

# Analysis on the connotative Development of Private Non-profit Higher Education

Deming Li

School of Education, Jilin International Studies University, Changchun Jilin 130117, China

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**Abstract:** Connotation development is the development path and inevitable choice of higher education in the new period. During the period of talent training, we should adhere to the basic principle of "quality as the root, problem first, demand first, efficiency and fairness first", strengthen talent training, and provide a guarantee for the development of national economy and social progress. Private non-profit higher education is an important part of higher education in China. It is necessary to realize the importance of connotative development, explore the challenge of connotative development, and put forward the connotative development path of private non-profit higher education.

**Keywords:** Private non-profit higher education; Connotative development; Structural adjustment; Quality establishment; Path selection.

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## 1. Introduction

Extension development and connotative development are two important directions for the development of private non-profit higher education, which adapt to different development stages. The extension development adapts to the stage of rapid expansion of a large number of input factors of colleges and universities, while the connotative development adapts to the stage of improving the quality of running schools and promoting equity. From the reform and opening up to the current education reform, private non-profit higher education is also constantly adapting to the new changes and new requirements of China and even the world, running private non-profit higher education well, adapting to meet the development needs of The Times, and helping the great rejuvenation of the Chinese nation. Therefore, it is of great significance to explore the connotative development path of private non-profit higher education.

## 2. The Importance of The Connotative Development of Private Non-Profit Higher Education

### 2.1. The Specific Meaning of Connotative Development

The connotative development of private non-profit higher education has different connotations in the new historical period, which needs to be understood from three levels: macro, medium and micro levels. First, at the macro level. The country has a clear definition and requirements for higher education at the macro level. In the progress and rejuvenation of the Chinese nation, we should pay attention to education, comprehensively improve the comprehensive quality of the people, and realize the great rejuvenation of the Chinese nation. Building a great country in education in the great rejuvenation of the Chinese nation is a basic project, and there is an urgent need for higher education. Serving the people and the Party is the basic compliance of higher education, which requires it to adapt to the construction of socialism with Chinese characteristics in the process of development.

Second, at the meso level. The middle-view level mainly refers to the scale and structure of the higher education system itself. In terms of the scale of all kinds of higher education in China, by 2018, the total scale of all kinds of higher education, the gross enrollment rate of higher education, the number of ordinary higher learning institutions, and the number of undergraduate institutions are 38.33 million, 48.1%, 2,663, and 1,245, respectively (data source: wechat official account Weishang Studio Shaanxi Normal University). At present, from the perspective of the development of national higher education, a large scale is formed, and the quality of running schools is continuously improved, which more and more can meet the needs of social development. It is a common practice for most countries in the world to classify and manage private education according to profit-making and not-for-profit. From the perspective of international experience and development trend, it is the mainstream of private higher vocational education to choose the development path of not-for-profit private education[1].

Third, at the micro level. At the micro level, it belongs to the positioning of colleges and universities themselves in the development, which requires private non-profit higher education to reasonably handle and optimize various relations of scale, quality, efficiency and other aspects from its own actual situation, so as to actively build high-quality colleges and universities and constantly meet the development needs of The Times. Private non-profit higher education should be run with its level and characteristics, which can reflect the spirit of The Times, attach importance to the connection between scientific research projects and practical applications, and optimize its own development while promoting social development, From "Quantitative Growth" to "Qualitative guarantee"[2].

### 2.2. The Importance of Connotative Development

Private non-profit higher education is facing a complex domestic and foreign environment. In order to adapt to the profound changes of the domestic and foreign environment, it is required to implement the connotative development strategy, deepen the education reform, and meet the development needs of The Times. In the process of higher

education development in developed countries, the adjustment and optimization of private education take talent training as the main way of national competition. Therefore, with the transition from the original expansion scale stage to the current connotative development, the international competition of private higher education has been enhanced[3]. China's private non-profit higher education should also conform to the development trend of The Times. In order to enhance the international competitiveness and run higher education well, it is necessary to actively change the development thinking, take the connotative development as the focus of development and transformation, and enhance the core competitiveness of private non-profit higher education in the world.

