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Analyzing the recruitment strategy of ILA and VUS English centers

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Abstract

Two English centers ILA and VUS are not too strange for students and students. Each center has its own course enrollment and marketing strategy. ILA aims at a teaching environment with 100% native teachers, helping students get used to the English environment from an early age. ILA's enrollment strategy emphasizes a learning environment, a 100% English learning environment, studying entirely with native speakers will help students and students practice their ability to communicate in English. Moreover, ILA's enrollment strategy focuses on high-end customers, each course ranges from 500USD - 800USD. For

VUS, the center focuses on student comfort and choice. The learning environment at VUS has both local and Vietnamese teachers. VUS focuses on enrolling courses with tuition rates from 160USD - 600USD/course, bringing many incentives to students. ILA and VUS both have their own strengths in enrollment strategies, each enrollment strategy is a valuable lesson for each student. On the basis of analyzing the enrollment strategies of the two centers ILA and VUS, the article proposes some solutions in the enrollment strategy to increase the number of students entering the two centers.

Keywords: International Integration, Foreign Language, Recruitment Strategy

1. Introduction

1.1 Research overview

The world is entering the era of the knowledge economy - the era of a society based on human knowledge and creative thinking. This requires us to find a suitable learning and development method, especially for the young generation, so that we can rise to integrate into the world community.

Foreign languages - foreign languages, especially English, are an indispensable factor in the process of international integration of our country. English is widely used in all fields, knowing a foreign language is a necessary ability for modern Vietnamese people. Knowing another language, especially English, people can have a deeper understanding of world civilization, expand cooperation, exchange and development. In this process, the problem is that the education sector must always prioritize foreign language teaching and learning. Therefore, in recent years, in the educational environment, foreign language centers have been established for teenagers, applying the teaching and learning method like native speakers to train in-depth knowledge of foreign languages.

1.2 Urgency of research topics

In recent years, stemming from the common demand, training centers are growing day by day, the number of centers is increasing, spreading in various fields, from foreign language training to technical training. soft skills, etc. Besides, the scale as well as the operation area of the centers are increasingly expanding to serve the increasing needs of students. The development of centers is always accompanied by fierce competition in the industry to attract learners, to be able to compete. Companies must have a direction and develop a comprehensive recruitment strategy, which will enable the centers to achieve their goals of standing, developing and expanding the market.

Without exception, ILA and VUS English centers are also implementing many different recruitment strategies, so that they can help their centers stand firmly in the market, and have the opportunity to develop like today. To better understand the enrollment strategy of ILA and VUS English centers. We decided to choose the topic "Analysis of enrollment strategies of ILA and VUS English centers", within the framework of this research paper, we will learn and analyze the enrollment strategies of the two best centers. Ho Chi Minh City today, from which to give recommendations and solutions to attract and develop young human resources to meet the needs of international integration.

1.3 The significance of the study for management practice

On November 7, 2006, Vietnam officially joined the WTO, bringing many opportunities but also many challenges for enterprises in Vietnam. Because of this, recruitment or enrollment of businesses is no longer an internal matter that needs to be solved at a macro level. Only then will enterprises realize the importance of recruitment and enrollment in the period of economic integration, thereby developing the scale and improving the quality of their businesses. The analysis will clarify the theoretical basis, current situation, research process, comparison to give actual results and propose some effective enrollment measures of two foreign language centers ILA and VUS. Along with that, this topic contributes to the analysis of recruitment strategies, points out the advantages and disadvantages of enterprises, thereby providing solutions and proposals to improve the quality of human resources. From there, as a basis to build a good relationship; attracted many students to register at the two centers. Provide practical recommendations to improve the center's enrollment strategy.

1.4 Research objectives

With this topic, we conduct a research on the theoretical basis of the strategy of recruiting personnel - recruiting students. Analysis of the current status of enrollment strategies of two English centers ILA and VUS. Assess the current situation and propose some solutions to contribute to the study of enrollment strategies of the two English centers.

