The Challenges and Countermeasures of Chinese Private Colleges in the New Ecology

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Abstract. Currently, in the new ecology of education, the development of Chinese private colleges is at a critical stage and faces serious challenges. Private colleges should actively respond to challenges and take effective measures to bring the development of the private higher education to a new milestone.

Introduction

In the 1980s, a number of private colleges came into being when higher education supplies were scarce and demand was high. Over the past 30 years, the rapid development of Chinese private colleges has become an important part of the higher education. With the acceleration of the popularization of education, private colleges are in the new ecological environment. During this period, how to meet the challenge of private colleges is related to the survival and development of private colleges and universities. Private colleges must real to improve the quality of talent training as a starting point and foothold of all work, efforts to coordinate the relationship between the internal and external elements, adhere to the quality strives for the survival, to the characteristic development, so as to realize the connotation of school development and characteristic development.

The Challenges Faced by Chinese Private Colleges

The Decrease in Number and Quality of Students in Private Colleges. With the expansion of colleges and universities, the enrollment rate of public colleges and universities has been increasing. At the same time, China’s one-child policy has become increasingly effective, with the number of school-age students falling. These factors have led to the decline of the number of students and the declining quality of the private colleges. Private colleges in the last two years college admits fractional line has fallen to around 200 points, and quite a number of students do not need to attend the university entrance exam, through comprehensive evaluation practice study in colleges and universities, which will lead to private colleges students quality decline further. Although the Chinese government began implementing the two-child policy in 2016, the impact of this policy on education will not be seen until more than a decade later.

The Challenges from Optimization of Industrial Structure. China has entered the high speed way of developing modern industrial, energy conservation, environmental protection, a new generation of information technology, biology, high-end equipment manufacturing, new energy, new materials, new energy vehicles and other strategic emerging industry vigorous development. These industries will become China’s economic growth point and pillar industry, and will become an important choice for college graduates to obtain employment. In particular, the modern service industry is becoming the most employable industry. The curriculum of most private colleges imitates the public colleges and universities, focusing on basic theories and ignoring the opening of high technology and service class application courses. Even though some private colleges have set up high technology and service majors, their textbooks are basically adopted by the public universities. The knowledge is obviously old, which lags far behind the development speed of the industry. In some universities in graduates’ employment, therefore, have lower cases, private colleges to cultivate the graduates more difficult to adapt to the strategic emerging industries and modern service industry.
demand for talent, students difficult employment problem increasingly prominent. Information age students and parents will change in the past that the status of the blind pursuit of education and a more pragmatic reason to choose a career development, so the challenge for the private colleges not only from the recruit students, and from the demand of the Times.

The Challenges of the Job Market. At present, China's college graduates employment channel mainly has three: the first is the government agency and part of the business unit, mainly introduced the senior management personnel, "985", "211" key universities graduates with strong competitiveness in the field; The second is some institutions and large enterprises, recruitment research and technical talents, and the graduates of ordinary public universities have some competitiveness in this channel. The third is most enterprises, which mainly recruit technical talents. In this field, graduates of higher vocational colleges are significantly more competitive than graduates of the university. Article in the first, second, the employment channels, private colleges' graduates obviously at a disadvantage, in article 3 of the employment channels, private colleges graduates actual operation ability and inferior in higher vocational college graduates. In the long run, private colleges and universities will face a survival crisis.

The Competition between Colleges and Universities. The challenges faced by private colleges come not only from the outside, but also from the competition between colleges and universities. One is competition from the governmental universities. They generally have a long history, in the long-term accumulation of its scale, educational condition, educational level and quality of talent cultivation has unique advantages, the impact on the private colleges will exist for a long time. The second is competition from independent colleges. Independent college can make full use of the advantage of the mother school resources, in absorbing private capital, attracting high quality students and graduates employment, have certain advantages, and private colleges form an asymmetric competition, larger influence on the survival and development of private colleges. Third, the competition from foreign educational institutions is severe. Since China entered WTO in 2001, foreign educational institutions aggressively into China education market, with its advanced teaching facilities, teaching means and teaching content, and many other advantages, for China's colleges and universities, especially private colleges form a larger impact. Fourth, the competition between private colleges is fierce. In a limited number of students, teachers' market and labor market, the competition between private colleges increasingly white-hot, and develop into a multidisciplinary and comprehensive competition, private colleges under the new ecological will be forced to reshuffle.

