

## Research on the Talent-cultivation Mode in Non-Governmental Colleges

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**Abstract** This article uses means of, and literature review case study, The authors meke qualitative research on the talent cultivation mode. The research emphasize on the individual strengths of students, emphasize on individual development, respect individual rights, The reseatch also discusses how to really begin the integration of production, teaching, and research in the non-governmental colleges, how to guide the teaching practice by applying cultural philosophy.

**Key words** Cultural transformation; Non-governmental colleges; Talent cultivation mode; Integration; Cultural philosophy

### 1 Introduction

As China is on the stage of social transformation, different disturbing issues occur from all directions of the society, due to the regional, educational, and social equality differences between town and country, between the rich and the poor. The total stability is with the variable wave. On the turning to the next advanced economic and cultural phase, China brings up the Talent Development Plan (2010-2020) to promote the social transformation, with the aim to cultivate more talents for both cultural standing and social development.

The Communist Party of China (CPC) Central Committee and the State Council, China's Cabinet issued the country's Medium and Long-term Talent Development Plan (2010-2020), setting the blueprint for creating a highly-skilled national work force. With the process of China's modernization, people must have higher education. It is a necessity for China to transform from labor-rich situation to talent-intensive one. "The plan aims to increase the ration of citizens with a higher education background in the work force from 9.2 percent in 2008 to 20 percent by 2020. The plan lists six major categories of 'talent' that the government will help cultivate, ranging from political leaders, entrepreneurs to high-tech researchers and professional social workers." As is known, the transformation of talent cultivation mode is in the background of cultural transformation.

The complicated social situation is accompanied by the complicated cultural structure, which is mixed with the modernism and post-modernism, people drifting with complex mental structure. With the background, the talent cultivation mode becomes important item, because the best promotion keys are talents, so that higher education shoulders the significant mission. In the current of market economy, China provided open policy to not only the economic development but also the higher education, which offers advantage for non-governmental institutions. The Talent Plan (2010-2020) issued recently confirm the role of non-governmental institutions but also gives a new assignment for the new talent ear. As is mentioned above, the non-governmental institutions are facing the great transformation time, with multi-choices of being or not being, being to be what, how to be.

Non-governmental institutions are the special higher education organizations in China. Different from the governmental universities and colleges, there are non-governmental institutions with fund raised by the non-governmental individuals or organizations, as the diversity for socialism higher education. On 28 Dec 2002, Non-government Education Promotion Law of the People's Republic of China was issued and clearly showed the supportive attitude toward non-governmental education.

In 1987, China education commission announced Interim Provisions on the Social Forces to Run Schools. After China's reform and opening up, the social forces were to run more comprehensive forms of higher education. The laws and regulations on non-governmental education in China began to provide the legal support for the new forms of education. In 1993, China education and development program determined that at the end of this century, education should reform and develop to the new stage, still following the basic goals and tasks of socialism education and it made the whole society have the chance to run schools with active encouragement, strong support, correct guidance, and management. In

1997, the state council further issued the Regulations on Social Forces to Run Schools indicating that China has entered a society to run schools according to the law, according to the social development to a new stage.

According to 2007 statistics, the total number of all non-governmental schools at all levels (educational institutions) is 95,200 (excluding 22,300 non-governmental training institutions). All kinds of students in academic education in non-governmental schools are up to 2583.50 million, of who are in 297 non-governmental colleges, of who are 21.12 million undergraduates, of who are 141.94 million junior college students. Non-governmental higher education has become an integral part of education in China.

As the fast development of non-governmental higher education, there are 906 non-government higher education institutions and 0.873 million registered students, according to the 2007 statistics. It plays a requisite role in Chinese higher education.

From the case study of Guangzhou University Sontan College, it is easy to find that the students majored in art own special characteristics, which could be classified to two opposite categories. The opposite part is being active and creative, being fond of freedom, and accepting the new ideas. On the contrary, the students also have disadvantages like being inattentive, lacking initiative, weak art foundation and reading comprehension.

