

The Localization Characteristic of the Idea and Mission of Private Universities in China

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Abstract: The idea and mission of college and university are always assuming a fluxion accompanied with social upheaval. The Chinese private universities' idea and mission take on local characteristic: "As the foundation of a nation, education should meet the needs of social development, should take the responsibility of practical application and take service for the community", "Education should place people first, attach great importance to the improvement of the students' individual quality and put heavy emphasis on the service quality", which have become the important content of the faith of Chinese private universities; "To strengthen the internationalization and to open running college", which is the new direction of faith of Chinese private universities. It became those private universities' bounden duty to translate normal human resources into quality human capital. So, those private universities have the responsibilities and missions to construct human resources powerful nation, to popular higher education with high standard satisfied by people.

Keywords: civilian-run colleges and universities; local characteristic; faith of college; mission of college.

1. Introduction

Two thousand years ago, *The Great Learning*, a famous book of Confucian Classics, wrote: "the purpose of the great learning is to acquire the universal truth and disseminate it among the people until the best result is achieved." (Zhou, 2006) It is the ideas and missions of private universities in antiquity China that culturing bachelors (gentlemen) who have the qualities of acquired the universal truth, closed to civilian and aimed at attain perfection. In the western countries, the ideas and missions of universities are always changing company with social upheaval. As Clark Kerr had once thought: A university in John Henry Newman's time was just only a country, A. Flexner's a town, but in nowadays, a city which had a colorful life. (Yeo-Chi, 2008, pp. 7-8) By all appearances, it is unmatched and unimaginable by the universities in past time that the gigantic of universities in

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our time. Different time have different universities, in turn, different universities have different ideas and missions. These changes are the respond of universities to the sustaining pressure which brought by social transformation, economic development and culture changes. Many times, universities themselves are trend participants and even leaders.

In modern China, the acute transformation of society brought a batch of excellent universities, which had taken us qualified reference in that their faith to running school coincident their tasks with areas characteristics. After going into the stage of reform and open, social representative characteristics were changed. To adapt to the change, Chinese higher education spread popular tenor from 1999. At the soon a course, the higher education run by the local people took on the same importance mission as the state. The mission predetermined by the “popular” proposition was the amplitude rising of the school scale. According to ministry of education's statistical figures, to the close of the year 2011, the country higher education gross enrollment rate arrived at 26. 9%, commonness institutions of higher education arrived at 2409, and run by the local people arrived at 698(including run-school-alone academy 309), occupied 28. 97% of the total number; students enrolled 505. 07 ten thousand person, which occupied the total number's 21. 88%, and undergraduate students enrolled 311. 82 ten thousand person, major students enrolled 193. 25 ten thousand person and self-study class students, preppies, adult learners with advanced training 26. 00 ten thousand person; Non-academic higher education institutions run by the local people 830, all of register students 88. 14 ten thousand person; in addition, training exchange make up 21403, 955. 46 ten thousand person-time received education Training.¹ Thus it can be seen, higher education run by the local people had become an important integral part of country higher education. Following with higher education gross enrollment rate's increase, managing high-grade university to satisfactory to demand of people, had become higher education's mission in contemporary China. Higher education run by the local people would be faced with new challenge and develop chance. How do the Chinese private universities shoulder the important history tasks in the time of popularization of higher education? This problem should be pore over and researched by each organizer and supervisor of civilian-run colleges and universities?

2. Indigenization Transmutation of University Idea and Mission

Idea of university is the ideal and belief of university. In other words, idea of university is that rational knowledge, ideality woo, and instruct concept or theory which were sticking by the universities execution undergraduate course and

¹ Ministry of Education of the Peoples Republic of China(MOE). *Statistical Bulletin for National Educational Development in 2011*[N], China Education Daily. 2012-08-31(2).

undergraduate course upwards education received academic degree instruct generalized type, multidiscipline, full-time commonness institutions of higher learning. The idea of university is the time spirit of the university, which always take upheaval coupled with epochal develop and university institutional vicissitude.

University mission is the university's significance duty to social and economic development. The mission is the ultimate nature and existence reason, which define the university's region, idea, and offer gist for the university's aim and strategy. The university's basic mission consists in piloting, impulsing and servicing society development with new ideas, talents, and Lore payoff. (Yang, 2005, p. 15)

The university's idea and mission take a history transmutation, which is an indigenization course of the idea and mission. Indigenization reputes localize a course of that to convert a certain object to conform local required.¹ Modern university shifted its center from its source Italy, France to Britain, Germany, and transplanted to United States drifted vast ultra-sea. The millennia transmutation and institutional soundness of university were a indigenization course in which university convert itself to conform the required of those nations.

