

Research on the Construction and Training Strategy of the Leadership of Applied University Presidents

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Abstract: With the progress and development of society, people begin to put forward new requirements for the role of the headmaster and high requirements for the corresponding ability. The construction of the headmaster's leadership will be closely related to the development of the school. The future of the school can be seen from the headmaster's leadership, and the capacity of the headmaster can also be seen from the development of the school. Based on this, the principals of application-oriented colleges and universities should be soberly aware of the changes brought about by the times, strive to change their thinking concepts, improve their leadership, learn to use big data, and promote the healthy and orderly development of the school.

Keywords: Principal leadership; Construction; Strategy

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The leadership of university presidents refers to the ability of the presidents of ordinary colleges and universities to guide and mobilize the thoughts, feelings and behaviors of university teachers and students, so that they can agree with his idea of running a school and follow him voluntarily to achieve the university goals. In essence, the leadership of university presidents is a kind of ability or ability system, which can fully reflect the foresight, execution, development and cultivation of university presidents.

1. Principal's role orientation

(1)Educators. As an educator, the headmaster should first be knowledgeable. He should not only have excellent professional ability, but also read poetry books to expand the breadth and depth of knowledge. Secondly, as an educator, we should grasp the laws of education and teaching and personnel training, have advanced and unique education concepts, and have a clear insight into current education and teaching problems. In addition, the president should have his own school running philosophy, policy and characteristics to promote the development of the school.

(2)Leaders. The principal is not only the highest administrator of a school, but also the highest leader of a school. As an organization, the school is composed of different departments. As the leader of the organization, the school should set the goal, purpose, vision, etc. Of the organization, and also formulate policies and guidelines and strictly implement them. Modern headmasters should improve democratic leadership, emphasize the equality between teachers and students, conduct scientific management and improve efficiency.

(3)Sociologists. If the society is a big system, then the school is a subsystem, which is connected and interacted with other subsystems of the society. As a member of the school and society, the headmaster should not only coordinate school affairs, but also communicate with the outside world.

(4)Moralists. The principal is not only the leader of the teachers and students in the school, but also their educator. The words and deeds of the principal deeply affect the teachers and students in the school, and even play a leading role in the demonstration. Therefore, the principal is also a moralist. He should not only have good personal accomplishment, but also have noble professional ethics. The moral character of the principal is closely related to the school spirit, teaching style and learning style of the school.

2. Current situation of the development of principals' leadership

(1)Interpersonal leadership. The principal should not only pay attention to the development of the school, but also communicate with teachers and students on the campus, as well as with other schools or organizations outside.

(2)Value leadership. The pursuit of value, as an important part of the development of the university, is related to the school running ideology, philosophy and purpose of the university, compared with the president of the university.

(3) Technical leadership. Technical leadership is mainly reflected in the management ability of the president, not only in the macro management of departments and colleges, but also in the micro management of teachers and students.

(4)Cultural leadership. School culture is not only a business card of the school to the society, but also a cultural symbol. To do a good job in the cultural construction of the school and improve the cultural soft power of the school, there is no doubt that the school can only add value, which can not only improve the humanistic atmosphere of the school, but also create a good image.

3. Factors Restricting the Leadership of University Presidents

(1) The school environment affects the effectiveness of university presidents' leadership

With the advent of the popularization of higher education and the rapid expansion of the scale of higher education, the quality of university education has declined. People begin to question the importance of the mission of higher education. In addition, under the condition of market economy, the increase of tuition fees, the increase of students' employment pressure, the commercialization of universities and other factors lead to the president's leadership is difficult to play effectively. In addition, a university will form a unique cultural atmosphere and values with its own characteristics in the long-term development, which will have a potential impact on the president's decision-making, and will also lead to the president's leadership being difficult to play.

(2)Bureaucracy of colleges and universities inhibits the president's leadership

Colleges and universities in China have always been affected by the highly planned economic system in the past and are dependent on the government. The president and the party and government leaders of the university are appointed by the higher authorities, and the school running funds of the university are allocated by the government, which leads the president to be habitually obedient to the higher authorities in order to protect his own interests, thus turning a deaf ear to matters unrelated to his interests. We can see that the bureaucratization of universities is becoming increasingly obvious. When the administrative level is not high, university presidents still show a certain degree of independence and make constructive decisions. However, with the promotion of the level, they are more and more obedient to the command of their superiors. It is difficult for such a president to play an effective leadership to lead the university to a higher level.

(3)The headmaster lacks personal influence

Due to the influence of university administration, presidents usually regard leadership as a top-down management process. In management, teachers' opinions will be ignored and shown as authoritarian leadership, which will make other managers think that the principal's behavior is ostensibly for the sake of the school, but actually for his own sake, thus losing support for him, leading to the failure of many management work. If the principal can share leadership with other administrators of the school, face teachers with respect and understanding, and influence others with ability and character, then he will have high leadership and influence.

