A Study on the Factors Influencing Students' Choice to Pursue Undergraduate Courses at Hebei Academy of Fine Arts through the Gaokao System: A Case of the 2024 Academic Year

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Abstract: This study investigates the key factors influencing students' decisions to pursue undergraduate programs at Hebei Academy of Fine Arts through the Gaokao system in the 2024 academic year. Using a sample of 378 students, the research examines the influence of various factors, including the attractiveness of academic programs, faculty quality, campus culture and environment, tuition and financial support, and the university's reputation and social prestige, on students' enrollment decisions across different admission rounds. The findings highlight that the campus's cultural atmosphere and the quality of faculty at Hebei Academy of Fine Arts are pivotal in shaping students' choices. These insights provide valuable recommendations for improving recruitment strategies and optimizing educational offerings to enhance the institution's competitiveness in the higher education sector.

Keywords: Gaokao system; admission factors; undergraduate enrollment

1. Introduction

Hebei Academy of Fine Arts, located in Shijiazhuang, Hebei Province, is a full-time, private undergraduate institution specializing in the arts, approved by the Ministry of Education. As one of the largest private art schools in China, the academy spans 7,035 acres across two campuses and, by 2024, is home to 27,382 students and over 2,000 faculty members. Offering 39 undergraduate majors through six specialized schools, the institution was originally established as Shijiazhuang Oriental Art Vocational College in 2002 and was officially upgraded to a bachelor's degree-granting institution in 2011. The academy has received numerous accolades, including being designated as a training unit for the "Intangible Cultural Heritage Inheritors Training Program" and being recognized as a "National Outstanding Private University."

China's Gaokao (National College Entrance Examination) remains the primary mechanism for university admissions, though recent reforms have introduced independent enrollment, early admissions for specialized institutions, and regular admissions based on Gaokao scores. Private universities, such as Hebei Academy of Fine Arts, face significant challenges in student recruitment, financial stability, and quality assurance, particularly in the competitive landscape alongside public and international institutions. Given their heavy reliance on tuition fees, student enrollment is crucial to the sustainability of private institutions. Additionally, private universities often experience lower levels of social recognition and receive less government support, which compels them to enhance their competitiveness through more flexible curricula and innovative educational models.

This study aims to analyze the factors influencing art students' decisions to choose Hebei Academy of Fine Arts through the Gaokao system in 2024. The first hypothesis is that innovation in curriculum design has a significant positive impact on students' decisions across the three rounds of admission. The second hypothesis is that the employment rate of graduates from Hebei Academy of Fine Arts significantly influences students' choices during the three admission rounds.

By uncovering the unique advantages of private art institutions in the Gaokao admissions process, this research offers valuable insights into the sustainable development of these institutions and provides empirical evidence for refining admissions policies. As one of China's leading private art institutions, the findings from this study on admissions strategies, curriculum design, and financial sustainability at Hebei Academy of Fine Arts will contribute meaningful insights to the broader private higher education sector. The significance of studying Hebei Academy of Fine Arts extends beyond the institution itself, offering broader implications for the development of private art education and the optimization of relevant educational policies.

2. Literature Review

In recent years, the factors influencing students' choice of higher education institutions have garnered significant attention in academic research. For art institutions, particularly Hebei Academy of Fine Arts, which admits students through the Gaokao system, understanding the motivations behind students' decisions holds considerable practical significance.

The attractiveness of academic programs is widely recognized as a core factor influencing students' choice of higher education institutions. Several studies have demonstrated that the diversity, relevance, and perceived quality of academic offerings significantly impact student decision-making. Xu (2021) argues that program diversity and practicality, particularly when aligned with industry needs, are key factors in attracting students to specific institutions. Similarly, Liu and Zhang (2020) found that students are more likely to choose programs that offer a clear pathway to employment, especially in competitive fields. In the field of art education, where creativity and innovation are highly valued, Zhou (2019) emphasizes that interdisciplinary curriculum design and innovative program structures significantly enhance a school's appeal by preparing students for a dynamic and evolving job market. Li (2018) further supports this view, highlighting that art students often prioritize institutions that offer a blend of traditional and modern artistic training, such as digital media, which reflects broader trends in the industry.

