

# Research on the International Development Path and Strategy of Private Higher Education Internationalization in Jilin Province

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**Abstract:** With the rapid development of economy and society and the continuous improvement of the level of opening to the outside world, the standard of the mode of higher education is getting higher and higher. Facing the new era, new opportunities and new challenges, it has become an important responsibility and mission of higher education reform to vigorously cultivate high-quality and international talents. Private colleges and universities in Jilin Province are in the stage of transformation and development, and they will face problems such as how to promote the internationalization strategy and promote the high-level development of private colleges and universities. This paper studies the current situation and problems of the internationalization of private higher education in Jilin Province, analyzes it from three aspects, and proposes the international development path of private higher education in Jilin Province, in order to promote the internationalization process of private higher education in Jilin Province.

**Keywords:** Private University; Education Internationalization; International Talents; Talent Training; Path Construction

## 1. Introduction

Private higher education is an important part of China's higher education, which has a positive significance for the supplement and improvement of China's higher education resources. [1] However, on the whole, China's private universities have a short history and a low level. Therefore, it is of great practical significance to improve the level of running schools. [2] At present, Jilin Province is in a period of high-quality development, implementing more active, more open and more effective talent policies, and having an increasing demand for international and

applied talents. In this context, the paper analyzes Chinese the problems existing in the internationalization process of private universities in Jilin Province, and puts forward corresponding countermeasures and suggestions, which has some reference significance for the development of private universities in Jilin Province.

## 2. The status Quo of the Internationalization of Private University Education in Jilin Province

The Cuban Ministry of Higher Education hosted the 13th International Conference of Higher Education in Havana, Cuba, from February 7 to February 11, 2022. The minister of Education said that the world today is undergoing profound changes unseen in a century, and the world has entered a new period of turbulence and change. Facing the new era of new challenges new opportunities, the government always give top priority to the development of education, determined to people's demand as the core to promote the progress of higher education, follow the inherent law of education to improve the quality of higher education, and through the open way to participate in the management of global higher education, is committed to build a high quality higher education system.

After long-term efforts, the private colleges and universities in our province have a certain basis to participate in international exchanges and cooperation. Especially in recent years, the private colleges and universities in our province to carry out foreign cooperation and exchanges are increasingly active. By 2024, a total of 13 private colleges and universities in the province will hold 56 cooperative education projects with foreign countries, Among them, 1 doctoral program, 2 master's programs, 52 undergraduate programs, 1 project of this level, A total of 246 foreign universities are involved, Thirteen private

colleges and universities are qualified to recruit foreign students, There are more than 200 overseas students studying here, Accounting for 6.8% of the total number of Chinese students studying in universities in Jilin Province, Jilin Foreign Studies University and Central and Eastern Europe have set up two international research cooperation platforms between central and European universities; The annual number of foreign teachers working in private colleges and universities in our province reached 68; Initially formed a team to adapt to foreign cooperation and exchanges and a series of related management and service systems.

### **3. The Main Problem of the Internationalization Development of Private University Education in Jilin Province**

#### **3.1 The Concept and System of Education Internationalization are Relatively Lacking**

3.1.1 The concept and strategic positioning of education internationalization are unclear

The public has a misunderstanding of the "internationalization of higher education". Since the reform and opening up, there are two main ways for local students in higher education: one is to study abroad, the other is Sino-foreign joint education. Therefore, for a long time, we generally think that going abroad is international. In other words, in the minds of ordinary people, only those who have been influenced by foreign cultures can be called an international education. However, those students who have only received an international education in universities, but lack an international study background, cannot be called truly "international". This is mainly because of the lack of sufficient attention to the huge differences between different countries in the international community, and a false perception — believes that only to receive high level, high quality higher education abroad is truly international. This leads to this cognitive misunderstanding, mainly because most people only regard "internationalization" as a "geographical concept" and ignore the cultural meaning it contains. From another point of view, some people advocate foreign culture too much and lack basic cultural confidence, which also makes them disagree with the emerging concept of "local internationalization".

3.1.2 Education international organization and system are not perfect

In order to better deal with the complex affairs of school internationalization, some public schools have also implemented corresponding strategies, such as the establishment of specialized management agencies responsible for the internationalization of education. Although some schools do not establish special administrative institutions, they do establish the School of International Education, which has various functions such as international cooperation and exchange, hiring foreign teachers, Sino-foreign cooperation in running schools, and dealing with students' study abroad. Nevertheless, private undergraduate colleges and universities still face many challenges in the organizational structure and system of promoting the internationalization of education, especially in the problem of capital investment. Short of funding, institutional and organizational problems became increasingly apparent. For example, the lack of incentive policies, the international management structure and profit distribution, as well as the lack of cooperation between functional departments and secondary colleges, and the requirements of the schools have not been effectively implemented. This series of problems have brought many challenges to promote the internationalization of education.

