

to technology, and providing ongoing training for faculty and staff to keep pace with technological advancements [1, p. 79].

In conclusion, the effective management of educational institutions in the context of these changes hinges on the ability to integrate new models and technologies that support adaptive and innovative educational strategies. By fostering a culture of collaboration, leveraging technological tools, and addressing potential challenges proactively, educational leaders can enhance institutional effectiveness and drive educational success in a rapidly changing environment.

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THE CRITICAL ROLE OF THE ADMISSIONS MANAGEMENT TEAM AND THE BOUNDARIES OF THEIR RESPONSIBILITIES

The primary objective of our study is to explore the critical role of Enrolment Management Teams in higher education institutions and outline their borderline responsibilities.

As the core executive body of enrolment, the Admissions Management Group assumes the important responsibilities of formulating enrolment policy, implementing enrolment plan, ensuring enrolment quality and improving enrolment efficiency. In this paper we made an attempt to analyse the organizational structure and function allocation of the Enrolment Management Group. In this regard we highlight its importance in ensuring the fairness, justice and transparency of the enrolment process. Additionally, we emphasise the critical role of the admissions management team in formulating and adapting policies in the face of diverse student populations and complex social needs. Beside this, we strongly believe these challenges can be addressed through effective communication and coordination mechanisms.

It was interesting to analyse the boundaries of responsibility of the Admissions Management Team in the admissions process, including its legal, ethical and

administrative limits. We believe that clear lines of responsibility help to prevent abuse of power and ensure the legitimacy and rationality of the admissions process. In this context, the role of the Admissions Management Team is really important, especially in emergency and crisis management, and in what way to respond flexibly to various unforeseen situations while maintaining the continuity and stability of admissions. For example, when responding to complaints and challenges in the admissions process, the admissions management team must follow due process and ensure that the rights of all stakeholders are safeguarded, while actively seeking solutions to preserve the school's reputation and image.

The research also looks at the role of Admissions Management Groups in promoting equity and diversity in education. Enrolment Management Teams need to pay attention to the educational needs of different social groups and formulate targeted enrolment strategies to ensure that every student has an equal opportunity to pursue higher education. At the same time, the enrolment management team must also actively promote the diversified development of the school, attract students from different backgrounds, cultures and specialties by adjusting enrolment policies, and provide rich resources and motivation for the innovative development of the school.

In the training process of the Admissions Management Team, it is also necessary to pay attention to the application of data analysis and information technology. Through the in-depth mining and analysis of enrolment data, the enrolment management team can better understand the market trend and candidates' needs, and strongly support the development of scientific and reasonable enrolment strategies. At the same time, the use of modern information technology means, such as online registration system, intelligent screening tools, can significantly improve the efficiency and accuracy of enrolment work, reducing the burden on staff.

Finally, the study proposes some strategies to improve the efficiency and effectiveness of the Admissions Management Team, including strengthening team building, optimising workflows and using modern information technology to improve work efficiency. Through these measures, the admissions management team will be better able to fulfil its responsibility to select the most suitable students for higher education institutions. At the same time, the article also emphasises the importance of continuous learning and innovation, and encourages the enrolment management team to constantly adapt to the changes of the times and explore new enrolment models and methods to better serve the development of higher education.

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