University could be sourced to nativity of private university. University in modern sense came from the universities in Middle Ages of Western Europe, such as Bologna University, Salerno University in Italian, Paris University, in French. As a relatively autonomous separate operating agency, they were college established privately which gave priority to divinity, law, medicine, and took the mission to foster preacher, lawyer, and physician. Private universities' provenance and development in Middle ages brought Europe Renaissance, which center included Italy and France. Following those universities, Oxford, Cambridge, and some others classicality privately universities were established in Britain. It was became the idea and mission of Britain classicality university that offering liberal education, fostering gentlemen, imparting scholarship, which was put forward by John Henry Newman in his "University's Ideality". Britain universities spring up, brought the first time Industrial Revolution successfully to Britain in 18th century. At the beginning of 19th century, Homburg's idea of university born in Germany, Humboldt-universitat zu Berlin became the idea's headstream. Homburg's idea of university sparkplugs the mission of university that "scientific research tight coupling with learning". Therefore, Germany kept upmost economic on top rate in very long duration in secondary Industrial Revolution. Metaphase of 19th century, United States "Morrill Act" promoted Land Grant College's development, and at the same time, the idea that university should "out of the ivory tower, for social work", which named as "Wisconsin idea" was brought. "Wisconsin idea" put forward the road of modern university, and brought United States science and

¹ MBA Think tank Wikipedia: localization[EB/OL]. [2011-08-25] <http://wiki.mbalib.com/wiki/%E6%9C%AC%E5%9C%9F%E5%8C%96>.

technology on top and super state's boom at the height of power and splendor¹From the development of university, we can see that modern university born in Middle Ages had stepped into social development's hub from social fringe, conventional tower of ivory.

The evolutionary of the idea and mission of university proved that development of university impulse the advance of society, university boom, and then fortunes of nation splendor. The history of modern university experience millennia transmutation, the center of university shifted from Italy, France to Britain, Germany, and United States. The transmutation of idea and mission of university generalize several times revolutionary variation in university history. Each change of idea and mission of university was not only a historical upheaval of applicatory of running a school, but also a course that university adjusted itself with the situation of a country and the quest phase shirt-sleeve, even more a new flourishing start of university. Each upheaval of university idea always brings different state up growth and well-being. Each vicissitude of university idea always effectively impulse university to sound function and mission and impulse social and economy to change their type. The transmutation of idea and mission of university emblemize the exaltation and enhancement of university position, and formed modern university a stabilized development model, which multitude personnel culture, scientific research, social work three large fundamental function and mission in one organization.

3. The Feature of Indigenization of Chinese Private Universities

The feature of indigenization of the idea of university was determined by the characters of university at different levels, multi-class, multi-tract, and multifunction. Different university could form different academy feature and different faith by the influence of themselves tradition and sectional in their development. At the beginning of popularization of higher education, all Chinese private universities point running school type at teach-application university, so, their ideas of university different with research universities could form in their development, which are the ideas of civilian-run colleges and universities taking on the characteristic of China.

1. Diversification and indigenization of the ideas of civilian-run colleges and universities

The importance time of our country private universities broke their ground at the beginning of the 20th century. The ideas of universities at that time mostly took on strong patriotic feelings and national spirits, such as private Fudan University's

¹ The MOE leadership team of Chinese-Foreign University Presidents Forum, *Higher Education: Views of University Presidents [M]* Beijing: Higher Education Press (HEP), and 2007: 42.

