What should brand identity be for 4th varsity?

From expressing diversity in enrolment to relooking the emphasis on grades, YouthInk writers speak out

Relook admission criteria

AS WE embark on discussing the emergence of a new university, we should first determine if the products of the existing universities are adequately trained to meet the requirements of local employment.

We see schools marketing themselves aggressively, from purporting "well-rounded-ness" to promising diversity and sought-after facilities to prospective students.

Schools boast of having stellar intakes—both in terms of academic and non-academic qualifications.

If employers are displeased with the standard of fresh graduates from the local universities, despite the professed quality of entrants, then something is not working in that process.

It is a tremendous waste to lose talented individuals just because the level of competition in Singapore restricts deserving students from getting a chance to pursue higher education in a course of their interest.

Furthermore, the divide between book-smarts and street-smarts is exacerbated by strict cut-off grading systems.

So if we intend to create another university, consider taking another look at the way students are admitted.

If institutions really can offer the world-class education that is constantly bragged about, that will naturally be seen through the kind of graduates you produce.

A school for the best

GRADES will always be a major factor for university admission, since universities are academic institutions which want to preserve high standards.

The new university should take in only students who have fantastic grades accompanied by equally fantastic non-academic achievements. Even if the student has the grades, he should not qualify if he does not have the non-academic achievements.

In short, the university should be Singapore's version of France's Grandes Ecoles—an institution for the crème de la crème.

This will raise the quality of tertiary education here since the current universities will improve in order not to lose students to the new university. There will also be more university places with no compromise on quality.

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