- Searching and processing information about the current recruitment strategy of ILA and VUS English centers.
- Current status of enrollment strategies of ILA and VUS English centers.
- Compare the advantages and disadvantages in the enrollment strategy between the two English centers ILA and VUS.
- Evaluate and propose some solutions to perfect the enrollment strategy at ILA and VUS English centers.
- Understand the advantages and disadvantages of enrollment strategies of ILA and VUS English centers.
- Draw lessons from two enrollment strategies of ILA and VUS English centers.

2. Theoretical basis

Customer (Customer) is a term to talk about a collection of all objects from individuals, organizations, groups of people who have habits and needs to use products or services that a business provides and have desires. that need is satisfied. According to Tom Peters, "*customers are the most important assets of a business even though they are not recorded in the company's books*". Therefore, putting customers at the center and seeing customers as a source of capital for effective management and use is something that any business needs to do seriously.

Customers play an important role in building business strategy of enterprises. Businesses need to base on their customer profile to determine the goals of providing products and services to satisfy customers and increase revenue.

The market research team in each business will take care of approaching, understanding and changing customers' perceptions, based on data such as income, spending habits, ... to make a plan. specific plan. At the same time,

customers will act as people who directly experience and evaluate whether the company's strategy is effective or not. Customer feedback is a measure of business value.

Strategy is the term used to refer to the overall plans (Plans) or general directions developed to achieve one or more different goals in the long, medium and short term.

Key strategies are overall directional long-term plans designed to help businesses achieve different goals under different conditions of uncertainty and uncertainty (VUCA).

The term strategy first appeared and used in the 6th century BC, and was then translated into Western languages around the 18th century. From its appearance to the 20th century, "strategy" was mainly used in the military and political spheres (as formulated by the Shoguns). action) is used to describe "a comprehensive way of pursuing political ends."

According to some other theories, the concept of strategy arose out of political necessity, when one country needed to defeat or occupy another. The first theories of strategy came from the Chinese in the period 400-200 BC. Although it has its roots in politics, at the present stage of modern economics, strategy is a concept mainly used in the business sector.

Recruitment is understood as the selection and recruitment of qualified students into a school environment. Therefore, it can be said that the enrollment strategy is built to enroll students (students) into the school (class) of the enterprise, the enrollment strategy is required to be clearly oriented and built in order to progress. achieve the set targets.

3. Research Methods

3.1 Data sources and methods of collection

Two English centers ILA and VUS both collect customer information from the websites that customers visit, those who want to learn English, and through online English surveys to understand subjects who want to learn

Objects:

- Children from 3 to 6 years old
- Children from 6 to 11 years old
- Teenagers from 11 to 16 years old

3.2 Research Methods

The main methods used in the thesis include: Secondary data collection methods such as:

Internal sources: The author collects data on the operation situation, enrollment methods at the English center. From there, the author makes statistics, tabulates to analyze the data and draws conclusions in a general, natural and regular manner about the issues (for example, statistics on the characteristics of the problem). specialization, age, gender of customers at the English Center).

External sources: The author relies on available documents and theories from domestic and foreign books and newspapers, electronic websites such as edu.vn, etc., existing studies to synthesize and select information. relevant to the topic.

And the primary data collection method:

Questionnaire method: The author conducted a survey for (150 people) 53% of the Center's staff through a questionnaire. Based on this investigation information, the author conducts data processing to understand the current situation of the center's customer attraction measures and development orientation.

Comparative method

- Compare period data to study the rate of change, the growth rate of the demand for learning English.
- Comparing the economic and technical parameters of different economic options helps ILA and VNUS choose the optimal one.

3.3 Research process

To develop an effective communication strategy, communicators need to consider the components of a communication model primarily from the perspective of the planning chain:

- Step 1: Identify the target audience of the communication.
 Step 2: Define marketing communication goals.
 Step 3: Design marketing communication messages.
 Step 4: Select marketing communication channels.
 Step 5: Determine the marketing communication budget.
 Step 6: Decide on marketing communication tools.