idea that “Saving the country through education, paying equal attention to science with humanity”, which put forwarded by Ma Xiangbo, the president; Private Nankai University president Zhang Boling put forward the idea that “Private school impartiality”, “Both fair and might, changing with each passing day”; Mister Tan Kah Kee, private AMoy University organizer, put forward the idea that “Education is the basic for build up a nation, running schools is people’s inborn vocation”, and so on. Contemporary private universities successively condensate ideas of university, which took on the feature of pluralization and indigenization in respective practice of running school, such as Zhejiang Shuren University’s idea, “Lofty virtue and weightiness wit, basic on cultivate person”, “trial carve out, deal with concrete matters basic to work, respectfully occupation and dedication”; Xi’an Fanyi University’s idea, “Diligence, and aggressiveness, brave danger, no stop, no greedy of gain, running a school independently, own a brand”; Xi’an Eurasia University sparkplug’s idea, “Education namely service and commitment”; Xijing University’s idea, “Cordial, haleness, knowledgeable, capability”, “Wholeness in order to student, in order to wholeness student, in order to student wholeness”; Beijing Geely University’s idea, “Adequate theory, attach most importance to practice, technological innovation, personality standard.” (Zhang, 2005, pp. 39-42) Qiqihaer Institute of Engineering’s idea, “Do with a golden mean, harmony but not sameness”, “let unemployed have a work, let employed extractive their work, let conversion have a new work, to take talents and education support to social progress”. These (private) civilian-run colleges and universities faith take the evidence invariably that the idea of university take on diversification and indigenization characteristic.

2. The indigenization of the idea of Huanghe science & technology college

Huanghe Science & Technology College was born in the spring tide of reform and opening up, its idea’s formation has considerably representativeness. The 1980s, China has increased the time of reform and opening up, the contradiction of economy and society developed instantly with talent shortage got very prominent. 1984, Chinese higher education gross enrollment rate restricted to 2.39%, whereas University inner substantive RIE in idle, human resources’ exploitation lag severity, those were two large bottlenecks to the higher education. Country’s “worry”, was modernization construct needed talents badly; people’s “worry”, was that elite education kept large of youth who have will to study from the door of tower of ivory. Hu Dabai, the originator, took tutoring self-study examination as her cut-in point of running school, to transfer multi-positive factors to break ground Huanghe Science & Technology College in 1984. At the beginning of running school, the college put forward oriflamme brightly its tenet that “serving the country, the people and the socialistic modernization drive”. Those was the most nuclear faith of the college, which incarnates the sublimity ideal and value pursuit of HHSTC’s people, that concerning nation and caring people, patriotic and loving

the people, serving society, taking rejuvenate the Chinese nation as duty. After the country ingress the time of mass higher education, the college endured the tenet new signification: To get over country's worry, civilian-run colleges and universities in response to take the duty to manage a university satisfied by people, and to develop education vigorously by personal force, to construct human resources powerful nation, and to push socialism modernization construct, to realize the Chinese nation's grandness revival; To solution people's worry, civilian-run colleges and universities in response to take the duty to increase education quality, and to run top level civilian-run colleges and universities to let every student to participate high quality RIE, and to let them received higher education service, and become available talent satisfied the need of society; To serve socialism modernization construct civilian-run colleges and universities not only in response to culture talent, to unfold the function and mission of learning scientific research, but also in response to serve local economic construction. The faith of Huanghe Science & Technology College tested that "correct education idea and advanced science faith, to off-campus an oriflamme, to campus inner and creed." (Lin, 2005, pp. 13-15)

Sum up the station, grounding on the indigenization, some of the ideas of universities run by the local people advocate spirit, some advocate target, some woo study skills, some advocate learning artistic conception, some woo humanity verity, some advocate individual morale, some woo intension, and some advocate extension. But they have that general characteristic: Firstly, "As the foundation of the nation, education should meet the needs of social development, should argue the practical application, should serve society", this is a faith comprehensively self-identified by our country run by the local people university; Secondly, "people oriented, attaches great importance to the improvement of the students' individual quality, put heavy emphasis on education service quality", which have become the importance content of the idea of our country run by the local people universities.

Thirdly, "Internationalization and outward orientation running a school", which is becoming the new orientation of the faith of our country run by the local people universities, such as Xi'an Foreign Affairs Academy's idea, "School regardless of large and small, teaching regardless of wisdom and slow-witted, studying regardless of elder and younger, culturing regardless of China and foreign", put forwards a new clue to develop our country higher education, especially that run by the local people higher education in new century. (Xu, 2007, pp. 103-106)

4. The Mission of Indigenization of Universities Run by the Local People

University mission is not only the concrete and externally forms of the idea of university, but also the practice of university based its idea. Abroad private prestige school all have definite mission of running a school. For instance, Waseda University took “academic stand-alone, academic lively use, training exemplar people “as its mission of found school; At the beginning of running school, Yale University put forward its mission “Leadership training for the country and the world”, and its fundamental errand was to shield, to impart, and to push and rich knowledge and culture. University of Wisconsin-Madison took serving society as its importance function clearly, and it put forward key target as, one, to foster student a freeman with knowledge and working adoption; two, to proceed scientific research, and to create new culture and knowledge; three, to disperse knowledge to Vastness mob, and let them handle these to solve matter of economic, production, society, polity and livelihood. California Institute of Technology’s errand was cultured creation scientist or engineer to meet the demand of development of education, management and industrial.

