

Reflections on the connotative development strategies of private undergraduate colleges and universities in Jiangxi Province

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Abstract. This article takes the strategy of strengthening the province through science and education as the background, discusses the strategic choice of connotative development of private undergraduate colleges and universities in Jiangxi Province, introduces the importance of the strategy of strengthening the province through science and education and the development status of private undergraduate colleges and universities in Jiangxi Province, and analyzes the connotation of connotative development. and its importance in higher education. Then it explains the strategic choices for the connotative development of private undergraduate universities in Jiangxi Province from the aspects of subject setting, teaching quality, scientific research level, teaching staff, school-enterprise cooperation, etc., and proposes the strategic choices for private undergraduate universities in Jiangxi Province The implementation guarantee of connotative development contributes to the strength of private undergraduate education in Jiangxi to make the province strong in science and education.

Keywords: A strong province through science and education; Jiangxi private undergraduate program; connotative development; strategic choice.

1. Analysis of the Current Development Status of Private Undergraduate Education in Jiangxi Province

With the development of social economy and technological progress, China's education industry has made significant progress. Among them, private undergraduate education, as an important component of higher education in China, its development trend and prospects attract attention. The development process of private undergraduate schools is full of challenges and changes. In this process, private undergraduate education in Jiangxi Province has written a unique chapter.

1.1. Development history of private undergraduate education in Jiangxi

The development process of private undergraduate education in Jiangxi can be traced back to the late 1990s. At that time, with the strong promotion of higher education by the country, Jiangxi began to actively explore the path of private undergraduate education. In the past few decades, private undergraduate education in Jiangxi has gone through a process from scratch, from small to large, and from weak to strong, cultivating a large number of outstanding talents for Jiangxi Province and even the whole country. In the early stages, private undergraduate education in Jiangxi Province started in a difficult environment, facing many problems such as insufficient funds, weak teaching staff, and inadequate facilities. However, this has not stopped the people of Jiangxi from yearning for high-quality education. In a difficult environment, private undergraduate education in Jiangxi Province has gradually emerged, injecting new vitality into the education industry in Jiangxi Province. After decades of development, private undergraduate education in Jiangxi has achieved significant achievements. Nowadays, private undergraduate schools in Jiangxi Province have not only increased in quantity, but also significantly improved in educational quality. These schools have repeatedly achieved excellent results in the evaluation of the Ministry of Education, proving their educational strength. Facing the future, private undergraduate education in Jiangxi Province still has a longer way to go. We need to continue to invest, strengthen the construction of the teaching staff, and improve

the quality of education to meet the society's demand for high-quality education. At present, private undergraduate education in Jiangxi has become an important component of higher education in Jiangxi Province. These schools have achieved remarkable results in education and teaching, scientific research, social services, and have cultivated a large number of outstanding talents for Jiangxi Province and even the whole country. At the same time, private undergraduate education in Jiangxi also faces some challenges and problems, such as insufficient funding and weak teaching staff. However, with the increasing support from the government and society, it is believed that private undergraduate education in Jiangxi will achieve even more brilliant achievements in the future.

1.2. Current Development Status of Private Undergraduate Education in Jiangxi Province

In recent years, private undergraduate education in Jiangxi Province has developed rapidly and achieved significant results. The number and scale of private undergraduate colleges are constantly expanding, and the quality of education is steadily improving, cultivating a large number of outstanding talents for the country. In the process of development, there are still some problems and challenges that require joint efforts from the government, schools, and all sectors of society to solve. Firstly, the educational conditions and quality of private undergraduate institutions vary. Due to limitations in funding and teaching staff, some universities have relatively backward educational conditions, making it difficult to ensure the quality of education. The government should increase investment and support for private undergraduate institutions, help them improve their educational conditions, and enhance the quality of education. Secondly, the quality of students in private undergraduate institutions is relatively low. Due to the high tuition fees of private colleges, some students and parents are more inclined to choose public colleges. The government should strengthen the publicity and promotion of private colleges, increase the recognition of private colleges in society, and attract more outstanding students to apply. Once again, the teaching staff of private undergraduate colleges is relatively weak. Due to the relatively low treatment and benefits offered by private colleges, it is difficult to attract and retain outstanding teachers. The government should increase its support for the construction of the teaching staff in private colleges, improve the treatment and welfare of teachers, and attract more outstanding talents to participate in the cause of private education. Finally, the management level of private undergraduate institutions needs to be improved. Due to non-standard management, some universities have problems of dishonesty in education and low teaching quality. The government should strengthen the supervision of private colleges, regulate their educational behavior, and improve the quality of education. Overall, the development status of private undergraduate education in Jiangxi Province has achieved significant results, but there are also some problems and challenges. The government, schools, and all sectors of society should work together to increase investment and support for private undergraduate institutions, improve the quality of education, and cultivate more outstanding talents for the country.

