

# *Current Situation and Thoughts on the Moral Construction of the Staff and Workers in Private Colleges and Universities in the Context of the New Era*

Guofeng Zhao

General Education Center

Xi Jing University

ShaanXi, 710123, China.

Zhaoguofeng029@163.com

**Abstract**—As an important part of higher education, private colleges and universities also play an important part in training socialist builders in the new era. The moral quality of teachers and staff in private colleges and universities is of vital importance to the sustainable development of private colleges and Universities. In view of the problems existing in the construction of moral quality of the teachers and staff in private colleges and Universities under the background of the new era, this paper states the following: focusing on General Secretary Xi Jinping's goal of “four possessions” of teachers, cultivating the sense of being a teacher, establishing the sense of mission of devoting oneself to private higher education, weakening the sense of utilitarianism, and establishing the sense of responsibility of the times for teaching and educating people. The corresponding measures include stabilizing the teaching staff, enhancing their loyalty to private higher education, establishing a scientific management evaluation system, purifying moral quality and forming an atmosphere.

**Keywords**—*Private colleges and Universities; Teachers and Staff; Morality; The new era*

## I. INTRODUCTION

Teachers are the foundation of education. Good teachers make good education. General Secretary Xi Jinping pointed out in his discussion with the representatives of teachers and students of Beijing Normal University that: “the importance of teachers lies in the work of shaping the soul, life and people. Efforts to train and train a large number of first-class teachers and continuously to improve the overall quality of the teaching staff are urgent tasks for the development of education in China at present and in the future[1]”. Teachers, as engineers of human soul, are important practitioners and leaders of moral construction, and the main force to promote the development of education in an all-round way. They play an irreplaceable role in the inheritance of human civilization, the Enlightenment of scientific knowledge, the dissemination of advanced culture and ideas. It is the basic requirement for the reform and development of higher education to build a contingent of university faculty with good moral quality. It is also the important connotation of promoting the healthy growth of

young students and ensuring the socialist direction of running colleges and universities.

Teachers are of great importance to the quality of personnel training in Colleges and universities. As an important part of higher education, private colleges and universities are also the main position to train socialist builders in the new era. The moral quality of teachers and staff has a vital impact on the development of private colleges and universities. Therefore, the study of the problems in the moral quality construction of teachers and staff in private colleges and universities has an important enlightening effect on the healthy development of private higher education.

## II. CURRENT SITUATION AND PROBLEMS OF THE CONSTRUCTION OF MORAL QUALITY OF STAFF IN PRIVATE COLLEGES AND UNIVERSITIES

Private colleges and universities have experienced rapid development since the reform and opening up. In the tide of market economy, the scale of private colleges and universities has expanded rapidly, and the number of faculty members has increased day by day. But at the same time, the contradiction between the lagging moral quality construction of teachers and staff and the vigorous development of private higher education has become increasingly prominent, and some serious problems of teachers' morality and style have appeared.

### A. *Lack of sense of mission and sense of dedication to private education*

Being a teacher is the most basic requirement for the faculty in Colleges and universities. The behavioral norms of the faculty have a direct impact on the cognition of the students in private colleges and universities, as well as on the image of the educators. At present, some faculty members in private colleges and universities have some words and actions that do not meet the qualifications of higher education practitioners. These people's working attitude is not correct enough, their sense of responsibility is insufficient, their behavior and speech are seriously affected by market economy, their utilitarian consciousness is strong, they treat students and their work

perfunctorily, and their speech and behavior are based on income and treatment. As a standard, educational work should be accomplished as a task[2]. Most of the teachers and staff in private colleges and universities are passively chosen to work in private colleges and universities on the basis of employment pressure. Many people hold the idea of job-hopping when they have the opportunity. Many people do not have the basic conditions for teaching management in higher education, lack the professional accomplishment of higher education, and seldom have the professional ambassadors who devote themselves wholeheartedly to private education for life with a Sense of destiny.