4. Research results and discussion

4.1 Research results

Learning English communication is one of the important and necessary needs in today's society. When you have English, you will have more opportunities to find jobs as well as expand your search for friends. When you have English communication, you will have many opportunities and certain benefits in work as well as in life.

Nowadays, employers are asking candidates to have both professional qualifications and foreign languages. The fact has proven that the same position, the same job, but people with foreign language skills always receive a higher and more attractive salary than those who do not have foreign language skills several times.

Therefore, in order to get a better job, a higher salary, many people have decided to improve their English by taking English classes for working people.

When you have English, especially English for communication, you will have many opportunities to expand and find a job. Also discover interesting things from cultures around the world. As a result, increase your understanding as well as expand your knowledge. With your knowledge, you will have many opportunities to approach major civilizations in the world, opening up new directions for work and life of each person.

For businesses, Vision and Mission are the guiding principles leading all activities, showing the core and sustainable values of the organization. As for education, this shows the orientation and strategy in training future generations.

a. Vietnamese American Association (VUS)

Established for more than 20 years (since 1997), VUS - Vietnamese American Society English is one of the oldest and most prestigious foreign language training systems in Vietnam. This center currently has 40 facilities with 2,000 highly qualified teachers. Especially cooperating with famous universities in the world such as CUNY (The City University of New York), Oxford University Press, British Council, etc.

VUS has also passed strict criteria to become an English language training unit with global standards recognized by NEAS - the leading independent organization for quality assessment of international English centers.

The Vietnamese American Society (VUS) is the oldest and largest English language training organization in Vietnam.

During 25 years of operation, VUS is proud to achieve NEAS international certification for the quality of training and services. This is also a prestigious partner of The City University of New York (CUNY) - the 3rd largest public university in the US in terms of training quality and construction.

VUS teachers include native teachers and Vietnamese teachers. The quality of training is relatively stable, but to achieve an equivalent English level to study abroad, students must study here for at least 2 years. Regarding the quality of teachers, almost all native teachers have pedagogical qualifications, at least CELTA and TEFL.

Low-level classes are mostly taken up by Vietnamese teachers. Compared to other centers, Vietnamese teachers at VUS are considered carefully selected. The drawback is that the tuition fee is quite high, and to really learn in a communication environment with 100% foreign teachers, this is not an option for students. VUS's facilities are quite good, present in almost all districts in Ho Chi Minh City. Currently, the average price of a TOEFL class is 450 USD/90h course. English communication classes have a lower tuition fee, but are taught by Vietnamese teachers.

In terms of teaching quality, VUS is a VIETNAM RECEIVE keeper with the number of students achieving international English certificates up to 153,561 students and more than 2,672,000 Vietnamese families trusting to accompany each year.

Courses at VUS not only help students have a solid English foundation, increase their communication ability and achieve high results in international English exams, but also focus on bringing comprehensive development, stimulating Unleash the limitless potential within each student so that they are ready to meet the needs of the new age. In addition to the teaching activities, VUS always organizes attractive extracurricular activities throughout the school year and in each course: a series of free seminars, academic contests, talent contests, campaign activities, etc. physical activity and mental health care.

In the 4.0 technology era, VUS has been constantly transforming internally, pioneering digital transformation to comprehensively upgrade the teaching system from face-to-face to online through integrating learning support technologies such as: AR/AL, a learning portal that enhances customer experience to bring advanced education solutions to the Vietnamese generation.

With the dedication, contributions and continuous efforts of VUS over the decades, the unit has been honored to receive many awards from the government and other departments.

Both the teaching staff and teaching assistants at the center are experienced, dedicated people who go through a rigorous recruitment process to ensure the quality of teaching and input. Therefore, 100% of foreign teachers have English teaching qualifications according to international standards: TESOL, CELTA or equivalent to TEFL.

