

# Problems of Campus Culture Construction in Local Higher Education Institutions and Countermeasure Thinking

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**Abstract:** Colleges and universities undertake the mission of talent training, and are the main position for cultivating higher talents with all-round development of morality, intelligence, physique, beauty and labor. As a "space" for students to grow and become successful, campus culture plays an important function of cultivating talents. This paper tries to discuss the connotation of campus culture, analyze the problems of campus culture construction in local colleges and universities and think about countermeasures, hoping to make some suggestions for strengthening campus culture construction in local colleges and universities and improving the grade and nurturing function of campus culture.

**Keywords:** Local institutions of higher education, Campus culture, Human development, Problems, Countermeasures.

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## 1. Introduction

Campus culture is the soul of school development, an important embodiment of cohesion, school image and school civilization, and has a subtle and far-reaching impact on students' outlook on life and values, and is of great significance in improving students' humanistic qualities. The old saying: "Near the vermilion is red, near the ink is black." If students are tasty kimchi, then campus culture is the water used to make the kimchi. How good the water is, how high the quality of the pickles will be. As a power of environmental education, campus culture has a great influence on the healthy growth of students. As the highland of talent cultivation, it is especially important for higher education institutions to strengthen campus culture and give full play to the function of culture education.

## 2. The Connotation of Campus Culture

Campus culture can be divided into two parts: material culture and spiritual culture, which is a group culture formed through long-term accumulation and precipitation with teachers and students as the main body and the campus as the space, reflecting the common beliefs and values of teachers and students. It is reflected in the abstract spiritual style of teachers and students in terms of knowledge, speech, behavior, teaching and learning style, and cultural life, as well as in the campus environment, building layout, landscape design, visual identity system features, recreational facilities and other concrete visible things. As an important part of school education, campus culture has an important influence on teachers' and students' ideology, behavior, lifestyle, psychological quality, world view, outlook on life and values. Different schools have their own different campus culture characteristics, and all play the function of cultural nurturing, however, different schools pay different attention to campus culture construction, and the effect of nurturing people may vary. For example, the author's school, a small city in western Guangxi, the local economy is not developed, the school conditions are extremely difficult, after generations of teachers and students for more than 60 years of hard work,

unremitting efforts, condensed the school motto and school spirit that highlights the characteristics of the school. Inspired by the spirit of this campus culture, the teachers of the school have trained more than 50,000 senior applied medical talents who are willing to work in remote areas and have excellent skills, and are highly praised by employers.

## 3. Problems of Campus Culture Construction in Local Higher Education Institutions

With the rapid development of economy and society and the high attention of the state to education, local colleges and universities have made great improvements in building construction, teaching equipment and campus culture hardware facilities, and many schools have built modern universities. However, there are problems such as not enough attention, not outstanding characteristics and shortage of funds in the campus culture construction. There is still a long way to go to strengthen the campus culture construction of local institutions of higher education and to improve the campus culture taste.

### 3.1. Insufficient Attention to Campus Culture Construction

Local higher education institutions face greater challenges compared with universities directly under the Ministry of Education. Some local colleges and universities, due to the challenges of funding, enrollment, employment and school conditions, will devote more energy to the construction of disciplines, majors, teaching bases and laboratories, and often neglect the management of campus culture construction, lack overall and systematic planning, and lack in-depth thinking and research, which leads to the lack of system and unity in campus culture construction. Some schools lack a sense of responsibility in the management of campus culture construction, and the phenomenon of having a system without implementation, a program without implementation, and an organization without supervision hinders the pace of campus culture construction promotion. In the education of students,

emphasis is placed on the subject education of students, but not enough attention is paid to personality cultivation, value leadership and psychological guidance, etc.

### **3.2. Campus Culture Construction Features Are Not Outstanding**

Features are the soul of campus culture construction, which is the direct reflection of school development different from others. Some schools do not have enough excavation of their own advantages and characteristics and do not elaborate enough. In the construction of campus culture, they are used to imitating and copying out of the same mentality, thus forming a uniform campus culture, lacking their own personality and characteristics, and thus failing to apply their own campus culture characteristics to all aspects of talent training. Some schools do not have a good understanding of the connotation of campus culture, and simply think that campus culture is recreational activities such as singing, dancing, sports, etc., which makes the school-based campus culture simplistic and low-level, thus making it difficult to form a culture with connotation, depth and highlighting its own characteristics, resulting in the lack of innovation, vitality and vigor in campus culture construction.

### **3.3. Insufficient Investment in Campus Culture Construction**

The investment in campus culture construction includes not only the investment of funds but also the investment of human resources. Therefore, most of the funds are used for the construction of school buildings, laboratories, experimental equipment and other hardware facilities necessary for teaching, research and accommodation, as well as for space expansion. In terms of the construction funds, there are very few school motto stones, landscape stones and so on. In terms of human resources investment, some schools do not have a special leading organization to guide the campus culture construction, more often they are attached to the propaganda department and do not set up corresponding positions and have no full-time staff for campus culture construction, which makes it difficult to make new breakthroughs in campus culture construction. Some have set up leadership groups for campus culture construction, but this group rarely or does not hold meetings specifically about campus culture construction, and cannot really play its role.