1.3. Problems and challenges in private undergraduate education in Jiangxi

In today's society, private undergraduate education has become an indispensable part of the education system. However, in regions like Jiangxi, private undergraduate education faces many problems and challenges. Firstly, insufficient funding is a major issue faced by private undergraduate education in Jiangxi. Compared to public universities, private undergraduate institutions have a relatively single source of funding, mainly relying on student tuition fees and social donations. This has led to insufficient investment in infrastructure construction, teacher introduction, and improvement of teaching quality in schools. The lack of sufficient financial support has led to a significant gap between private undergraduate institutions and public universities in terms of educational conditions, which greatly restricts their development. Secondly, the shortage of teaching staff is also an important issue in private undergraduate education in Jiangxi. Due to funding shortages and lower welfare benefits compared to public universities, private undergraduate institutions often find it difficult to attract and retain outstanding teachers. This has led to significant shortcomings in the quality of teaching, research capabilities, and social service capabilities of the school. In addition, due to the poor stability of the teaching staff, it also brings great uncertainty to the teaching and management of

schools. Thirdly, private undergraduate education in Jiangxi still faces the problem of low quality of students. Due to the lower reputation and strength of schools compared to public universities, many students are more inclined to choose the latter. This puts significant competitive pressure on private undergraduate institutions when recruiting students, often only being able to admit students with lower scores. And these students have relatively weak basic knowledge, and their learning enthusiasm and initiative are also relatively poor, which brings great difficulties to the teaching and management of the school. Furthermore, low social recognition is a serious challenge faced by private undergraduate education in Jiangxi. Due to historical and practical reasons, many people have biases and misunderstandings towards private undergraduate institutions, believing that they have a significant gap compared to public universities. This concept not only affects the choices of students, but also brings great difficulties to the enrollment and employment of schools. In addition, the support and attention from all sectors of society towards private undergraduate education are relatively low, resulting in a lack of sufficient external support for the school's development process.

2. The Strategic Choice of Intrinsic Development of Private Undergraduate Universities in Jiangxi Province

Private undergraduate universities in Jiangxi Province are facing fierce market competition and increasingly severe resource constraints. In order to establish themselves and achieve significant development in the fierce environment, it is necessary to transform the development mode and take the path of connotative development. Intrinsic development is a strategy that emphasizes internal quality improvement, independent innovation, and distinctive development. For private undergraduate universities, it means paying more attention to improving teaching quality, enhancing scientific research capabilities, and strengthening discipline construction. It also emphasizes the cultivation of talents and the construction of teaching staff, as well as deepening industry university research cooperation and innovation and entrepreneurship education.

