

Research on Student Management in Private Universities from the Perspective of Ideological and Political Education in the New Era

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Abstract: As the education sector continues to grow, many private institutions recognize the significance of bolstering ideological and political education. For these institutions, maintaining quality is essential for survival, developing unique characteristics aids growth, and excelling in competition ensures long-term success. This paper delves into student management in private universities, specifically focusing on ideological education in the context of contemporary times. We scrutinize the challenges and underlying reasons associated with imparting ideological and political values to students in such settings. Given the present context, fostering students in private institutions who possess strong ideological and political values is paramount. These students are envisioned as future contributors and upholders of socialism with Chinese characteristics, a strategy that becomes vital when considering global competition and China's aspirations of becoming a talent-rich nation leading in science and education. Utilizing digital technologies can further enhance the reach and impact of ideological education. The combination of traditional teaching methods with modern digital tools can mutually augment their benefits, thereby amplifying the effectiveness of ideological and political education in private universities.

1. Introduction

Private higher education institutions represent a significant segment of China's socialist higher education landscape. They are pivotal in advancing China's higher education system, catalyzing reforms, and championing the broad accessibility of higher education. As the scale of these institutions grows, there's a discernible shift among educators. They recognize the imperative of elevating and refining ideological and political education. This realization stems from an emphasis on quality assurance, the drive to foster distinctiveness, and the ambition to stay ahead in an increasingly competitive landscape [1]. A notable trait of students in private institutions is their distinct specializations, robust interpersonal skills, and an inclination towards group engagements and club activities. Additionally, they possess a strong sense of individuality, frequently express themselves, and immerse actively in student-led organizations. The guiding philosophy here leans towards preparing students in alignment with market demands. Yet, misconceptions about private higher education persist, especially with regards to the nuances of vocational education. This has occasionally led to misaligned educational goals and pedagogies, inadvertently hampering the growth trajectory of private higher education [2-3]. Addressing this, our study pivots towards student management in private higher education institutions, especially through the lens of contemporary ideological education. The emphasis lies in tailoring education to resonate with individual students, thereby enhancing the relevance and impact of ideological and political instruction. Against this backdrop, our research delves into innovative approaches to ideological and political education for students in the current epoch, aiming to offer foundational insights that can steer private institutions towards cultivating exceptional talents [4]. In today's era, fortifying the ideological and political acumen of students in private institutions is more than just an educational mandate. It's a strategic imperative. By shaping them as torchbearers of socialism with Chinese characteristics, we're not just empowering individual futures, but also underpinning China's overarching ambition — be it standing resilient in the face of global competition, achieving comprehensive societal affluence, hastening socialist modernization, or ensuring the longevity and

success of Socialism with Chinese characteristics [5-6].

2. Analysis of the Problems and Causes of Ideological and Political Education for Students in Private Colleges and Universities

2.1. The overall strength of educational objects is relatively weak

Many private colleges, for a variety of reasons, have prioritized expanding their scale, sometimes at the expense of deeper educational development, particularly in the realm of ideological and political education for students. The structural framework of Party and Youth League organizations in these colleges often falls short, leading to limited influence on the student body. This is evident in the lukewarm interest in Party membership, an unclear sense of purpose, and a superficial grasp of the Party's principles and the nation's core values. Consequently, there's an observable deficiency in patriotism, collectivism, and a sense of societal duty among certain students [7]. While most private universities anchor their educational goals around producing technically adept professionals, there's a noticeable lapse in holistic courses like ideological and political education. This often results in a gap in nurturing students' ethical and moral foundations. In our contemporary, digitally-driven age, private university students have a plethora of information sources, often diminishing the singular authority of institutional education. The lure of the internet and gaming culture detracts from their academic pursuits and can compromise their well-being. Recognizing these challenges, it's imperative for private institutions, tasked with "molding, guiding, and equipping individuals," to recalibrate their approach, ensuring they remain relevant in this digital age. It's worth noting that although the student body in private institutions may not match the overall caliber of their peers in public institutions, they do exhibit qualities of enthusiasm and independence typical of college students. These characteristics, coupled with some unique traits, highlight the need to appreciate the distinctiveness of private college students. Understanding this uniqueness is crucial for pinpointing the challenges in their ideological and political education and tailoring effective pedagogical strategies [8]. One structural challenge lies in the governance model adopted by many of China's private colleges—the board of directors system. This often results in less agile Party and Youth organizations within these institutions, leading to inconsistency in their political outreach efforts. The resulting inefficiencies manifest in various shortcomings in the ideological and political education of students.