Faculty quality is another critical factor influencing students' decisions when choosing higher education institutions. Wang (2020) noted that students, particularly those in art institutions, highly value the academic background and industry experience of their instructors. Li and Chen (2018) further confirmed that faculty members with outstanding academic achievements not only provide high-quality educational resources but also significantly enhance students' satisfaction and sense of belonging. In addition, Zhang (2019) found that the mentorship provided by experienced faculty members plays a crucial role in shaping students' academic and professional growth, particularly in creative disciplines. Similarly, Liu et al. (2021) highlighted that students are more likely to choose institutions where faculty members actively engage with industry practices, as this offers practical insights and networking opportunities. Moreover, a study by Zhao (2020) emphasized that the internationalization of faculty, particularly the recruitment of educators with global expertise, increases the perceived value of the institution and boosts its competitive edge.

Employment prospect is another critical factor influencing students' choice of college, particularly for those pursuing art-related fields. Yang (2022) found that art students place significant emphasis on the employment rate of graduates and the institution's connections with industry professionals. Liu (2021) demonstrated that schools that establish strong industry partnerships, provide ample internship opportunities, and offer robust career development support substantially increase their graduates' employability, thus making these schools more attractive to prospective students. Moreover, Zhang (2020) highlighted the importance of career mentorship programs, noting that students who receive personalized guidance in developing their career paths are more likely to succeed post-graduation, further motivating them to choose institutions that offer such resources. Similarly, Wang (2019) noted that institutions that engage directly with employers and integrate real-world projects into their curriculum enhance students' readiness for the job market, making them more appealing. Chen (2020) also argued that schools offering global career opportunities and exposure to international markets are becoming increasingly attractive, especially in creative fields where global networking can be pivotal.

Cultural atmosphere of the campus also play a crucial role in students' choice of institution. Zhang (2020) pointed out that a school's cultural atmosphere and academic environment have a direct impact on students' sense of belonging, and this in turn significantly affects their academic and social experiences. In the context of art institutions, Wu (2019) emphasized that a free and open creative atmosphere, combined with diverse cultural activities, enhances students' creativity and strengthens their sense of identity with the school.

Tuition and financial support are critical considerations for students and their families when choosing a college. Huang (2021) found that the affordability of tuition and the availability of scholarships and other financial aid directly influence students' decisions. Zhao (2020) further noted that schools offering financial aid, such as scholarships and loans, can attract more talented but financially disadvantaged students. Hebei Academy of Fine Arts provides a variety of financial aid options to economically disadvantaged students, reducing their financial burden and enabling more talented students to pursue their education.

Moreover, the reputation and social prestige of a school are also significant factors in students' decision-making. Lin and Zhang (2019) pointed out that a school's social prestige is often regarded as a symbol of high-quality education and can provide greater opportunities for future development. Hebei Academy of Fine Arts, with its strong reputation in art education, attracts a large number of students from across the country. Furthermore, Ma (2021) found that the academy has enhanced its international recognition by actively participating in international art exchanges, which further boosts its reputation.

Based on the reviewed literature, this study proposes a conceptual framework that illustrates how six key factors in-

