

Calawitan National High School's SHS Program Promotion Strategies: Impact on the Enrolment Statistics of Grade 12 Students in the School

Francisca T. Salvador
Calawitan National High School

Abstract: *This study focuses on the impact of the SHS promotion strategies employed in the enrolment of Grade 11 Senior High School students of Calawitan National High School for the School Year 2018-2019. This action research is descriptive in nature. A total of 298 respondents were participated in the study 149 grade 10 students and 149 parents. The research conducted during the fourth grading period for the school year 2017-2018. Survey questionnaire was used to determine the satisfaction of parents and students in the promotion of senior high school program and SHS Expo. Also, the researcher formulated a series of intervention strategies that help the school to promote the Senior High School program such as awareness campaign on SHS program, distributions of pamphlets, symposium, community mapping and SHS Expo. The results of the survey questionnaire were tallied and tabulated. Weighted Mean is used to describe the considerations of parents and students in choosing Senior High School. And the weighted mean is range using likert scale. The result showed that there is a significant increase in the enrolment of grade 11 students after employing the intervention. The number one considerations of both parents and student in choosing senior high school is the facility of the school. At the same time, parents and students are not fully aware in terms of the curriculum and other programs of the senior high school. Since the intervention made are effective in increasing the enrolment it is recommended to continue the implementation of the crafted interventions to ensure the increase of enrolment. It is also recommendable for other schools with the same problem encounter to adopt the intervention made.*

Keywords: *intervention strategies, learners' promotion, enrolment, senior high students*

Introduction

Education is every Filipino's birth right. Now more than ever, access to free quality education in the country has been advocated by the arm of the government in Education – the Department of Education (DepEd). DepEd is guided by the Education for All (EFA) movement in education which is a global commitment to provide quality education for all children, youth and adult.

Public schools across the country adhere to a tall-standing order to be open for all in need of formal education. School administrators even employ various activities and campaigns to promote their schools to prospective enrollees as well as the out-of-school youth who may be influenced to get back to education: an important key to a better life and a brighter future.

While access to free quality education is a positive development, it may pose a concern to schools if their students would transfer to other schools. It is their right to choose which school they wish to enroll into. The total enrolment of grade 11 for the school year 2016-2017 is 86 students from a total enrolment of grade 10 students 142. The following year 2017-2018 the total enrolment of grade 11 is only 47 from the total enrolment of grade 10 students 148 last year. However, if there will be a continuous decrease in the number of enrollees a school has incurred, there may be a chain of reaction and it could possibly affect the school on some quite alarming levels. For instance, a decrease in the enrolment in a school may result to less allotment for supplies, operating expenses, and/or less teachers.

Through the years, enrolment history of the Calawitan National High School (CNHS) has shown consistency and/or a very little difference in the number of students in the Junior High School department. However, the enrolment data for Senior High School department showed a significant decrease. In the two years since the senior high school started operating, the enrolment decreased from 50% in the S.Y. 2016-2017 with a total of 87 students enrollees from 160 students of grade 10 students, and 30% in the S.Y. 2017-2018 with a total of only 47 students enrollees, as compared with the data on the number of 148 grade 10 students (who completed their junior high school and were expected to enroll to the CNHS-Senior High School department. If this trend continues, it may cause major setbacks for the school. Base on the data the enrolment of grade 11 students from 2016-2017 to 2017-2018 decreased by a whopping 50%.

With this in mind, the school is prompted to take preventive measures to improve the enrolment of students in the grade 11 of its senior high school. Consequently, the basis of the intervention is from the data gathered in the perceptions of students and parents about senior high school.

Through the different strategies and program that will be applied in the study, the student-respondents and their parents may have a positive feeling towards considering to enroll for senior high at the Calawitan National High School. This intervention may uncover the considerations of the students and parents in their choice of senior high school to enroll into. As a result, the school may come up with effective techniques that would help increase the enrolment of the school, particularly the grade 11 level in senior high school.