2.2. Single educational methods

The approach to ideological and political education in private colleges and universities tends to be traditional and lacks creativity. Currently, many private institutions employ dogmatic methods rooted in conventional teaching paradigms. Such dogmatism involves a one-directional transfer of specific ideas to the students. Yet, as grounded in Marxist tenets, any sophisticated theory is not merely a product of human thought [10]. Some educators in private institutions struggle with presenting a comprehensive curriculum and often limit themselves to the basic content provided in textbooks. Moreover, these institutions seldom organize meaningful ideological and political events or initiatives, missing opportunities to leverage potent educational tools and methodologies. Despite the nominal emphasis on ideological and political education, the time dedicated to such subjects remains limited in many of these colleges. It's encouraging to note that there have been efforts to refine the structure of ideological and political education in private institutions in recent years, with specialized departments and a growing number of educators dedicated to the cause. However, the desired impact remains elusive. Considering the unique student profile of private colleges, there's an evident need for more tailored and actionable ideological and political education strategies. Regrettably, the current approach in many institutions is largely superficial, leaning towards prescriptive rather than transformative education. A more diversified teaching approach that offers organized, educational, and explanatory sessions could better internalize crucial ideological and political concepts, shifting from mere absorption to genuine understanding.

3. Research on Student Management in Private Universities from the Perspective of Ideological and Political Education in the New Era

3.1. Establishing correct values

Private university leaders should prioritize the ideological and political development of students and progressively institute a fresh approach to ideological and political education within these institutions. This new approach should be overseen by the Party Committee and involve collaboration and management from the Student Affairs Office, Youth League Committee, various departments, and instructors of ideological and political courses. When conducting ideological education, it is essential to consider the cognitive and behavioral patterns of college students, particularly those born in the 1995-2000 period. Leaders should have a broad historical perspective while interacting with students from a contemporary standpoint, placing students at the core, and achieving more effective outcomes through personalized educational methods. Private universities should adopt the principle of serving students, businesses, and society, as this is a necessary choice in nurturing high-quality applied talents demanded by modern enterprises. This can be accomplished by instilling corporate consciousness and fostering the seamless integration of corporate culture and campus culture in students' ideological and political education efforts. Students in private universities should further comprehend their roles in society, establish a sound worldview, life philosophy, and values. They should also refine their understanding of social responsibility and their significant mission to both the nation and society as college students in the present era. Developing a strong sense of political accountability and service-oriented awareness is of utmost importance.

3.2. Emphasizing the Study of Ideological and Political Theory Courses

Schools should proactively promote continuous learning and professional development among their existing teachers, aiming to enhance the overall quality of instructors responsible for teaching ideological and political theory courses. Furthermore, schools must fully acknowledge the unique role that counselors play within the framework of student ideological and political education, emphasizing the careful selection of these counselors. In terms of self-identification and role perception, educators should bear the responsibility for both the institution's progress and the success of their students. They should ensure that students' educational endeavors align with the requirements of the professional world, thus facilitating schools' active integration into the industrial value chain of enterprise development. To attain favorable outcomes in merging education and industry and fostering school-enterprise collaboration, private universities must pioneer innovative models of talent cultivation. The enhancement of ideological and political education for students in private colleges can be bolstered through four distinct strategies, as illustrated in Figure 1.

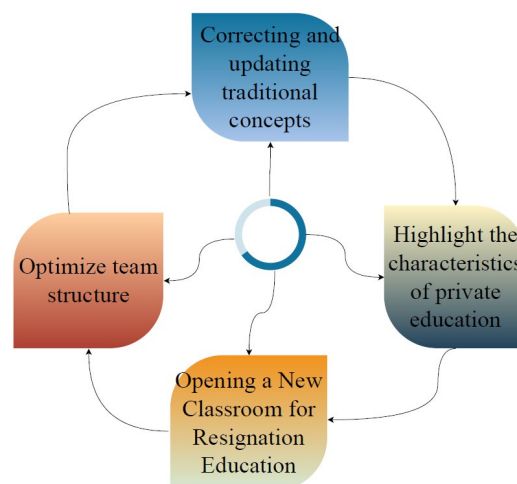


Figure 1 Ways to Strengthen the Ideological and Political Education of Students in Private Colleges and Universities

Schools should emphasize the integration of socialist core values with Chinese characteristics into students' daily conduct and character development. By incorporating the principles of "Three Views" education into student discipline management, it is possible to enhance students' receptiveness and foster a stronger connection with the school's administrative framework. The obligatory aspects of student management within universities play a pivotal role in ensuring the effective implementation of ideological and political education. Students enrolled in private universities should grasp the importance of ideological and political theory courses and continually enhance their political literacy through deliberate and systematic study. Additionally, they should actively participate in diverse club activities to refine their political engagement skills.