fluence students' decision-making across different admission rounds. These factors include the attractiveness of academic programs, faculty quality, employment prospects, campus cultural atmosphere, tuition and financial support, and the institution's reputation and social prestige. This framework provides a systematic understanding of the factors shaping students' choices and offers valuable insights for Hebei Academy of Fine Arts to refine its enrollment strategies.
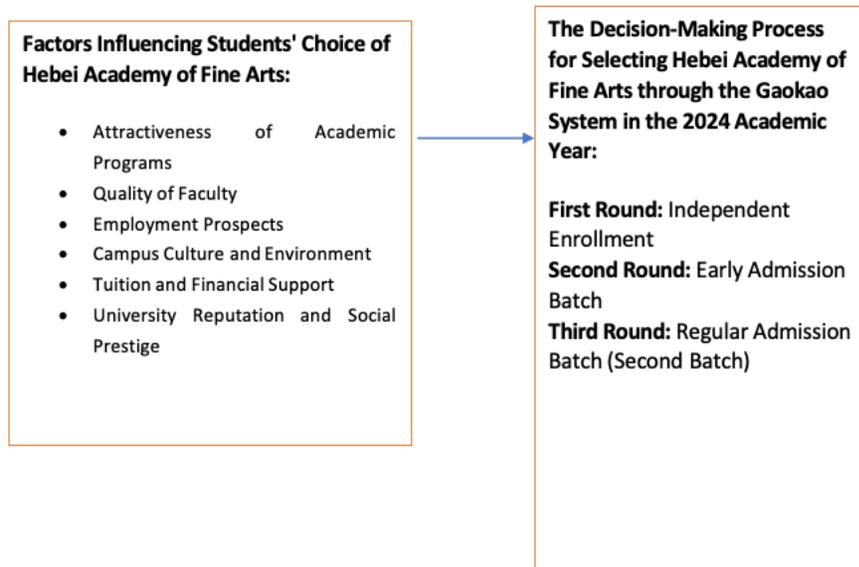
Factors Influencing Students' Choice of Hebei Academy of Fine Arts:

- Attractiveness of Academic Programs
- Quality of Faculty
- Employment Prospects
- Campus Culture and Environment
- Tuition and Financial Support
- University Reputation and Social Prestige

The Decision-Making Process for Selecting Hebei Academy of Fine Arts through the Gaokao System in the 2024 Academic Year:

First Round: Independent Enrollment
Second Round: Early Admission Batch
Third Round: Regular Admission Batch (Second Batch)

Figure 1. Conceptual Framework

3. Methodology of the Study

To determine an appropriate sample size, the Yamane formula was used, which is widely applied in social science research to calculate representative sample sizes.

$$n = \frac{N}{1 + N\left(e^2\right)}$$

$$n = \frac{7025}{1 + 7025\left(0.05^2\right)} = \frac{7025}{1 + 7025\left(0.0025\right)} = \frac{7025}{18.5625} \approx 378$$

The total number of first-year undergraduate students in the 2024 academic year is 7,025. Using the Yamane formula, the required sample size for this study is calculated to be 378 undergraduate students.

Stratified random sampling is used to ensure that students from different colleges are adequately represented in the sample, preventing the opinions of students from certain colleges from being underestimated. The 7,025 first-year students at the Hebei Academy of Fine Arts are divided into six strata according to their college, and the sample size of 378 students will be proportionally allocated based on the number of students in each college.

Selected students will participate in the survey to collect their feedback for a comprehensive analysis of the factors influencing students' choice of undergraduate programs under the college entrance examination system.

The primary tool used in this study is a questionnaire, which is divided into three sections: basic demographic information of the respondents, factors influencing students' choices, and additional suggestions. A Likert scale (ranging from 1 = strongly disagree to 5 = strongly agree) is employed to assess six key factors, including the attractiveness of academic programs, faculty quality, employment prospects, campus culture and environment, tuition and financial support, and the university's reputation and social prestige.

Data for this study will be collected through an online questionnaire to effectively reach a wide audience. The questionnaire was released through Wen Juanxing, a widely used online survey platform in China. Students have seven days to complete the questionnaire in response to the collection schedule. To improve the response rate, the survey will be conducted

in three rounds, alerts are sent every two rounds after the first round of distribution to expand participation and ensure that the sample size is large enough for statistical analysis.

In order to verify the validity of the questionnaire, this study adopted the method of content validity index (IOC). To ensure the internal consistency of the questionnaire, a pilot test was conducted with 30 students at Hebei University of Communications.The questionnaire demonstrates good content validity and reliability in measuring factors influencing students' decisions to choose undergraduate studies.

In terms of data analysis, this study examined the impact of the three admission rounds of the 2024 academic year on students' choice of undergraduate programs. SPSS statistical software was used to process the data, focusing on the general characteristics of the sample and the influence of each admission round on the specific factors influencing students' selection. The descriptive statistical analysis primarily involves examining the demographic characteristics of the respondents, such as age, gender, hometown, educational background, and college entrance examination results, through frequency distribution and percentage analysis. A Logit model, analyzed using polynomial logistic regression, was applied to determine the key factors influencing application decisions, including gender, family background, and college entrance exam scores.