Review of Related Literature

A literature review's based study has been carried out to identify the perception influencing the parents' in choosing school for senior high school. At present, many studies assess different opinion regards to the topic. This paper outlined several factors certified by the researchers using several selected ideas; for instances (Yaacob et.al., 2014) this research examines the factors considered by parents when deciding to enroll their children in private schools. According to the data analysis, parents part emphasizing on the importance of private schools' syllabus, schools' environment and facilities when selecting to enroll their children in private schools. The academic performance of the school was placed third in preference, with fourth factor considered being the quality teachers that the school possessed. Apart from that, another study prepared by (Morenikeji, 2006) this study analyzes the effects of the quality of physical facilities on the processes of teaching and learning. These processes are seen both as aspects of the quality of education in themselves and as links between school inputs and pupils' achievement. Important educational processes are found to have been strongly influenced by furniture provision, classroom maintenance and other physical inputs. Moreover, another research by (Lomerson, 2010) Anecdotal and direct enrolment evidence indicates declining enrolments in Computer Information Systems (CIS). The authors conducted a survey of students concerning the information that a student used to select a college, select a major, their initial college major and the source of that information. It is the authors' hope that the results of this survey may provide initial guidance on some remediation activities that CIS programs may undertake to increase the number of students pursuing a CIS major. Apart from that the study of (Kapsner, 2005) College preparation receives priority over the students desire to work with their hands, make projects and discover how things work artistically. According to him students indicated that social issues like being in classes with fiends, working in groups and gender were not a significant factor for students when deciding to enrol in technology education courses.

Conceptual framework

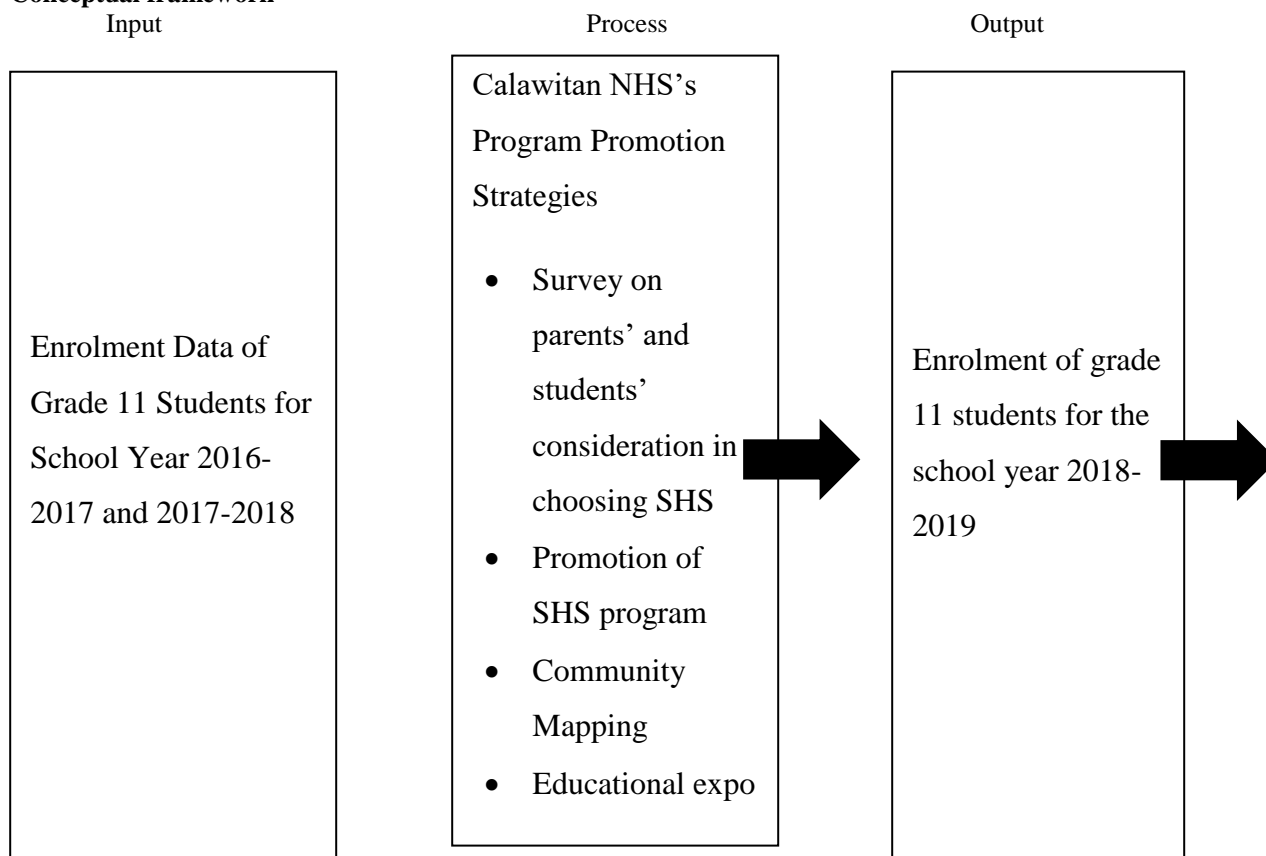


Figure 1. Paradigm of the Study

As shown in Figure 1, Enrolment data of Grade 11 students for the school year 2016-2017 and 2017-2018, which serve as the input. The second frame is the process which include the intervention strategies that will be used in the study, this serve as the moderating factors. The third frame is the output of the study which is the increased enrolment of Grade 11 students for the school year 2018-2019, which serve as the output of the study.