*B. Utilitarian consciousness is too heavy and lack of responsibility of teaching and educating people*

Under the impact of the market economy and the current social environment, all sectors of society have a misunderstanding of the orientation of the entrepreneurship of private colleges and universities, which makes the teachers and staff of private colleges and universities have a misunderstanding of the nature of their work. Some faculty members have increased their interest-seeking mentality, and money worship is rampant. They have “no intention to teach and educate people and devote themselves to money”. They are one-sided in pursuit of the quantity of their work and neglect the quality of their work. At the same time, because of the quantitative assessment criteria of salary system, teachers aim at earning more class hours for many generations, and teaching assistants reflect the importance of their posts through a wide range of extracurricular activities, ignoring the proper teaching and Educating Functions of private colleges and universities. Teachers, tired of class, and tired of dealing with various forms of activities, do not have enough time to prepare lessons, let alone make researches in their academic fields, and then ignore the quality of teaching, so it is impossible to have the sense of responsibility of teaching and educating people[3].

*C. Frequent mobility and lack of loyalty to private education*

The composition of the teaching staff in private colleges and universities is mainly composed of retired teachers and staff in public colleges and universities, social workers in other industries, graduates from public colleges and universities and students staying at school. Apart from the unreasonable allocation and structure of the teaching staff, the age structure of the teaching staff presents a dumbbell-shaped distribution, and the low-level academic structure mainly consists of undergraduate degree. And this relatively free mode of employment and dismissal of teachers and staff makes the flow and turnover of teaching staff in private colleges and universities more frequent. In fact, it seriously hinders the development of education, teaching and scientific research in private colleges and universities, and makes the teaching quality of private colleges and universities difficult to be guaranteed. This kind of personnel flow and temporary employment mode also directly causes the employer's insecurity, which makes the faculty lack the enthusiasm to continuously devote energy to their own work, and it is difficult to form the loyalty to the development of private education[4].

*D. Lagging Management System and Lack of Atmosphere to Promote Good Teachers' Morality*

At present, there is a general tendency of family-based management and enterprise-based management in private colleges and universities in China. This kind of management mode leads to the imperfection of corporate governance structure, the lack of power checks and balances mechanism and risk prevention mechanism, the first is economic interests, extensive management, mediocrity, homogeneity tendency, and easy to cause layman leadership professionals. At the same time, most of the managers are retirees of public universities and graduates of private colleges and universities, who are not connected in age, which is not conducive to the standardized management of private colleges and universities. at the same time, the innovative consciousness of management is poor, following the teaching plan and evaluation system of public colleges and universities, and lacking scientific evaluation suitable for private higher education as well as methods and systems. In the teaching work, the teaching management system with teaching evaluation as the core has not yet been established, and the scientific, effective and simple teaching evaluation methods and rules and regulations suitable for itself have not been formed. Because the system of the management evaluation is not smooth, it is difficult to create a good atmosphere of teachers' ethics[5].

III. THE CONSTRUCTION AND DEVELOPMENT OF THE MORAL QUALITY OF THE FACULTY AND STAFF IN PRIVATE COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF THE NEW ERA

In order to further adapt to the competitive situation of market economy, compete with public universities and train qualified socialist builders for the realization of the great rejuvenation of the Chinese nation, private colleges and universities must have a relatively stable team of professionalized and knowledgeable faculty and staff, and strengthen the faculty and staff. The construction of moral quality promotes the fighting power and cohesion of this team and makes it the backbone of the sustainable development of private colleges and universities.

*A. Foster the sense of being a teacher and a sense of mission of devoting all his heart and soul to private higher education*

Confucius said, “When a ruler's personal conduct is correct, his government is effective without giving orders. If his personal conduct is not correct, even he may give orders, but they will not be followed”. This shows that the teacher is the person who teaches the students. If you do well, the students will be “as good as flow”. If you do not do well, even if you speak more pleasantly, beautifully and correctly, the students will turn a deaf ear to you. Teachers and staff in private colleges and universities are not only the transmitters of cultural knowledge, but also the backbone and pioneers of the construction and development of private colleges and universities. They play a great role in promoting the overall development of students' wisdom, will and emotion. This requires that teachers and staff in private colleges and universities have comprehensive qualities in many aspects,

such as profound knowledge and noble character. The spirit of dedication, etc. By setting up their own moral image, setting an example in political thought, moral character, academic teaching, behavioral sentiment, appearance and demeanor, we can imperceptibly influence students and set an example for them. We should not only impart knowledge, but also cultivate students' moral feelings and personality development in an all-round way[6]. To help teachers and staff improve their moral awareness, establish a correct world outlook, outlook on life and moral outlook in the process of teaching and learning, the majority of teachers and staff are made to love private education more, devote themselves to the new things of private colleges and universities, and further enhance their sense of professional mission.