Compared to ordinary universities, non-governmental institutions have not only students of different levels, but also their own characteristics. For non-governmental institutions of today, the management of students is difficult, esp. the art students, because they have special characteristics. As non-governmental colleges and universities are integral parts of higher education, with different organization pattern from public universities. There are some good reasons to illustrate the phenomenon. First, the source of the students is often of all levels and large cultural differences between the students. The students like to show their individuality, and often express their own views on the world. Because of uneven wealth between the students, students occasionally look down upon the students from poor families, causing the psychological impact. Second, the professional basis of students is relatively lower than students in public colleges and universities. Third, the artistic teachers as the prominent element for talent cultivation are less skilled, lacking sufficient working experience. How to improve the non-governmental colleges and overall quality of art students is of a top priority.

Since analyzing the students and college management, the art department of Guangzhou University Sontan College, encourages students to participate in competition. In practice, it proved to a successful approach making students learn from practice. To inspire students, teachers actively get in touch with the art and design market, and guide students in participating in a variety of activities. Getting access to the real cases of painting and design not only give students chances to practice but also let the teachers gain first-hand information on students for scientific research. The cooperation between schools and business shifts the intellectual capital of students and teachers into the production value, attaining the conversion between the cultural capital and social capital, opening a new journey of integration of production teaching and research.

In the non-governmental colleges, less teachers than needed are common obstacles. A student-counselor is usually the worker who is in charge of the management of a certain quantity of students, and should the duty to transmit the notices from the school and help to solve the problems of students' campus lives. However, having not enough student-counselors causes every counselor has to manage more students they could cope with. There is another item that should be considered seriously that the counselor team is young, less experienced, lacking enough study and living tips to guide the students in a proper way. Still, the non-governmental colleges' counselors are instable, with the popular phenomena like frequent job-change, inevitably low working enthusiasm. What's more, there is too little communication between students and professional teachers, which makes students prone to loose the mental state, lack the driving force to advance the professional ability.

## **2 Breakthrough for Talent Cultivation: Self-Discipline and Encouragement**

Respect for the individual as the application of cultural philosophy should be highly valued. Since each student is an independent individual, he or she has specific individuality, that is to say, no student is the same as another one. Hence, respect for the individual is a prerequisite for student self-discipline. If the teachers do not regard every student as a unique and distinctive one, the students may lose heart and fail to realize their own distinctive features. The art students in non-governmental independent colleges, though not enthusiastic to learn, are knowledgeable with broad interests, so it is critical for the teachers

to find a more effective way to encourage students to develop their individual strengths.

There are some suggestions for teachers to think over. Respect the students as an independent entity is the premise for students' self-discipline. Since students began to be sharp about their self-awareness in colleges, it is essential for non-governmental colleges to train students in a way of respecting them and their self-consciousness, so that the students get free.

"Freedom" mentioned here is not unlimited. According to Kant, freedom is to set regulations for oneself, which one obeys consciously, that is to say, freedom is self-discipline. When applying the philosophy into students' management, the teachers find it helpful, because the students in non-governmental colleges have strong personality and are unwilling to follow rules. If only the teachers let the students think over about their own regulations and rules in a given condition, the students began to show their activeness. While in the teaching and learning process, the professional teachers could also give students freedom and let them control themselves in a proper way. Since students do not want passive acceptance, the managers and staff should make good use of students' active thinking, so that the students may define their special ways for themselves, under the teachers' guide. It could inspire more students to show the potential. Students need to own the access to information, knowledge, capacity for reflection, criticism, self-renewal.

