

Research on the service of Private Universities for the regional Economic Development in Hubei Province

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Abstract: At present, Hubei Province has seized the important opportunity of “one core, two belts and three districts” strategy. Hubei private colleges and universities should give full play to their professional and technological advantages and talent advantages to serve regional economic and social development. However, due to weak foundation for running schools, limited funds, weak scientific ability, imperfect mechanism of cooperation with enterprise and lagging professional settings, private colleges and universities have not been effective in serving regional economic development. Professional settings should rely on regional economic reality, actively enhance the ability to transform scientific research results, improve the cooperation between schools and enterprises, and the government should strengthen its support and cooperation with private universities.

Introduction

With the continuous adjustment and optimization of the level, positioning and resources of colleges and universities in Hubei Province, the diversified pattern of higher education is basically formed. As of 2018, there were 32 private undergraduate colleges (including independent colleges) in Hubei Province, accounting for 47% of undergraduate colleges and universities; private undergraduate colleges and universities have 287,700 undergraduate students, accounting for 32.13% of undergraduate students in the province. The proportion of undergraduate students enrolled in provincial colleges and universities is 41.33%; on average, the proportion of students enrolled in Hubei and the proportion of employment for each private university both exceed 70% each year[1]. The private undergraduate colleges generally show a good situation of “a large number, large scale and rapid development”, which has become an important part of the province's higher education and a new force for serving local economic and social development.

As an important part of higher education, private undergraduate colleges and universities have distinct school orientation, unique location advantages and flexible school-running mechanism, so they should undertake the important task of serving social-economic development[2]. However, because of the factors such as policies, self-development levels, and the integration of government, industry, and research, and it is difficult to give full play to its corresponding functions[3]. Therefore, how to further deepen the reform and innovation of the education management system, promote the application transformation and connotation development of private undergraduate colleges, and how to strengthen the integration of “political, economic, research and research” is to ensure the fairness of education, the province of science and education, the construction of human resources, and the implementation of the “one core, two-zone and three-zone” strategy will promote the system solution that needs to be solved in Hubei's high-quality development.

Problems Existing in the Economic and Social Development of Private Universities in Hubei Province

The awareness of serving regional social-economic development is weak. In the process of development, private colleges tend to compare to domestic high-level universities, the awareness of serving the regional social-economic development is weak. Many private colleges and universities do not pay attention to serving the regional economic development. They cannot adjust their professional settings according to the characteristics of regional economy, lack of forecasting for all types of talent which the regional economic society will need. Many private college administrators lack communication with local government and leading enterprises, focusing only on the cultivation of students within the school, and the teachers and students lack the awareness of initiatively giving full play to their professional and technical advantages to serve the local development, which also make students lose a lot of practical opportunities.

Major settings are out of touch with regional economic and social development. The specialty of Hubei private colleges lacks characteristics, and the quality of talent training cannot reach enterprises and industry requirements, curriculum setting are far away from actual job requirements, and cannot really be regional economic development services. Some old professions are no longer suitable for social development, and private colleges and in order to stabilize the scale of enrollment, universities are reluctant to abandon the old professions. Some new professions, which lack scientific arguments and do not combine the demand for talent in the region, has been rushed. In order to compare with famous universities, private colleges and universities have set up social popular majors, but they have neglected the demand for talents by the pillar industries and local key enterprises of the regional economy, the lack of practical ability of students, and the inability for they to adapt quickly to job position offered by enterprises.

The research capacity is weak, and the social mechanism of scientific research services is imperfect. Private colleges and universities have professional research teams and high-level researchers. The combination of production equipment and site funding which enterprises possess will create enormous economic and social value. However, there is no corresponding coordination mechanism between private universities, local governments and local enterprises in Hubei Province. The, the cooperation between industry, academia and research is poor, and the effect is not obvious. Private college teachers do research mainly for the evaluation of titles, rising treatment. In order to complete scientific research tasks, teachers produce their research results in a shorter time, which make quality of research results become low, even if there are good quality research results, due to the lack of a dedicated external coordination department in private universities, the university research team and enterprises, there are fewer interactions between the industry and research team of university, resulting in the failure of scientific research results which are effectively translated into productivity.

School-enterprise cooperation is inefficient. Hubei private colleges and universities cooperate with local enterprises, and the number of cooperation projects is small, cooperation form is single, and many cooperative projects are anticlimax. Some cooperation projects are just an agreement with no substantive content. Hubei private colleges and universities have limited teachers and Their daily teaching and research tasks of the division are heavy, and the secondary colleges cannot send teachers to the company, and students are also less likely to learn and work in school-enterprise cooperation.