*B. Stabilize the teaching staff and enhance their loyalty to private colleges and Universities*

Teachers' professional outlook can be divided into three levels: fear of work, dedication to work and pleasure in work. "Work-fear" only regards occupation as a means of earning a living, afraid of losing it and working. "Work-dedication" can concentrate on its own work, so as to teach and educate people. "Joy" is a love of Vocational education, and can enjoy happiness in teaching and educating people. The construction of the teaching staff and the career planning of teachers in private colleges and universities should at least enable teachers to "devote themselves to their work" and make them qualified professional teachers. Starting from the ideological, working and living conditions facing the faculty, this paper closely combines the construction of the faculty with solving the practical difficulties of the faculty, and establishes a platform for their career development, so that they are willing to be engaged in private higher education, rather than just take private higher education as their means of livelihood. At the same time, teachers and staff should further realize that teaching and educating people is a sacred undertaking. They should organically combine teaching and educating people so as to achieve the goal of both teaching and educating people. Emphasis should be laid on strengthening the professional ethics education and the training of teachers' ethics and style for newly-employed teachers and staff, so that excellent teachers can pass on, help and guide them, and further establish the sense of responsibility of the times for all members to teach and educate people[7].

*C. Stabilize the teaching staff and enhance their loyalty to private colleges and Universities*

Private colleges and universities should practice the principle of people-oriented and sustainable development, strengthen the construction of teaching staff according to the principle of "stability, cultivation and introduction", and make the allocation of teaching staff more reasonable. To strengthen people's full recognition of their private higher education undertakings by "emotional retention, career retention and treatment retention", and in order to stimulate people's cohesion and responsibility, it is necessary to establish a sense of mission of "school as home, school as honor and self-glory", and fully integrate into the collective of private colleges and universities. Through solving the worries of children's entrance, enrollment, housing and so on, we can solve the problems in the life of teachers and staff, eliminate the suffering of teachers

and staff, celebrate their birthdays, organize collective entertainment activities, and enhance their sense of collective belonging[8]. By tailoring the growth and development plan for each faculty and staff in the next few years, we can provide paid education. Education and training should enhance the determination and confidence of all people in their work, and attract talents and stabilize the team by formulating a reasonable salary system and welfare guarantee system.

Thus, a highly recognized, loyal team of teachers and staff in private colleges and universities will be truly established.

*D. Establishing an efficient management evaluation system to purify the benign moral quality and form an atmosphere and environment*

Private colleges and universities to benefit from management is to strengthen the construction of rules and regulations, implement scientific management, improve the quality of education, ensure the training objectives, and provide the best environment for the formation of a good campus moral quality. The implementation of scientific management in private colleges and universities is mainly embodied in the following aspects: for teachers, they should respect their personality, rely on their wisdom, encourage their enthusiasm and creativity, so that they can realize their personal value and create maximum benefits in their work. For employees, we should establish more perfect rules and regulations and implement more humanized management. Give them more care, more warmth, so that teachers and staff can achieve teaching and education, management and education, service and education. As far as the evaluation system is concerned, we should establish and improve the responsibility system of teaching posts, carry out strict assignment of duties, implement the responsibility to people. Besides, it's important to create fair opportunities for everyone's development to reflect the survival of the fittest through competition, improve the overall quality of teachers and staff, and promote the good morality of campus through optimizing the institutional environment [9].

#### IV. CONCLUSION

The moral quality of teachers and staff in private colleges and universities directly determines and restricts the long-term development of private colleges and universities, also affects the fair competition between private colleges and public universities, and further relates to the development quality and connotation construction of private colleges and universities in the context of the new era. To this end, strengthening the moral quality construction of teachers and staff in private colleges and universities has become an urgent and important issue for the development of private colleges and universities.

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