Research on the Status Quo and Countermeasures of Kindergarten Development in Dazhou City

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Abstract. With the full implementation of the national two-child policy, kindergartens in the urban areas of Dazhou City are also facing more and more opportunities. However, the existing kindergartens still have a lot of room for improvement in terms of the concept of running a school, the characteristics of running a school, the management mode and the ability to resist risks. Finding the right positioning, consolidating the characteristics, building an efficient management team and using various measures to improve the ability to resist risks is a powerful guarantee for the development of kindergartens in Dazhou.

Domestic Kindergarten Development Environment

In 2015, the market for early childhood education in China reached RMB 139.5 billion, and with the full implementation of the two-child policy, market growth will be faster. According to the United Nations, the number of infants and young children in China will reach a peak of 261 million by 2020. The huge population base and the steady growth rate will promote the industrial scale of infants and children’s commodity consumption, entertainment consumption, education consumption, and medical and health to reach RMB 1,430.5 billion.

China’s early education industry has flourished with the “baby boom” in China. This has spurred the investment enthusiasm of domestic private capital, and the investment of foreign capital has also increased year by year. Many venture capital companies have also stepped into the field of early education. According to the data of the sixth census in China, there were about 105 million infants and young children in China in 2010, of which 60.132 million were aged 0-3 and 4475.66 million were 4-6 years old; And the new round of baby boomers will continue until 2020; in the next few years, the post 1980s, 1990s, and 2000s will gradually become the main force of fertility, and the different consumption and education concepts of the younger generation will also promote the rapid growth of the early education market. At present, the most active areas of the early education market are Beijing, Shanghai, Guangzhou and Shenzhen. Due to the late rise of the early education market in China, the market development degree is only about 30%, showing that the remaining profit margin is very huge.

Development Status and Problems of Kindergartens in Dazhou City

Distribution of Kindergartens in Dazhou City

The same is true in Dazhou, which is located in eastern Sichuan. In the late 1970s and 1980s, the baby boomers gradually entered the age of marriage and childbearing, and the huge market space is self-evident. Since 2013, the state has implemented the two-child policy, and the demand for early childhood education in the urban area of Dazhou has reached the state of blowout.

According to the survey, at least three kindergartens were opened within 1 km of Nanwai District of Dazhou City. There are two small kindergartens in one community, and the enrollment is good. The distribution of resources in the old city and Beiwai District is relatively uniform, which can basically meet the needs of the current residents.

Early childhood education resources in Xiwei District are particularly scarce. At present, Xiwei District is building and selling large-scale new housing, especially in the newly developed residential areas around Lianhua Lake. Education is just becoming more and more obvious. The
number of kindergartens cannot meet the needs of the market, and the resources of kindergartens with school management features are few and far between.

**Main Types of Kindergartens in Downtown Dazhou City**

According to the current situation of the Dazhou kindergarten market, according to the characteristics of brand source and fees, kindergartens are mainly divided into the following four categories:

1. Introduce domestic advanced brands, such as red, yellow and blue kindergartens, Jiaxiang education. These early childhood education institutions have better educational facilities and more advanced preschool education theories and management methods. The ratio of students to teachers is 4.5:1. The fees are 20,000-50,000 yuan per year, and the fees are higher.

2. Local brands, kindergartens with foreign resources. For example, Ruisi Kindergarten in Jiangwan City, Beiwai District, adopts Montessori education, education for large, medium and small children. These kindergarten classes have a student-teacher ratio of 4.5:1 and a fee of more than 30,000 yuan per year.

3. Community kindergartens such as Jinlan Kindergarten in the Xiwei District and Palm Island Children. These kindergartens have medium-sized hardware facilities and adopt traditional education concepts. The class has a teacher-student ratio of 6:1. The fee is more than 10,000 per year.

4. Economic kindergartens, such as the Nanwai Kaku Seven Colors Kindergarten, etc., they are widely distributed in Dazhou. There is no outdoor activity area in this kind of kindergarten. The scope of children's activities is narrow. The ratio of class to teacher is 13:1, and the educational concept is relatively backward. Charges around 0.6 million per year.

**Main Problems in the Development of Kindergartens in Dazhou City**

In recent years, the government has increased its emphasis on and investment in pre-school education, and has vigorously promoted the development of the pre-school education industry. The prevalence rate of kindergartens has been continuously improved, and the number of kindergarten directors and teachers has also increased significantly. However, through investigations, it is found that the existing kindergartens still have the following problems: First, most of the kindergartens have a relatively old school-running philosophy, and they mainly manage children. Most of the kindergartens are vague in their positioning. Some high-end kindergartens only have better hardware conditions, but the positioning of the children's training specifications is not accurate; Second, the characteristics of running a school are not clear. Most of the kindergarten's hardware conditions, curriculum design, management methods, etc. are similar, it is difficult to meet the individual needs of young children; Third, the management is extensive. Most kindergartens focus on personal investment, and family management is more, making the management concept difficult to implement smoothly; Fourth, the ability to resist risks is weak. In these years, the situation of poor bankruptcy in kindergartens has occurred. It is because the operators have insufficient awareness of risks and there is no perfect anti-risk system.

