

# Challenges and Countermeasures of Continuing Education Management in Local Colleges and Universities

Kun Cao

School of Humanities, Jilin Agricultural University, Changchun 130118, China

(E-mail:763496763@qq.com)

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**Abstract.** Local Colleges and universities undertake the responsibilities with social education services. With the requirements of the international on lifelong education system and the needs of construction of the learning type society, only local Colleges and universities greatly develop continuing education can it meet the requirements of the times. Facing the unprecedented opportunities and challenges, we must clearly realize that the management of continuing education in local Colleges and universities is not fully adapted to the national economic and social development and the requirements of masses of people to accept good education. Only directly facing the problems of continuing education management work in local Colleges and universities, find out the countermeasures, actively change and innovate the management system, and meet the market demands, can continuing education management work in local Colleges and universities become more adaptable to the changing times, maintain the healthy, scientific and sustainable development of continuing education management in local Colleges and universities, and promote social progress. This paper analyzes the challenges of continuing education management in local Colleges and universities, then discusses the countermeasures of the problems encountered in the continuing education management work in local Colleges and universities, through this study to provide some reference for continuing education management work in local Colleges and universities in the future.

## 1. Introduction

Local Colleges and universities undertake the responsibilities with social education services. With the requirements of the international on lifelong education system and the needs of construction of the learning type society, only local Colleges and universities greatly develop continuing education can it meet the requirements of the times. In the past, because the attention that local colleges and universities paid to the investment and importance of the continuing education is not enough; instead, the focus is put on the academic qualifications. Continuing education is only regarded as a supplement to a source, leading to the slow development of China's continuing education and many problems existing in continuing education [1]. Continuing education in local Colleges and universities is mostly developing correspondence education, but with the social development, correspondence education is gradually cooling, and social training career is in the ascendant. At the same time, education in local College and universities is also facing the new requirements of the times. The society is rapidly developing, so the concept of lifelong education and the construction of learning type harmonious society is an inevitable requirement of national development. Local Colleges and universities, as an important part of the national education system, undertake the responsibility of providing high level of education and social education service. In the development of general education, at the same time, we must follow the development of the times, continue to vigorously develop education, reform and innovate, adjust business structure, combine academic education with non-academic education, take the advanced road of producing, learning and researching, integrate educational resources, broaden the business of adult education, and carry out advanced occupation education training, so the local Colleges and universities become the leading force in the national education system and social lifelong

educational system and continue to meet the demand of talents cultivation.

In recent years, the research on continuing education management in local Colleges and universities began to increase day by day, and the development of continuing education in local Colleges and universities has become the focus of people's attention. This paper studies the current challenges of continuing education management in local Colleges and universities and puts forward the development countermeasures.

## 2. An Overview of the Theory of Continuing Education

### (1) Teaching mode of continuing education in local colleges and Universities

Table 1 is the types and interpretations of continuing education teaching mode in local Colleges and universities [2].

**Table 1** Types and interpretations of continuing education teaching mode in local Colleges and universities

Types of teaching mode	Interpretations of teaching mode
Thematic mode	It mainly refers to the education based on theory teaching, often using the traditional classroom teaching mode and taking discuss and demonstration as the general method.
Network mode	It takes modern distance teaching mode as the major education method, learner- centered modern teaching mode, which makes full use of the new information and new technology, constructs online classroom, network training laboratory, and establishes teaching management system of school network service.
Resultant mode	It adopts cooperation mode, takes the developing road of producing, learning, and researching, having the cooperative mode of inter school cooperation, school cooperation, school enterprise cooperation, foreign cooperation and other cooperation modes.

There are three types of continuing education teaching mode in local Colleges and universities, thematic mode is based on the theory teaching, the network mode is based on the distance teaching, resultant mode is mainly foreign cooperation mode, and the mostly adopted mode is the thematic mode.

### (2) Management model of continuing education in local Colleges and universities

Table 2 shows the types and interpretations of management mode of continuing education in local Colleges and universities [3].

There are three types of continuing education management mode in local Colleges and universities, indirect management mode is the management mode that takes the adult education college as the virtual college, other colleges as the real college, and mainly managed by the virtual college; direct management mode is the management mode that takes the adult education college as the real college, and other colleges as the virtual college, adult education college on behalf of the school to fully manage; hybrid management mode refers to that the school do not set up a special education department, but in the administrative relation belonging to other departments, which is mainly adopted currently.

**Table 2** Types and interpretations of management mode of continuing education in local Colleges and universities

Types of management modes		Interpretations of management modes
Indirect management mode		Adopt the management mode of taking adult college as the virtual college and all the colleges as the real colleges. Implement unified macro management of the continuing education enrollment, teaching, and assessment, and the teaching units are responsible for teaching implementation and management, as well as the daily management of the class and students.
Direct management mode		Adopt the management mode of taking adult college as the real college and all the colleges as the virtual colleges. Most of the colleges of adult college are changed to continuing education college and independent as a college, representing the university to manage all the businesses of continuing education college, and set up independent enrollment management department, teaching management department, and students management department.
Hybrid management mode		There is no specialized adult education department, or though there is adult education department, they belong to other departments in administrative, and its management of continuing education is mixed in general education management, controlled by the university.