2.1. Optimize the setting of disciplines and majors to improve the quality of talent cultivation

In the process of connotative development, private undergraduate universities in Jiangxi Province must adhere to the core strategy of optimizing subject and major settings and improving the quality of talent cultivation. Firstly, we must recognize that the establishment of disciplines and majors directly affects the quality of talent cultivation. Currently, we are facing some challenges, including the lag in subject and major settings, and the inability to adapt to market demand. This not only affects the quality of our talent cultivation, but also limits our social service capabilities. To further optimize the setting of disciplines and majors, closely integrate them with market demand, and form a distinctive professional group. By strengthening school enterprise cooperation, understanding industry needs, adjusting curriculum settings, and cultivating applied talents that meet social needs. Secondly, we should strengthen interdisciplinary cooperation and communication. What modern society needs is talents with comprehensive qualities, and a single subject education can no longer meet this demand. We should promote cooperation between different disciplines, offer interdisciplinary courses, and cultivate talents with diverse thinking and innovative abilities. In addition, we need to improve the quality of talent cultivation, strengthen the construction of the teaching staff, enhance the teaching level and practical ability of teachers, promote the integration of industry, academia, and research, encourage students to participate in scientific research projects and practical activities, and improve their comprehensive quality and practical ability. Furthermore, in the process of optimizing subject and major settings and improving the quality of talent cultivation, attention should also be paid to strengthening international exchanges and cooperation. By establishing friendly cooperative relationships with foreign universities, introducing advanced educational concepts and teaching methods, and improving the internationalization level of the school. Excellent students and teachers can also be selected to exchange and learn at foreign universities, broaden the international perspective of teachers and students, and enhance the overall strength of the school. Finally, we need to conduct a comprehensive assessment of the subject and major, taking into

account various factors such as market demand, industry trends, and student interests. For majors that are outdated or in low demand, we should adjust or eliminate them in a timely manner. At the same time, we should actively establish emerging majors to meet the needs of social development.

2.2. Strengthen the construction of the teaching staff and enhance their teaching and research abilities

In today's field of higher education, private undergraduate universities, as an emerging force, are increasingly demonstrating their unique educational and teaching advantages. However, in order to maintain this momentum and continuously improve the quality of education, private undergraduate universities must pay attention to the cultivation and introduction of teaching staff, with excellent teaching talents as the core strength of the school. To promote the connotation construction and sustainable development of private undergraduate universities in Jiangxi Province, it is necessary to attach importance to the construction of the teaching staff and enhance the teaching and research capabilities of teachers. This is not only the key to improving the quality of education, but also an important manifestation of the core competitiveness of universities. Firstly, it is important to establish a reasonable compensation system as a measure of a person's value. Private undergraduate universities should develop a reasonable salary system based on their own actual situation, combined with the nature of their work and the living standards of the region, so that teachers can receive rewards that match their efforts. At the same time, schools should also provide corresponding incentive measures such as bonuses and allowances based on the work performance and career development of teachers, further enhancing their sense of belonging and responsibility. Secondly, providing a good working environment is also key to attracting and retaining outstanding teaching talents. This includes providing advanced experimental equipment, abundant books and materials, spacious and comfortable workplaces, and a good campus atmosphere. Only when teachers can work in a pleasant environment can their talents be fully utilized, and the quality of teaching and research achievements can also be guaranteed. In addition, schools should actively build various communication platforms to encourage teachers to engage in teaching exchanges and academic discussions, and promote cooperation and growth between each other. Thirdly, providing career development opportunities is also an important means of attracting and retaining outstanding teaching talents. With the continuous deepening of education reform, the development of the teaching profession is also receiving increasing attention. Private undergraduate universities should provide teachers with various career development opportunities, such as attending domestic and international academic conferences, continuing education, and participating in scientific research projects. At the same time, teachers should also be encouraged to actively engage in academic research, improve their academic level, and make greater contributions to the discipline construction and long-term development of the school.

2.3. Deepen industry university research cooperation and promote innovation and entrepreneurship education

Private undergraduate universities in Jiangxi Province should actively take measures to promote the deep integration of industry university research cooperation and innovation and entrepreneurship education. Deepening industry university research cooperation and promoting innovation and entrepreneurship education are strategic choices for the connotative development of private undergraduate universities in Jiangxi Province. Firstly, deepening industry university research cooperation is an important way to improve the quality of talent cultivation in universities. By collaborating with enterprises, research institutions, and others to jointly carry out scientific research projects and technological breakthroughs, universities can better understand market demand, optimize talent training programs, and improve students' practical abilities. Industry university research cooperation also helps university teachers accumulate practical experience and improve their teaching level. Secondly, promoting innovation and entrepreneurship education is the key to enhancing the employment competitiveness of students. In innovation and entrepreneurship education, students can learn entrepreneurial knowledge, cultivate innovative spirit and