Timely and indigenization are the characteristic of the mission of the university. It ever was the goals of the universities in the dark ages that to tidy and impart recondite knowledge, and to develop specialist. 19th century and 20th century, the connotation of mission of university developed by scientific research and directly serving society successively. In China, the development, mission and duty of the university are attached with the practice of indigenization, and society history errand. In the 1980s, 20th century, the beginning of the reform and opening up, higher education still in the elite stage, colleges and universities were a sort of scarce resources, the universities run by the local people pioneered a road to vast student to received higher education. Those private colleges ever shoulder the task of gleaning and supplying the lack of state university, to train the application and combination type talents needed by local economic construction. For instance, Huanghe Science&Technology College put forward training target of qualified personnel to culture recombination, open talents to satisfy the demand of social market economy development in the 1990s, 20th century. As early as founding of the school, Guangdong Baiyun University put forward that “Let Baiyun to trend marketplace, and let marketplace known Baiyun” and” Ideality work begin from Baiyun”, those ideas reflected a mission which localized by profession object.

Ingress 21th century, the times of knowledge economy, fundamental connotation of society mission of a university prolonged and vicissitude successively. After thirty yearly development, and along with the country ingress the popularization era of higher education, higher education run by the local people have become an importance integral part of country higher education. Report to the Seventeenth National Congress of the Communist Party of China put forward: “We must

implement the Party's educational policy to the letter, focus on educating students with top priority given to cultivating their moral integrity, improve their overall quality, modernize the educational system, and train socialist builders and successors who have all-round attainments in moral, intellectual, physical and aesthetic education. All this is designed to run education to the satisfaction of the people. "So, at the soon temporarily age, when higher education became popular resource, top-grade and high-grade university then became the select of vast examinee and patriarch. Wherefore, managing top level civilian-run colleges and universities, doing a fine job to let people satisfy with higher education then became private universities' duty-bound responsibilities and missions. It provides three Methods:

1. civilian-run colleges and universities should take the mission to translate subnormal human resources into quality human capital

In precondition that market economy developed high speed, to foster nation requisite high-tech research talent to be sure importance, but to foster high diathesis applied talents for local economic more important. It is research universities' mission and duty to knowledge innovation and offer that occupied 1% of university total. Then, it is the rest non-research universities' mission to the profession, employment, originality, carve out, innovation of the students, which occupied 99% of the total of universities. This phenomenon of 1: 99 bring our country nearly all of university to one new intersection in which universities must be able to reclassify. (Jiang, 2010) In the times of knowledge economy, the wants and needs to low diathesis staff become less and less, whereas to high diathesis talent become more and more. Developing higher education could increase labor everlasting obtain employment ability. Today and tomorrow for some time liner, our country demands substantive high diathesis applied talents. Wherefore, civilian-run colleges and universities shoulder the mission that not only to translate human resources which increment of employment into human capital, but also even more to translate low grade human resources stocking employment into quality human capital. Market needs and the characteristic of popularization of higher education, which offered likelihood to university run by the local people to foster application specialism talents. "Ducks are the first to know when the river warms in spring", owing to civilian-run colleges and universities were born in the reform and opening up, they did the work of "occupation training station" under the very nose of feet on the ground from nativity. For instance, Beijing City University put forward: to foster student applied talents with "strong ability to adapt, multi-ability, high comprehensive quality", to build school into fostering depot of applied talents; Huanghe Science&Technology College then put forward its foster-pattern that "undergraduate course education s and job skill fostering adjoin"; Huali College Guangdong University of Technology put forward that university run by the local people should worked out the glory errand of training "silver neck" talents with

altitudinal social responsibility sense. (Zhang, 2005, pp. 5-8) It is to translate subnormal human resources into quality human capital that not only civilian-run colleges and universities errand justly, but also even more its wide developing space tomorrow.

