

Impact of Public Relation in Higher Education Institutes: An Overview

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ABSTRACT: *In this current era, public relation becomes most important factor for Profit & Non-profit organizations / institutes. Through the Public Relations a Higher Education Institute can create their good image in public, which help to build a strong goodwill. Public relation includes various parameters in it, which create a healthy relationship between top managements, students, teachers, non-teaching staff, guardians etc. Researcher used secondary data for performing his research on public relation. Researcher tries to find out problem occurred in higher education institutes during creating public relation and find the best ways to removes those hurdles.*

Key Words: *Public relation, Higher education, institutes, environment*

I. Introduction

Public Relations is a combination of philosophy, sociology, economics, language, psychology, journalism, communication and other knowledge's into a system of human understanding."

-Herbert M. Baus

Now these days, Public Relation is a necessary part of profit and non -profit organization/institute. Public relationship department specially created in government & private both. The public relation Higher education institute will attract the public towards them. Through the Public Relation department institutes try to establish a communication with external and internal members or stakeholders.

Public Relation is the way to portray a best image of the higher education institutes on the national and international platform. PR describes the potential of the higher education institutes and also tells about the offerings of the higher education institute. The aim of higher education institutes are more and more admissions in all course of the institute and creating geniuses who can change the nation in the best way. Since 1947 after the independence a revolutionary change scene in the higher education. The citizens of India Know the real value of education at higher level. The government of India emphasis on all levels of education. To promote the benefits of education among the citizens government used Public Relation as tool. Through this tool government spread the messages and information about the various courses which have the combination of knowledge and skills.

Public Relation refers, "To create a healthy relationship and communication with common people & stakeholders and also aware about the specific information."

II. Challenges for PR in Higher Education

2.1 Technology

Day to day technology is going change which effects the maintaining public relation in higher education.

2.2 Strategy.

Its also a biggest challenge for public relation in higher education, if the strategy of PR is not perfect and not implemented well.

2.3 Social issues Daily :

Various social issues are becoming barriers for running an institute and fulfilling the aims of institutes

2.4 Political issues:

Change in political conditions and political thoughts may effects the operations of institutes

2.5 Coordination and Cooperation:

If the lacks of coordination and cooperation with students, non- teaching staff, teachers ,other stakeholders etc, which highly effect the quality of education and performance of institute.

2.6 Motivational:

If lack of motivation among the teachers and Staffs etc. so its create a hurdle in Public Relations in higher education

2.7 Information gathering:

Lack of information collection become a big barrier in public relation in higher education

2.8 Two way communication: Lack of communication among the Top management and middle management create a big issue and play a hurdle effects in public relation in higher education.

III. Objectives

- 1) To Analysis the importance of Public Relations in Higher Education Institution in current scenario.
- 2) To find out the gap of public relation in Higher Education Institution.

IV. Literature Review

Public relations are used to build relationships with employees, customers, stockholders, voters, or the general public (Al-Jenaibi, 2012).^[1] Almost any of the company which owns a stake in how to visualize it in the public arena employs some level of public relations. There are a number of public relations disciplines and areas falling under the banner of corporate communications, such as analyst relations, media relations, investor relations, internal communications and labor relations. Most of them contain the aspect of peer review to get liability (PRO Convention, 2011).^[2]

PR research, as the name indicates emphasizes on the entire public relations process and examines the communications relationships that exist among and between organizations and their key target audience. For the public relations or public affairs officer, a suitable definition of public relations research is that it is an important tool for fact and opinion gathering a systematic effort aimed at discovering, confirming and, or understanding through objective appraisal the facts or opinions pertaining to a specified problem, situation, or opportunity (Public Relations Research for Planning and Evaluation, 2006) [3]

The key goal of a public relations department is to enrich a company's reputation. Staff that work in public relations, or as it is commonly known, PR, are skilled publicists. They are capable to present a organizations or individual to the world in the best light. The role of a public relations department can be seen as a reputation protector (Conjecture Corporation, para. 1, 2003).^[4]

There are many basic problems facing higher education in India today. These include inadequate infrastructure and facilities, large vacancies in faculty positions and poor faculty thereof, low student enrolment rate, outmoded teaching methods, declining research standards, unmotivated students, overcrowded classrooms and widespread geographic, income, gender, and ethnic imbalances. Apart from concerns relating to deteriorating standards, there is reported exploitation of students by many private providers. Ensuring equitable access to quality higher education for students coming from poor families is a major challenge. Students from poor background are put to further disadvantage since they are not academically prepared to crack highly competitive entrance examinations that have bias towards urban elite and rich students having access to private tuitions and coaching. Education in basic sciences and subjects that are not market friendly has suffered. (Dr. J D Singh, 2011)

The Indian higher education system is one of the largest such systems in the World. It is estimated that during the X Five Year Plan period (2002-07), there will be a tremendous pressure of numbers on this system and a large number of additional students will be knocking at the doors of higher education institutions in the country. There are also new challenges of management and regulation being faced by these institutions, which require serious attention, both at the institutions in the public sector and also those in the private sector now growing at a fast pace. As a result, the old structures of management established in pre-independent India and working during most of the twentieth century are now required to undergo drastic changes. Besides, the demands of the society for equity and accommodation cannot be neglected any more. (University Grants Commission, Dec. 2003)

V. Discussion and Conclusion

Researcher found the conclusion on behalf of secondary data which is collected by various sources. If the best strategies are followed to implement the public relation in the higher education institute, it will help to fill gaps and remove the barrier in the working or operations of the institutes. Public relation play a crucial role in between the employer and employee its create a good bounding between the Top management to lower management. It's a continuous process. through the public relation we remove the communication gap between students, teachers, non-teaching staff, guardians. It is use for spreading the important information at every level through the technology and getting proper feedbacks in a systematic form time to time. Public Relation easily motivate to the employees and students because motivation is the priceless source to get a tactfully work.. Public Relation aware the public about the Institute policies and working style. Public Relationship is very necessary tool to interact with students, teachers, non teaching staff and external members. Its is useful to creating the goodwill and brand value of the institute in the market.

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