Problems and Strategies in Running Private Colleges and Universities

Hong BAI, Bei-Bei BIE, Ya WANG, Sha ZHAO, Ting-Ting MENG, Li-Bing LIU* and Jie XU

Department of Medical Science Research Center, Peihua University, Xi'an, 710125, China
*Corresponding author

Keywords: Private Colleges and Universities, Teaching Quality, Security System

Abstract. The article first discusses the concept and characteristics of private colleges and universities. Then, it analyzes the problems existing in the internal teaching quality of private colleges and universities. Finally, the construction of the internal teaching quality assurance system in private colleges is also considered. That is, to establish a clear self-positioning; to attach importance to student management from the source to grasp the quality of students; to build a high-quality faculty; the government departments should take appropriate measures to promote the development of private colleges and universities.

1. Introduction

Private colleges and universities are run by enterprises, institutions, social organizations and other social organizations and individual citizens. They can also be called private ordinary colleges and universities by utilizing the setting standards of institutions of higher learning formulated by non-state and local educational administrative departments to implement state-recognized higher education school (excluding independent colleges and universities). Also known as civilian run ordinary colleges and universities [1]. Private universities have the characteristics of autonomy, flexibility and individualization.

Since the reform and opening up, the development of private education has not only improved the educational strength of our country, but also enriched educational resources and enables more people to receive higher education opportunities. It is undeniable that private colleges and universities have experienced more than 30 years of development, and its school running level has been significantly improved, but they are still far from the expectations of society, students and parents, and compared with foreign private colleges and universities. At present, private universities still face many problems to be solved in the process of development. How to improve the level of private colleges and universities and strengthen their comprehensive competitiveness is a big problem which private colleges and universities are facing. However how to get rid of the predicament, improve their teaching quality and cultivate high-quality talents for the society is also an important subject for government departments to study.

2. Advantages of Private Colleges and Universities

2.1 The Social Nature of Recruiting Students

The private colleges and universities are adhering to the principle of "wide entry and strict exit", and widely recruit graduates from previous schools and the social youth with the same level of high school education. The enrollment scope is wide and the socialization is strong, which provides more opportunities for higher education for many college entrance examination winners.

2.2 Advancement of Market Players

Article 11 of China's Higher Education Law states: "Colleges and universities should face the society and organize their own studies according to law." Private colleges and universities are truly independent, self-responsible for profits and losses, self-development, self-restraint of the market and the main competition. It is this kind of subjectivity that sets the responsibility right and the
success or failure, and brings the initiative of the private universities. This aggressiveness is prominently manifested in the high sense of responsibility, initiative and consciousness of the organizers and the scholars, and constitutes a dynamic mechanism that doesn't require the whip.

2.3 Efficiency of Internal Operation

The internal operation of private colleges and universities has a high degree of self-organization, goal orientation and effectiveness. The first is the management operation at the school level. The basic form of the management system at the school level of private colleges and universities is the principal responsibility system under the leadership of the board of directors. This is beneficial to the role of the board of directors in collective decision-making, to ensure the correctness of decision-making, and to help the principal to concentrate on the internal management of the school and improve work efficiency and efficiency.

2.4 Establishment and Staffing

The concept of input and output of private colleges and universities is very clear, always emphasizes cost and efficiency everywhere, and operates schools with the concepts and methods of operating industries (enterprises). The organization is streamlined, the team is capable, the cost is low, the property rights are clear, the rights and responsibilities are clear. It fundamentally guarantees the introduction of advanced and efficient management methods and concepts, and is also conducive to clearing the relationship between responsibility, power and profit.

2.5. Quickness of External Adaptation

Colleges and universities are living and developing in the interaction with the society. The private mechanism is the main channel for private colleges and universities to interact with society. This mechanism naturally has the function of rapid adjustment (adjusting itself and adapting to the environment). From the perspective of enrollment and employment, private colleges and universities are aimed at the market from the very beginning, and run schools according to social needs: they can adjust the enrollment targets and enrollment policies according to the source market in a timely manner; set and adjust the majors and courses according to the needs of the talent market. In the use of human resources, the flexible employment system and wage system enable private colleges to quickly adapt to new changes in the supply of the talent market and the supply of the labor market.