In order to become an education system honored with the category of "Inspiring Brands" at the 2022 Asian Enterprise Awards (APEA) on October 7, VUS has inspired not only students but also teachers, teaching assistants, all personnel in the system in particular and a community of English teachers in general.

In which, in order to digitize and optimize the working process to bring quality products and better experience to customers, VUS quickly implemented ERP system, ERP

Core Edu and cooperated with FPT organizations, Microsoft. At the same time, it also regularly organizes internal training workshops and free seminars such as VUS TESOL attracting more than 34,000 participants during 18 sessions.

Efforts in constantly improving quality also helped VUS overcome more than 200 organizations and be shortlisted for two major international awards: "The 21st Century Learning Award" and "The Game Changer Award" voted by Bett Asia - the leading international organization for educational technology with a history of more than 37 years in Asia, UK and Brazil.

Although this is the first time "fighting" in the international arena, VUS has left a good mark when it is introduced as a pioneering educational organization in applying technology to teaching, providing classes that are not border, without interruption during the complicated development of Covid in Vietnam.

With strong breakthroughs, VUS will continue to invest in developing quality products and diverse learning experiences to help students confidently conquer the academic ladder. At the same time, the system will continue to open millions of journeys connected with development plans in new areas such as Long Thanh, Long Khanh, Long An.

VUS's main customers are parents with income, 25+, concentrated in big cities, where VUS centers are operating. VUS is looking for a new platform with a lot of potential customers, an active community, and most importantly, a high proportion of the target customer group.

The Vietnamese American Association is recognized as a global standard for teaching quality, training quality and facility quality by NEAS (National English Language Teaching Accreditation Scheme) - the leading independent organization for assessment of teaching quality. teach around the world. In particular, VUS has undergone a series of rigorous testing processes and is certified for 4 consecutive years with 100% of facilities nationwide. This is also a testament to the quality synchronization of the top education system.

To achieve that, VUS has to go through a rigorous and comprehensive accreditation process for curricula, teacher quality, enrollment and student care to facilities with stages. such as face-to-face interviews; survey staff, teachers, parents, students to get feedback for VUS.

With a content-rich curriculum, students will gain confidence with a solid English foundation and unleash their maximum potential with a globally-standard set of study skills. In addition, VUS also expanded ZOA, which is the place for VUS to update new information as well as its presence on all platforms so that customers can find it easily. Zalo supports free and fast yellow tick authentication for users to identify the main source of information. In addition, VUS uses ZOA's completely free Chatbot tool for authenticated ZOAs so that customers can look up information such as hotlines, introduction to VUS E - Center, ... search for suitable classes. suitable for new customers after taking care of ZOA while waiting to be taken care of by VUS Customer Service.

Just started implementing ZOA in the last months of 2020, but VUS has achieved 40 million impressions, more than 70,000 interest, more than 20 thousand customers visit the website to learn and register for the course. Thereby, the conversion rate from interested customers (leads) to new

customers (New customers) of VUS on Zalo platform reached 3.8% with an average CPL of only 270,000 VND/CPL, saving 25% on costs compared to with advertising on other traditional platforms.

Along with that, as a spiritual boost, understanding that their children can go to school to fulfill their academic dreams, parents also have many worries, as a sharing, VUS would like to send to parents and students the scholarship "Dong Dong" Comprehensive, Future-proof" with a value of up to 2 million VND when registering for courses at VUS in the first week of May. The program applies to both re-enrollment and new registration.

b. ILA English Center (ILA)

ILA Vietnam is a company operating in the field of English education and training with foreign capital, providing students with quality training and teaching experience according to international standards. Training quality standards at ILA cover all areas of teaching, learning, administration, curricula, equipment and facilities.