In recent years, our country is in the period of social and economic transformation, urbanization development, modern agriculture development, industrialization development has made progress, in the new changes of the people put forward new requirements for higher education, not only to fair allocation of higher education resources, more to improve the quality of education, meet the requirements of the people look forward to accept high quality higher education[4]. Social economy has entered a new stage in the process of development, and innovation-driven development has become the main driving force of economic growth. Private non-profit higher education has changed its development thinking and implemented connotative development, not only improving its self-adjustment ability, but also making higher education adapt to the needs of social and economic development.

China's socialist democracy, the rule of law and political civilization have developed rapidly. In the critical period of the transformation of government functions, the demand for talents is constantly increasing, requiring private non-profit higher education to adapt to the changes of the national political environment, cultivate more high-quality talents, and reflect the superiority of the socialist political system[5]. In the process of transforming government functions, private non-profit higher education should also make education more fully reflect the main theme of the development of The Times and meet people's growing demand for high-quality higher education. Private colleges and universities must keep up with the development pace of The Times, understand the new needs and new changes of the socialist cause construction, and promote their own sustainable development through the implementation of the connotative development mode.

"Cultural confidence" is not a slogan, which requires China to take cultural construction as the key content of the construction and development of the socialism with characteristics, and to give full play to the role of private non-profit higher education, strengthen cultural construction, and meet the needs of the masses for spiritual civilization. In the economic development, culture has become a new driving force, and it is also an important embodiment of the adjustment and optimization of the industrial structure. Therefore, the private non-profit higher education needs to actively cultivate high-quality talents with the all-round development of "morality, intelligence, physique, beauty and labor". Culture has become the embodiment and symbol of social civilization, economic development and the comprehensive strength of the country, so the private non-profit higher education should take the road of connotative development to provide a guarantee for cultural construction. The connotation development of vocational education in

colleges is also an important research hotspot[6].

### **3. Challenges of the Connotative Development of Private Non-profit Higher Education**

#### **3.1. Profit-seeking Nature of School-running Motivation**

After the reform and opening up, education began to open to private capital. The allocation of higher education resources was greatly affected by these two "invisible hands". Private colleges and universities gradually take economic benefits as an important factor, and the construction scale of private colleges and universities in China is constantly expanding, and the number is increasing rapidly. For-profit and non-profit have always been the focus of national research, but for a long time to give the answer, only vague treatment, but also acquiesced in the behavior of private university organizers to obtain reasonable returns. The "profit" problem of private universities is the focus of national supervision and the key link of the high-quality development of private universities. The "profit-seeking" of capital makes the development of private non-profit higher education extremely unstable. Under the flood of capital, the purpose and connotation of running a school are ignored, and the investment in the construction of teachers and scientific research investment is relatively small, which is not conducive to the sustainable development of private non-profit higher education.

#### **3.2. Utilitarian School-running Philosophy**

In the process of development, private non-profit higher education adheres to the concept of economic logic and adopts family or company management mode. This development mode belongs to an economic organization. In the process of running a school, various decision-making and management will tend to be utilitarian, which has a great impact on the implementation and implementation of connotative development. The utilitarian concept of running a school will have an impact on the teaching staff construction of private non-profit higher education, and it is difficult to retain excellent talents, leading to the inability to increase the quality of education. At present, private non-profit higher education pays insufficient attention to brand construction, social image construction and other soft power, and takes intangible and tangible assets construction as the focus of development, which seriously affects the sustainable development of private non-profit higher education. Utilitarianism of school-running concept is one of the main factors affecting the development of private colleges and universities. Therefore, it is necessary to change this understanding from the concept and return to the essence and original intention of education.

#### **3.3. The Source of School Funds Is Single**

The single source of school funds is an important factor restricting the development of private non-profit higher education. Social donations are mainly concentrated in first-class research universities, and private non-profit higher education generally receives less social donations. The same is true of government investment, with a small proportion of funds invested in private non-profit higher education. The relevant national policies for non-profit private universities

are relatively vague, which directly leads to the government's more cautious capital investment. At the same time, the inflow of a large amount of private capital in private education also reduces the inflow of government funds, resulting in tuition fees becoming the main source of income of private colleges and universities. However, this single source of funds will seriously affect the connotative development of private non-profit higher education.

