

# Research on the Practice of Social Responsibility in Private Applied Undergraduate Colleges

-- Take Fuzhou University of International Studies and Trade as an Example

Zhiping Gan <sup>a</sup>, Ruifang Lin <sup>b</sup>

Fuzhou University of International Studies and Trade, Fuzhou, Fujian, China

<sup>a</sup> 57354275@qq.com, <sup>b</sup> 364781406@qq.com

**Abstract:** Private application-oriented undergraduate education is an important part of higher education, which provides some help for solving the employment structural contradiction between graduates and social demand. Starting from the development status of private undergraduate education, this paper analyzes its market penetration rate and student-teacher ratio from 2017 to 2022. Taking Fuzhou University of Foreign Studies as an example, this paper expounds its social responsibility to the government and the country, to students, to faculty and staff, to organizers, and to local communities, in order to provide some reference for other private application-oriented undergraduate education to fulfill their social responsibilities.

**Keywords:** Private Colleges and Universities; Applied Undergraduate; Social Responsibility Practice.

## 1. Introduction

As an important part of higher education, private colleges and universities are social organizations or individuals other than state institutions, using non-state financial funds, facing the society and facing the law. Its outstanding performance is that the school property rights are not owned by the government, the school funds are not the main source of financial education funds, and the main body of the school is non-governmental organizations, which complements the shortcomings of public colleges and universities to a certain extent. Standing at the historical starting point of the new era, the state should strengthen the overall planning of the high-quality development of private higher education, guide and support private colleges and universities to focus on high-quality development, which will help to continuously improve the comprehensive strength of private colleges and universities.

## 2. Current Development Situation of Private Undergraduate

In 2019, the Executive meeting of The State Council reviewed and adopted in principle the Implementation Regulations of the Law on the Promotion of Private Education (draft), the Ministry of Education strengthened the supervision and management of private education, promoted the scientific and healthy development of private education, and continued to expand the scale of private general undergraduate education, increasing to 434. In recent years, the state has begun to attach great importance to higher

vocational (junior college) education, and the enrollment of higher vocational (junior college) has been expanding at a rate of 5%+ every year. In 2021, the enrollment of higher vocational (junior college) has reached 5.525,800 people, which is 1,077,800 more than the undergraduate enrollment. In 2018, the number of undergraduate students exceeded the number of junior college students by 530,000. However, the "demographic dividend" gradually faded in 2021, and under the influence of the expansion of vocational college enrollment, the enrollment of private undergraduate students decreased significantly after increasing for three consecutive years from 2017 to 2020, basically returning to the level of 2017. From 2017 to 2021, the number of private undergraduate students and graduates increased year by year, and by 2020, the number of private undergraduate graduates has exceeded one million. In this year, the outbreak of the COVID-19. occurred, and the domestic and foreign environment is complicated, and the employment situation is extremely severe.

### 2.1. Low Market Penetration

The market penetration index of private undergraduate colleges can be reflected by the proportion of private undergraduate students in the national undergraduate students. At present, although the situation of private higher education is good and the state has given great help and support, the market penetration rate of private undergraduate education from 2017 to 2021 is not high, only around 6%; In 2021, due to the impact of higher vocational education enrollment expansion and other policies, its market penetration directly dropped to 5.46%.

**Table 1.** Private Undergraduate Market Penetration from 2017 to 2021

| Year                                                 | 2017     | 2018      | 2019      | 2020     | 2021      |
|------------------------------------------------------|----------|-----------|-----------|----------|-----------|
| Number of Private Undergraduate Students (10,000)    | 404.7501 | 417.086   | 439.0307  | 468.1871 | 473.6848  |
| Number of Undergraduate Students Nationwide (10,000) | 1648.632 | 1697.3343 | 1750.8204 | 1825.746 | 1893.1044 |
| Market Penetration Rate                              | 6.26%    | 6.20%     | 6.33%     | 6.13%    | 5.46%     |

Data source: Calculated based on the Education Statistics of the Ministry of Education from 2017 to 2021