In June 2010, ILA received the recognition of NEAS, an international prestigious organization for the assessment of the quality management system of English language training. ILA is the first training school in Ho Chi Minh City. Ho Chi Minh received this certificate for all its training centers.

ILA English Center is a 100% foreign-invested center that has been operating in Vietnam since 2000 up to now. With a team of fully qualified and experienced native speakers, ILA deserves to be the address to learn English to communicate with foreigners you should refer to. The learning method here is a 21st-century mindset that helps students develop 6 essential skills, ready for international integration.

ILA has excellent facilities, an entire department set up to train and train new teachers. However, now the quality of education seems to have declined somewhat as the demand for teachers increases and the supply of quality becomes scarce. The tuition fee is needless to say, the price is in the sky, 1.5-2 times higher than VUS.

ILA English provides students with courses suitable for each age and different needs, including English language teaching programs for children and adults, exam preparation programs for international exams, and English language teaching programs. training teachers and businesses...

ILA always focuses on investing and continuously updating learning programs, services, teaching and learning equipment at all campuses to ensure that each student who attends ILA receives the training according to the standards. High standards and professionalism.

ILA currently owns many awards and achievements both at home and abroad for the quality of teaching, curricula and courses, and contributions to the Vietnamese community and many other communities.

ILA is one of the world's leading teacher training centers, winning the Cambridge English Teaching Awards. Every year hundreds of people from all over the world attend the English teacher training course at ILA. As a leading specialist in this field, ILA ensures that its students always receive the latest and most advanced teaching methods, equipment and materials.

Students will learn with a suitable and up-to-date curriculum. In addition, teachers incorporate a variety of ancillary teaching materials such as movies and multimedia devices into all courses to give students more practice on

common topics. and to ensure that the lecture is always engaging, effective and lively.

Right from the beginning, with only a small class, the founders of ILA have determined the philosophy of "Education for Life" as the guiding principle for all orientations and actions. At that time, English was the universal key to open the door of human knowledge, international exchange and breakthrough. Students with good English ability will have a great advantage in development when Vietnam reaches out and strongly integrates with the world.

It is from this educational philosophy that ILA has determined that it is necessary to bring a modern, international quality English education model. This is a pioneer in Vietnam with 100% native teachers, teaching modern international curriculum. This philosophy and educational model immediately received the trust and companionship of parents in Ho Chi Minh City, then Ba Ria - Vung Tau, Hanoi, Da Nang and now 12 provinces and cities across the country.

The impetus for ILA to constantly research and update the latest educational information and trends in the world so that the model is suitable for the development of Vietnamese students. Ms. Tran Xuan Dzu, CEO of ILA shared: "Currently, students can learn English anywhere, including self-study on the internet. ILA focuses on how to teach students, rather than what to teach. When knowledge is easily accessible, students need skills to optimize knowledge and develop their own capacity. This is especially important in light of the current world rate of change, measured in seconds by minutes."

As an institution of higher education, the key to success must include being able to provide real learning opportunities for learners, listening to graduate student feedback on population issues around the world, as well as providing reasonable options for the community. These factors present a better opportunity for universities to aim to thrive, while remaining profitable at the same time. Those are the turning points that ILA English Center has accumulated after many years of striving. Together the faculty will build an atmosphere of growth and transformation, creating a shift in the school's educational model to provide the opportunity to train exceptionally focused students.

4.2 Discussion

In recent years, when the country integrates into the WTO, the demand for foreign language learning of individuals and families is increasing. Therefore, there are many establishments and centers formed from that. A good team of business and marketing strategists are those who know how to assess the market, psychology and customer needs, know how to actively create, plan strategies to attract customers, know how to evaluate competitors. surrounding competitors to promote motivation, create different values of their business. How good is the curriculum, the quality of the staff, without the right strategy, customers will not be able to find and create value. A truly successful center is not only thanks to the quality inside, but also to the ability to operate strategies and policies to the external market. Therefore, strategic management always has a certain role for each business, specifically: Strategic management helps businesses clearly orient their strategic vision, mission

(mission) and goals: For effective strategic management, organizations must manage the business environment information system. Based on that, managers can forecast the changing trends of the business environment and determine where the business needs to go in the future, what needs to be done to achieve the results. Castle. Management of the company's business strategy has a role to determine the success or failure of each business. Therefore, businesses or specifically foreign language centers today need to have appropriate strategies, besides combining appropriate Marketing will bring great efficiency to each business.

