

The Development Path of Non-profit Private Colleges and Universities from the Perspective of Social Support

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Abstract: The rise of the development trend of global non-profit private colleges and the development of policy environment of China's private colleges and universities classification and development is the driving force of the development of China's non-profit private colleges and universities. This paper analyzes the obstacles in the development of non-profit private colleges and universities: little economic support. Based on the theory of social support, this paper proposed to promote the healthy development of non-profit private universities, and the government should formulate feasible economic support scheme, effectively play the role of media support, and advocate the association of private colleges and universities to provide professional support for their internal management.

1. Introduction

At the end of 2016, the State Council issued "Some Opinions on Encouraging Social Forces to Establish Education to Promote the Healthy Development of Private Education", pointing out that China will give differential support to for-profit and non-profit private schools. And give more financial support to non-profit private colleges and universities. This shows that non-profit private colleges have broad research and development space. At present, in the monographs of private universities in China, scholars mostly focus on the research of classified management in private universities. There are few studies on non-profit private colleges after classification, which can only be found in a small number of journal articles. The scholars' research is only at the macro level, and there is no deep analysis. This paper analyzes the two motivations of the development of non-profit private colleges and universities, analyzes the obstacles in the development of non-profit private colleges, and proposes a path to promote the healthy development of non-profit private colleges based on the perspective of social support.

2. The Motivation of the Development of Non-profit Private Colleges and Universities

2.1 The Rise of the Global Development Wave of Non-profit Private Colleges and Universities

The rise of non-profit private colleges around the world represents a new trend in the future development of private universities. In the United States, non-profit private colleges are represented by Harvard and Yale, and their social contribution and public reputation are among the best in the world. As a country dominated by private universities, private universities in the United States are led by non-profit private universities. As of 2012, the number of students enrolled in for-profit colleges in the United States reached 1,008,889, accounting for 31.3% of the total number of registered students in all private universities. The number of non-profit private colleges enrolled in the United States is 3,953,778, accounting for 68.7% of the total number of registered students in private universities [1]. In South Korea, non-profit private colleges are developing rapidly and the public welfare effect is prominent. Born in 1986, POSCO University of Science and Technology in Korea is a non-profit private research university. In only 30 years, POSCO has become one of the world's most famous research universities. In 2013, the Times Higher Education Supplement jointly launched by IDP Education Group in the world ranking of universities in 2012-2013, Puxiang University of Science and Technology ranked 50th, ahead of Tsinghua University [2]. In Japan, the

number of private universities has always occupied a large proportion of its higher education, whether the number of schools or the number of students, accounting for about 70 percent. Private universities in Japan are basically non-profit. From the perspective of international comparison, foreign private universities have developed early and at a high level, and have made great achievements in the development of non-profit private universities. Private colleges and universities in China have developed relatively late, accounting for a relatively small proportion of public colleges and universities, and are in a complementary role and marginal position compared with public colleges and universities. To cater to the development trend of global non-profit private universities, we must actively develop non-profit private colleges and universities, and further highlight the public welfare of private higher education.

2.2 The Policy Environment for Classified Development of Private Colleges and Universities in China is becoming more and more mature

On April 18, 2016, General Secretary Xi Jinping chaired the 23rd Meeting of the Central Leading Group on Comprehensive Deepening Reform, and deliberated and adopted the Rules for the Implementation of Classified Registration of Private Schools and the Rules for the Supervision and Management of Profitable Private Schools. On November 7, 2016, the 24th Meeting of the Standing Committee of the Twelfth National People's Congress considered and adopted the Decision on Amending the Law of the People's Republic of China on Promoting Private Education. The new law expressly stipulates: "The state guarantees the legitimate rights and interests of the organizers, principals, staff and educatees of private schools. The sponsors of private schools may choose to set up non-profit or for-profit private schools on their own. The new Law of the People's Republic of China on the Promotion of Private Education was formally implemented on September 1, 2017. On December 30, 2016, the Ministry of Education and other five departments formally issued the Rules for the Implementation of Classified Registration of Private Schools. It can be seen that the domestic policy development system for private universities is becoming more mature. Non-competitive private colleges and universities are the development of private colleges and universities, which is related to the development of private colleges and universities and even the reform and innovation of higher education. Due to the restriction of the recipient system, public colleges and universities have made their innovation breakthrough limited, and it is difficult to form their own characteristics. The history of private colleges and universities is lighter, and the space for reform and development is larger than that of public universities. In order to realize the rapid development of private colleges and universities, it is necessary to guide their classified development and focus on leading higher education innovation through non-profit private colleges and universities. This is not only the actual need to realize the characteristic development of private colleges, but also the appeal of China's higher education reform and innovation.

