

# Career Development Strategies of Female Teachers in Colleges

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**Abstract.** In information age, with the deepening reform of the educational system and the innovation of teaching modes, the competition in teaching and scientific research among college teachers has become more and more fierce. As the number of well-educated female teachers in colleges is constantly increasing, they also face pressures from career development. Career and gender combined, college female teachers have multiple identities- social, family, professional. With the higher academic requirements for the role of female teachers in colleges, they have to struggle for their career development. How to achieve career development in a more moderate way is an important issue that college female teachers need to dwell upon in their career. This article studies the distressing factors faced by female college teachers from the external and internal factors, and proposes positive countermeasures to solve the problems. It has far-reaching significance to promote the academic levels, improve the teaching quality and management system in colleges.

**Keywords:** College Female Teachers; Career Development; Strategies.

## 1. Introduction

With the development and popularity of higher education in China, the equality of woman and man either in social and family status, and the inherent need for women to promote themselves and pursue their dreams, the team of female teachers is growing and occupying an increasingly important position in college faculty. Female teachers in colleges are the representatives of contemporary intellectual women. They are a group of well-educated Chinese professional women with promising future and prominent social status. They have increasingly become a new force that cannot be ignored in the development of higher education in China.

## 2. The Disadvantages of Female Teachers' Career Development in Colleges.

However, female teachers also face conflicts of multiple roles and pressures in various aspects, mainly as follows:

### 2.1. Female College Teachers Tend to have a Weak Awareness of Career Development.

Female college teachers have gender advantages such as “gentle and delicate character, stronger endurance and perseverance, better communication and coordination skills”. However, female teachers in colleges are more likely to experience intense emotional exhaustion and psychological exhaustion more easily than male teachers due to their own physical and psychological characteristics and special life experiences such as pregnancy. With the rapid update of knowledge in modern society, and the rapid development in academic fields, female teachers must always understand the frontiers of academic development and keep up with the pace of academic development. This makes them feel obvious conflicts and incompetence in the process, and thus fall into confusion.

### 2.2. Conflicts between Family and Career

The traditional family relationship requires women to take family as the center and focus of their lives. Affected by traditional thinking, the vast majority of family women need to undertake more housework. Therefore, while female teachers are busy with teaching and scientific research, they also need to do much housework, raise and educate their children, and support the elderly. Compared with

male teachers, female teachers face more serious conflicts between work and family. On the one hand, family responsibilities such as housework and raising children take up more of their time and consume more energy. On the other hand, they have to work hard to pursue their own careers while taking on heavy family responsibilities. Most female teachers put too much energy into the family, pay more attention to their roles in the family, and do it willingly. They see being the good help of their husband and the good mother of their child as their biggest life goal. But for their own ideals and ambitions, there are not too many expectations and requirements. When there is a conflict between career and family, they tend to take care of the family.

### **2.3. Compared with Male Teachers, Female Teachers' Sense of Professional Achievement and Happiness are Relatively Low**

The steady increase in the relative proportion of female teachers in colleges not only symbolizes the improvement of women's status, but also suggests that we should pay attention to the fact that the increase in the number does not mean that the "male centered" pattern in higher education has ceased to exist, nor does it mean that the obstacles encountered by female teachers in the career development have been solved. On one hand, they need to catch up with the updating of their professional knowledge. On the other hand, they are inevitably under the pressures from family, society and personal psychology. At present, the legitimate and reasonable rights and interests of female teachers in colleges have not been fully protected, which is reflected in the lack of due care of female teachers in their special periods such as pregnancy, the unfairness in career development, and in the administrative management. A recent survey shows that some female teachers in colleges are afraid of career success, and the loneliness and criticism brought about by success, and fear of incomprehension from family, society and colleagues. This is because, contrary to the praise and satisfaction that men get after success, women's success brings about incomprehension, cold talk, and what's more, women may neglect their families due to their careers and lead to family breakdown.

### **2.4. Obstacles in Career and Professional Improvement Due to Teacher Evaluation Mechanism.**

In colleges, the evaluation policy of college teachers emphasizes scientific research and neglects teaching. It puts female teachers at an obvious disadvantage in scientific research and promotion. On the one hand, female teachers mostly take up the teaching work of the school. It is difficult to show the effectiveness of teaching in a short time. Therefore, the neglect of teaching work in the evaluation of teachers. On the other hand, the development of colleges and universities must meet the development requirements of the market economy. The scientific research results are easy to quantify, can directly serve the society and achieve economic benefits in a short period of time. This makes most of the female teachers in colleges and universities who hold teaching jobs at an obvious disadvantage in promotion, which affects their personal career development.