Additionally, hypothesis testing was conducted to evaluate two primary hypotheses. The first hypothese is that innovation in curriculum design has a significant positive impact on students' decision to choose Hebei Academy of Fine Arts. The second hypothese is that the employment rate of Hebei Academy of Fine Arts significantly influences students' application decisions.

4. Results of the Study

This study explores the key factors influencing students' decisions to choose undergraduate courses at Hebei Academy of Fine Arts through the Gaokao system. Analyzing data from 378 student samples, the findings reveal that the primary factors influencing student choices include Gaokao scores, family economic status, parents' occupations, and awareness of the school's programs and reputation. Among the students, 56.46% are female and 43.54% are male, with 74.55% hailing from Hebei Province. In terms of exam scores, 52.27% scored between 400-499, while only 6.36% scored 600 or above. Regarding parental occupations, 47.73% are self-employed, and the most common family income range is 3,000-6,000 yuan (35.45%).

The primary reasons students choose Hebei Academy of Fine Arts are closely related to the alignment of academic programs with their interests and career plans, with a high proportion of students showing strong agreement. On average, students rated this factor with a mean score indicating that it was highly influential in their decision-making process. The quality of the faculty also emerged as a critical factor, with a substantial percentage of students recognizing the teaching staff as an important aspect, reflected in a consistently high mean score and low variability in responses. Employment prospects associated with the school were similarly rated highly, with students reporting positive expectations for future career opportunities. The cultural atmosphere of the campus was another significant factor, with students expressing overall satisfaction, reflected in a high mean score and narrow standard deviation, indicating consistent approval of the campus environment. Regarding tuition, the majority of students found the costs to be reasonable, with responses clustering around a favorable mean. In terms of financial support, such as scholarships and student loans, a lower percentage of students expressed positive views, but the responses still averaged toward a moderately favorable range, though with a greater standard deviation, suggesting more varied opinions on this aspect.

The study also examines the impact of different admission rounds. Independent enrollment, which accounted for 20.45% of admissions, primarily included students scoring between 400-499, mostly from Hebei Province. These students were drawn to the school due to its unique academic programs and future career opportunities. Early admission, the main admission channel, accounted for 55.91% of total admissions, with students placing more emphasis on the school's reputation and employment prospects. Many early admission students chose programs like design and film arts, which are closely linked to employment. Regular admission accounted for 23.64%, with students generally having lower exam scores and coming from lower-income families. Tuition and financial support were crucial factors for students in this batch.

4.1 Rationale for Using Multinomial Logistic Regression

Multinomial logistic regression is ideal for this study because it allows the study to predict the probability of a categorical outcome with more than two classes based on multiple predictor variables. In this case, the admission round is a nominal variable with three possible outcomes, and multinomial logistic regression will help determine the impact of the independent variables on each round of admission.

The multinomial logistic regression model will produce a set of coefficients for each admission round. These coefficients will allow the study to assess the relative impact of each independent variable on the likelihood of being admitted in

each admission round.

4.2 Model Fit Information Analysis

Table 1. Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Test		
	-2 Log Likelihood	Chi-Square	Degrees of freedom	Significance
Intercept Only	592.135			
Final Model	296.154	295.982	204	.000

The p-value for the chi-square test is .000, which indicates that the model's improvement in fit is statistically significant at the 0.001 level. This means that the inclusion of the independent variables significantly contributes to explaining the variance in the admission rounds. A p-value below 0.05 typically indicates statistical significance, and here the p-value is much smaller, reinforcing the robustness of the model.

The model fit information indicates that the independent variables collectively have a strong, statistically significant effect on the dependent variable. Thus, the multinomial logistic regression model is well-suited for identifying the factors that influence student admission through the Gaokao system.

