A Brief Discussion about the Problems and Countermeasures of the Development of Private Higher Education

Si-Qin CAO\textsuperscript{a} and Meng-Zhu CAO\textsuperscript{b}

Nanchang Institute of Science & Technology, Nanchang, Jiangxi, 330108

\textsuperscript{a}sixuege@163.com, \textsuperscript{b}503259532@qq.com

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\textbf{Abstract.} China’s private higher education experiences nearly 40 years of development and already made great achievements. It has sent many outstanding talents to the country, but there are still some problems. This paper analyzes the development dilemma of private higher education from the aspects of enrollment, treatment of teachers and students, teachers’ qualities, and then proposes countermeasures for the development of private higher education from the perspective of learning from foreign experience in running schools, combining their own reality and relying on local economy, which is in order to provide some references for the development of private higher education in China.

\textbf{Introduction}

In 1978, Hunan Zhongshan University, the first private university in China, was established. After nearly 40 years of development, private higher education has experienced from scratch, from less to more, from restriction to encouragement, making great contributions to the development of higher education in China. At present, the development of private higher education still faces a series of problems. This paper will focus on the dilemma and forward-looking nature of its development.

\textbf{Problems in the Development of Private Higher Education}

\textbf{Problems on Recruiting Students}

China's educational administrative regulations clearly point out that educational institutions have the same right to recruit students, but the policy has not been able to be implemented. In the actual process of recruiting, the authority and quota allocation of private higher education are obviously restricted. China's college entrance examination enrollment students choose schools according to the scores. Public colleges and universities enjoy the priority of admission, while private colleges and universities are in the later batch of enrollment, so the students enrolled generally have lower scores. In addition, private colleges and universities have higher tuition fees, which makes a lot of families give up, and the annual enrollment rate of freshmen is generally not high.

\textbf{Treatment of Teachers and Students}

For a long time, the treatment of teachers and students in private higher education cannot be compared with that of public higher education institutions. For example, from the perspective of students, the timeliness of graduation certificates, application for student loans, management of school roll, and subsidy for poor students, household registration affiliation. Due to the lack of recognition of the qualifications of private colleges and universities, unfair treatment to the employers from private colleges may be caused by some enterprises and institutions, which also has a bad influence on private higher education. In addition, the state policy on granting student loans is more inclined to the public colleges.

At the teacher level, the gap between private colleges and public colleges has always existed. First, wages and benefits are obviously inferior to public colleges. Secondly, the working hours and work intensity are significantly higher than that of public colleges. The contribution is not
Proportional to the income, which makes the teachers of private colleges and universities more mobile, especially differential treatment in housing subsidies, professional titles, medical insurance, etc. It makes more difficult for private colleges to attract and retain excellent teachers.

Problems on Teachers’ Qualities

Due to the gap in work and other treatments, the teachers’ qualities of private colleges and universities are obviously weak. Teachers of higher professional title and higher education will choose to serve in public higher education institutions and enjoy more generous treatments and greater promotion space. Also, the age polarization of the teacher is serious. The newly graduated young teachers often use the private colleges as a ladder, while there are still several old teachers with low professional titles. Thus, the entire college lacks the competitiveness. Because of the limitations of research funding and scientific research quotas, the title evaluation has become a short board for the development of private college teachers. An uncoordinated proportion of professional titles is also led by difficult promotion of higher title in private colleges.

Problems on Financial Management

Private colleges and universities are established by private capital investment. Tuition fees are the main source of school funding. Therefore, the school's running expenses are closely linked with the students. The quality of students also determines the smoothly operation of colleges. In addition, private higher education institutions generally use the principal’s responsibility system under the leadership of the board of directors. The principal's management objectives are more inclined to teaching, while the management objectives of the board of directors tend to benefit. The agency problems will inevitably affect the direction of school funding, which has caused the phenomenon of ignoring teachers’ investment.

Analysis of Countermeasures for the Development of Private Higher Education

Learning Experiences from Foreign Countries and Clarifying the Future Development Direction of Private Higher Education

From an international point of view, private higher education has experienced a long period of development, but it has maintained a rapid development trend, especially in countries such as Asia and Eastern Europe. For example, in Japan, South Korea, Malaysia, private higher education institutions account for more than 70% of the national educational institutions. The development of private higher education in China is pretty good, especially the growth on the number of private institutions. But the increase in quantity is only one element of development, it should more concentrate on the quality of teaching. In some developed countries, private higher education institutions have achieved great success in teaching, such as Yale University and Harvard University. Our private higher education needs to break through development and concentrate on the quality of teaching, in order to attract students and supports from the society and the government.

Combining with its Own Situation and Seeking the Future Development Prospects of Private Higher Education

The development of our private higher education experience in the past forty years has improved in terms of quantity and quality of teaching, especially in the ideological education and standardized management of students. From the overall point of view, having an accurate school-running philosophy and school-running thinking can better improve the ability of personnel training. From the perspective of funding sources, private colleges and universities mainly use bank loans. However, it is worth noting that private higher education institutions should not be eager to make profits but should put public welfare first. Only when private colleges and universities are well managed can they attract more students and increase income. Standardized and scientific financial management and management methods are one of the keys to determining the success or failure of private colleges. Private colleges and universities should follow the rules of education development, combine advanced management concepts, and constantly innovate management methods.
Relying on Local Economy and Broadening the Development Channels of Private Higher Education

The "Guiding Opinions on Guiding the Transformation of General Undergraduate Universities to Application Types" was officially released in 2015. The "Opinions" include "four transformations", that is, the university-running ideas are truly transferred to serve local economic and social development as well as transferred to production. Also, transforming into the integration of university-enterprise cooperation. Transferring the application of technical and technical talents to enhance the ability of students to find employment and entrepreneurship, and to comprehensively improve the ability of the university to serve regional economic, social development and innovation-driven development. In the meantime, implementing the provincial government coordinating responsibilities is also important. Pilot universities should consider private undergraduate colleges and independent colleges. Private colleges and universities should seize development opportunities to take advantage of training talents as a training goal and deliver more technical and skilled talents to serve the local economy better.

References