entrepreneurial consciousness. Schools can offer innovation and entrepreneurship courses to guide students to understand entrepreneurial knowledge and processes, cultivate innovative thinking, and improve entrepreneurial abilities and qualities. This is of great significance for the future career development of students. Schools can also provide entrepreneurial practice platforms to encourage students to participate in entrepreneurial projects and practices, improving their entrepreneurial qualities and practical experience. These measures can not only enhance the employment competitiveness of students, but also contribute to the development of the local economy. Finally, private undergraduate universities in Jiangxi Province should strengthen close cooperation with industries and enterprises, and promote the deep development of industry university research cooperation. Through cooperation, universities can better understand industry dynamics and market trends, optimize discipline construction and professional settings, and improve the quality of talent cultivation and educational level. At the same time, universities can also provide support for local economic development by collaborating with enterprises to carry out technology research and development and result transformation. These collaborations also contribute to improving the academic level and influence of universities, attracting more outstanding talents to teach and pursue further education, continuously improving the quality of talent cultivation and educational level, and making contributions to the development of local economy.

3. Implementation guarantee of connotation oriented development strategy for private undergraduate universities in Jiangxi province

The implementation of the connotation oriented development strategy in private undergraduate universities in Jiangxi is a necessary path to promote the development of schools towards higher levels and higher quality. Only through the implementation of measures such as policy support and institutional guarantee, funding and resource guarantee, quality monitoring and evaluation mechanism, can the comprehensive strength and core competitiveness of schools be comprehensively improved, promoting their development towards higher levels and higher quality, and making greater contributions to the development of higher education in China.

3.1. Policy support and institutional guarantee

In today's field of higher education, in order to achieve sustained, healthy, and rapid development, it is necessary to take the path of connotative development. As a private undergraduate university in Jiangxi Province, implementing a high connotation development strategy is not only to improve the quality of education, but also to promote the overall development of the school. However, the implementation of this strategy requires policy support and institutional guarantees. Firstly, policy support is crucial for the development of private undergraduate universities. The government should increase its support for private undergraduate universities and provide preferential policies in terms of finance, taxation, and land. At the same time, the government should also establish special funds to support private undergraduate universities in carrying out education and teaching reform, teacher team construction, laboratory and internship base construction, and other aspects of work, to help schools improve their connotation level. Secondly, institutional guarantees are also a necessary condition for implementing a high connotation development strategy. The government should establish and improve relevant laws and regulations to safeguard the legitimate rights and interests of private undergraduate universities. In addition, the government should strengthen the supervision of private undergraduate universities to ensure that they comply with legal and regulatory requirements in education and teaching, enrollment and employment, financial management, and other aspects. The government should also encourage and support private undergraduate universities to engage in school enterprise cooperation, promote resource sharing and complementary advantages between schools and enterprises, and improve the quality of talent cultivation and employment competitiveness of schools. On the basis of policy support and institutional guarantee, private undergraduate colleges and universities should also actively take action, formulate and implement a high connotation development strategy. Finally, in the process of implementing a high connotation

development strategy, private undergraduate universities also need to pay attention to the reform and innovation of management systems and mechanisms. Schools should establish a sound modern university system, improve their internal governance structure, strengthen the reform and innovation of management systems and mechanisms, and enhance their governance capabilities and management level. Schools should also pay attention to international exchange and cooperation, draw on advanced educational concepts and models from abroad, introduce high-quality educational resources from abroad, and promote the internationalization development of schools. The implementation of a high connotation development strategy is a necessary path for the development of private undergraduate universities. Only by continuously strengthening the improvement of education and teaching quality, the development of scientific research, and the cultivation of students' comprehensive qualities, can we achieve sustained, healthy, and rapid development and make greater contributions to the local economic and social development.

