

Analysis of the Factors Affecting the Student Quality of Chinese-foreign Cooperation in Running Schools

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Abstract: In order to introduce high-quality foreign educational resources, advanced educational concepts and promote the development of China's education, Chinese-foreign cooperation in running schools develops vigorously as a new operating mechanism and school-running mode. This paper summarizes the influence of external environmental factors, basic factors, connotation construction and channel construction on the student quality of Chinese-foreign cooperation in running schools, and proposed the optimization path.

Keywords: Chinese-foreign cooperation in running schools; Student quality; Internationalization; Enrollment publicity

1. Introduction

In 2004, the Ministry of Education proposed that the State encouraged Chinese educational institutions to cooperate with foreign educational institutions whose academic level and teaching quality are widely recognized in running schools. In the past decade, Chinese-foreign cooperative programs and institutions in running schools have sprung up like bamboo shoots after a spring rain. Colleges and universities have set up Chinese-foreign cooperative running schools or programs in line with their own characteristics, and they have incorporated them into the national enrollment plan of regular institutions of higher learning. It is also particularly important to improve the student quality of Chinese-foreign cooperation in running schools.

2. Analysis of factors affecting the student quality of chinese-foreign cooperation in running schools

2.1 The external environment that affects the student quality of in Chinese-foreign cooperation in running schools

2.1.1 National policy orientation

At present, the country is gradually improving the service level of the international competitiveness of education. On the basis of strict quality control, universities are encouraged to set up Chinese-foreign cooperatively-run schools and programs, and formulate and improve relevant policies and documents for Chinese-foreign cooperation in running schools.

2.1.2 Competition between local colleges and universities has increased

The development of Chinese-foreign cooperation in running schools has shown a rapid growth trend from around 2014, leading to increasing competition for students. Between 2019 and 2021, the number of Chinese-foreign cooperation in running schools in Shaanxi increased by 44 percent, and the enrollment plan increased by nearly 43 percent. This further shows that the competition for Chinese-foreign cooperation in running schools in Shaanxi province is increasingly fierce, as are other provinces.

2.1.3 Effect of differences in regional distribution

The 12 provinces in eastern China have 782 Chinese-foreign cooperatively-run schools and programs; 467 in 9 provinces in central region and 142 in 10 provinces in western region^[1]. The number of regions is very unbalanced. In addition, the overall economic development level of colleges and universities in central and eastern regions, the investment of colleges and universities, the family economic income is generally high, the level of international running schools, the idea of running schools and the degree of close communication with foreign parties are relatively high, and the candidates' psychological expectations and willingness to register will also be relatively improved.

2.1.4 Current social environment

At present, the friendly international relations, the rich people's life and other factors will encourage more candidates to consider going abroad for further study, increase their international vision, and enhance their competitiveness. Chinese-foreign cooperation in running schools can realize "Study abroad without going abroad". The outbreak is one of the cases. Some students are reluctant to go abroad considering the physical health factors, leading to a sudden drop in the number of Chinese-foreign cooperative students in running schools.

2.2 Basic elements affecting the student quality of Chinese-foreign cooperation in running schools

2.2.1 The influence of the school level on the students quality of Chinese-foreign cooperation in running schools

Wu Yuchuan proposed that the selection of universities as "double first-class" universities can significantly improve the student quality, and the promotion effect of first-class universities is stronger than that of first-class discipline construction universities, and the quality of professional students with "upgraded" status has been improved more significantly^[2]. Wang Jinlong mentioned that the quality of students in the list of first-class universities has been improved to a certain extent^[3].

2.2.2 The impact of school specialty establishment on the quality of student source in Chinese-foreign cooperation in running schools

The specialty structure of Chinese-foreign cooperation in running schools has been gradually optimized. The state supports key universities in cooperating in the fields of science, industry, agriculture, and medicine. The major that the university chooses should consider the advantage major of the school generally, recruit the popular major, the course and the foreign party match degree high factor. However, some schools also face some troubles, because there will be contradictions between these factors. The dominant majors in colleges and universities may not be popular majors, and the popular majors may not have high matching degree between Chinese and foreign courses. The choice of major will directly affect the willingness of candidates and the quality of students.

2.2.3 The impact of tuition fees on the quality of students for Chinese-foreign cooperation in running schools

Chinese-foreign cooperation in running schools requires higher teaching environment, teaching equipment, teachers and other conditions in the training process, so it often requires high investment. Affected by the local economy, family income and other factors, the tuition fee is a decisive factor that restricts the examinee to apply for an examination. The higher the fees for Chinese-foreign cooperation in universities at the same level, the less the number of students will be, leading to a decline in the quality of students.

