

# Explore the Target Positioning and Realization Path of High-quality Development of Private Universities Under the New Development Pattern

Zhenfei Zhou

Guangxi Foreign Languages University, Nanning, Guangxi, 530222

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**Abstract:** In this paper under the new development pattern of high quality development of private university implementation path as the research topic, first analyzes the current private university education situation, and then analyzes the new development pattern of private university high quality development target orientation, finally explore the "attaches great importance to the party construction, optimize the management system, attaches great importance to the talent construction, build intelligent environment, realize production fusion" several path, in order to provide reference for relevant staff.

**Keywords:** New development pattern; Private university; Educational situation; Target positioning; Realization path

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## 1. The current educational situation of private colleges and universities

### 1.1 On the edge of the education system

Private colleges and universities are on the edge of the education system for a long time, so the starting point is relatively low. One side, although there has been a tradition of folk-running schools in China since ancient times, but since the founding of the new China, China's public colleges and universities have enjoyed sufficient financial and resource support, so it has made good development in the course of several decades of development. In terms of the scale of the school, teaching level or social reputation, are far higher than the private colleges and universities. This leads to China's private colleges and universities are always in a more awkward position. At present, the vast majority of private colleges and universities in China are not funded by the society, enterprises and private donations. It comes from a kinds of investments. Although the investment in running schools has promoted the development of private education to some extent, but it also brings about the problem of utilitarian development. That is, some private university investors pursue short-term interests. Instead of focusing the school center on improving the quality of schools, instead, they will focus on how to make money.

### 1.2 Social recognition is relatively low

At present, there are low social recognition of private universities in China, mainly in the following three aspects: the teachers have low recognition of private universities; the students and parents have low recognition; the third has low recognition of private universities.

### 1.3 The quality of running schools needs to be improved

At present, there are problems in improving the quality of private colleges and universities in China. There are three main reasons. First, the funding sources of private colleges and universities are mainly individual or enterprise investment. On the one hand, this leads to the poor fund stability of private colleges and universities. It is very likely that the bankruptcy of individuals or enterprises will lead to the bankruptcy of private colleges and universities. Second, excellent university teachers are more inclined to work in public universities. This leads to the poor quality of teachers in many private universities. Most teachers are retired teachers from other universities or young teachers who have just graduated from university. The teacher structure is severely unbalanced. It is not conducive to the formation of an orderly and dynamic teaching atmosphere. Third, private colleges and universities are less government support and discriminated by some enterprises. There are obvious deficiencies in financial support and school-enterprise cooperation. This

leads to the poor curriculum quality of private colleges and universities,The talent training efficiency is relatively low.

## **2. The target positioning of high-quality development of private colleges and universities under the new development pattern**

### **2.1 Sufficient development impetus**

Under the new development pattern,private colleges and universities should have sufficient development impetus and mobilize the enthusiasm of development with strong development impetus,so as to achieve high-quality development in the new era.first,Private colleges and universities should clarify their own development orientation,Adjusting the development orientation from an important supplement to the cause of socialist higher education to an important part of socialist higher education,So as to encourage the staff of private colleges and universities to have a sense of professional honor and improve work efficiency,Help private colleges and universities to achieve better development;next,Private colleges and universities should take serving the national major development strategic needs as the development driving force,one side,Adjusting the teaching contents and teaching forms according to China's development strategic plan,To provide high-quality talent support for the development of various industries in China;on the other hand,Effectively enhance the people's satisfaction and sense of gain for the development of private colleges and universities.

### **2.2 Advanced development concept**

Under the new development pattern,private colleges and universities should have advanced development concept.first,Private colleges and universities correctly evaluate their own value,Recognizing its role in increasing the average length of education and promoting the popularization of higher education,So as to develop the advanced development concept of The Times development trend and the development trend of the industry development,Development direction is in line with the national policy requirements,With the public colleges and universities,To promote the diversified and characteristic development of higher education in China;next,Private colleges and universities should keep abreast of the latest policy documents,Determine the development concept under the guidance of the policy documents related to the development of higher education,For example,the current implementation of the concept of moral education,Higher education requires both intellectual education and moral education,Cultivate high-quality talents with all-round development of moral,intellectual,physical,aesthetic and labor,Then the private colleges and universities should formulate the development concept under the guidance of the concept of moral education,Actively carry out the ideological and political construction of courses,Form the"great ideological and political"education pattern,Constantly improve the quality of talent training<sup>[2]</sup>.