#### **3.2 The Teaching and Research of Education Internationalization Need to be Deepened**

3.2.1 The international level of teachers is not high

Although most private universities have realized the importance of teacher training, and implemented some targeted measures for them. The level of teachers determines the quality of education in a country. However, the poor degree of internationalization of teachers has become a bottleneck affecting the development of China's education, and then affects the popularity and influence of colleges and universities. The faculty is difficult to be in line with the international standards, and most of the foreign teachers are low-level language teachers, and most of them are hired once a year, which cannot meet the needs of universities for internationalization. The low foreign language level of researchers is not conducive to their understanding of the

international research trend, which seriously restricts their international communication.

### 3.2.2 Low degree of internationalization of scientific research

Because of their short history and late start of research work, private colleges and universities accumulate lack of experience. Compared with public universities, there are still many problems in the process of research in private universities in China: First, the separation of scientific research and teaching mode. Because private colleges and universities pay attention to cultivating students' teaching skills in the process of development, private colleges and universities lead to the trend of contradiction between education and research. Secondly, in the course of teaching development, university teachers have great academic pressure and great difficulty in research, which objectively hinders the internationalization of university scientific research.

### 3.2.3 Low level of course internationalization

Compared with public institutions of higher learning, private colleges and universities are restricted by multiple factors in the construction of curriculum internationalization, mainly concentrated in the two core fields of foreign language education and bilingual curriculum, showing a development trend of low level and one-way development. Private institutions of higher learning in the development of international curriculum, the lack of sound system and adequate financial support, the training students' international understanding and international competition and cooperation consciousness goal is not clear, in the general education, the integration of international views and international consciousness and penetration is still one-way, which limits the students in-depth communication and exploration of international project.

## **3.3 The Service and Guarantee of Education Internationalization Urgently Need to be Improved**

### 3.3.1 Low service quality

In terms of service awareness, in the process of promoting the internationalization of private schools, there are problems such as uneven staff ability and imperfect some systems. The education of private colleges and universities in China started relatively late, so there is a big

gap between them and public schools in management, education, service and other aspects. For example, on the issue of mutual recognition of credits, teachers in private universities do not know enough about the education system of China and foreign countries, leading to problems in the mutual conversion of credits. In addition, because there is no special accommodation for foreign students, and the accommodation environment and conditions are not good, students complain about this, and it is very difficult to expand the number of international students.

### 3.3.2 Lack of financial guarantee

In terms of funding guarantee, a very important reason for most private undergraduate colleges to implement the internationalization of education is to improve the efficiency of schools, while the budget of international exchange projects is not open and transparent. Some schools have made the annual international budget, but they do not strictly follow the budget; some universities do not set up special international funds, which makes the national funds included in the enrollment plan, discipline construction plan, scientific research and development plan, cooperative education plan, etc. Therefore, it is necessary to strengthen the budget management of international projects of private undergraduate universities, so as to ensure the efficiency of the use of funds and provide necessary fund guarantee for the smooth progress of international education.

## **4. The Path of the Internationalization Development of Private University Education in Jilin Province**

### **4.1 Enhance Service Awareness and Optimize the Policy Environment**

In the process of private universities towards internationalization, the national government has played an indispensable role. The national government has formulated and implemented relevant laws and regulations, which provides policy support, and plays a macro-control role in the development of the internationalization process of private universities in Jilin Province.

#### 4.1.1 Improve the policies and regulations for the international development of private colleges and universities

With the continuous progress of China's economy and society, the demand for talents

with international vision has become more urgent. Therefore, the country has paid special attention to the internationalization of higher education, and the national and local governments have successively issued a series of policy documents to support and promote the internationalization process of higher education. As a provincial local government, it should formulate policies to support the international development of private colleges and universities in accordance with the relevant national policies and regulations, and in combination with the specific conditions of local regions. These policies should provide practical guidance in the aspects of school-running mode, specialty allocation and resource allocation, so as to provide strong policy support and guarantee for the international education of private colleges and universities, and further promote their internationalization process. [3]

#### 4.1.2 Improve the award and grant system for international students in Kyrgyzstan

Private colleges and universities have the advantages of the system and mechanism of running schools, the advantages of psychological identity of international students and the advantages of teachers, but they also face challenges such as insufficient policy support, lack of management experience, and limited enrollment channels. [4]The low proportion of overseas students in private universities in Jilin Province is related to insufficient support, high financial pressure and other factors, which has a great negative impact on the enrollment of foreign students in private universities. Therefore, the governments at all levels in Jilin Province should improve the scholarship system, increase capital investment, expand the coverage of scholarship, and give certain preferential policies to the establishment of scholarships in private universities in Jilin Province, so that every foreign student who goes to private universities in Jilin Province is likely to get the scholarship.

#### **4.2 Give Full Play to the Market Mechanism to Promote the Development of Private Undergraduate Colleges and Universities**

In promoting the internationalization of private colleges and universities, the market for the government policy, reform direction, mobilize private colleges through various channels to

raise educational funds enthusiasm provide useful reference, promote the universities develop internationalization strategy, strengthen international cooperation and exchanges, innovative talent training mode, constantly improve the quality of talent training, service quality, cultivate more international vision, more competitive, to adapt to the enterprise, to meet the needs of social development.