Research Questions

This study aims to determine the impact of the SHS promotion strategies employed in the enrolment of Grade 11 Senior High School students of Calawitan National High School for the School Year 2018-2019.

Specifically, it seeks to answer the following questions:

1. How may the enrolment trend of the SHS (grade 11) in Calawitan NHS be described since the implementation of SHS?

2. What are the parents' and students' considerations in choosing SHS to enroll at?
3. Is there a significant increase in the enrolment of grade 11 students of Calawitan NHS after employing the intervention strategies?
4. What is the implication of the results of the study in the SHS management of the school?

Hypothesis

The study is guided by the hypothesis that there is no significant effect between the intervention strategies in choosing school for Senior High School and the its enrolment statistics.

Significance of the Study

The findings of the study will be beneficial to the following:

Students. The result of this study may help the students in appreciating program offer of the Calawitan High School.

Parents. The findings of the study will increase the participation of the parents in supporting the program offered by the school.

Administration. The major program for K-12 will encouraged to upgrade the resources in the school so that the program offered will be 100% effective.

Other Researchers. The result of this study will also enlightened other concern educators towards the factors in having another related research such for the benefits of the K-12 Curriculum in all public secondary school.

Scope and Limitation

This research employed strategic interventions such as identifying the consideration and perception of the grade 10 students and parents in choosing school for Senior High School and promotion of senior high school program such as campaign awareness and SHS Expo.

The study was limited only to the intervention strategies for the grade 10 students and their parents in sections of 10 Newton with 50 students, Grade 10 Aristotle with 50 students and Grade 10 Galileo with 49 students for the fourth grading period during the school year 2017-2018, and the incoming grade 11 students of the school.

Method

Type of Research

This action research is descriptive in nature. By essence, descriptive research is used to describe the characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. The characteristics used to describe the situation or population are usually some kind of categorical scheme also known as descriptive categories (Dudovskiy, 2017). The respondents were selected through purposive sampling; the students and parents belonging to Grade 10 of the school year 2017-2018 were considered.

Respondents

This research focused on the grade 10 students and their parents. The research conducted during the fourth grading period for the school year 2017-2018. This also involved prospective grade 11 enrollees of Calawitan NHS for school year 2018-2019.

The data was gathered from the School Form 4 as the basis of enrolment of Grade 11 students from the school year 2016-2017, 2017-2018, and 2018-2019.

Sampling Method

Table 1 presents the distribution of the respondents included in the study. All sections were exposed to the same survey questionnaire. Universal sampling or total enumeration was utilized in selecting the students. A total of 298 respondents were participated in the study 149 students and 149 parents.

Table 1
Distribution of the Student-Respondents of the Study

Grade 10 Section	Number of Students		
	Male	Female	Total
Newton	25	25	50
Aristotle	25	25	50
Galileo	27	22	49
Total	77	72	149

Table 2.

Distribution of the Parents Respondents of the Study

Calawitan High Schools Grade 10 Section	Number of Students		
	Male	Female	Total
Newton	25	25	50
Aristotle	25	25	50
Galileo	27	22	49
Total	77	72	149

Sources of Data

The research approaches involve the data gathered through primary and secondary sources. The primary sources originated fully from direct collection of the questionnaire survey from the Grade 10 students and parent respondents. It also gave reviews for the discussion of opinions and perspectives of involved parties. The secondary data were collected from the reference books, online journals and conference papers, and websites.

Instruments

The researcher used the survey questionnaire adapted from the questionnaire of Survey Monkey and the Harvard Graduate School of Education's collaboration to help schools improve parental involvement (Survey Monkey, 2017). Also, an evaluation tool was used to determine the satisfaction of parents and students in the promotion of senior high school program and SHS Expo.

Data Collection Procedure

The researcher consolidated the data gathered from the parents and students of grade 10 of Calawitan National High School.