School-government cooperation and joint mechanism is imperfect. Many private colleges and universities have poor cooperation with local governments in development, which affects the progress of cooperation between schools and governments. The private nature of Hubei private colleges and universities makes the local government which disdain to cooperation with it. They are more loyal to cooperation with public institutions, ignoring the strength of private colleges and universities. When private colleges and universities seek cooperation from local governments, they cannot get the government's attention. The complicated procedures for applying the project have cracked down on the enthusiasm of private colleges and universities. Local government do no

actively seek the cooperation with private colleges and universities in significant regional planning and important events, and in the long term, their relationship is more and more alienated.

Suggestions on Promoting the Economic and Social Development of Private Universities in Hubei Province

Private colleges and universities should enhance the awareness of serving regional social-economic development. Private colleges and universities were born and grew up in localities. The venues, funds, and Equipment and students which they need mainly come from localities, and private colleges and universities should enhance the awareness of serving for the social-economic development in localities.

From the perspective of schools. Hubei private colleges and universities should take the initiative to consider the social situation and problems in their area, relying on local and service places, and actively providing skills and talent which localities need. They must be set up in a targeted manner in light of the characteristics of local economic development, and establish specific research or service organization to actively carry out social investigation and survey for local government administration, and put forward scientifically feasible suggestions.

From the perspective of teachers, they should actively pay attention to regional development hotspots and rely on their expertise and knowledge to study regional hotspot issues, and establish the awareness of serving local social-economic development, choose regional economic and social problems in daily as research topic, which can advise on the development of its local region.

Major settings must rely on regional economic reality. Major is the foundation and concrete embodiment of the existence of a university. It is the carriers of talents cultivation in universities. The establishment of private colleges and universities should be combined with regional economic and social reality. Hubei private schools should thoroughly study the characteristics of regional economic development and investigate the requirements of enterprises for talents.

Based on this, we will set up new majors and strengthen support for key majors. For example, Wuhan is An important central city in central China, an important integrated transportation hub of the country, the core city of the middle Yangtze River economic zone. Private colleges and universities in Wuhan should strengthen the construction of logistics majors, and actively carried out school-enterprise cooperation with the logistics Company in Wuhan.

Actively improve the ability to transform scientific research results. Although Hubei private colleges and universities attach importance to scientific research, the quality of teachers' scientific research results is not high. Schools should improve scientific research management methods, reduce teachers' teaching burden, and enable teachers to have time to do research. Schools should arrange special time each semester to send teachers to enterprises and governments to investigate and survey., so that teachers can understand the needs of enterprises, obtain research data, and improve the quality of research. But not a closed-door study. The scientific research management department of the school shall establish a specialized institution, which is responsible for the transformation and application of teachers' scientific research results, contact counterpart enterprises, and promote scientific research results, so that more companies can understand the scientific research results of the school.

Improve the cooperation between schools and enterprises. Hubei private colleges and universities have certain cooperation foundations, but the overall cooperation efforts are not big, and the effect of cooperation is not obvious. Hubei private colleges and universities should cooperate Establish a special department to manage school-enterprise cooperation and promote information communication in the process of cooperation with enterprises, such as setting up a school-entriprise Liaison Office, which is responsible for formulating school-enterprise cooperation management regulations and inspecting corporate training guide records, and checking the school-enterprise cooperation effect of the secondary college. School-enterprise liaison office should organize secondary colleges and enterprises to carry out networking activities to enhance exchanges between

the two sides. The secondary colleges should check in with universities when carrying out school-enterprise cooperation matters.

Local governments strengthen support and cooperation with private universities.In the process of development of private colleges and universities in Hubei, they will transport talents for local enterprises and drive employment in the surrounding areas. Which has contributed to the local social welfare. Local governments should strengthen their policy and financial support for private universities. Local governments should guide private colleges and universities to investigate and survey for local communities, and guide them to study the local hot topics of society through designing topic guides. Local governments can set up university research funds to offer funding support for private colleges and universities to do research. Local governments can invite experts and scholars from private universities to attend and give suggestions, when they hold meetings about local development reforms.

Conclusion

The private colleges serving the social-economic development of the region is not only one of the purposes of private colleges and universities, but also is an important way for private universities to realize their own values. There are still some problems for Hubei private colleges and universities to serve regional economic and social development. In general, we suggest that Hubei's private colleges and universities strength the awareness of serving for economy and social development, set majors relying on regional economic reality, actively enhance the ability to transform scientific research results, and improve the cooperation between schools and enterprises. And the local government should strengthen the support for private universities and cooperation with them.

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