2.6 Diversified Financing Channels

Private universities have actively explored diversified financing methods with their flexible operating mechanisms in the absence of long-term government public financial support. At present, our private colleges and universities have formed multi-channel financing mode of government subsidy, enterprise support, community sponsorship, personal sponsorship and tuition income, and integrate the three individual interests of individuals, society and government into the activities of promoting the development of private universities.

2.7 Flexible Employment Mechanism

The employment of private colleges and universities has broken the tenure system of public colleges and universities and implemented the full-time appointment system. The introduction of a competition mechanism and the implementation of the standards for employment and employment have greatly mobilized the enthusiasm of the faculty and staff, and motivated them to continuously improve their own quality to meet the needs of the post. This is not only an incentive for faculty and staff, but also an effective change in the system of employing people in colleges and universities, which is conducive to improving work efficiency.

3. Problems in the Current Running of Private Colleges and Universities

Reform and opening up for more than 30 years, the development of our national higher education institutions has entered a new era. Some scholars have summarized this stage as "developmental
transition period", which some scholars call "a new stage of stability and improvement" [2], and many scholars believe that at this stage, private colleges and universities have entered the "development bottleneck period" [3]. Studies have shown that the level of running schools in our private universities is declining, and the development trend is not optimistic.

3.1 Problems Exist in the Concept of Running Schools.

The establishment of higher education institutions is mainly to train the country to develop top-notch and innovative comprehensive talents that adapt to the development of the times. The size of the school cannot determine the quality of colleges and universities. If you want to run a university well, you must form your own characteristics and styles, and highlight your own school philosophy. The concept of university directly affects the level and development of running schools in private universities. At present, the idea of running a school in most private colleges and universities in China has been imitated and copied the concept of running a public college. As a result, some private colleges have unclear ideas, unclear goals and lack of characteristics, which restricts the development of private colleges [4].

3.2 Low Quality of Students

At present, the results of the college entrance examinations recruited by our national colleges and universities are generally low. The main reasons for parents and candidates to choose private colleges are mostly that students fail to achieve the college entrance examination scores and do not reach the admission scores of public universities, while the thresholds of private colleges are compared. Low, parents and students have no choice but to choose. In fact, regardless of whether they play well or not in the college entrance examination, the overall intelligence of students is similar. The biggest difference lies in the students’ self-discipline and learning ability. Despite the increasing formalization of private schools, due to the participation of independent schools and higher vocational colleges, the competition among students for students is growing, which makes the number of students in private universities very scarce. In addition, the threshold for private schools is low. Students usually enroll in public schools or independent colleges before they consider private colleges, which lead to the low quality of students in private universities. These reasons restrict their to some extent. The quality of teaching is improved.

3.3 Faculty is Weak and the Structure is Irrational

Due to the particularity of China’s education system, the faculty of higher education institutions is mobile, especially the faculty of private schools is more mobile. In order to ensure the quality of teaching and to make the discipline construction better, we must first stabilize the teaching staff. However, private colleges and universities have insufficient faculty and are highly mobile, making it difficult to have a stable faculty. The reason why such a situation arises is that the private colleges and universities do not maintain a good relationship with full-time teachers and employ too many part-time teachers. Some college students did not find a suitable job after graduation, and then chose to go to a private college to take up their jobs, but once they have a better choice, they are likely to leave. For older teachers, due to physical reasons, they cannot be employed in colleges for a long time. These reasons have a great impact on the stability of the faculty of private universities [5].

3.4 Private Colleges and Universities have Tight Funding for Education

Most of the private colleges and universities in China still have some problems in terms of finance. Because there is no government subsidy, in order to maintain operations, private colleges can only charge students expensive tuition fees, resulting in a lack of education funds. The founders of private universities are mostly enterprise organizations or individual citizens. Some founders find that their investment has not received the rewards they deserve and will stop investing. This has forced private colleges to finance students in high tuition fees, and some poor families have not been able to afford such high tuition fees because they are unable to receive fair educational opportunities. In addition, in order to ensure sufficient funds for education, private colleges and
universities have become more and more wide-ranging conditions for enrollment, which has greatly reduced the quality of their students. Because some private colleges and universities do not have a sound management system and scientific development plan, and their education funds are very tight, they still have to pay a considerable amount of infrastructure construction, so their teaching quality is not guaranteed [6].

