



# SUNWAY COLLEGE EDUCATIONAL FAIR

## PENANG

This fair was held at the Dewan Sri Pinang on the 12th and 13th December 1987. In all, more than 20 participants drawn from institutions of higher learning took part.

It was opened by Encik Mohd Saffian bin Mohd Nazin, the District Education Officer, on the 12th Saturday. The opening ceremony was declared open at 11.00 a.m.

In his speech, Encik Mohd Saffian stressed that academic and professional education through private institutions was part and parcel of Malaysia's development and complemented the role of the country's universities. These private institutions have a vital role to play as the universities cannot absorb all the candidates wanting a tertiary education. Moreover, by opening the doors to instruction based on curricula from overseas, these institutions help to enrich the quality and inject variety into the character of the pool of trained personnel from which the country can draw on. It was also pointed out that the country has saved a tremendous amount of money through courses being taken wholly or partially in Malaysia.

The response from the public was good. In the first hour, many members of the public visited the Sunway College booth. This resulted in our prospectus disappearing at an alarming rate. "Alarming" because only a limited number could be taken to Penang (and despite this limit being strictly followed, an excess luggage charge had to be paid even though it was a domestic flight - the reason given was that the box was too much in excess of the weight allowed!) so a different tactic was used to satisfy enquirers at the Sunway College booth - they were given explanations of the courses available and then requested to fill in the mailing card so that a follow-up could be made from Sunway College in P.J. when details could be sent to them. All in all, a thick pile of these cards were brought back to P.J. A particularly useful group to target (and they have been put on the permanent mailing list) is the Careers Guidance Counsellors from schools. All available literature were given away and any new information on the latest courses will also be posted to them.

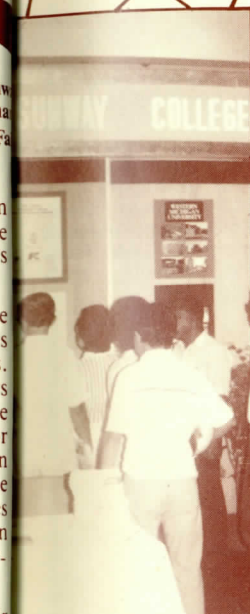
It was clear that the visitors were made up of various groups of people. They were mainly students, but most of them were accompanied by parents. The students were generally those who had just sat for the

SPM/STPM although a number were from Form Four. Teachers, especially those who were Careers Guidance Counsellors were equally interested.

The interest on courses covered a wide spectrum, much of which the courses offered at Sunway College could address. However, there was a group of enquirers who were interested in 'A' Levels. These people would be a suitable target group for the Tertiary Entrance Exam starting in February 1988, especially if they can be given an assurance that the T.E.E., besides being an entry qualification for Australian universities, is also acceptable to universities in the U.K.

Although the time of closing of the fair for both days was 6.00 p.m., the organisers decided to extend the exhibition by two hours on Saturday, to take advantage of a school concert that was being staged that evening for parents. A large crowd was expected and it was thought that they would stop at the booths on their way into the Auditorium. The turnout, was however, smaller than anticipated.

It was useful for Sunway College to have taken part in this Educational Fair as many visitors said that they had not known about



The booth of Sunway College at the Penang Educational Fair

the College before. During the fair, contact was made not only with the public in Penang, but also with that in Kedah, especially around the Bukit Mertajam area. Personnel in the College have started the process of follow-up contact through the mailing of handbooks and the fee structures to interested students and parents.

LENA GOH

## JOHORE

The College participated in the Johore Education Fair which was held on the 8th and 9th of December, 1987 in Maktab Sultan Abu Bakar (English College) Johore Baru.

About thirty private colleges and institutions took part in the two-day education fair.

It was officiated by Encik Mohammad Wahid Abdul Rahman, a representative from the Department of Education in Johore.

The response was lukewarm, with an estimated 1,000 students. Those who did attend were, however, genuinely interested in furthering their studies.

The College's head of the Engineering Department, Mr Subramaniam was invited to talk on the twinning concept. It was well received by the parents and students who attended the educational fair.

LOONG SHU-LING

The official opening of the Johore Education Fair



dealing patiently with an enquirer