## **4. Countermeasures to Strengthen the Campus Culture Construction of Local Higher Education Institutions**

The level of campus culture construction directly affects the quality of talent cultivation in schools. Therefore, local institutions of higher education should explore measures to strengthen and improve campus culture construction in response to the problems that arise in campus culture construction, improve ideological awareness, focus on implementation, be brave to develop and innovate, increase investment, and gradually create a campus culture style with distinctive features and obvious nurturing effect to cultivate high-quality talents.

### **4.1. Improve Ideological Awareness and Fully Understand the Importance of Campus Culture Construction**

"A country, a nation, cannot live without a soul. Workers in culture, literature and art, philosophy and social sciences all shoulder the important responsibility of enlightening their minds, cultivating their sentiment and warming their hearts, and shoulder the mission of educating people with culture and literature." (Xi Jinping) As the cradle of talent cultivation, colleges and universities are the place where outstanding literary scholars, artists and theorists converge, and they have to take up the important responsibility of cultural construction. Leaders and staff of colleges and universities should be fully aware of the importance of cultural cultivation, form a common understanding, and devote themselves to the construction of campus culture as masters to build a good school, teaching and learning style together. To strengthen the construction of campus culture and cultivate the core values of socialism, ideological and political education organic integration, give full play to the cultural "silent" function of nurturing people, and jointly build a beautiful and harmonious spiritual home, cultivate high-quality talents with comprehensive development of moral, intellectual, physical, aesthetic and labor.

### **4.2. Do A Good Job of Top-Level Design, Pressing The Main Responsibility for The Construction of Campus Culture**

Campus culture construction does not rely on a department or a person to complete, but needs to be compacted and compacted at all levels of responsibility, with all departments forming a synergy and teachers and students participating in the common construction. Colleges and universities should set up a campus culture construction leadership group headed by the main school leaders, who should be personally and truly responsible for the development planning and management supervision of campus culture construction, and promote the synergistic development of campus culture construction and various school constructions. As the main management personnel, college leaders should do a good job of top-level design, incorporate the campus culture construction into the key work of school development, into the agenda of school management, and implement the main responsibility of the relevant work, grasp the main responsibility at every level, effectively implement the campus culture construction work on the ground, and promote the institutionalization, standardization and normalization of campus culture construction.

### **4.3. Pioneer and Innovate to Create A Distinctive Campus Culture**

Campus culture construction is the precipitation and connotation of school history, but also the innovation and development with the times. To create a unique campus culture, on the one hand, we should deeply interpret and explore the spiritual and cultural connotations of the school, strengthen the interpretation of the school song, school motto and school spirit, form an inner appeal, and enhance the love of school among teachers and students. On the other hand, we should grasp the theme of the times, combine the national, provincial (regional), municipal and school conditions, constantly enrich and improve the grade of campus culture, and cultivate the spirit of campus culture that reflects the

characteristics of the times, local characteristics and the characteristics of our school. Finally, we should broaden the ways of cultural education and create campus cultural masterpieces. Through reading days, art festivals, cultural festivals, lectures by famous artists, patriotic education, volunteer services, innovation and entrepreneurship activities to enrich the knowledge reserves of teachers and students, improve their ideological awareness, spirituality and competence, and cultivate a number of distinctive and diverse cultural brands.

#### **4.4. To Increase Investment, Do A Good Job of Human and Material Resources Demand Protection**

Without the guarantee of funds, the strengthening of campus culture cannot be carried out; without the investment of manpower, the strengthening of campus culture cannot be realized. The beautification and greening of campus environment, the school-based characteristics of campus landscape, the modernization and multi-functionality of teaching buildings and laboratories, the rationalization and refinement of school history and culture museum, the diversification and high quality of campus culture, etc. all require sufficient funding. Therefore, local colleges and universities should not wait, ask or rely on each other, but should raise funds through multiple channels and increase the sources of funding through school-enterprise cooperation. In addition to funding, it is also necessary to have human resources to strengthen campus culture construction, otherwise it is difficult to implement. The construction of campus culture requires the participation of teachers and students, but also a capable leader and a competent and dedicated work team. Only when the leaders pay attention to it, the cadres are willing to work, and the teachers and students

are active, can the campus culture construction achieve real results.

## **5. Conclusion**

In the process of talent training, higher education institutions should not only teach students knowledge and skills, but also educate them to form good spiritual qualities and perfect personalities. Only by enhancing the awareness of "culture cultivation", raising the awareness, planning scientifically, implementing seriously, investing, innovating and working actively can local institutions of higher education explore and create a campus culture with distinctive features, high visibility and good cultivation effect, which can effectively improve the soft power and core competitiveness of the school.

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