3.2. Funding and resource guarantee

The implementation of the connotation oriented development strategy for private undergraduate universities in Jiangxi cannot be separated from the support of funding and resource guarantee. These universities, as an important component of higher education in Jiangxi Province, play a crucial role in promoting local economic development, cultivating outstanding talents, and improving social service levels. However, private undergraduate universities in Jiangxi are currently facing many challenges, such as intensified competition among students, low teaching quality, and insufficient teaching staff. These problems to some extent constrain the process of their connotative development. In order to ensure the smooth implementation of the connotation oriented development strategy of private undergraduate universities in Jiangxi, the government, society, and universities themselves need to work together to build a comprehensive funding and resource guarantee system. Firstly, the government should fully recognize the important role of private undergraduate universities in local economic development in Jiangxi, further increase their financial investment, and ensure a stable source of funding for their education. At the same time, the government can encourage social forces to participate in education and broaden the financing channels for private universities by formulating corresponding policies. Secondly, the government should provide a more fair and just policy environment for private undergraduate universities in Jiangxi, relax their autonomy in education, and enable them to leverage their advantages in a larger space. Schools need to continuously strengthen their own brand building, improve teaching quality and educational level, and enhance social recognition of them. At the same time, by strengthening connections with society and seeking more social resource support for the development of the school, the school should actively cooperate with enterprises, improve the quality of talent cultivation and the level of education through models such as industry university research integration. At the same time, through cooperation with enterprises, resource sharing can be achieved and educational costs can be reduced. Thirdly, private undergraduate universities in Jiangxi need to pay attention to the improvement of internal management mechanisms, improve resource utilization efficiency, and ensure that limited funds are maximized. Schools need to strengthen financial supervision, establish a sound budget system, and ensure the reasonable allocation and effective utilization of funds. Schools also need to focus on strengthening the construction of their teaching staff, attracting and cultivating excellent teaching talents, and improving teaching quality and academic level. By establishing a sound incentive mechanism, participating in academic conferences, visits and exchanges, etc., we can broaden our educational horizons, absorb advanced educational concepts and experiences, strengthen cooperation and exchanges with domestic and foreign universities, jointly promote the development of disciplines and the improvement of social service levels, and promote the connotative development of the school.

3.3. Quality monitoring and evaluation mechanism

It is crucial to establish a sound quality monitoring and evaluation mechanism in the development and construction of private universities. This mechanism can not only ensure the quality of education and teaching in universities, but also promote the connotative development of universities. Firstly, it

is necessary to establish comprehensive teaching quality standards, which are clear, specific, and actionable, including teacher teaching quality, curriculum quality, student learning quality, and other aspects; Establish a sound teaching management system that matches the teaching quality standards, including teaching plans, teaching outlines, course arrangements, exam management, and other aspects; Strengthen teaching supervision and evaluation. Private universities should establish specialized teaching supervision institutions to regularly evaluate and supervise the teaching quality of teachers, the quality of curriculum design, and the quality of student learning. At the same time, a scientific and reasonable evaluation index system should be established, and regular evaluation work should be carried out to understand the situation of teaching quality and make timely improvements. Secondly, establish a scientifically reasonable evaluation index system, which should include multiple aspects such as teacher teaching, curriculum design, and student learning, and should focus on combining qualitative and quantitative evaluations; Regular evaluation work should be carried out by private universities to understand the quality of teaching and make timely improvements. The evaluation work should include multiple aspects such as teacher self-evaluation, student evaluation, and supervisory evaluation; Establish a feedback and improvement mechanism for evaluation results. Private universities should establish a feedback and improvement mechanism for evaluation results, promptly provide feedback to relevant personnel, and propose improvement measures for problems. Finally, to improve the professional quality of quality monitoring and evaluation personnel, private universities should enhance the professional quality of quality monitoring and evaluation personnel, including knowledge and skills in teaching management, teaching supervision, teaching evaluation, and other aspects. These personnel should have a high sense of responsibility and mission to ensure the smooth implementation of teaching quality monitoring and evaluation work; Establishing a reasonable incentive mechanism, in order to stimulate the enthusiasm and creativity of teachers and students, private universities should establish a reasonable incentive mechanism. For example, awards for outstanding teachers and students can be established to recognize and reward teachers and students who have achieved outstanding results in teaching and research. In addition, excellent talents can be attracted and retained by providing a good working environment and living benefits. Through the above measures, private undergraduate universities in Jiangxi can establish and improve quality monitoring and evaluation mechanisms, provide strong guarantees for the implementation of connotation based development strategies, and promote the sustainable development of universities.

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