5. Conclusions and recommendations

5.1 Conclusion

Today, international integration has been a major trend of the modern world, having a profound impact on international relations and the development of each country. And in the process of international integration is happening faster and stronger under the influence of many factors, including human resources. Human resources today is also known as Human Resources Capital (roughly translated as Human Capital, or human capital) – this term is very true in today's context when businesses with the best resources will get the best opportunity- Human capital is a special kind of capital that is needed like financial capital, so it needs to be exploited and used best, to avoid losses and expenses, and must always be invested and increased in value. treat.

Therefore, the training of potential resources while at school, especially investment in foreign language proficiency, is always a matter of concern and implementation. However, in the current competitive context, in addition to building the volume of each center, recruiting and attracting learners is also a problem that businesses and centers are implementing and implementing. Therefore, centers need to develop an appropriate strategy to promote their reputation as well as the quality of their training.

5.2 Recommendations and suggestions

Although ILA and VUS English Center Systems are known by many parents and are satisfied with the atmosphere as well as facilities and equipment here, there are still some suggestions to improve the school's services. such as: Expanding the playground area for students; Develop a system of buses to transport students and ensure absolute safety for children when using the school's services to encourage parents to use the service, contributing to limiting traffic obstruction during school hours; Psychological support for students: The school needs to maintain a comfortable and happy learning atmosphere; all students must be treated fairly, with trust and respect to keep them motivated to learn and achieve good results; The school has a team of appropriately qualified staff ready to provide counseling and support on psychology as well as learning experiences for parents and students; Relationship between school, family and society; The school has built many communication channels to communicate with parents about students' learning activities; The school has more activities to create conditions for students' parents, social organizations to actively participate in the education of students; Organize more community activities for students to participate.

5.3 Limitations and directions for further research

The rapid development of technology has completely changed the world in recent years. This fact motivates ILA to research new educational models, to provide the ability to think digitally (Digital Literacy) and give opportunities to access international standard education for all Vietnamese students. Therefore, the three-choice smart learning solution was born. With three learning models: 100% at ILA Center, 100% online at ILA@Live, 50% at ILA Center and 50% at ILA@Live, now all it takes is a smart device with a network connection, students anywhere can "step in" right into the classroom. In all three options, students are committed to quality output when learning with a team of native English-speaking teachers. This method helps students form and develop the most important skills: teamwork, communication, creativity, critical thinking, problem solving. In particular, students will be focused on developing digital thinking through practice on smart devices and in online classrooms, from basic principles such as device use, communication culture. The goal of smart learning solutions is to create a generation of digital global citizens who are confident and proactive in creating their futures on the internet. v to the world.

As a leading educational system in the field of Ed-tech, VUS helps students develop the 5Cs skill set of the 21st century through effective application of technology (AI, Maching Learning, 50 teaching assistant tools, etc.) in face-to-face and online classroom organization; support learning before - during - after; practice active thinking. These include the development of the VHUB learning management support platform - Smart Learning Space and the launch of the DIGIConnect programming course - applying the STEM model to improve computer science knowledge & soft skills. VUS also forges a future generation of students to grow up with compassion and understanding. Through community activities such as: Awarding scholarships to new valedictorians with difficulties; Donating books to students of Vietnam National University in Ho Chi Minh City, Sponsoring fees for surgery and care for children with heart disease, etc., the system provides the best resources and development space for them. Those are also the human values of education that VUS wants to spread.

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