## 2.2. The Ratio of Students to Teachers Increased Slightly

From 2017 to 2021, the number of private full-time undergraduate teachers in the country matched the number of enrollment, increasing or decreasing in the same direction. But the ratio fluctuates slightly. The student-teacher ratio is one of the important indicators of running a university. It is the ratio between the number of students and the total number

of teachers. The lower the student-teacher ratio is, the more beneficial it is to improve the teaching quality and students. The higher the student-teacher ratio is, the more detrimental it is to improving teaching quality and students. However, too low a student to teacher ratio will result in a waste of social resources. In 2004, the Ministry of Education issued the "Basic conditions of ordinary institutions of higher learning indicators (Trial)" document, the requirement of the student teacher ratio of comprehensive institutions is 18.

**Table 2.** Calculation table of private undergraduate teacher ratio from 2017 to 2021

| Year                                              | 2017     | 2018    | 2019     | 2020     | 2021     |
|---------------------------------------------------|----------|---------|----------|----------|----------|
| Number of private undergraduate students (10,000) | 404.7501 | 417.086 | 439.0307 | 468.1871 | 473.6848 |
| Full-time teachers (10,000)                       | 23.1092  | 23.4654 | 25.0739  | 26.7689  | 23.5382  |
| Student-teacher Ratio                             | 17.5147  | 17.7745 | 17.5095  | 17.4900  | 20.1241  |

Data source: Calculated based on the Education Statistics of the Ministry of Education from 2017 to 2021

Although the national private undergraduate teacher ratio fluctuated from 2017 to 2020, it did not exceed the standards set by the Ministry of Education and met the requirements. Although the national private undergraduate teacher ratio index in 2021 broke through 20, it did not reach the restricted enrollment target of 22 stipulated by the Ministry of Education for comprehensive colleges.

## 3. Social Responsibility Practice of Fuzhou University of International Studies and Trade

Fuzhou University of International Studies and Trade is an application-oriented undergraduate college with a focus on "Fuzhou, Fujian, the whole country and Southeast Asia, training export-oriented and innovative high-quality applied talents as its goal, and serving the local economic and social development and the national 'One Belt, One Road' strategy as its educational orientation". It covers an area of more than 1,600 mu, the campus construction area of more than 480,000 square meters, the total value of teaching equipment and equipment 126.332 million yuan, the library collection of literature resources of more than 3.5 million volumes, more than 150 teaching laboratories of various types, more than 300 off-campus training bases, efforts to deepen the reform of education and teaching, and actively promote high-quality development. As of November 2022, the University has a total of more than 20,000 full-time undergraduate students, carrying the responsibilities of talent training, scientific research and social services entrusted to the university by the government and the state, but also assuming responsibilities for other stakeholders, including students, faculty and organizers.

### 3.1. Responsibilities to the Government and the Country

Fuzhou University of International Studies and Trade is the initiator and vice chairman of the National Non-profit Private Higher Education Alliance and the Executive vice chairman of the Higher Education Professional Committee of China Private Education Association. The university actively participates in the government's activities to help students, and insists on putting social benefits in the first place. Dingxi City is the main battlefield of poverty alleviation in the country, Fuzhou College of Foreign Languages and Foreign

Trade earnestly implements the spirit of "implementing precision poverty alleviation and precision poverty alleviation work" of the Party Central Committee, actively responds to the call of Fujian Provincial Party Committee, and practices the overall thought of "poverty alleviation first by fostering wisdom and completely cutting off the poverty chain".

In 2016, through the Fujian Provincial Committee of Zhigong Party, Chairman Xinxing Wu went to Dingxi City, Gansu Province for research and investigation, chose Lintao County Nga School as a one-to-one pair of support school, signed a help and education agreement, and opened a ten-year education precision poverty alleviation plan.