**Strategies for the Development of Kindergartens in Downtown Dazhou**

**Accurately Find the School-Running Concept and Positioning of Kindergartens**

The key to market positioning is to find ways to find a competitive advantage over competitors on your own products. There are generally two basic types of competitive advantage: First, the price competitive advantage is to set a lower price than the competitor under the same conditions. This requires every effort to reduce unit costs. The second is the preference competitive advantage, that is, to provide certain characteristics to meet the specific preferences of customers. This requires deep cultivation in product features.

For example, if we build a cost-effective middle and high-end kindergarten in Dazhou, we can do the following planning:
The first is basic positioning. Adhering to the education principle of “loving, respecting, understanding and trusting children, and cultivating a new generation with self-confidence, certain empathy, independence and practical ability”, we must aim to create first-class famous kindergartens at the intermediate and upper level in China and of high level in Dazhou. We must combine the educational concepts of “Bilingual Teaching”, “Children’s Primary Music Education” and “Montessori Education China” to enable children to communicate in English before graduation, with certain artistic qualities, in the body and cognition. Social aspects and other aspects have been fully developed.

The second is the scale and charging standards. The scale and grade of school running in the school is in the middle of the country, and the city is upscale. Enrollment is mainly for children of cooperative units, with low fees and basic tuition fees of 3,000 yuan/semester; The external enrollment is targeted at the middle-to-high-end income group in Dazhou City, and the basic tuition fee is less than 10,000 yuan/semester.

**Extract the School-Running Characteristics**

Most of the hardware environment construction of the current kindergartens in Dazhou City can only guarantee the basic needs, but there is no special feature. The teaching management is also based on traditional teaching. It is not enough to pay attention to the comprehensive quality of children's teamwork ability, interpersonal skills, independence and independence. Kindergartens can be built from the following aspects:

1. **Plan hardware facilities based on child development.** For example, to recruit 16 classes, 400 students in the enrollment of the park, each classroom can be designed as a suite, a total of 200 square meters, with an indoor activity classroom with an area of 100 square meters, 80 square meters of bedroom, bathroom (two men and women ), sinks, lockers, etc. must be equipped. There is a director's office, a finance room, a child's ability test room, a health room, a science hall, a reading room, an art pottery room, a music room, a dance room, a small supermarket, a Taekwondo hall, and a multi-functional performance room. Outdoors there are sand pools, shallow pools, large outdoor toys, vegetable and fruit plantations, and straight-through slides on the second floor to the playground. There is also a need to set up a standardized kitchen for 400 children to eat.

2. **Focus on Young Children to Cultivate the Comprehensive Abilities of Young Children.**

The kindergarten is positioned in a small society. In this society, young children learn self-care, independent thinking, management emotions, empathy, organization and other abilities. “Freedom” and “discipline” are combined together, and “personality” and “group” are taken into consideration.

The first is to cultivate the self-care ability of young children. Small class students can go to the toilet independently, eat independently, wear clothes independently, clean breakfast tableware, etc. Intermediate class students can participate in making bed quilts, placing tables and chairs, wiping the floor, planting vegetables, garbage sorting, etc., for students to send meals, meals, and so on.

The second is to cultivate emotional management skills. For example, teachers are used to talking softly. If children are noisy, they can wait for silence or play the piano to control order, so that children can control the volume in different occasions. It is also possible to have children set up a peace table. When young children collide with each other, the teacher guides both parties to sit down, understand the situation, and help analyze and solve the problem. In the nursery and small class, teachers need more patience and time. If the child knocks the bowl to the ground when the child is eating, the teacher should tell and teach the child how to deal with it, and give encouragement after the treatment.

The third is to cultivate independent thinking skills. In the school, we promote education that does not “teach”. We advocate a good learning environment, bright and rich teaching aids, and give children assistance and guidance from the sidelines, so that children can actively contact and study.

The fourth is to cultivate the social skills of young children. I believe that human nature is good, to protect the pure heart of young children, and to be grateful. Train young children to use polite language, no words, no loud voices, no bullying, care for flowers, small animals, etc.

The fifth is to develop children’s music and English skills.
Music is an important means to cultivate children to develop a good aesthetic, while English is to cope with the globalization tide that children will encounter in the future, and the early childhood stage is the best time to learn the language. Specifically, the Orff teaching concept can be integrated into the music lesson. English classes are integrated into different life scenes, such as supermarkets to buy things, ask for directions, etc., and use spoken language as the focus of early childhood learning.

