescribed threshold of ($\alpha=0.70$) and in

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comparison Cronbach's Alpha values are compatible to reliability test of the conducted pilot study with Cronbach's Alpha value ($\alpha=0.867$), hence the scale is sound and reliable.

5. Discussion

“Communication” is significant in the technical university to manage the basic functions of the school. Communication helps schools’ management to perform their jobs and responsibilities. According to Habaci (2013), communication ensure that all essential information is communicated to the management who in-turn must communicate the plans so as to implement them. Communication establishes network system to provide interpersonal links and effective coordination between the school board and changing behaviours surrounding the way student are being enrolled. Communication according to Kaya (2010), provides the school management on all necessary information to ensure proper preparation on student enrolment. The findings from the survey reveal that:

- Communication serves as the source of information to the school board or management for decision-making and foster communication with individual student who wants to enrol in the school.
- Communication promote a clear sense of direction on student enrolment and also helps in altering individual’s attitudes concerning how to enrol students.
- Communication serves as the source of information to the school board or management for decision-making on student enrolment.

Communication tool used for enrolling students are usually electronic communication. Mirjana and Salamzadeh (2018), described electronic communication is also possible for one off messages,

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for example, through the use of electronic mail. Electronic communication are speed, accuracy and the elimination of much human processing. The finding on communication tools used in enrolling students of technical universities. From the survey, the findings revealed that:

- The school used public notices to advertise as a communication tool to advertise student enrolment.
- The school used posters and bulletins as a communication tool to advertise student enrolment.
- The school used social media platform own by the school to advertise student enrolment.
- The school used television and radio as the communication tool for adverting enrolment of student.

Communication is very central to all human or organizational activities. Communication does not always guarantee success. Communication process in the university on student enrolment faces some major challenges. The findings from the survey revealed the following challenges the technical university face in communicating student enrolment:

- The school does not consult with departmental heads on number of students' enrolment.
- The school does not clarity the roles and responsibilities in the enrolment process of the students.
- The school does not plan and select the inappropriate media for students' enrolment affected the communication process on student enrolment.
- The school communication process used for students' enrolment lack adequate preparation, presenting and transmitting information on the various courses for student enrolment.

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6. Recommendation

Base on the findings of the study, the following recommendations were made; the university should do a border consultation with departmental heads on number of students' enrolment; the university must clarify the roles and responsibilities in the enrolment process of the students; the university should plan and select the appropriate media for students' enrolment affected the communication process on student enrolment and the university should adequately prepare, present and transmit information on the various courses for student enrolment.

7. Conclusion

This study was conducted to investigate the role of communication in improving student enrolment of Technical Universities in Ghana. Studies have shown that communication helps coordinate activities and achieve goals. It is also vigorous in socialization, decision-making, problem solving and change-management processes. According to Shonubi and Akintar (2016), communication has beyond reasonable doubt proven to be most significant tool in our daily, social and even management of businesses. Over the years, Technical Universities in Ghana have rely on communication through the use of traditional media such public posters, public sensitisation, radio and television advertisement to communicate to Senior High School graduates or Matured graduate or applicant to enrol in their various tertiary programs. Communication plays an important role in the coordination and directing the various activities used by the Technical Universities to enrol fresh students into their institution. The Technical University in Ghana can't also survive without communication (Kwateng et al., 2014). This means that Technical University will struggle to enrol fresh students without any form of communication.