3. Obstacles to the Development of Non-profit Private Colleges and Universities

3.1 Very little economic support

Some commentators have conducted investigations and in-depth empirical analysis on the public financial support of non-profit private colleges. The results show that the government's public finance is not optimistic about the funding of non-profit private colleges. This is mainly because "the direction of the relevant funding system is not clear, the funding practice seems to be unconventional, and the implementation of the subsidy policy is extremely inefficient. The amount of funding is not high, the funding frequency is small, and the funding projects are few. The direct funding is light indirect funding. There is no need for effective incentives such as incentives, subsidies, and special projects." [4] Specifically, the lack of financial support for private colleges is mainly reflected in three injustices, namely, unfair resource allocation and unfair treatment of teachers. Student treatment is unfair. Public colleges and universities enjoy high quality public resources, but private colleges and universities have a single source of funds and lack of funds. Most of them can only rely on tuition income to maintain the status quo and seek development.

Compared with public universities, teachers in private colleges and universities do not have an in-system establishment, and pension can not be guaranteed as public teachers, and they have long been in an unequal marginal position. Although the Law on the Promotion of Private Education expressly stipulates that "educatees in private schools enjoy the same rights as educatees in public schools of the same kind at the same level in terms of their entrance, employment and participation in advanced evaluation". But in reality, "private college students can not enjoy the same treatment as public college students in government subsidies, student loans and other aspects." [5] It can be seen that the state's public financial support for non-profit private colleges and universities is obviously insufficient.

3.2 Social Cognition Insufficiency

The reason why non-profit private colleges and universities lack economic support. Its root lies in the people's inherent outdated concept of non-profit private colleges and universities, which belongs to the category of private colleges and universities. Its essence is to make profits, and it can not recognize the importance of non-profit private colleges and universities. This is the shackle of thousands of years of official-based thinking in China, but also due to a deep-rooted social concept, that only the official is formal, private is only a supplement to the official. In the stage of the development of private schools. It is widely believed that the school sponsors of private schools are upstarts who pursue the maximization of economic benefits (although there are in fact some scholars who pursue the maximization of interests) and are not willing to send their children into private schools [6]. When people are biased against private colleges and universities, they will equally assume that the teachers of private colleges are also practical workers who pursue utilitarianism, rather than the people's teachers who are dedicated to the development of students. As a result, the people lose trust in the quality of running private colleges and the teachers' skills and morality of private colleges.

4. The Path Choice of the Development of Non-profit Private Colleges and Universities from the Perspective of Social Support

Sociologically speaking, social support is a selective social behavior in which certain social networks use certain material and spiritual means to help the weak without compensation. From the perspective of social support theory, private colleges and universities in China are obviously more vulnerable than public colleges and universities, and need the government to take the lead in economic support, media public opinion support and the support of private colleges and universities associations.

4.1 Formulating concrete and feasible economic support scheme

Some scholars believe that the main reason why Korean non-profit private colleges and universities develop so fast is that "the government does not deliberately restrict the level of non-profit private colleges and universities. In terms of degree authorization and protection of teachers' rights and interests, great support has been given. The investment in Colleges and universities is based on teaching quality and aims at training high-level talents. Financial support is not limited to scientific research support for teachers, but also includes financial support for students and schools [8]. With the support of the Korean government's perfect policy, Pudong University of Science and Technology has succeeded in joining the ranks of the world's top universities in less than 30 years. It is not difficult to find out in the "Decision on Amending the "Private Education Promotion Law" on November 7, 2016 that the state's "economic support" for non-profit private colleges is not clear, and its speech expression is too general, mostly used. The word is "may". This vague term can also be interpreted by law enforcement agencies as being un-supportable. It does not mean that it must give definite support to non-profit private schools, which makes "economic support" less enforceable.