## **3. Strategies of Career Development for Female Teachers in Colleges**

### **3.1. Further Promote Women's Social Status**

Policymakers must realize that without the equal participation of women, any social development is not sustainable. Both men and women should be involved in political and economic activities. Only in this way, can women get the same opportunities and development opportunities as men in the increasingly fierce international competition. To mainstream gender into decision-making, we should first focus on the practice of gender theory in the field of public management, increase the sensitivity of decision makers, practitioners, and ordinary people to gender issues, inspire people's awareness of gender issues, and promote gender policy practicing process. The second is to create a new concept of social gender, establish a new type of social gender behavior norm, improve the ability to recognize, express and regulate gender issues, thus build a harmonious gender relationship.

### **3.2. Advocate Social Media to Actively Create Images of Outstanding Women and Build a Gender Culture**

In modern society, media such as newspapers, magazines, television broadcasting, and the Internet are not only the channels for the formation of social public opinion, but also the indispensable carriers of social public opinion. They have a significant impact and significance on the construction of people's gender concepts. In the process of disseminating and shaping the image of women, the mass media should try to change the previous propaganda of women based on family images, and more to shape women as new images of gender groups equal to men, paying attention to reflect and promote women's social values , Actively construct an external environment conducive to the free development of women as professional images.

### **3.3. The Management Authorities in Colleges Should Pay More Attention to Female Groups and Actively Guide Their Academic Career Development**

#### **3.3.1. Optimize the Evaluation Mechanism of Female Teachers**

At present, the promotion and evaluation mechanisms for teachers' titles at home and abroad all focus on scientific research and ignore teaching. This is undoubtedly a lack of fairness for female teachers who mainly perform teaching work. Therefore, it is imperative to optimize the existing teacher performance evaluation mechanism. University administrators need to fully consider the importance of teaching work, formulate an evaluation index system for each position of teacher performance evaluation, and implement the assessment of both labor process and labor results for teaching staff, that is, teaching work and scientific research work.

#### **3.3.2. Establish an Effective Promoting Mechanism for Female Teachers**

An effective incentive mechanism can increase the enthusiasm and creativity of female teachers for academic work, and improve the quality of teaching and research and the overall level of university education. University administrators must establish an effective and reasonable incentive mechanism. Analyze the physiological and psychological needs of female teachers at this stage, and use incentive theory to effectively stimulate, guide and encourage female teachers in a innovative way, so as to enhance the enthusiasm and creativity of female teachers in their work, and realize the healthy and free development of their academic career.

### **3.4. Self-improvement of Female Teachers**

#### **3.4.1. Integrate Female Characteristics and Profession**

To achieve the harmonious development of their profession, female teachers need to give full play to their advantages of their personalities, match their advantages with suitable positions. Firstly, they must conduct in-depth analysis of values, interests, personality types, and ability levels in a scientific way and match their careers; secondly, they must maximize their strengths and avoid weaknesses, and give full play to their advantages. It will help them find the right position and make it easier to obtain high self-esteem and professional achievement sense.

#### **3.4.2. Career Planning**

Try as many different duties and professional roles as possible; be clear about your own development direction. Further study special skills or degree courses, strengthen one's working ability, and realize professionalization in the field of work. And participate in exchanges and interactions in your field, you strive to move towards the goal of "experts". In the alternate stages of exploration, development, and deepening, it is necessary to take care of the needs of the family and successfully complete the realization of the two most sacred roles of women: wife and mother. When we can integrate the three roles organically, we will find that the three roles can promote and grow together. The role of teachers enables us to raise children and handle family affairs in a more scientific way; and the flexible characteristics of wives and mothers will also enable us to learn to treat students with a more gentle and tolerant attitude.

### 3.4.3. Cultivate Emotional Management Ability

As female teachers who are responsible for cultivating national talents, they always influence students in the process of career development, and emotion. Bad emotions tend to weaken the prestige and self-cultivation of teachers, and it is also easy for students to have a disorderly judgment on the role of teachers. Female teachers in colleges should cultivate a positive and optimistic attitude, and learn to manage and adjust their negative emotions: one is to learn to observe the current emotional state; the other is to accept their emotional state in time, rather than resist, because the more resistance, they are more likely to be out of balance; the third is to return to a peaceful emotional state and make up for the bad emotional state that occurs.

## 4. Conclusion

Female teachers in colleges should have the courage to assume different responsibilities and take on different roles, so as to achieve the harmonious unity of family roles and professional abilities. Have a reasonable evaluation of themselves in the family, marriage and career, and fully and objectively understand their ability and value, starting from their own personal strengths, continue to propose goals for themselves, design their own life goals, use reason and wisdom to rationalize the relationship between family and career, and strive to realize their ideal. Improve the various abilities required for the role of a teacher in various means, seek all round development, reduce the pressure of social roles , and establish identities in the family and society, so as to surpass the ego and pursue the career development.

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