## **3. The realization path of high-quality development of private colleges and universities under the new development pattern**

### **3.1 Attach importance to the Party building work**

Under the new development pattern,to achieve high-quality development of private colleges and universities need to pay attention to party building,strengthen the party's leadership over the development of private colleges and universities,and promote private colleges and universities to achieve high-quality development with high-quality party building<sup>[3]</sup>.First of all,private colleges and universities to strengthen the secretary of the party committee selection delegation,to ensure that private colleges development strategy in Chinese characteristic socialism education development path,the private colleges fully implement the party's education policy and education policy,avoid private colleges"detours" in the process of development,reduce the cost of new era of private colleges and universities.Second,private colleges and universities actively promote the party secretary into the council or the board of directors,arrange members of the board or the party organization,realize two-way cross office,clear the authority and responsibility,let the party to give full play to its political core and supervision control,to improve the work of private universities democratic and scientific

### **3.2 Improving the governance system**

Under the new development pattern,private colleges and universities need to optimize the governance system to achieve high-quality development.The current majority of the private universities under the leadership of the board of directors of the principal responsibility system,under the governance system,the board of directors is the highest solution of private universities,the private university President is not only responsible for school management related affairs,also play an important role in the school administrative work,the party is responsible of the private colleges ideological work,the governance system has the certain superiority,but also some deficiencies,in general,the current private colleges and universities governance system and governance ability are some problems,these problems hinder the development of private colleges and universities in the new development pattern of high quality.So the present

private colleges should properly cut the role of the board, the party, invite teachers, students and other stakeholders to participate in school governance, on the one hand can effectively improve the development strategy of scientific, on the other hand can realize effective supervision of the board and the party, avoid problems such as corruption and interests first.

### **3.3 Attach importance to talent construction**

Under the new development pattern, private colleges and universities need to pay attention to talent construction to achieve high-quality development. First of all, private colleges and universities attach great importance to the construction of teacher talents, and promote the improvement of teaching quality with high-quality teacher resources<sup>[4]</sup>. On the one hand, private universities attract high-quality teachers with comfortable working environment, good research environment and competitive salary and improve teaching efficiency and effect; On the other hand, private universities organize regular training activities to provide targeted and high-quality training services for teachers to help them improve their teaching level and master advanced teaching skills. Second, private university attaches great importance to student talent training, improve the quality of talent training and the competitiveness of the graduates in the job market, finally, private university attaches great importance to other talent construction work, for other university staff, to its design more scientific work system and incentive mechanism, stimulate university staff work enthusiasm and professional happiness, private college worker group force for students to create a superior learning environment.

### **3.4 Realize the integration of industry and education**

Under the new development pattern, private colleges to achieve high quality development should actively promote teaching fusion, on the one hand, optimizing the teaching content, according to the era development trend, industry development present situation and national policy requirements to determine the teaching content, delete the teaching content has fallen behind The Times, the new contemporary teaching content, improve teaching content and the reality of fit, make students can quickly adapt to the work after graduation. On the other hand, private colleges and universities actively establish long-term cooperative relations with enterprises, and realize mutual promotion with enterprises under the guidance of the concept of mutual benefit and win-win cooperation. For example, private colleges and universities provide high-quality talents for enterprises, and enterprises invest and build training bases for private colleges and other<sup>[5]</sup>.

## **4. Epilogue**

At present, private colleges and universities are long on the edge of the education system, the social recognition is relatively low, and the quality of running schools needs to be improved. Under the new development pattern, Private colleges and universities to achieve high-quality development in terms of development power, development concept and development mode, one side, Private colleges and universities should refer to the development experience of public colleges and universities, on the other hand, Private colleges and universities should base themselves on their own characteristics, blaze a characteristic development path that is consistent with the development direction of public universities but different from the development of public universities, Make private colleges and universities as the key path for the diversified and characteristic development of education in China, The high-quality development of private colleges and universities will promote the reform and development of higher education in China.

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## **About the author:**

Zhenfei Zhou, January 1980-, male, Han Nationality, associate professor, postgraduate, Nanning, Guangxi, research direction: Private university management.