First, the students and parents were informed about the SHS program offerings of the school. During the distribution of cards last April 23, the survey tool for the study was distributed to grade 10 completers and parents. The content and purpose of the tool are communicated clearly to the respondents. Others who accomplished the tool on the same day returned the tool to teachers that very same day, while others were requested to have it returned within the week. Teachers also conducted a house-to-house visit to the students and parents so they could be reached and be informed. Only with their permission, they were asked to answer the tool for the study.

The data gathered from the students and their parents served as a basis for the other steps undertaken in the course of this study.

Intervention Strategy

The researcher formulated a series of intervention strategies that help the school to promote the Senior High School program offered in Calawitan National High School such as awareness campaign on SHS program, distributions of pamphlets, symposium, community mapping and SHS Expo.

The initial awareness campaign on the SHS program of the school was done during the distribution of cards upon end of school year 2017-2018. Students and/or parents who came to school for the cards were informed by teachers and school personnel about the SHS offering of the school. Pamphlets bearing relevant information about the K to 12 program, and more importantly the senior high school level offering of CNHS was distributed and discussed to them. Their questions and concerns were answered and made clear. Other parents and students who could not visit the school were traced by the teachers and they conducted a house-to-house campaign to them. They also invited them to attend the symposium and SHS expo to be done during the Brigada Eskwela for the same goal of delivering the information to parents and students. Also another awareness campaign was done during Brigada Eskwela.

Community mapping in cooperation with barangay officials was conducted by the senior high school teachers to trace the grade 10 completers who did not enrol in senior high school. The teachers discussed to the out of school youth the program offering of the school and the benefit of completing their basic education specifically at Calawitan National High School.

Ethical Consideration

Confidentiality and other ethical concerns will be observed and followed by the researcher. Proper communication with the key participants and other stakeholders to this study shall also be done accordingly.

Data Analysis

The results of the survey questionnaires were tallied and tabulated. The findings are presented in tables with the use of Microsoft Excel Program. Weighted Mean is used to describe the considerations of parents and students in choosing Senior High School. And the weighted mean is range using likert scale.

The following verbal interpretations are used in describing the data gathered from range-scale .

Range-Scale	Weight	Parents and Students Consideration
4.51-5.00	5	Very High
3.51-4.50	4	High
2.51-3.50	3	Average
1.51-2.50	2	Low
1.00-1.50	1	Very Low

Result and Discussion

The following contains the presentation, analysis, and interpretation of the results, which were gathered from the responses, and records of the instruments used and implementation of the interventions. The results are presented and analyzed according to the order of problems stated above.

1. How may the enrolment trend of the SHS (grade 11) in Calawitan NHS be described since the implementation of SHS?

Through the years, enrolment history of the Calawitan National High School (CNHS) has shown consistency and/or a very little difference in the number of students in the Junior High School department. However, the enrolment data for Senior High School department showed a significant decrease. In the two years since the senior high school started operating, the enrolment decreased from 50% in the S.Y. 2016-2017 with a total of 87 students enrollees from 160 students of grade 10 students, and 66% in the S.Y. 2017-2018 with a total of only 48 students enrollees, as compared with the data on the number of 141 grade 10 students (who completed their junior high school and were expected to enroll to the CNHS-Senior High School department. If this trend continues, it may cause major setbacks for the school. Base on the data the enrolment of grade 11 students from 2016-2017 to 2017-2018 decreased by a whopping 50%.

2. What are the parents' and students' considerations in choosing SHS to enroll at?

The parents' and students' considerations in choosing Senior High School are presented and summarized in the table 3 and 4. The Fifteen considerations with corresponding weighted mean and verbal interpretation were used to describe the parents' and students' perception and consideration.

Table 3

Frequency and Average Mean Distributions of Students' Consideration in Choosing Senior High School

Mga bagay na aking isinaalang-alang	Frequency					Average Mean	Verbal Interpretation
	5	4	3	2	1		
1. Mga pasilidad ng paaralan	57	38	40	8	6	3.89	High
2. Mga kurso o track na iniaalok sa paaralan	63	30	37	13	6	3.86	High
3. Pisikal na anyo ng paaralan tulad ng computer laboratory, science laboratory, library at iba pa.	60	26	38	15	10	3.76	High
4. Mga paraan ng pamamalakad at mga alituntunin na ipinatutupad sa paaralan	60	27	35	15	12	3.72	High
5. Popularidad ng paaralan	39	31	56	14	9	3.52	High