4. The Construction and Training Strategy of the Leadership of Principals in Applied Colleges and Universities

4.1 From the national level

① Implement policies and guidelines. Education policy is the specific direction of national education development, and education policy is a "wind vane" of national education. Every year, the Ministry of Education of the People's Republic of China will issue corresponding policies and guidelines. Principals should carefully study the education policies and guidelines and strictly implement them. For some policies and guidelines that are conducive to the development of the school, we should devote ourselves to special research, combine the actual situation of the school, find the existing educational problems, and find the corresponding solutions in a timely manner.

② Training appoints principals. The local Ministry of Education plays an important role in the local and national education. Since

most of the principals in our country are appointed by the party and government organs, corresponding training courses are provided for newly appointed principals.

4.2 From the school level

① Improve the administrative ability. Management is an art. As the highest administrator of a school, the president should learn to use some management theories, such as Taylor's scientific management theory, for reference in the process of administration. From this theory, we should learn to manage scientifically, allocate time and manage resources reasonably, improve the efficiency of management, and finally formulate policies in line with the development of the school.

② We will strengthen educational and scientific research achievements. As far as the university is concerned, the educational and scientific research achievements of a school are one of the important factors to evaluate whether a school is excellent. In addition to the daily administrative affairs, the headmaster should devote himself to the construction of the scientific research achievements of the school. In this process, the headmaster should give every educational and scientific research worker a fair opportunity to develop and promote.

4.3 From the personal level

① Strengthen the professional ability of the headmaster. As an educator, the headmaster should constantly improve his professional ability, so that he can learn well and be skillful. Most university presidents come from research institutes, many of them are academicians. They have excellent academic research performance and strong professional ability. They should pay more attention to the development status of relevant professional fields in the world and the reality of domestic society, and seize the opportunity to seek the development of schools and individuals.

② Improve the leadership of the principal. As the highest leader of the school, the headmaster must have certain leadership ability and management skills. Management is an art, and leadership is an art. From this point of view, the emphasis here is on improving the philosophical thinking in the leadership of the principal, cultivating the principal's philosophical literacy, and making the principal become a philosopher to some extent.

③ Training the principal's communication skills. Communication is indispensable as a social person. As the representative of the school, the headmaster needs to develop his communication skills. The communication skills include not only the communication between the school and the staff, but also the communication between the school and other schools, the government and other organizations.

④ Cultivate the moral character of the headmaster. Moral character is an important part of a person's excellent quality. A person's moral character must be cultivated from an early age, and only when he grows up can he form a good quality. Of course, the cultivation of moral character is not achieved overnight, but is constantly honed and accumulated.

4.4 Strategies to improve the leadership of presidents of application-oriented colleges and universities in the "Internet+" era

In the "Internet+" era, principals of application-oriented colleges and universities can improve their learning ability from the following three aspects: first, good reading habits and abilities. Good reading habits can help the president grasp the development trends and trends of universities at home and abroad, and master the latest management theory and education theory. In addition, strong reading ability can also help the headmaster to improve his awareness of data and information, effectively collect, integrate and manage all kinds of data for school planning and decision-making; Second, have the ability of theoretical innovation. After reading and absorbing various advanced management theories and education theories, we should learn to eliminate the false and retain the true, and build our own rational understanding of "Internet+" education. On this basis, in combination with the specific conditions of the region and the university, we should attach importance to the construction and development of local characteristic disciplines and specialties, and build a theoretical system and development model for the development of application-oriented universities in the "Internet+" era; Third, they should have the ability to apply what they have learned. The key to the improvement of learning ability lies in the integration of theory and practice, and the understanding of "learning to apply" and "learning to use". At present, the most important thing is to meet the most urgent needs of the development of application-oriented universities and focus on the opportunities and challenges brought by "Internet+". Therefore, the presidents of application-oriented colleges and universities should learn to apply theory to solve practical problems in the development of application-oriented colleges and universities. Only in this way can we effectively promote the rise of application-oriented universities.

The president of a university should not only be a subject expert with expertise, but also a management expert who is good at running the university. As a newly-built application-oriented university, its own foundation is weak, and its capital investment,

teachers, software and hardware facilities, management philosophy and cultural atmosphere are poor. Although it has solved people's thirst for higher education in a short period of time, it still has a long way to go in the face of severe employment situation and increasingly fierce competition for students. In the short term, if we want to effectively improve the comprehensive strength of the school, we should do a good job in management and really tap the potential of educators. The scientific, democratic and standardized management of universities is always the research topic of university presidents and the best interpretation of their leadership. To some extent, the length of the president's tenure restricts the president to manage the school and give full play to his idea of running the school. In a word, there is no quick way to improve the leadership of university presidents, only to keep groping forward. The president of our country should start from the current reality, understand the historical mission of the university, look forward to the development trends at home and abroad, find the right direction, and develop a university with its own characteristics.

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