4.3 The Impact of Independent Variables on Students' Choice in the Round of Independent Enrollment

Table 2. Variables in the Equation 1

	B	Standard Error	Wald	Degrees of Freedom	Significance	Exp(B)
1.The Academic Programs of Hebei Academy of Fine Arts is in line with my interests and career development plan.	.481	.291	2.735	1	.038	1.618
The professional course design of Hebei Academy of Fine Arts is attractive.	.721	.363	3.960	1	.047	1.486
The teachers of Hebei Academy of Fine Arts have made remarkable achievements in the field of academic research.	.836	.437	3.659	1	.036	2.307
The campus of Hebei Academy of Fine Arts has a strong cultural atmosphere.	1.234	.433	8.108	1	.004	1.291
The positive evaluation of Hebei Academy of Fine Arts in the media and public has influenced my choice.	.725	.377	3.693	1	.049	1.484

The tables presented the significant postive influence of independent variables on students' decision to enroll at Hebei Academy of Fine Arts during the first admission round. In comparing the relative strengths of the influencing factors on students' choice of Independent Enrollment at Hebei Academy of Fine Arts, the B-values, p-value and odds ratios (Exp(B)) could be analyzed from the tables 2.

With the highest B-value of 1.234 and a significant p-value of 0.004, the variable of the cultural atmosphere of the campus has the strongest influence on students' decision-making in the round of independent enrollment. The odds ratio of 3.435 indicates that for every unit increase in the perception of the cultural atmosphere, the odds of selecting Independent Enrollment increase by approximately 243.5%. This suggests that the campus atmosphere is the most influential variable among all variables considered.

The variable of the teachers' academic achievements has a B-value of 0.836 and a significant p-value of 0.036. Its odds ratio of 2.307 shows that students are about 2.3 times more likely to choose Independent Enrollment when they perceive their teachers as having strong academic achievements. While not as influential as the cultural atmosphere, it still plays a significant role in students' decisions of this admission round.

4.4 The Impact of Independent Variables on Students' Choice in the Round of Early Admission Batch

The tables 3 presents the results of a multinomial logistic regression analysis for the Early Admission Batch at Hebei Academy of Fine Arts, as well as the significant postive influence of variables on students' likelihood to choose in the round of early admission batch.

Table 3. Variables in the Equation 2

	B	Standard Error	Wald	Degrees of Freedom	Significance	Exp(B)
1.The Academic Programs of Hebei Academy of Fine Arts is in line with my interests and career development plan.	.540	.235	5.300	1	.021	1.717
5. Hebei Academy of Fine Arts was chosen because its major enjoys a good reputation in the industry.	.639	.312	4.191	1	.041	1.895
I chose Hebei Academy of Fine Arts because I believe the education here will improve my employment prospects.	.652	.329	3.919	1	.048	1.521
17. The campus of Hebei Academy of Fine Arts has a strong cultural atmosphere.	.681	.345	3.894	1	.048	1.976
20. I chose Hebei Academy of Fine Arts because I have a strong sense of identity with its campus culture.	.570	.301	3.579	1	.039	1.768
The tuition fees of Hebei Academy of Fine Arts are competitive compared with other similar institutions.	.616	.287	4.617	1	.032	1.540

Comparing with other variables, the variable, the cultural atmosphere of the campus, has a B-value of 0.681 and a significant p-value of 0.048, making it the most influential variable. The odds ratio of 3.435 indicates that for every unit increase in the perception of the cultural atmosphere, the odds of selecting Independent Enrollment increase by approximately 243.5%. This suggests that the campus atmosphere is the most influential variable among all variables.

With a B-value of 0.639 and a p-value of 0.041, the reputation of the major in the industry is the second most influential variable. The odds ratio of 1.895 indicates that students are 89.5% more likely to choose the Early Admission Batch if they believe the major enjoys a good reputation in the industry.