### 3.2. Responsibility for Students

Fuzhou University of International Studies and Trade firmly implements the spirit of the "Implementation Opinions of the General Office of the Ministry of Education on Comprehensively Promoting the openness of Government Affairs" (Education Office [2017] No. 3), strictly implements the relevant provisions, continuously enriches the forms of disclosure, and improves the effect of information disclosure. Every academic year, 15 types of information on the basic situation of the school, rules and regulations, development planning, enrollment and employment, teaching management, student management, personnel management, financial management, scientific research work, cooperation in running a school, foreign exchanges, asset management, logistics support, campus safety, and other matters are actively disclosed.

The school has formulated and published the Interim Regulations on the Management of the Fund for Loving Students of Fuzhou University of Foreign Languages and Foreign Trade, the Implementation Rules of National Scholarship of Fuzhou University of Foreign Languages and Foreign Trade, and the Implementation Rules of National Encouragement Scholarship of Fuzhou University of Foreign Languages and Foreign Trade, and has withdrawn no less than 5% of the funds from the tuition income every academic year for rewarding and funding students. The school has set up a student appeal Handling Committee, which is responsible for accepting appeals filed by students who do not accept the decision of handling or punishment, and fully guarantees the students' right to know, participation and supervision in the school's teaching management process.

### 3.3. Responsibilities to Faculty and Staff

Fuzhou University of International Studies and Trade, relying on accurate analysis, system guarantee, service and other work measures, constantly accelerate the pace of attracting and gathering talents, actively implement the concept of "work platform, development hope, life dignity", "Let the faculty and staff share the results of school reform and development", and continue to improve the working and living conditions of the school. The University establishes trade union organizations in accordance with the Trade Union Law of the People's Republic of China to safeguard the legitimate rights and interests of faculty and staff; In accordance with the Provisional Regulations on Faculty and Staff Congresses of Institutions of higher Learning, the system of faculty and staff congresses with teachers as the main body shall be established to strengthen democratic supervision and management. As the only private university in Fujian Province that enjoys the pension insurance of government institutions and institutions, the university gives full play to its location advantage of being located in the provincial capital and the state-level coastal new city, takes the provincial and municipal talent policy as a strong support for attracting talents, actively creates a good atmosphere of recognizing, loving and emphasizing talents, and helps various high-level talents to connect with various provincial and municipal high-level talent policies. Constantly optimize the working and living conditions of talents, and strive to create a strong atmosphere of respect and love for talents.

### 3.4. Responsibility for the Organizer

Fuzhou University of International Studies and Trade is organized by Fuzhou Yingte Investment Group Co., LTD. As of December 31, 2021, the total assets of Fuzhou Institute of Foreign Studies are 1.604 billion yuan, the net assets are 583 million yuan, the fixed assets are 1.211 billion yuan, and the sponsor's investment is 508.736 billion yuan, accounting for 31.72% of the total assets of Fuzhou Institute of Foreign Studies. Sources of funding include sponsor's input, tuition income, interest, donation income and other legal income. The income obtained by the school is mainly used for education and teaching activities, improving the conditions of running the school and ensuring the benefits of the staff and staff, and is not distributed among the organizers, donors or directors. The school will be the sponsor's investment, government subsidies, gifts, fees, school accumulation and other assets classified into the account, regular asset inventory, and the results of the inventory to the public.

### 3.5. Responsibility Towards Local Communities

Based on the principle of "school-place interaction, complementary advantages, mutual benefit and common development", Fuzhou Institute of Foreign Studies signed rural revitalization agreements with Fuzhou Rural Revitalization Bureau, Fuzhou Lianjiang County, Fuzhou Luoyuan County, Fuzhou Changle District Shouzhuan Town, Ningde City Zerong County Fuxi Town, Ningde City Shouning County Xiadang Township, etc. Actively explore the effective model of seamless docking of production, university and research and the long-term mechanism of jointly cultivating talents, and strive to create a model and demonstration site for school-place construction and promoting rural revitalization. It undertook the "Village

Cadre Training Course", "Rural Revitalization Special training course" and "Grassroots Party Organization Secretary special training course" conducted by relevant government units in Changle District, Cangshan District, Fuqing City, Lianjiang County and Zhigong Party Central Committee.