3.3. Explore efficient learning methods

Educators should give paramount consideration to the significance of political theory courses and the "two courses" education in order to elevate ideological and political education to unprecedented heights. To maximize its impact and reach, it is imperative to leverage internet technology in the realm of ideological and political education, with a particular focus on cultivating a distinctive campus culture and introducing innovative educational approaches. To achieve successful ideological and political education in private colleges and universities, educators must seamlessly integrate various elements, allowing them to complement one another and thereby continuously enhance the efficacy of the education. In this context, this paper presents an efficient social learning methodology, as elaborated in Figure 2.

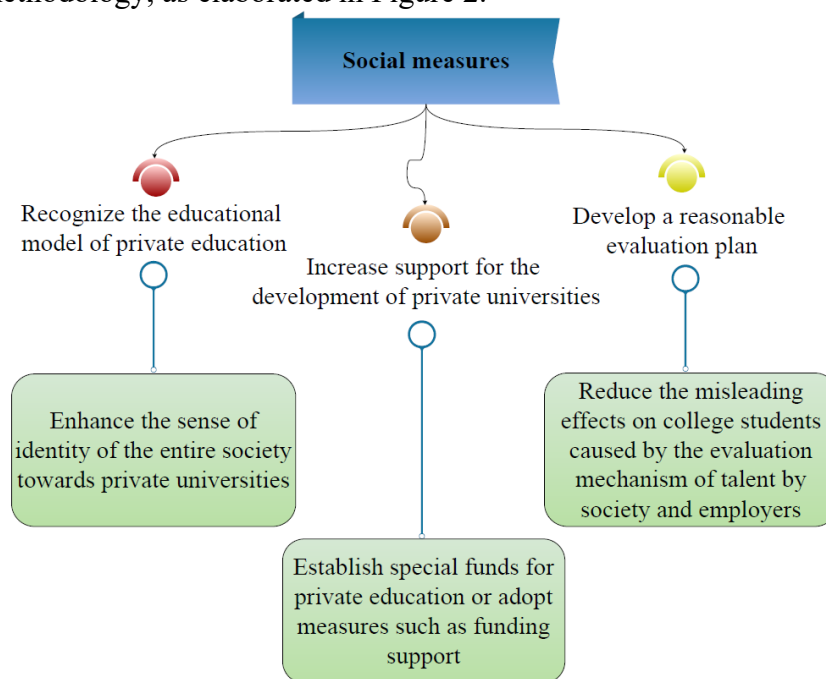


Figure 2 Social countermeasures

The implementation of daily ideological and political education activities among students offers a wealth of instructional techniques, adaptable teaching approaches, and compelling teaching instances that can enrich the content of ideological and political theory courses. Private college students constitute a significant segment of the larger student body and these private institutions play a pivotal role in training professional and technical talents for the country. Students attending private colleges and universities should overcome any feelings of inferiority, adjust their attitudes, and value their current educational opportunities. They should proactively explore effective learning strategies and make efforts to master the material covered in ideological and political theory courses, as well as other subjects. Educators can assess students' ideological and political education through lectures and reflective reports on activities such as art exhibitions and visits. Additionally, by aligning students' interests with ideological and political education, educators can introduce innovative assessment methods in the realm of political education.

4. Conclusions

Private higher education, a significant segment of China's higher education landscape, carries the vital duty of nurturing talents. Effectively enhancing and advancing ideological and political education in private universities, in order to cultivate outstanding individuals characterized by noble ideological values, strong moral principles, extensive knowledge, and robust skills, is not only a national and societal requirement but also a sacred mission entrusted to private educational institutions. This article undertakes an examination of student management in private universities from the perspective of contemporary ideology education. It delves into the challenges and underlying causes affecting ideological and political education within private universities. These challenges primarily stem from the relatively limited overall resources of the student body and the reliance on singular pedagogical methods. Moreover, many private universities face deficiencies in essential infrastructure, such as academic buildings and cultural facilities, contributing to a suboptimal campus and off-campus environment. To address these issues, institutions must prioritize increased investment, concentrating on developing a scientific, healthy, and aesthetically pleasing campus culture within their existing framework. In summary, this article explores the management of students in private universities through the lens of contemporary ideology education. It offers recommendations such as instilling correct values, emphasizing the study of ideological and political theory courses, and exploring effective learning methodologies. It also underscores the importance of continuously enhancing the welfare and living conditions of ideological educators to ensure their sustained motivation and proactive engagement in teaching roles within private universities.

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