

Research on Innovation of Ideological and Political Work in Private Colleges and Universities in the New Era

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Abstract. Private colleges and universities have particularities in the sources of funds, history, management system and teaching objects, to a certain extent, which affected the practice and development of ideological and political work of school. Taking Hunan International Economics University, which ranks high in the country as an example, carefully analyzing and summarizing the difficulties and innovations in the field of ideological and political work will be conducive to further strengthen the socialist direction of private colleges and universities, promote the long-term development of faculty and staff, and also provide help for better training of talents.

Keywords: Private Colleges and Universities, Ideological and Political Work, Innovation.

1. Introduction

The "New Era" is unlike any other period in the past, and is an era in which Chinese people need to continue to advance and win new victories on the basis of inheriting good traditions and learning from advanced experiences. After entering the new era, private colleges and universities are facing new opportunities and challenges. In order to grasp the opportunities and deal with the challenges calmly, it is necessary to follow the pace of the Party, attach importance to education, respect the law of teaching, pay attention to the growth and success of college students, pay attention to the formation, development and changes of their ideology and morality, and improve the quality of talent cultivation through various ways, especially ideological and political literacy, because the ideological and political work of colleges and universities is "the lifeline of college education with Chinese characteristics"[1] (P52). As one of the top-ranked private undergraduate universities in China, Hunan International Economics University has more than 30,000 students and faculty members, and its governance model and talent training are somewhat representative. The study of its main features, dilemmas and possible innovations in ideological and political work has certain reference and significance for other private colleges and universities.

2. Arguments

2.1. The Significance of Strengthening Ideological and Political Work in Private Universities in the New Era

"Ideological and political education work is a systematic project." [2] (P17) This systematic project is rich in connotation and should at least include daily ideological and political education and ideological and political theory course teaching work, which needs to be gradually realized through long-term efforts. This paper mainly focuses on the daily ideological and political work of private colleges and universities. Strengthening ideological and political work is a necessary theme of modern colleges and universities. Based on their special management mode and unique social status, private colleges and universities need to vigorously carry out this work, strengthen their own educational direction, promote the overall improvement of teachers, and finally implement the quality of personnel training. First of all, strengthening ideological and political work is conducive to firmly establishing the socialist direction of private colleges and universities. Secondly, strengthening

ideological and political work is conducive to the long-term development of faculty and staff. Finally, strengthening ideological and political work is conducive to cultivating talents that the country and society really need. "A country thrives when its youth flourishes, and a country thrives when its youth is strong. When the young generation is idealistic, capable and responsible, the country will have a bright future and the nation will have hope." [3] (P70) Whether ideological and political work can really be implemented in the teaching and management of colleges and universities of different types and regions is a key issue related to the smooth growth of college students.

2.2. The Difficulties of Ideological and Political Work in Private Universities in the New Era

Along with the development and growth of China's private education force, a number of new problems have emerged in private universities, and there are a number of areas for improvement in their ideological and political work. This is not only a need for private universities to achieve sustainable development, but also partly a reflection of the rising expectations of society and the people for private education, i.e., they want their children to obtain a professional university education while also making progress in moral education, sports and other aspects. In terms of the attitude towards ideological and political work, private universities have experienced three different periods of development: "passive response", "limited practice" and "active action". At the initial stage of establishment, the greatest pressure faced by private universities is the pressure of survival, and the focus of school work is mainly on the survival of the school, so they have no time to care about the ideological and political work of the school. After the private colleges and universities entered the period of scale development, they no longer need to worry about the survival of the school every day, and they began to shift part of their energy to the long-term development of the school, and gradually realized the importance of ideological and political work for the development of private colleges and universities and the cultivation of talents, and their attitude turned to active acceptance and limited practice. After entering the current stage of quality improvement, the recognition of private education by both teaching staff and the community has been greatly enhanced. The focus of private universities in this period has been on "strengthening connotations and improving quality", and schools have begun to pay more attention to ideological and political work.

In the author's view, the areas for improvement in our school's ideological and political work are mainly focused on three aspects: how the focus of the school's work led by the board of directors reflects the attention and implementation of ideological and political work; how to promote and practice ideological and political work more efficiently under the dean's responsibility system; and the boundary of the freedom of ideological and political work.

2.3. The Practical Path of Innovative Ideological and Political Work in Private Universities in the New Era

"The ideological and political work of private colleges and universities is not something that can be done well by a certain department operating in a fragmented manner, but requires the linkage and cooperation between various systems" [4] (P158). Hunan International Economics University has always been closely focused on the fundamental question of "what kind of people to train, how to train people and for whom to train people", actively and positively practicing the fundamental goal of "Establishing Morality and Multivating People", focusing on the implementation, enhancement and improvement of ideological and political work, constantly enhancing the proper role of ideological and political work in the new era and making the school more effective in nurturing people.

1. Strengthen the leadership of the Party and firmly grasp the fundamental goal of "Establishing Morality and Multivating People". "Establishing Morality and Multivating People is the fundamental task of socialist education, and the foundation of enhancing the standing of universities lies in establishing moral education" [5] (P130). Under the leadership and support of the Party, Hunan International Economics University has become a private undergraduate university in the new era, which is the fundamental reason for the development of the university. In order to give back to the community, the school focuses on strengthening and improving the building of the party, establishing

and improving the procedures for the head of the party organization to participate in decision-making on major school issues to the extent allowed by the system and the board of directors, and setting up appropriate consultation and communication mechanisms between the party organization and the board of directors, the president's office, etc. to ensure that the party organization plays its role effectively. In the past 25 years, the school has always adhered to the direction of socialism, and the values of "no matter public or private, it is all Party-run" and "educating people for the Party and the country" have formed a basic consensus throughout the school. In the process of teaching management, "Establishing Morality and Multivating People" has always been the central concept.

2." Focus on team building and strengthening the characteristics of ideology and politics. "Ideological and political workers in colleges and universities should continuously improve themselves in all aspects through training as well as experience and apply them in a flexible and comprehensive way."[6] (P45) In order for schools to develop and students to become successful, they need a high level of guiding ideology and a team of teachers with both moral and talent. Over the years, the school has insisted on training and assessing teachers in various aspects, and has strived to "cultivate a team of good teachers with ideal beliefs, moral sentiments, solid knowledge and a loving heart"[7].

3. Strengthen ideological leadership and attach importance to the construction of positions. The ideological and political work of private universities also needs to "integrate hardware and software environment resources"[8] (P149). The hardware investment is relatively fixed, but the resources of the software environment can be fully utilised and innovated. The school focuses on thought leadership work and also adopts a variety of ways to implement it, including but not limited to book clubs, training courses for student cadres, lectures on the topic of thought politics, thought politics study talks, thought politics training reports, thought politics seminars and exchanges, so that teachers and students can "cultivate patriotic feelings and firm ideals and beliefs" in these rich and varied activities. All along, Ideological and political work has always been a priority for the school's party committee. The "Reading book for Pleasure", hosted by the university library, conducts regular reading sessions on world famous books and best-selling books, and also offers a compulsory public course on "Book Campus" for four consecutive semesters in the talent training programs of all majors, so that reading good books becomes a habit of teachers and students in the university, and "focuses on the main initiative of individuals, especially teachers and students in the ideological and political education activities of the university"[9] (P56).

3. Conclusion

To sum up, only with solid and innovative ideological and political work as a guide can private universities better strengthen the foundation of development, cultivate the high-quality talents really needed in the new era, and make the due contribution of private universities to create a new situation of higher education in China.

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