2.2.4 Impact of language barriers on the quality of students in Chinese-foreign cooperative schools

At present, most of the cooperative universities are concentrated in the United Kingdom, the United States, Russia, Australia, Canada and other countries. As the foreign language learning of Chinese-foreign cooperative school programs or institutions is very important, it directly affects whether the standard of awarding degree certificate can be met in the later stage. Therefore, Chinese-foreign cooperation in running schools in English languages are more favored by candidates, and candidates will be more motivated to apply for the examination, which will affect the student quality.

2.2.5 Influence of training mode on the quality of students in Chinese-foreign cooperation in running schools

At present, there are 2 + 2, 3 + 1 and 4 + 0 training modes for Chinese-foreign cooperation in running schools in the enrollment plan. The more flexible the training mode is, the more popular the candidates are. Candidates can be adjusted flexibly according to their study situation and family income situation after entering the school. Among them, whether the 4 + 0 mode can get the degree certificate of foreign parties is the candidates' more concerned about, which is also one of the key factors affecting the candidates' choice.

2.3 Connotation construction that affects the quality of students for Chinese-foreign cooperation in running schools

2.3.1 Chinese-foreign cooperation in running schools cannot be separated from the development of disciplines

For both parties, the subject is a very important measurement index for high-quality education capital. There are often rankings to classify quality resources, such as the American News and World Report Comprehensive ranking of World Universities, and its discipline rankings. If both Chinese and foreign countries have great advantages in a certain discipline, it will play a great role in attracting high-quality students.

2.3.2 The introduction of high-quality educational resources is the key role in cultivating high-quality talents

The organization unit of high-quality educational resources is the curriculum setting. The introduction of high-quality educational resources is the key role in cultivating high-quality talents. The organization unit of high-quality educational resources is the curriculum setting. Quality courses and teaching methods can enable students to absorb the teaching content faster and better.

2.3.3 Teachers are an important resource that schools can use to attract students from Chinese-foreign cooperative schools in running schools

Teachers are the main subject of the high-quality educational resources of Chinese-foreign cooperation in running schools, and the talent training system composed of the curriculum is mainly implemented by teachers. However, at present, the risk of teaching staff flow often occurs in Chinese-foreign cooperation in running schools, and stabilizing the teaching staff is an important guarantee for the sound development of Chinese-foreign cooperation in running schools.

2.3.4 Construction of hardware facilities is a hardware index to attract students

For example, whether there is an independent and advanced teaching place, whether small class teaching, whether equipped with smart classrooms will have an impact on the source of students and cultivation.

2.4 The channel construction that influences the student quality of Chinese-foreign cooperation in running schools

Channel construction mainly refers to the enrollment publicity channel construction. The construction of enrollment publicity channels in colleges and universities is mainly divided into online publicity and offline publicity, or traditional media publicity and new media publicity. Now, in addition to the college entrance examination season consultation meeting, colleges and universities also through the middle school to carry out experts and professors, career planning guidance into the campus publicity. In addition, many colleges and universities invite middle school teachers and students to visit and exchange in the university campus, so that teachers and students can have an intuitive understanding.

With the rapid development of the Internet in recent years, wechat, Tik Tok, Toutiao, live broadcasting and other online publicity channels have more obvious advantages. Colleges and universities also shoot promotional videos, professional introductions and other videos for publicity, so that candidates can have a clearer understanding of the situation and advantages of each major.

3. The path to optimize the student quality of chinese-foreign cooperative schools

3.1 Colleges and universities should grasp the national policy orientation to meet the diversified social education needs

The Ministry of Education has given preferential policies to Chinese-foreign cooperation in running schools in the central and western regions. In particular, universities in central and western China should increase their efforts to introduce foreign high-quality resources and cultivate international talents conducive to regional economic development.

3.2 Strengthen the construction of internal factors

Through cooperation with more advantageous foreign schools and discipline resources, we will enhance the strength of Chinese-foreign cooperation in running schools. Combined with their own discipline advantages and characteristics, course matching degree, enrollment and other conditions to set up reasonable enrollment majors. Make full use of the original teaching conditions and teachers, reducing the cost of running a school can effectively increase student pool and improve the quality of students.

3.3 Strengthen the connotation development

Through Chinese-foreign cooperation in running schools, we will introduce high-quality foreign educational resources, make strong cooperation in discipline construction, or realize the study abroad in talent training, and significantly improve the level of international education and the ability of cultivating international talents with an international vision. The introduction of high-quality educational resources can effectively improve the school's educational philosophy and educational management level. The concept of "low entry and high output" for Chinese-foreign cooperation in running schools into "high entry and excellent exit", good graduation quality will also improve the confidence of students and play a role in a virtuous circle.

3.4 Optimize enrollment publicity

In addition to through the combination of traditional media and new media, publicity should be added to key students middle school, foreign language school, international class propaganda. Especially to strengthen the word of mouth dissemination for high school students.

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