6. Sapat na kakayahan ng paaralan na makipagsabayan sa mga paligsahang pampaaralan	54	30	37	12	16	3.63	High
7. Lokasyon ng paaralan	60	33	39	9	8	3.86	High
8. Mga kaklase/ kamag- aral ng anak sa paaralan	59	33	32	14	11	3.77	High
9. Mga programa, proyekto at gawaing ipinatutupad ng paaralan	54	42	24	13	16	3.70	High
10. Pagkakaroon ng libreng uniporme para sa mag-aaral na sagot ng paaralan	35	38	55	14	7	3.54	High
11. Pagkakaroon ng libreng librong batayan sa mga asignatura para sa mag-aaral	66	27	32	10	14	3.81	High
12. May sapat na kaalaman sa programa ng Senior High School	28	36	47	29	9	3.30	Average
13. May sapat na kaalaman sa mga strand na iniaalok sa paaralan	33	57	39	13	7	3.64	High
14. May sapat na kaalaman sa asignaturang ibinibigay sa Senior High	11	27	39	17	55	2.47	Average
15. May sapat na kaalaman sa programa ng Senior High School	11	6	38	59	35	2.32	Average

Above table shows the considerations and perceptions of students in choosing Senior High School. Out of fifteen items, twelve items got “high” response while three items got “average” response with lowest weighted mean value of 3.30 and this pertains to “may sapat na kaalaman sa programa ng Senior High School”. This indicates that most of the students specially grade ten completers are not fully aware on the curriculum of senior high school as to the subject offerings and even to other program and activities.

The above table also indicates that the highest weighted mean value of 3.89 interpreted as high response, pertains to “mga pasilidad ng paaralan”. Most of the students considered the facilities of the school in choosing the school to be enroll, for them this is one of the most important aspect of a school must have.

Table 4 below shows the frequency distributions and weighted mean response of parents’ consideration in choosing senior high school as well as their perceptions. Based on the result out of fifteen items, nine items got “high” response, five got “average” response and one for “low” response.

The item “May sapat na kaalaman sa asignaturang ibinibigay sa Senior High School” with the lowest weighted mean equivalent to 2.48 shows that the parents are not familiar or enough understanding with regard to the subject offering in senior high school. The subjects included in the senior high school are different in junior high school where in subjects are categorized into three namely the core subjects, specialized subjects and applied subjects. Hence, parents must be well informed on this matter to assure them that the school is well equipped and has all the capacity to deliver effectively these subjects to their children.

On the other hand, the highest mean value of 4.85 was registered “Mga pasilidad ng paaralan” meaning parents have highest consideration on the facilities of the school.

Table 4

Frequency and Average Mean Distributions of Parents’ Consideration in Choosing Senior High School

Mga bagay na aking isinaalang-alang	Frequency					Weighted Mean	Verbal Interpretation
	5	4	3	2	1		
1. Mga pasilidad ng paaralan	48	52	33	11	5	3.85	High
2. Mga kurso o track na iniaalok sa paaralan	51	30	47	15	6	3.70	High
3. Pisikal na anyo ng paaralan tulad ng computer laboratory, science laboratory, library at iba pa.	49	35	32	18	15	3.57	High
4. Mga paraan ng pamamalakad at mga alituntunin na ipinatutupad sa paaralan	60	27	35	15	12	3.72	High
5. Popularidad ng paaralan	39	31	52	14	12	3.48	Average
6. Sapat na kakayahan ng paaralan na makipagsabayan sa mga paligsahang pampaaralan	63	30	32	13	11	3.81	High
7. Lokasyon ng paaralan	58	34	36	11	10	3.80	High
8. Mga kaklase/ kamag- aral ng anak sa paaralan	50	33	44	9	13	3.66	High
9. Mga programa, proyekto at gawaing ipinatutupad ng paaralan	64	32	25	13	15	3.79	High
10. Pagkakaroon ng libreng uniporme para sa mag-aaral na sagot ng paaralan	30	41	57	15	6	3.50	Average
11. Pagkakaroon ng libreng librong batayan sa mga asignatura para sa mag-aaral	59	33	29	17	11	3.75	High
12. May sapat na kaalaman sa programa ng Senior High School	36	28	47	29	9	3.36	Average
13. May sapat na kaalaman sa mga strand na iniaalok sa paaralan	33	42	52	8	14	3.48	Average
14. May sapat na kaalaman sa asignaturang ibinibigay sa Senior High School	11	29	36	18	55	2.48	Low
15. May sapat na kaalaman sa programa ng Senior High School	12	26	40	51	20	2.72	Average

3. Is there a significant increase in the enrolment of grade 11 students of Calawitan NHS after employing the intervention strategies?