4.5 The Impact of Independent Variables on Students' Choice in the Round of Regular Admission Batch

Table 4. Variables in the Equation 3

	B	Standard Error	Wald	Degrees of Freedom	Significance	Exp(B)
5. Hebei Academy of Fine Arts was chosen because its major enjoys a good reputation in the industry.	1.007	.366	7.558	1	.006	1.365
The faculty of Hebei Academy of Fine Arts is of high quality.	.740	.385	3.690	1	.045	2.096
11. The employment rate of Hebei Academy of Fine Arts is high.	.221	.410	.291	1	.031	1.247
20. I chose Hebei Academy of Fine Arts because I have a strong sense of identity with its campus culture.	.974	.354	7.558	1	.006	1.377
21. The tuition fee of Hebei Academy of Fine Arts is reasonable and in line with my economic affordability.	.028	.236	.014	1	.045	1.029

In the Tables 4, several key variables significantly influence students' choices to enroll in the regular admission batch at Hebei Academy of Fine Arts. Faculty quality has the strongest impact, with an odds ratio of 2.096, meaning students are over twice as likely to choose the Regular Admission Batch if they believe the faculty is of high quality. Sense of identity with campus culture also has a strong influence, with an odds ratio of 1.377, indicating a significant increase in the likelihood of choosing this admission round if students identify strongly with the campus culture. Major reputation in the industry is another important factor, with an odds ratio of 1.365, demonstrating that students highly value the reputation of the major when making their choice. Employment rate plays a moderate role, with an odds ratio of 1.247, suggesting that while important, it has a lesser impact compared to faculty quality or campus culture identity. Tuition fee affordability has the weakest effect, with an odds ratio of 1.029, indicating that while affordability is a consideration, it does not play as pivotal a role as the other varibales.

4.6 The First Hypothesis Testing

Table 5. Parameter Estimates 1

7. In which round of admission through the college entrance examination system were you admitted to Hebei Academy of Fine Arts?*	B	Standard Error	Wald	Degrees of Freedom	Significance	Exp(B)	95% Confidence Interval for Exp(B)	
							Lower Bound	Upper Bound
3. The professional course design of Hebei Academy of Fine Arts is attractive.	.702	.384	3.339	1	.068	2.018	.950	4.283

The first hypothesis in this study is The innovation in curriculum design has a significant positive impact on students' decisions to choose Hebei Academy of Fine Arts at three-round admission. Based on the parameter estimates from the tables 5, the Regression Coefficient (B)) is 0.702. The positive regression coefficient indicates that the perceived attractiveness of the curriculum design has a positive impact on students' decisions to choose Hebei Academy of Fine Arts across the three admission rounds. This means that as students find the curriculum design more appealing, they are more likely to choose this school. The Wald chi-square test result of 3.339 suggests that the variable of curriculum design attractiveness has a near-significant impact on students' decisions.

Based on the parameter estimates and the p-value of 0.068, while the result does not meet the strict standard of statistical significance (p < 0.05), it is still very close to being significant. The positive regression coefficient and odds ratio demonstrate that curriculum design innovation has a strong positive effect on students' decisions to choose Hebei Academy of Fine Arts. The odds ratio of 2.018 suggests that students are much more likely to choose the school if they find the curriculum design appealing.

Therefore, the result can partially support Hypothesis 1, stating that innovation in curriculum design has a positive impact on students' decisions, though it falls just short of the strict statistical significance threshold. The near-significant result suggests that curriculum design is an important factor in students' decisions, and with a larger sample size or model adjustments, the effect could become more statistically significant.

4.7 The second Hypothesis Testing

Table 6. Parameter Estimates 2

7. In which round of admission through the college entrance examination system were you admitted to Hebei Academy of Fine Arts?*	B	Standard Error	Wald	Degrees of Freedom	Significance	Exp(B)	95% Confidence Interval for Exp(B)	
							Lower Bound	Upper Bound
11. The employment rate of Hebei Academy of Fine Arts is high.	.615	.455	1.823	1	.037	2.541	.222	1.320

The second hypothesis in this study is The employment rate at Hebei Academy of Fine Arts has a significant influence on students' decisions to choose the school at three-round admission. Based on the parameter estimates from the tables 6, the Regression Coefficient (B) is 0.615. The positive regression coefficient indicates that when students perceive the employment rate at Hebei Academy of Fine Arts to be high, they are more likely to choose the school during the three rounds of admission.