To develop a concrete and feasible "economic support" program can free non-profit private colleges and universities from the pressure of funds. First, the government should optimize the

investment and financing environment of non-profit private colleges and universities, and give them financial support for their policies. For example, the introduction of public welfare financing mechanisms, non-profit private college credit guarantee loans and long-term low-interest loans, non-teaching assets for collateral, tuition fees for pledge application loans, and advocacy to encourage individuals, businesses and social organizations to donate. Secondly, the government should formulate relevant policies to build a reasonable flow mechanism of teachers in non-profit private colleges and public universities, and protect the rights and interests of teachers in non-profit private colleges and universities. At present, the status, treatment and guarantee system of teachers in private colleges and universities are difficult to compare with those in public universities, which makes it difficult for private colleges and universities to introduce and retain talents. Thirdly, the government should increase the scientific research support for non-profit private colleges and universities. The allocation of scientific research funds should not be based on "public" and "private" criteria, and should not be allocated as a resource allocation, but should be written into policies and regulations, focusing on the principle of fairness. The most important thing is that the government should put the specific programs of economic support for private colleges and universities into policies and regulations to promote the implementation and guarantee of economic support for non-profit private colleges and universities.

4.2 Effectively play the role of media in public opinion support

At present, many people in China still have prejudice against private higher education. They believe that only state-run universities are authentic and credible. In fact, the practice of education in ancient China has long proved that private education has far exceeded official education in quantity and quality. The four academies in the Song Dynasty, Yuelu Academy, Bailudong Academy, Songyang Academy, Shigu Academy and other elites gathered together. Their grandeur and magnificence were magnificent, and the great celebrities of a generation were proud to teach academies. The most outstanding scholars almost always choose the academy as the place where Shu Deyan speaks, and the students are responsible for the burden. Whether it is the quality of running a school, academic achievement, or social status, it was beyond the reach of the state's supervisors at that time. Generally, the government and state studies could not match it. Its social impact has continued to this day.

Private colleges and universities have the same responsibility as public education, and the media should play a role in guiding the people to form a correct understanding of non-profit private colleges. First, the media should report the reality of non-profit private colleges and universities objectively and fairly, so that more people can understand non-profit private colleges and universities, and can more fully recognize the school-running status and social value of non-profit private colleges. Second, the media should use professional intermediaries to jointly guide the public to form a correct understanding of non-profit private colleges and universities. Since the classified management of private universities has not yet been officially launched, the media's guidance and propaganda for non-profit private universities is still weak. At present, some media reports on private colleges and universities, the survey data and conclusions are not convincing enough to truly reflect the quality level of personnel training, teaching, scientific research and social services in private colleges and universities. At the same time, private universities can not be guided essentially to improve their educational level and social reputation. Therefore, the media need to cooperate with the third sector, such as the association of private colleges and universities, to jointly maintain the image of non-profit private colleges and universities, and guide the public to form a correct understanding of non-profit private colleges and universities. Thus, it can play an effective role in public opinion support and create a good social public opinion environment for the development of non-profit private colleges and universities.

4.3 Advocating the Professional Support of the Association of Private Colleges and Universities for its Internal Management Construction

In foreign countries, private college associations play an important role in supervision and coordination, and play an important supporting role in the internal management of private colleges.

Learning from foreign experience, we can make efforts from the following aspects: First, improve the management mechanism in schools. The Association of Private Colleges and Universities may suggest that non-profit private colleges and universities learn from the board system or board system adopted by the United States and Japan to involve businessmen, students, teachers and entrepreneurs in the management of schools. So as to improve the scientific nature of decision-making, avoid the "family" and "arbitrary" management, and truly realize the interests of equity. The second is to clarify the power boundaries of the leading bodies in the school. Private colleges and universities associations can guide non-profit private colleges and universities to learn from the successful experience of American and Japanese non-profit private colleges and universities, and clarify the authority of the leading bodies in the schools, so as to achieve that each institution can perform its own duties, work independently and supervise each other. The third is to provide complaint channels for teachers and students. The demands of teachers and students play an important role in the future development of a school. The government should permit private colleges and universities to establish complaint channels for teachers and students of private universities, so as to improve the satisfaction and trust of teachers and students towards the school, so that teachers and students can focus on teaching and research. The fourth is to adhere to humane education. Private colleges and universities can guide private colleges and universities to take the road of humanized education. All the teachers and students should focus on the interests and needs teachers and students as the center, thus improving the enthusiasm of teachers and the enthusiasm of students.

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