The Problems of the Private Colleges. There are many contradictions and problems in the development process of private colleges and universities themselves: firstly, there is a single source of resources for running schools. At present, China's private universities are mainly funded by tuition fees, the investment of the organizers and donations from all sectors of society. Because the tuition of private colleges and universities is at a relatively high level in the last two years, it is equal to 3 to 4 times the tuition of public colleges and universities, and the space for tuition increase is very limited. In addition, government subsidies for private colleges and universities are very small, and the investment and social contribution of the sponsors are small, and there is a widespread shortage of funds in private colleges and universities. Second, social acceptance is low. Due to the national policies, the history of running schools and the resources of running schools, the whole society has low recognition of private colleges and universities. Whether it is the undergraduate or specialized stage, the college entrance examination and admission order of the private colleges and universities are in the last place, resulting in the poor quality of students. Therefore, for private colleges and universities, even the students who spend the same amount of time and energy will not be able to make the same time as the public universities in front of the college entrance examination and admission order. At the same time, there is a lot of prejudice against the private colleges and universities, and the discrimination and exclusion of the colleges and universities have occurred. Third, there is a certain deviation in the idea of running a school. Some private colleges by the sponsors as a for-profit institutions, from private colleges to obtain the maximum economic benefit as the goal, showing strong utilitarian, cause there are only a few in education and teaching, teaching management is loose, and organizers of this thought seriously affected the sustainable development.
of private colleges. Fourth, the faculty needs to be strengthened. Because of the cost of running a school, private colleges and universities have seldom hired full-time teachers in the early days of the establishment, but mainly engaged in part-time teaching of public university teachers. Since entering the new century, while most private colleges through the introduction of highly educated, high title personnel constantly enrich full-time teachers, but as a result of private colleges teachers’ salary and social security and so on, there still exists certain gaps compared with universities in teachers cause instability, fluidity big, teachers have great influence on the improvement of teaching quality.

The Countermeasures Must Take of Chinese Private Universities

In the face of the new ecology of education, the private universities cannot afford to wait for the rabbit, but instead invest in the flood of education reform in a positive way to improve their core competitiveness.

Scientific and Rational Positioning, Highlighting the Characteristics of the School. Scientific and reasonable positioning is the premise and foundation for improving quality and distinguishing features of private colleges and universities, which is the fundamental guarantee for the continuous and healthy development of private colleges and universities. The characteristic is the life line of the development of the private colleges should realize the sustainable development more should the quality strive for the survival, with the special development. Based on the market demand, the law of education and the status quo of the school and formation characteristics, reflects the school administrators ideas of education and school education mode, the ultimate goal is geared to the needs of strategic emerging industries and emerging profession, features of the urgent need for the local economic and social development.

Wide Fund Raising Channel, Take a Variety of form Fund Raising School. High-quality talent training needs high funds as a strong support, and the operation of low cost is not conducive to the improvement of education quality in private colleges. China's private colleges have been walking a hard and tortuous path. They have even relied on bank loans to survive, facing an existential crisis. At present, in the "private colleges can insist on the road of self-reliance and rolling development at the same time, broaden the financing channels, not only should be geared to the needs of the market to raise funds, and should be geared to the needs of society and government, access to capital, especially with the aid of flexible mechanism of market operation to obtain the market main body, enterprises and the support of capital. In fact, with the transformation of China's economic system, some private universities have raised funds through various forms such as shareholding system.

Strengthen the Construction of Teaching Staff and Improve the Overall Level of Teachers. Teachers are the soul of the school. The high quality teachers' staff is an important guarantee for the development and expansion of private colleges. But most professors in private colleges are retired teacher, which have rich work experience, but lack of energy. At the same time, the younger PHDS and master graduates introduced recent years, who lack of experience in teaching and research. The teachers who have rich experience in teaching and scientific research are rare. For most private colleges, it is urgent to build a reasonable and relatively stable cadre of teachers.

Strive for the Government's Support to Promote the Sustainable Development of Private Colleges. Under the new ecology of education, private colleges and universities need government support and guidance in addition to hard work. The development history of private universities in China and foreign countries shows that the government's will is the decisive factor in the survival and development of private universities. Private universities in China's history have thrived by relying on government support. Therefore, the government should draw on the international experience to provide funds, personnel and other support for private colleges and universities to promote the development of the connotation and characteristics of private universities.

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References