## **4. Path Choice of The Connotative Development of Private Non-profit Higher Education**

### **4.1. Driving the healthy development of private colleges and universities with educational logic**

Private non-profit higher education should return to the educational attribute, respect the law of education, and take educational logic as the driving force when promoting the healthy development of private non-profit higher education. Respecting the educational logic is an important means to consolidate the foundation of education, strengthen the quality of running schools and reflect the characteristics of running schools. Therefore, the connotative development of private non-profit higher education must respect the logic of education.

#### **4.1.1. Build A Long-term and Stable School-running environment**

The basic condition of the development of colleges and universities is to have a long-term and stable internal school-running environment, and the foundation of long-term stability is the school-running orientation. Without a coherent and stable school-running environment, it will have a great impact on the development of private non-profit higher education, which is not conducive to the improvement of education quality, and it is difficult to realize its connotative development. The pursuit of "li" too much, will let private colleges and universities hindered in development, in a dilemma, then if the decision problems, will abandon the education basic logic, the "profit" as the basic condition of the development, will affect the stability of running, so private colleges and universities to return to the nature of education, to determine the orientation. Private non-profit higher education must have a deep understanding of its own positioning and role, start from the essential differences of private colleges and universities, and avoid education based on the real survival needs. To determine the positioning of running a school according to the law of education, we should not start according to the market allocation and national planning. We should respect the internal development logic of the school, and fully realize our own positioning and value in the whole country. In the era of knowledge economy, the dependence and connection on knowledge in various industries in the market have increased, and the importance of private universities in social and economic development projects has been highlighted and played their role in various industries. In the long-term development process, private colleges and universities should make good use of their own advantages, especially in the arrival of the fourth Industrial Revolution, and pay more attention to the integration of industry and education and school-enterprise cooperation, so that education can realize the "combination of science and

reality", create characteristic private education, and improve the overall quality of private education.

#### **4.1.2. Strengthening Strategic Planning**

Private non-profit higher education needs to formulate its own suitable development strategy, and it should fully understand the actual needs and strategic development direction of private colleges and universities in combination with its own actual situation, and can formulate systematic strategies with strategic thinking, and plan the development of schools from a higher perspective. Development strategy needs long-term strategy and short-term strategy, long-term strategy should be appropriately adjusted along with the change of the internal and external environment of private universities, and short-term strategy is an important barrier to realize the long-term strategy. Private colleges and universities should actively transition from family or corporate management mode to modern private university governance system. The strategic quality of private colleges and universities should be measured from the suitability. Private colleges and universities need to find strategies suitable for their own development, change from extension development to connotative development, constantly improve the quality of running schools, meet the development needs of The Times, and promote private non-profit higher education to be first-class. For private colleges and universities, there will still be many challenges and obstacles, such as the merger and acquisition of private colleges and universities, overseas listing and other behaviors, in fact, will make the society have a bad feeling. Private colleges and universities should proceed from their own reality and pay attention to their own suitability. Therefore, private colleges and universities are required to base themselves on the local economy, pay attention to the national economic and social reform and development situation, formulate strategic plans, and achieve connotative development.

## **4.2. Adjustment of the Structure of Private Higher Education**

During the period of educational structure adjustment, private non-profit higher education should adhere to the basic principle of "educational resource-oriented", actively promote the adjustment of educational structure, and promote the connotative development. The structural adjustment of private higher education should adhere to the way of "establishing the school with quality", "strengthening the school with talents" and "revitalizing the school with characteristics".

