

Analysis on the Internationalization Policy of Chinese Research University

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Abstract. This paper takes Chinese “985 project” universities as object and studies on the internationalization rationale and practice by analyzing their mission, charter and “12th five-year plan”. The result indicates that the “985 project” universities have clear goal and enhance the internationalization by multiple ways. However, the development of internationalization only emphasizes specific and working practical indicators while the understanding and illustration of connotation are inadequate.

Keywords: “985 project” universities, mission statement, charter.

1. Introduction

Internationalization is an important trend Since the 1980s. Under the background of globalization, implantation of internationalization has become the important part of national strategy. Universities cultivate talents with international sight and competitiveness which is the means to promote both national construction and to promote teaching, scientific research level and strengthen the influence and competitiveness. Research University is regarded as the major power to push internationalization of higher education. Some scholars hold that in 21th century, Research University is forming a global mode. The research universities in many countries are raising their position in world's university ranking by strengthening internationalization. China is also promoting the development of internationalization. “National middle and long-term educational reform and development plan (2010-2020)” pointed out that “open further education to the outside world, strengthen international communication and cooperation, raise the internationalization level of Chinese education. With the economic globalization, and the reform and opening in higher education, the internationalization for Chinese Research University has become multiple. The cooperating with foreign countries also becomes more frequent and deeper. The rationale of internationalization penetrates different layers of university. This paper, explores research universities' knowledge and implementation of internationalization by analyzing the mission, charters, and “12th five-year plan” of 39 “985 project” universities.

2. Research Design

The mission, charter, and strategy plan of universities often contain the internationalization policy. Analyzing these policies can find universities' attitude, their understanding and practical key point to internationalization. This paper, explores research universities' knowledge and implementation of internationalization by analyzing the mission, charters, and “12th five-year plan” of 39 “985 project” universities. The data sources include the mission statement of 39 “985 project” universities, charters from 23 universities, and “12th five-year plan” from 30 universities which are picked by considering the availability of data.

This paper takes the content analysis method to analyze the policy content of the mission, charters, and “12th five-year plan” of “985 project” universities. The related software is applied to code the text of internationalization policy in terms of the element or indicator of internationalization. Similar expressions are set as the same code and according to the attribute of content, the codes are divided into different scales.

3. Results Analysis

By analyzing the mission, charters, and “12th five-year plan” of 39 “985 project” universities, this paper examines universities’ attitude, their knowledge, their understanding to the connotation of internationalization and the specific ways of promoting the development of internationalization.

3.1 The Illustration to Internationalization in Mission Statements

All the mission statements in 39 “985 project” universities mentioned the content about internationalization, which include developing goal, talent cultivation and scientific research. Thirty-seven universities mention position in internationalization from the level of whole university. Six of them mention the position or orientation in talent cultivation. There is only one university mention the position and orientation in scientific research. Different universities’ mission statements may involve one or more aspects of internationalization. Four universities mention both internationalization goal and talent cultivation goal. In the mission statements, different universities have different illustration to internationalization goal. Some of them present establishing first class university in the world, and some of them show establishing the world-famous university.

3.2 The Illustration to Internationalization in Charters

The charters of 23 universities also mention the content of internationalization which includes talent cultivation, developing strategy, cooperation and communication, cultural communication. In talent cultivation illustration, eleven universities propose raising the talent with world sight. One university mention to cultivate talent with international competitiveness. In the dimension of developing strategy, four universities point out to raise the international fame and influence. Three of them point out to strengthen the competitiveness of university. One university proposes raise the internationalization level. Two of them mention promote the international strategy development. In the international cooperation and communication dimension, twenty-three universities talk about the multiple ways of cooperation and communication. Furthermore, six universities mention cultural communication.

3.3 The Illustration to Internationalization in “12th Five-year Plans”

From the text of “12th five-year plan” from thirty universities, research universities all take internationalization as one part of their university strategy development, and set independent part to describe internationalization. Compared to the mission statement and charters, the internationalization content in the plan is more abundant. Except in the specific chapter, the content of internationalization is also penetrated in the different parts of teaching, scientific research and social service. By checking the development plan of thirty universities, the internationalization can be divided into rationale and practice dimension. Rationale dimension includes developing strategy, competence cultivation, cultural communication and concept. Practical dimension includes talent cultivation, scientific research, discipline, faculty, mechanism and cooperation and communication.

In the rationale dimension, as to developing strategy, fifteen universities propose promoting the influence of university. Eight universities mention raising the internationalization level of university. Four of them mention increasing the competitiveness of university. Ten of them point out to the developing strategy of enhancing the internationalization process. The competence cultivation contains students’ and faculties’ international competitiveness. Six universities mention these two aspects respectively. In the aspect of cultural communication, six universities mention increasing universities’ intercultural capacity and cultural influence respectively. Meanwhile nine of them mention establishing the campus with international atmosphere. Few of them mention ideology and awareness, only six universities mention the internationalization awareness. Four universities mention the ideology of internationalization.