Building an Efficient Management Team and Operating Mechanism

The management team is the core driving force for enterprise development, and the operating mechanism is the guarantee for enterprise development. The current management of kindergartens in Dazhou is generally not high, which is also an important reason for the difficulty in forming a brand and competitiveness. For example, to build a medium and high-end kindergarten of about 400 people, and the construction can start from the following aspects:

The first is to build an efficient workforce. For example, if the management team is responsible for the system, the director will set up the relevant management team, while the director and deputy director will have more than 10 years of teaching management experience and a nationally recognized director qualification. Among them, there are 1 director, 2 deputy directors, 5 detainees, 1 infirmary, 2 in the finance room (1 in accounting, 1 in cashier), 2 in security guard, 1 in cleaning staff and 1 in greening staff.

The second is to build a high-quality teaching team. The instructor is required to graduate from a full-time university and has a high level of professional competence. After planning the park, the kindergarten staff will prepare 32 formal teachers and 16 nurses, which can better guarantee high-quality teaching needs.

Third, based on the joint-stock company, the company's equity is held in proportion to the shareholder's capital contribution, and senior management personnel are given to manage the shares. Establish a shareholder meeting, hire professional early childhood education management personnel to manage the company, establish a standard financial system, and quarterly shareholder audits to audit the account of the audit company.

The fourth is to use the local superior children's teaching resources to innovate the form of kindergarten education. For example, kindergartens can cooperate with Sichuan University of Arts and Sciences, relying on the profound cultural heritage, good educational atmosphere and huge social influence of Sichuan University of Arts and Sciences to form a management team. On this basis, an internship base will be established, and certain internships will be received every semester, which will serve as a reserve for teachers in the park and lay the foundation for the construction of the teaching staff.

Improve the Anti-risk Ability

The risks of kindergarten operation mainly come from the following aspects: First, the actual enrollment and the expected difference are large, which will directly expose the kindergarten to the financial risk and lead to bankruptcy; The second is the risk of teacher brain drain. Once the brain drain is lost, parents will be worried, resulting in the loss of students. Third, the safety risks of kindergartens. In response to the above-mentioned major risks, Dazhou City kindergartens should improve their ability to resist risks from the following aspects:

1. Do a good job in fund planning to improve financial risk resistance. First, it is possible to introduce investment in various aspects and share the risk of funds. Second, it is necessary to plan the use of funds more scientifically and improve the efficiency of capital use. Third, it is possible to make full use of financing platforms such as banks by means of government policies.

2. Do a good job in publicity, maximize the ability to attract students, and improve their ability to resist business risks.

The specific measures can be taken from the several following aspects:

First, increase the publicity of admissions, such as the opening of the WeChat public account, and the WeChat QR code will be displayed in the obvious position of the kindergarten, so that parents can understand the kindergarten through WeChat. It is also possible to write a complete manual for
parents of kindergartens. In this manual, we will give a detailed introduction to the kindergarten's profile, the background of the organizer, the concept of the park, the characteristics of the park, the fees, the instructions for admission, and the contact information. If there is a parent to consult, you can send a copy of the enrollment manual, the teacher’s phone number and QR code. It is also possible to distribute promotional materials in the surrounding communities and parents of all kindergartens (supermarkets, shopping malls, children's cities, etc.). At the same time, kindergarten open days can be carried out to allow children to play in kindergartens free of charge. Children and parents can also be familiar with the kindergarten environment through parent-child competition, hand-made, flea market, barbecue and garden treasure hunt. These can reduce the child's strangeness to the kindergarten, deepen the parents' understanding and trust in the kindergarten, and thus promote registration; In addition, the reading room can be opened to the public and expert lectures to attract parents. For example, by organizing free parenting lectures, parents can establish professional awareness of kindergartens, and allow children to participate in free special courses so that parents can feel the professionalism of teachers.

The second is to strengthen cooperation and introduce students in advance. It can cooperate with surrounding early education institutions and children's cities to introduce students to kindergartens through payment sharing.

The third is to set the kindergarten's achievements, create characteristics, and achieve good reputation.


First, strictly control the safety in all aspects of the park, and formulate corresponding plans to ensure the safety of young children in the park; Second, when young children enter the park, they should do a good job in prevention and control of related diseases. For example, health care doctors check their bodies and record. If they have infectious diseases, they need to ask the children to go home for medical treatment. The health care doctors will take the medicines to the sick children on time according to the parents' requirements. The teacher observes the children’s meal, nap, and urine condition and records. If the child has physical discomfort, notify the parents in time; the children and teachers enter the classroom to change shoes, change clothes, wash hands, and ensure the health of the park; third, match the value to the child to purchase personal safety insurance.

4. Prevent the risk of brain drain by establishing a sound teacher career path plan. Teachers can be retained by allowing teachers to get the proper treatment and career development in kindergartens. They can also work extensively with universities to establish a library of pre-teachers to supplement and update teacher resources at any time.

Conclusion

Dazhou City is a large city with a planned population of over 1 million in Sichuan Province. The early childhood education market has great potential. However, we must also see the dedication. In the course of business, only by adhering to the initial heart of education and putting the all-round development of children in the first place can we lay the foundation for the cultivation of talents in the country as an important goal, and solve the needs of the family as the starting point. Mechanism system, scientific decision-making, in order to make the early childhood education industry in Dazhou flourish.

References


