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Приймальна комісія**

**ВСТУПНА КАМПАНІЯ ДО ЗАКЛАДІВ
ВИЩОЇ ОСВІТИ УКРАЇНИ:
ПРОБЛЕМИ ТА ПЕРСПЕКТИВИ**

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Mozharovskiy V., Ph.D. in Technical Sciences, associated professor;
Lytvynenko P., Ph.D. in Technical Sciences, associated professor;
Murakhovskiy S., Ph.D. in Technical Sciences; Segol R., Ph. D. in social communication studies, associated professor; Yanushevska O., Ph.D. in Technical Sciences; Markin M., Ph.D. in Technical Sciences, associated professor; Kopersak V.; Motronenko V.; Siryk M., Ph.D. in Economics;
Zalevska O., Ph.D. in Technical Sciences; Harmash O., Ph.D. in Technical Sciences;
Finogenov O., Ph.D. in Technical Sciences, associated professor; Markina O., Ph.D. in Technical Sciences, associated professor; Bondar M., student
Igor Sikorsky Kyiv Polytechnic Institute, Kyiv, Ukraine

THE ADMISSION COMMITTEE'S OF IGOR SIKORSKY KYIV POLYTECHNIC INSTITUTE MOBILE APPLICATION IN 2019 ADMISSION CAMPAIGN

In 2020 in Ukraine the admission campaign for enrollment to the higher education facilities includes more and more internet technologies because all the future students to obtain both the bachelor's and master's degrees must register for admission online only. But the main difficulties occur because of COVID-19 pandemic due to which all communication must be held on web. Entrants are restricted to visit higher educational facilities to consult or to take part in pre-enrollment activities [1; 2].

Thus, the main problem in carrier guidance among future entrants to higher education institutions is to make all the information on admission campaign available online at universities and institutes web resources and in mobile apps. Classic format of the welcome days, according to the Admissions Committee of Igor Sikorsky Kyiv Polytechnic Institute supervision is also not extremely popular among the entrants, especially after the registration in the External independent evaluation.

In 2018 the Admissions Committee of Igor Sikorsky Kyiv Polytechnic Institute team has developed mobile app for future entrants as a version of Admission Committee's web recourse. This app was also used during 2019 campaign and will be included in the 2020 campaign as well. The mobile app's main purpose was to create a fast way to get information to the entrants with push notification and hands-on package included: a list of official documents, timetable, list of faculties (departments, institutes), competitive proposals with interesting information about them, answers to popular questions. During the introductory campaign, higher educational facilities must keep up-to-date information about all changes not only to the entrants but also to the university or institute staff. According to the Google Analytics [3] for the Admissions Committee of Igor Sikorsky Kyiv Polytechnic Institute web site <http://pk.kpi.ua>, for the last 3 months (February-May 2020) 56,2% users have visited this recourse via smartphone or tablet. We can argue that the mobile app is the most relevant and up-to-date way to communicate with future entrants. Especially due to the coronavirus outbreak which lead to non-personal enrollment and causes many problems in this year's campaign. We strongly encourage all admission committee to develop mobile versions for their websites and apps for their entrants as well.

The future entrants' personal interviews show this format is interesting, allows carrying out successful carrier guidance and information campaign for the enrollment online, to involve a wider audience and to use modern technologies during admission campaign.

References:

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