In practical dimension, the discussion of talent cultivation, scientific research and discipline can be considered from two aspects such as internationalization goal and means. In thirty universities, twenty-five of them involve in the internationalization goal of talent cultivation in their developing

plans. All the universities mention the internationalization means of talent cultivation. In scientific research aspect, seventeen universities discuss the internationalization goal of scientific research. Twenty-one of them discuss the internationalization means. In discipline development, all the universities mention the internationalization goal. Twenty-two of them discuss internationalization means. In the internationalization faculty aspect, teachers and administrators can be considered respectively. Thirty universities' plans all involve in the internationalization of faculty. Eighteen of them mention the internationalization of management team. In the mechanism construction, only three universities discuss establishing the internationalization mechanism for running schools. Eight of them discuss the mechanism about talent introduction and cultivation. Eleven of them discuss the mechanism about international cooperation and communication in multiple ways. Seventeen of them mention Chinese-foreign cooperation in running schools.

4. Analysis and Discussion

According to the analysis on the content about internationalization in mission, charters, and “12th five-year plan” of 39 “985 project” universities, it is shown that the internationalization of “985 project” is clear in goals and adequate in content. The development of internationalization is diverse. However, compared with world class universities, there still exist some problems. The internationalization characteristics of “985 project” universities in rationales and practice are as follows:

4.1 Clear Goal and Orientation of Internationalization Development

No matter in mission statement or in charters and developing plans, the policies all include internationalization development goals. First, thirty-seven universities' mission statement indirectly propose the developing goals. Though their illustration and emphasis are various, these policy contents discuss internationalization around the theme of constructing the world class or world-famous university. Two universities also propose the goal of constructing the world class university though there are no direct expressions like world, internationalization. These two universities mentioned internationalization talent cultivating goals. Twenty-three charters analyzed involve the goals, and some of the charters also include the talent cultivating goal. In the developing plans, the orientation to internationalization development is clearer. All the plans set independent chapters to talk internationalization goals, indicators, the ways of development. Furthermore, in the chapters of talent cultivation, scientific research, discipline development, faculty team construction, the internationalization awareness is blended, which is used as the guideline to promote the internationalization level and international competitiveness.

The reason of clear internationalization goals orientation can be analyzed from two aspects. On the one hand, from the perspective of national policy level, the purpose of the country is to construct several world class universities and world-famous universities with high level, which decide these “985 project” universities should take internationalization as their goal orientation from the very beginning. On the other hand, from the perspective of university, with the globalization and internationalization of higher education in the world, the competition and the cooperation of universities have already beyond the boundary of nation. The long-lasting development of universities should implement internationalization.

4.2 Multiple Ways of Internationalization but There Still Exist Problems

No matter in the charter or in the developing plans, the internationalization of “985 project” universities is diverse in ways both in ideological and practical dimensions. The ideological dimension includes developing strategy, competence cultivation, cultural communication and ideas and awareness. The practical dimension includes talent cultivation, scientific research, discipline, faculty, mechanism and cooperation and communication. However, there still exist some problems in the process of internationalization by analyzing the content of internationalization in the two dimensions.

First, Universities pay more attentions to global or international sight rather than international competitiveness. Second, internationalization of teachers and faculties team is more emphasized while the internationalization of management group is neglected. Third, the Chinese-foreign cooperation in running school should be stressed.

4.3 The Practical Dimension Rather than the Ideological Dimension is More Emphasized

Though the diverse forms of internationalization in the “985 project” universities, the practical dimension rather than the ideological dimension is more emphasized. For instance, in addition to the developing goals, the discussion about internationalization in the charters can also divided into ideological and practical dimensions. The discussion on different aspects in practical dimension accounts for more than 45% respectively. All universities have specific description on the international communication and cooperation. On the contrary, the expression in ideological dimension only accounts for small proportion. overall, different policy contents present similar characteristics, that is the practical dimension is more stressed while the ideological dimension is neglected.

5. Summary

Under the background of internationalization of higher education, Chinese “985 project” universities take building the world class and world-famous universities as their goals and promote the development of internationalization. The level of internationalization is raised and the means is diverse. However, it is shown, from the policy text in mission statement, charters, the “12th five-year plan”, that the strategies of “985 project” universities focus on raising the quantity of indicators while the understanding and illustration of internationalization are not enough. Therefore, the emphasis on the rationale, ideology and connotation is necessary to promote the development of Chinese higher education development.

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