The Wald test value of 1.823 indicates the importance of the employment rate in influencing students' choices. While not the strongest Wald value, it suggests that this variable plays a significant role in students' decision-making. The p-value of 0.037 is below the standard threshold of 0.05, meaning that the effect of the employment rate on students' decisions is statistically significant. This confirms that the perception of the employment rate is an important factor in students' decisions to choose Hebei Academy of Fine Arts.

Moreover, the odds ratio(Exp(B)),2.541, is greater than 1, indicating that for every unit increase in students' perception of the employment rate, the odds of selecting Hebei Academy of Fine Arts increase by 154.1%. This shows that a higher perceived employment rate has a substantial positive impact on students' likelihood to choose the school.

Thus, results support the seconf hypothesis , the employment rate has a significant influence on students' decisions to choose the school at three-round admission. The results indicate that students place considerable importance on the employment rate when deciding whether to attend Hebei Academy of Fine Arts, and a high employment rate greatly increases the

likelihood of students choosing the school.

5. Discussion, Suggestions and Summary

This study found that the cultural atmosphere of the campus and the faculty quality are the main factors influencing students' choice of Hebei Academy of Fine Arts. This is consistent with findings from related literature, for example, Secore (2018) considers college campus environments play a pivotal role in the decision, campus environment is crucial to both college choice and persistence, Jacobsen (1997) emphasized that student satisfaction and student success cannot be separated from an assessment of instructional quality. Furthermore, this study also found that Tuition and Financial Support and University Reputation and Social Prestige have a positive impact on students' choices, although the degree of influence is not as strong. Possible reasons for this include the relatively reasonable tuition structure at Hebei Academy of Fine Arts, which makes students less sensitive to financial burdens, or the school's reputation having already established a competitive advantage among similar institutions, thereby reducing the impact of these factors on students' decisions.

By guiding proper values, advocating social norms, and promoting personal development, campus culture construction plays a significant role in cultivating students' positive attitudes towards life, civic consciousness, and innovative abilities (Qiao, 2023). Hebei Academy of Fine Arts should promote events, workshops, and activities that celebrate diversity and foster an inclusive atmosphere. Creating opportunities for students to engage with different cultures will enhance their overall experience and contribute to their personal and professional growth.To strengthen students' sense of belonging, the Academy should offer more student clubs, art exhibitions, and cultural events that align with their interests. These activities will enrich the student experience and create a vibrant learning environment.

In terms of the faculty quality, Brew (2012) explores the relationship between teaching and research, highlighting how academic research can foster deeper learning experiences and the professional growth of faculty, particularly in creative disciplines like the arts, so Hebei Academy of Fine Arts can enhance the professional competence of the faculty by actively encouraging teachers to engage in academic research and creative practice within the field of arts, continuously improving their expertise and creative abilities. From Jacobsen (1997) Hebei Academy of Fine Arts can establish a scientific system for evaluating teaching outcomes, encouraging teachers to actively participate in the creation of artistic works and teaching research, and conducting rigorous evaluations. Danielson (2007) advocates for classroom observation and reflective practices as essential tools for professional development, encouraging teachers to assess their methods and make incremental improvements, Academy can strengthen the observation and guidance of classroom teaching, encouraging teachers to reflect on their teaching practices and gradually improve their methods. Avalos (2011) reviews a decade of research on teacher professional development, focusing on how career advancement and lifelong learning contribute to improving teachers' skills and competence, the study emphasizes the positive effects of continuous education on both individual teachers and their students, Hebei Academy of Fine Arts can provide opportunities for career advancement and continued education, encouraging teachers to pursue lifelong learning and development, thereby enhancing their professional competence and teaching skills.

The study offers insights into admissions policies for art institutions. Future research can explore why factors like university reputation, social prestige, and financial support are less important to students and whether increasing scholarships or improving campus environments could enhance their influence. Strengthening industry ties and offering practical opportunities like internships can make art colleges more appealing. Expanding financial aid and communicating scholarship options better could increase diversity. However, since the study focused on a single institution in Hebei and only Gaokao applicants, its findings may not be widely applicable. Future research should include more art colleges from different regions and explore additional factors like international exchanges, while tracking how student preferences evolve over time.

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