2. “To construct human resources powerful nation “and popular “the popularization of higher education “are the mission of private colleges and universities

It is the education developmental new errand, fresh target and new strategy in the country’s entirely construct affluent society new time that to construct human resources powerful nation. It is a prior condition to our country to construct human resources powerful nation that striding higher education great power to higher education strong power. Facing to the knowledge economy’s dare and chance, whether “invigorating the country through science and technology and education” or “vitalize the province by science and technology”, the key is “vitalize the man”, namely, to increase personal quality, whereas “the popularization of higher education” is a valuable approach to construct human resources powerful nation. Today, even in most advanced nation, the realization of the popularization of higher education, must be relied on privately education, take the United States for example, universities more than 60% of all the country total, 4000, are private. Among Asia developed countries, private universities of Japan and Korea had more than 70%. Owing to our country financial resources could never achieve the mass of higher education and popular turn which has a 13 a hundred million population base, wherefore, “to construct human resources powerful nation”, “serving the country, the people and the socialistic modernization drive” those become the duty-bound responsibilities and missions of educators in higher education run by the local people.

3. searching for innovation of Chinese higher education and doing a fine job to “let people satisfactory with civilian-run colleges and universities”, which are the mission of Chinese private universities

The University which let people satisfactory with is that one combined personnel culture and scientific research with social service; and is that one to get over the worry of the country, to solute the people difficulty with nobleness sentiment; and is that one to be new-style, high level, high quality, ultimately responsible to student. For instance, Huanghe Science&Technology College put forward: to 2020, the College should build into a local famous university with professional advantages more prominent, education mode more advanced, characteristic more distinctive. Xi'an Eurasia University to state its ideas just like down, Mission: Offering high-grade education service; Vision: becoming the most respected private university in China; Zhejiang Shuren University then put forward target that to build school into first rate teaching-servicing undergraduate course

academic run by the local people.

Made a fine job of “let people satisfactory civilian-run colleges and universities”, not only teaching student necessary knowledge, fostering their diathesis and ability, but also even more supporting them erect strong social responsibility sense, firming their ideal and belief, establishing their correct view to world, life and value, comprehension live significance and struggling spirit, aspire service socialism modernization construct, became state excellence citizen consciously; made them became talent have right special skills, acute observation, discriminate thought, courageous search after spirit as well as healthiness perfection selfhood.

Because of the students and other factors, the development of many private college enrollment encountered difficulties, some colleges facing capital chain crisis. A number of private colleges established at the end of nineteen eighties, early 90's, were confronted with shut halt or turned. The status of them experience a stiff mechanism that from “supply” to “indispensability”. For the moment view, function of private college to supplement to state university is gradually weakening. Yet as the important part of education, higher education run by the local people have a brilliant future in increase educative rivalry, abundance, diversity and selectivity. Qiqihaer Institute of Engineering transplant market economy mechanism and rule to faith of running school, sticking to construct principles that “Open one specialty, manage one entity, erect one business club, create a brand”, changing “Students adapt to school” to (Xu, 2007) “School adapt to market demand”, following the way of education upheaval, giving full play to RIE's potency, fostering high diathesis talents for social market economy. Jilin Huaqiao Foreign Languages Institute absorbs experience of running a school from China and foreign countries, paying moral education work in the first place, spark plugging and carrying into execution the view of talent-cultivation that “Foreign language+ honesty=select occupation”, “Knowledge, ability, selfhood trinity”, realizing education to butt joint with market successfully, fostering and transportation batch after batch talents which have strong technical high comprehensive quality, strong practical ability for society. (Xu, 2007) Nanchang Institute of Technology hold to the faith that “Aerospace science and technology revitalize the Chinese nation”, and obedience to the school motto that “Science, practical, sound in morality, innovate”, and condensate the character of that “with corps fetch rear talent, with forename teacher casting spirit, with scientific research advance develop, with post teach create brand, with Party construction protect stabilization”. Wherefore, each civilian-run college should continually innovate faith, the pattern of running school, education management, and educational method, deepen educative reform, optimize educational structure, in reason disposition RIE, to increase education quality, to push diathesis education in its entirely, and to shoulder the history errand that” Let people satisfactory with civilian-run colleges and universities”.

In the time of mass higher education, the ideas and missions based on the indigenization are oriflamme initiation the development of civilian-run colleges and universities. Running high quality, high Level, civilian-run colleges and universities to satisfy people' need, which are the history mission and duty of Chinese private universities. "When heaven is about to place great responsibility upon a man", civilian-run colleges and universities in response to make a determined effort, constantly strive to become stronger, indispensably, to use their wisdom and ability with state university together to endure the history important mission.

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