### 3. Challenges of Continuing Education Management in Local Colleges and Universities

#### 3.1 Teaching Methods and Forms of Continuing Education in Local Colleges and Universities Remained to be Improved

Continuing education in local Colleges and universities in influenced in teaching because of being ignored for a long time. The majority of Colleges have the problem of the teaching content derailing from the reality; continuing education of some Colleges still adopts the method of taking self-learning as the major way, without teaching students in accordance with their aptitude according to the changes of the level of teaching objects, without according to the characteristics of adult education, in-service education, and skill education to adopt appropriate teaching methods, and teaching methods are single and aging, without well combining the modern training and digital information technology, network technology, multimedia and other high-tech means to carry out the training.

#### 3.2 Education Legislation of Continuing Education in Local Colleges and Universities Remained to be Improved.

China's continuing education has entered the stage of promoting, the provinces in the whole country have established a number of continuing education system. However, the corresponding continuous education laws and regulations supporting each other needed to be improved, especially the regional differences in economic development and the difference between the industrial organization and so on determine that the developing pattern of continuing education is of difference [4]. At the same time, the problem of not standardized management still exist in the continuing education in many Colleges and universities, and there are some criminals of using the reputation of the institution and taking the name of cooperation in running the school to cheat money.

#### 3.3 Lack of Excellent and Stable Teachers in Continuing Education

The teachers in continuing education in local Colleges and universities are mostly teachers in part-time within university, mostly belonging to the academic style of rich in theoretical knowledge while lack of practical experience. However, continuing education is closely linked to the market demand, which needs the combining guidance of practice experience and theory. Many university teachers in continuing education curriculum, will have the problem that the theory is not in line with

the practice, the theory is behind the practice, practicality is not strong and so on, impacting the quality of teaching.

#### **4. Countermeasures of Continuing Education Management in Local Colleges and Universities**

In view of the challenges of continuing education in local Colleges and universities, the countermeasures proposed in the academic circles mainly include: the strategy theory of differential running school, the industrialization theory, and the scientific positioning theory. The scientific positioning theory should pay attention to the positioning of the strategy, the market, the object, and the level type. It specifically analyzed from the following aspects.

(1) Update the concept of continuing education, improve the policies and regulations system of continuing education; countries, through legislation, protect the development of continuing education; government, education departments and all sectors of society actively promote the importance of continuing education. Through legislation and system to ensure the development of continuing education, establish and improve the mechanism, strengthen the management of continuing education; mobilize social forces to increase investment in funds of continuing education, and encourage the investment of private capital.

(2) Analyze the needs of trainees. In different industries, different students have different learning needs, so it is necessary to analyze the distinction between academic education and non-degree education; investigate and analyze the different ages, qualifications, positions, levels, jobs, industry characteristics, work environments among non-academic students, find their needs and interests, and scientifically arrange the objective, curriculum, teaching method, management method, teacher selection, assessment methods and do on.

(3) Innovate teaching model. Continuing education is flexible in school running, and the educational mode that local Colleges and universities adopt should be diversified, able to integrate with other educational modes and resources, and combine the industry occupation education, international education, public community education, new technology network education, and adult self-study examination, adhere to the parallel development of academic education and non-academic education, and persist in the lifelong education system with multi-level.

(4) Optimize the course construction system. A good curriculum system is the key to achieve the goal of teaching. It is necessary to reform the course content and course system according to the teaching object levels and demands and market demands. Referring to the international and domestic excellent idea of continuing education, taking to strengthen the learners' practical ability as the goal, establish and improve the course system that takes the public courses and specialized comprehensive courses as the basis and professional skills and training experimental class as the main part.

(5) Adhere to the road of industrial development, strengthen the practical teaching innovation in the market. Emancipate the mind, strengthen the cooperation between schools and enterprises, cooperate with large-scale enterprises to train colleges and departments, and jointly train continuing education talents; adhere to the teaching method of combining producing, learning, and researching, highlight the teaching in practice link; create a brand of continuing education by the industrialization mode of operation, and increase their own brand publicity forces [5].

(6) Actively promote the flexible assessment system and quality monitoring system. According to the different courses requirements, implement the corresponding assessment system. Establish an effective quality monitoring system and build independent learning file for students, and investigate and analyze the learning objectives, curriculum, teaching quality management, personnel management, teaching mode, teaching method, teaching effect, teaching reflection and so on from the situation of students, combined with every education project, establishment quality monitoring system in all aspects, and implement in the form of regulations and rules, and continue to improve.

#### **5. Conclusion**

Continuing education is an effective way to realize the social service function for local Colleges

and universities, and its development is in line with the requirements of the international lifelong education concept and the needs of the construction of the learning society in our country. Speeding up the development of continuing education is an important part of the current local education development strategy. This paper, through the analysis of challenges of continuing education management in local Colleges and universities, puts forward some management countermeasures. It is necessary to update the idea of continuing education and improve the continuing education policies and regulations system; analyze the needs of students; innovate teaching modes; optimize the system of curriculum construction; adhere to the industry development path and strengthen the teaching practice innovation; actively promote flexible evaluation system and quality monitoring system; strengthen the stable construction of teachers staffs; make use of new media and information technology. Through the study of this paper, it is expected to provide reference for the future research of continuing education management in local Colleges and universities.

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