## 4. The Guarantee Measures for Private Applied Undergraduate to Fulfill social Responsibility

With the continuous development of social economy, many colleges and universities are more and more aware that training students' practical ability and innovation ability, improving students' social professional quality and employment competitiveness are helpful to solve the contradiction between the supply and demand of talents between graduates and social needs. Application-oriented undergraduate college refers to an application-oriented undergraduate college with the aim of training application-oriented undergraduate professionals to meet the needs of social and economic development. Instead of ordinary undergraduate colleges with academic orientation, it is a relative and different type of undergraduate from academic undergraduate. Fuzhou University of Foreign Studies, as a new local application-oriented undergraduate university in 2011, has been widely recognized and praised for its efforts to practice social responsibility in the past ten years. In the latest 2022 Alumni Association China University Rankings released by the China Alumni Association network, Fuzhou University of Foreign Studies was rated as the six-star top private university in China, ranking fourth in the comprehensive index of private universities in China, and ranking first in Fujian Province for a second time. The experience of Fuzhou University of Foreign Studies in practicing social responsibility can provide some reference for other private application-oriented undergraduate universities.

### 4.1. Establish Brand Awareness

With the popularization of higher education, the quality of private application-oriented undergraduate education has received wider attention. Schools should shift from focusing on enrollment to focusing on training process and training quality, actively respond to the call of the state and government, serve the national strategic needs, firmly adhere to the concept of running schools for public benefit and serving the society, put social benefits in the first place, establish a positive social image, and strengthen news publicity. Correctly guide public opinion, eliminate the discrimination and prejudice of individual social public against private application-oriented undergraduate, implement the high-quality demand for talent training, and strive to improve the gold content of the school, so that students, parents and employers are satisfied, and form a reputation.

### 4.2. Meeting Local Needs

Application-oriented undergraduate universities should base themselves on the local area, pay attention to local trends, actively interact with local employers, visit and conduct more research, grasp the bottlenecks and pain points of local development, give full play to the advantages of talents and intelligence, and offer suggestions for local areas to achieve

common development. Fully understand the local needs, absorb the latest technology, timely teaching reform and design, improve the adaptability of talent training programs, improve the quality of talent training, and contribute to the transportation of applied talents in the new era of economic development.

### 4.3. Improving the Quality of Teachers

Human resource is the first resource for the development of a university, and it is the most important thing in the process of the development and construction of private application-oriented undergraduate courses to create a high-quality and high-level teaching staff. Private application-oriented undergraduate colleges and universities should strive to overcome their inherent shortcomings, increase the introduction of high-level talents, adopt a variety of salary distribution schemes, create a comfortable and comfortable research and teaching work environment, and help young and middle-aged backbone teachers strive to grow into service entities, motivated and willing to struggle outstanding talents.

## 5. Conclusion

In the context of the new era and new journey, private application-oriented undergraduate students should clearly understand the situation, follow the trend, closely focus on the construction goal of "double first-class" application-oriented universities, determine the orientation of talent training in the new era, constantly optimize the layout of disciplines,

improve students' comprehensive quality, solve the contradiction of employment structure, consciously assume the responsibility entrusted by the country and society, take the initiative to take action, and actively act. To make greater contributions to serving national strategic needs and economic and social development.

## Acknowledgments

**Fund Project:** Fujian Provincial Education Science "13th Five-Year Plan" 2020 annual regular project "Fujian Provincial Private Application-Oriented Undergraduate Social Responsibility under the Background of the New Era" (Project Approval Number: FJJKC2020-221).

## References

- [1] LI Xuanqi. Anomic behavior and governance path of Social responsibility in private colleges and universities [J]. China Higher Education Research,2020(12):28-33.
- [2] Yang Guangzhou. Research on the development strategy of Private colleges and universities oriented by Social responsibility [D]. Minjiang University,2020.
- [3] Kangle, Xu Lei. Case studies on Social responsibility management in American private universities [J]. Education Journal of Renmin University of China,2018(02):32-41.