3.5 Insufficient Supervision by Government Departments

Although the state supports the private education, in fact, the government has less investment in private college education, its development is limited to policy preferences and support, and there is a lack of supervision over the quality of private college education. Since the government departments have not established a sound and reasonable supervision mechanism and reward and punishment system for private colleges and universities, and lack of capital investment for private colleges and universities, the quality of education in our private colleges and universities is uneven [7].

4. Thoughts on the Construction of Quality Assurance System in Private Colleges and Universities

4.1 Establish Clear Self-Positioning

Only by combining their own conditions and social needs, the private colleges and universities can clearly define the school-running orientation and the concept of running a school, so that they can have a reasonable plan for their own development, so that they can have a better development prospect. Although private colleges have great similarities in terms of student resources, funds, and education teams, each school's own advantages and regional characteristics are different. Private colleges and universities should learn to be precise according to their own advantages and characteristics. Positioning and developing its own characteristics make it an irreplaceable position in many colleges. In order to protect the quality of teaching, private colleges and universities must take the road of their own characteristics and do their talents training. They must not blindly imitate the talent training mode of public schools. They must be self-oriented according to the actual situation and cultivate for the society. Skilled talents adapted to the development of the times. Of course, the positioning of private colleges and universities is not static, it will constantly change with the society's demand for talents. No matter what kind of education, there is a certain periodicity. To stabilize the teaching order and clarify the direction of development, it is not easy to change the self-positioning and teaching plan. Since private colleges and universities are not like public universities, they have specialized research centers and sufficient research funds. Therefore, if they want to have a good reputation in the society and attract more students to apply for exams, they must pay attention to the quality of education and teaching In order to achieve long-term development.

4.2 Pay Attention to Student Management and Grasp the Quality of Students from the Source of Students

Although private colleges and universities are different from public universities, teaching is the most important job regardless of the type of school. The quality of teaching directly affects the development of the school. Therefore, private schools must pay attention to teaching work, formulate a sound teaching management system and standardized rules and regulations and strengthen the management of students. In recent years, the quality of teaching in private colleges has declined, mainly because its enrollment threshold is too low and the enrollment is not high quality. Therefore, in order to ensure the quality of teaching in schools, we must do a good job in enrolling students, standardize the enrollment system, and screen out high-quality students.

4.3 Build a High Quality Faculty

The strength of the faculty directly affects the quality of teaching. As far as the current situation is concerned, the faculty of the non-government colleges is relatively weak. The teachers appointed
are mostly part-time teachers or lack of highly educated and highly qualified teachers. Affected the level of teaching. Therefore, in order to improve the quality of teaching and cultivate talents that meet the needs of the development of the times, private colleges and universities must build a strong faculty and employ some high-level professors, scholars and high-end talents as the leaders of the disciplines, thus promoting the school's faculty. Cultivate and develop. In addition, in daily teaching, schools must learn to use the employment mechanism flexibly, employ some young teachers boldly, and train them through training and academic exchanges to become the backbone of scientific teaching and research, so as to cultivate a young and strong A strong faculty.

4.4 Government Departments Should Take Corresponding Measures to Promote the Development of Private Colleges and Universities

In recent years, Chinese government agencies have taken some measures to promote the development of private higher education, such as establishing a private college education inquiry system to facilitate people from all walks of life to understand private universities and their education policies. At present, the living environment of our private colleges and universities is complex, and the problems encountered in the development process are also diverse. The current government support for private higher education and funding is still very inadequate. Therefore, government departments should take active measures from the formulation and implementation of administrative management and policies and regulations. For example, in order to solve the financial difficulties of private colleges and universities, government departments can directly increase the financial input to private colleges and universities, and at the same time, they can set up public welfare organizations such as “angel funds”, and appeal to the community to actively participate in the financing of teaching, thus alleviating The financial pressure of private colleges and universities in education guarantees the quality of teaching in private higher education and provides a good environment for the development of private higher education.

Conclusion

To improve the teaching quality of private colleges and universities, private colleges and universities must clarify their own teaching characteristics and school-running concepts, and strengthen the establishment of internal teaching quality assurance system in private colleges and universities. Put the teaching work at the forefront, establish a strong faculty, do a good job in the education management of students, establish a sound teaching management mechanism, and cultivate high-quality talents with both professional skills and healthy body and mind.

References