#### 4.2.1 Raise funds through multiple channels to solve the problem of insufficient funds for international education

The first is the establishment of a management agency responsible for fund raising, which attracts private capital to universities through education financing. With the continuous deepening of China's reform and opening up policy and the continuous progress of economy and society, the cooperative relationship between the private colleges and universities in Jilin Province and foreign enterprises has become closer, and the private colleges and universities are able to take advantage of their unique mechanism advantages to attract multinational corporations to cooperate in running schools in a flexible way. Secondly, private universities in Jilin Province cooperate with key foreign universities to jointly build Sino-foreign cooperative educational institutions or scientific research platforms, and set up "education cooperation fund" to fund international activities, so as to solve the funding problems in the process of international education. Finally, expand the resources of alumni and take the initiative to conduct alumni fundraising activities to raise funds needed for international education. [5]

#### 4.2.2 Strengthen school-enterprise cooperation and cultivate international talents

With the deepening of the development of market economy, Jilin Province can carry out in-depth cooperation with trade, transportation, logistics, energy and other related enterprises in the countries and regions along the "Belt and Road" route. [6] Through the "order type" training and service for the university and enterprises, the private colleges and universities jointly cultivate urgently needed professional and technical personnel, and provide intellectual support and technical services for the development of both sides. Through the joint running of the private colleges and universities in Jilin Province,

through the regular dispatch of teachers to enterprises for practice, the technical level and scientific innovation level are improved, and the curriculum construction of the school and the reform are promoted. Through the internship in enterprises, students and foreign students can exercise their professional skills in the practical enterprise work, comprehensively enhance their practical application ability, and at the same time can understand the cutting-edge technology and theories in this field.

### **4.3 Give Full Play to the Advantages of the University and Improve the Level of International Development**

Universities are an important part of the internationalization of higher education in China. As the main body of international education, private colleges and universities in Jilin Province have great autonomy of internationalization strategy choice. This means that universities can flexibly formulate and implement international development strategies according to their own characteristics and positioning. Giving autonomy to colleges and universities can not only mobilize the enthusiasm and creativity of colleges and universities, but also make them more accurately serve the strategic layout of China's education opening up.

**4.3.1 Grasp the internationalization policy and establish the concept of international education**  
The national and local policies and regulations on the internationalization of higher education have a guiding role in the internationalization development of universities, and private universities in Jilin Province should deeply understand and grasp these policies and regulations. For example, the Outline of National Medium and Long-term Education Reform and Development Plan (2010-2020) proposes to improve the level of education openness and produce education with Chinese characteristics. [7]

**4.3.2 Carry out high-level international exchanges and cooperation**

Private colleges in Jilin province closely with economic and social development of Jilin province and the construction of northeast demand, make full use of the flexibility of private college education mechanism, comprehensive to promote internationalization strategy, high quality international exchanges

and cooperation, to continuously improve the quality of talent training, and for Jilin province and the northeast training talents to contribute with international vision. [8]Private universities in Jilin Province can consider diversified cooperation modes with foreign universities, such as "2 + 2" and "3 + 1", to attract international students to enhance their internationalization, and to develop a series of internationally competitive and unique professional courses.

**4.3.3 Implement the internationalization of teaching and scientific research**

First of all, the team of teachers is international. The school adopts the school-running mode of combining "training and introduction" to build a group of internationally qualified and high-quality teachers, which is not only qualified for professional teaching to achieve high-level teaching but also capable of bilingual teaching. At the same time, the proportion of foreign teachers will be increased. [9]The second is the internationalization of the courses. In the process of building internationalization, the private colleges and universities in Jilin Province must build international courses with international ideas to meet the needs of the diversified development of the world economy. In today's information society, private colleges and universities in Jilin Province can make full use of the network to carry out online international education, and introduce foreign excellent online courses to match with the degree courses of domestic and foreign courses, so as to achieve the needs of international talent training. Again, it is the internationalization of students. The internationalization of students is one of the key elements for the internationalization of the school, which involves domestic students to study overseas and foreign students to further study in China. Students from private universities constitute the core participants of the exchange program. Finally, there is the internationalization of scientific research. For high-level universities, the internationalization of scientific research is one of the important indicators to evaluate the internationalization level of higher education. By building an international research platform and carrying out overseas joint research, it is helpful to improve China's scientific research capacity and international influence. [10]

## 5. Conclusion

It is an inevitable development trend for private higher education in Jilin Province to move towards internationalization, but there are also many problems in the process of development, which hinder the internationalization of private higher education to a certain extent. Therefore, through the research of this paper, it can be made clear that private higher education in Jilin Province should continue to give full play to its traditional advantages, enhance the level of informatization, accelerate the diversification of higher education quality standards, and promote the further popularization of private higher education in Jilin Province, hoping to promote the sustainable development and progress of the internationalization of private higher education in Jilin Province in this way.

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