#### **4.2.1. Quality Establishment**

Quality is the key to measure the educational level of private colleges and universities. As the embodiment of the value, it should reflect the value of the students themselves, the school and the society, and present a diversified value relationship. Private colleges and universities take the "quality establishment" as the concept of running schools, guide the school to move forward to the connotative development, constantly innovate the idea of running schools, improve the quality of running schools, and realize the scientific and standardized development of private colleges and universities. Excellent teaching team is the foundation of "quality school", and to build a high-quality teaching team, and to form a teaching team with high scientific research level, strong academic ability and high comprehensive quality. The innovation of talent training system is an important guarantee

for the "quality school", which requires private colleges and universities to improve the structure of professional disciplines, strengthen the practical teaching system, and improve the teaching methods, teaching contents and evaluation methods, so as to provide a guarantee for the improvement of students' comprehensive ability. Private colleges and universities should also rely on modern running conditions to improve the level of running schools and provide a good working and learning environment for teachers and students. Quality supervision system is an important guarantee for "quality establishment". Private colleges and universities should actively improve the teaching quality monitoring system, supervise the whole process of teaching of teachers, constantly improve teachers' subjective initiative, ensure the teaching quality, and strengthen the basis of connotative development.

#### 4.2.2. Talent Strong School

One of the bottlenecks or troubles of the connotative development of private colleges and universities is the talent problem. Compared with public universities and private universities, the starting point is relatively low. Because the funds mainly come from tuition fees, it is difficult to introduce high-end talents, let alone retain and make good use of talents. However, private colleges and universities must pay attention to the introduction of talents and establish a scientific view of talents. Private colleges and universities should set up the idea of "teacher standard", identify teachers as the core of the school, serve teachers well, provide teachers with a good academic atmosphere for teachers, and provide teachers with good conditions for running schools. Adhering to the scientific outlook on development of talents and respecting the objective laws, the most common means is to rehire retired professors, and to promote the development and innovation of young teachers in the school under the drive of the old professors. Private colleges and universities and support outstanding young teachers to study for high-level degrees and attach importance to the growth of teachers. Although private colleges and universities have limited conditions when attracting doctors and high-end talents, they can not only rely on the degree, but also comprehensively measure their ability and qualifications, so as to select capable and innovative high-end talents. Private colleges and universities should establish a scientific talent view in line with their own development, avoid copying the talent view of public colleges and universities, and take talents as the backbone of connotative development.

#### 4.2.3. Characteristics of Revitalizing the School

In 1993, the Outline of Education Reform and Development issued by the CPC Education Central Committee and The State Council proposed for the first time to link school development with school characteristics, based on the characteristics, fully explore the characteristics and connotation of private universities, and realize the structural transformation and upgrading of private education. First of all, private colleges and universities need to strengthen the construction of school-based curriculum system to meet the diversified needs of students. To form the school characteristics and create the characteristic curriculum in the school-based construction. Private colleges and universities should change the traditional thinking concept, boldly innovate the curriculum system and teaching method, form the school brand and characteristics, and jointly provide a guarantee for the school talent training. Secondly, the education authorities should improve the policy guarantee

and promote the characteristic construction of private schools. Government support is an important basis for the development of private colleges and universities, so the government should loosen the policies to create a more fair and free environment for private colleges and universities, reduce the restrictions on private colleges and universities, and promote the characteristic construction of private colleges and universities. Education authorities should promptly correct discriminatory policies, and let private university teachers and public university teachers enjoy the same identity and treatment. For the characteristic construction of private colleges and universities, we must get the support and guidance of the government, encourage private colleges and universities to make bold attempts and innovate, implement the differentiated and diversified development mode, and promote the personality development of all students. Characteristics are the key to the connotative development of private colleges and universities, which requires active innovation in the process of development, reflect the characteristics, to take the characteristics as the famous brand of private colleges and universities, can be recognized by the society and the school, and provide support for the national construction and social development.

## 5. Conclusion

Con-connotative development of private non-profit higher education is the inevitable requirement of the development of The Times. In the face of the latest changes in domestic and foreign environment, private colleges and universities must change their development concept, innovate their development mode, and formulate development strategies and plans with the concept and ideas of connotative development. Drive the healthy development of private colleges and universities, strengthen the structural adjustment of private colleges and universities, improve the decision-making and management system, promote the characteristic development of private non-profit higher education, form a competitive advantage in China and even in the world, and can lay a foundation for China's social and economic development.

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