Calawitan National High School is a staunch advocate of that education is every Filipino's birth right. And one with the Department of Education (DepEd), we passionately and consistently work in the commitment to provide quality education for all children, youth and adult. Thus, we are under a tall-standing order to be open for all in need of formal education. School administrators even employ various activities and campaigns to promote the school to prospective enrollees as well as the out-of-

school youth who may be influenced to get back to education: an important key to a better life and a brighter future.

And so, CNHS came up with a plan of promoting the school to students, particularly its Senior High School Program, and in effect, to win back the out-of-school youth of the nearby communities.

Through an action research, the school carefully planned for and executed strategies to significantly (positively) affect the enrolment statistics of the Senior High School Program of the school.

Several planning and consultative meetings were done by the senior high school teachers together with the school principal. As a result of such meetings and planning, they came up with a functional action plan that served as guide to the consequent activities done to achieve the targets set by the school. (*This action plan is attached on this report for reference.*)

After a careful needs analysis and preliminary studies, promotion strategies were done by the school to achieve its goals and targets, which, in general, were: a. to promote the Senior High School and its importance to the out of school youth in the community; b. to encourage youth to return to school and complete their Senior High School; c. to promote Education For All (EFA); and, d. to lessen the out-of-school youth in the community especially those who have completed their Junior High School in Calawitan National High School. These strategies and activities, with the dates of implementation, are as follows:

May 28, 2018	SHS Awareness Campaign during Brigada Eskwela 2018 Kick-off
May 29, 2018	House-to-house SHS Awareness Campaign
May 30, 2018	SHS Tracking and Community Mapping
June 1, 2018	SHS Expo with the theme: “SHS Expo: Showcasing the 21 st Century Knowledge and Skills of K to 12 Learners”

Activity completion reports (with narratives and photo documentations) were accomplished to support and provide evidence in the conduct of such activities. (*Please see attachments*)

All in all, the efforts of the people involved in this intervention program have paid-off since it has been found out that the enrolment statistics for the present school year (2018-2019) have significantly increased from forty (47) seven enrollees in 2017-2018 to eighty one (81) enrollees as a result of the program promotion strategies done by the school.

Supporting documents are provided in this report for evidence validation.

4. What is the implication of the results of the study in the SHS management of the school?

The school is greatly indebted to all the teachers and other stakeholders who have contributed in the concerted effort to achieve the goals and targets for this particular endeavor, and for all other successful school programs. We have improved time and again that we can accomplish anything and everything when we are working together and for the ultimate benefit of our dear students.

Conclusions:

Based on the finding, the following are concluded

1. Based on the data gathered, on the start of the implementation of senior high school in the school, there is an sudden decrease in the number of students who enrolled in the senior high school from eight one students by the school year 2016-2017 to forty-seven on the following school year 2017-2018.
2. The number one considerations of both parents and student in choosing senior high school is the facility of the school. At the same time both parents and students are not fully aware in terms of the curriculum and other programs of the senior high school.
3. There is a significant increase in the enrolment of grade 11 students of Calawitan National High School after employing the intervention.
4. It is a success program implementation on the part of management of senior high school.

Recommendation:

Since the intervention made are effective in increasing the enrolment of grade 11 senior high school students it is recommended to continue the implementation of the crafted interventions to ensure the increase of enrolment. It is also recommendable for other schools with the same problem encounter to adopt the intervention made.

References

Dudovskiy, John. (2017). Descriptive Research. Retrieved from <https://researchmethodology.net/descriptive-research/January 2018 edition>.

- Kapsner Todd G. (2005). Identifying Factors That Influence Enrollment In Technology Education Classes At Stillwater Area High School.
- Lomerson, William L. (2010). Analysis Of Factors Affecting Declining CIS Enrollment. Lissa Pollacia, Northwestern State University. Retrieved from lomersonw@nsula.edu on December 14, 2017.
- Morenikeji, Oliwole (2006). The effects of school physical facilities on the processes of education: A qualitative study of Nigerian primary school. Retrieved from [https://doi.org/10.1016/0738-0593\(91\)90006-T](https://doi.org/10.1016/0738-0593(91)90006-T) Get rights and content.
- Yaacob ,Noor Alyani, Osman, Mariana Mohamed, Kulliyyah, Syahirah Bachok (2014). Factors Influencing Parents' Decision in Choosing Private Schools Architecture and Environmental Design, IIUM, 53100 Kuala Lumpur, Malaysia.

Appendices