There is another essential factor should be considered while cultivating students. To be precisely, the colleges should deal with the relationship between the individual and the team. For that, cooperative learning is the key solution. "Cooperative learning" in the seventies of the last century, is first proposed by the US, as a new learning method, based on group activities carried out by a kind of teaching. Cooperative learning can have the students learn to respect others and accept mutual assistance and cooperation between peers, which has a clear goal orientation. Through cooperative learning, the students could learn the basis of competition between individuals, the synthesis of group learning competition. Hence, in the real teaching and learning process, the teachers should combine the two aspects together, to be clear, the teachers should not only respect every individual, but also encourage students to cooperate with others.

The cooperative learning way fit the 21st century, which is mixed with not only competition but also cooperation in pluralistic society. Nowadays, most college students are generally the only child in the family, with strong personal consciousness and individualism, which makes the students often ask others to respect them in all circumstances and don't realize they should realize others first. If teachers in colleges do not have the students realize that, the students may find difficult to find their place later. That is why the colleges should emphasize the importance of co-operation. The students in non-governmental colleges are the typical in this regard, needless to say the essence of team work, thus, cooperative learning way is the top priority of modern design education.

There is a case study followed. Guangzhou University Sontan College is a non-governmental college. The Art Department of Sontan College makes good use of competition and contest, which benefits both the teachers and students. To be honest, before the contest, the students in the art department are not been attached importance to. While after attending the eagle motorcycle design competition, the students not only win the first prize but also embrace the team championship, which shocked the entire school and gave the students practice and encouragement. Although the contest was over for a long time, the students in the art department could still remember the valuable experience they'd got. Coco cat hand-painting design contest 2009, the ornament of Chow Tai Fook, gave the students another good chance to show their creativity and professional ability. At the beginning of receiving contest notice, the teachers held a meeting to give students courage. While designing, the teachers let the students paint as they imagined, in the workshop, divided into several groups of students, which makes students collaborate in groups and naturally every group got a working plan to finish cooperative task. The teachers' roles are also important and they are the professional counselors. In case students have controversy stemming the cooperation, the teacher should make it run smoothly again.

Then again, the students in Sontan College won the first prize in two design groups and the team award. After the two national contest, the students start to build up their confidence. The attendance and performance of classes show a miraculous change. The former idle students never miss classes or lectures, because they want to improve themselves and regain the art interest. The teachers also take advantage of group classes and group quarters to organize the students and praise the students to give them more courage. Taking contests in colleges not only help the students gain real working experience and invisibly involve the students into the process of mutual learning. Students learn to give up the pursuit of individual success and enjoy sharing what they learned, mutual respect, understanding, so that each student improve their own outlook on life, values, quality. Team success produces a collective

honor and is also an important symbol encouraging students' solidarity.

How to motivate students to exercise self-discipline, understand and use freedom properly? In practice, the art department of Sontan College summed up the theory from practice, and put forward that competition mechanism drive the integration of production, teaching, and research. Professor Fan Adelaide, the principal of Warwick University once said that the link between the school and the business community has always been the aim of the school. Back to the 1970s, Warwick University strongly encouraged students and teachers to reach full cooperation.

### **3 The Integration of Production Teaching, and Research of Non-Governmental Colleges**

Generally speaking, non-governmental colleges' research capacity is low, lacking research motivation and research methods. Concerning that, the integration of production, teaching, and research is imperative to improve the research status and promote the transformation between cultural capital and social capital. As mentioned above, encouraging students to take part in contests is a way of integration of production, teaching, and research, and there must be other effective ways to attain the expected result. Owing to the features of non-governmental colleges, contest mechanism is proved useful. In the process of contests, the students' creativity can benefit and profit the college and the teachers could get the first-hand data for research.

The integration of production, teaching, and research is to have industry, schools, research institutions cooperate with each other to play their respective advantages. The essence of integration of production, teaching, and research is capital transformation, to be concise, that is the conversion of the creativity, knowledge, ideas of teachers and students to social capital, or the cultural capital into social value. In the conversion process, the enthusiasm of students and teachers has been fully mobilized at the same time, and business-based profit generated can make schools, faculties and students encouraged to form a good incentive mechanism.

On December 31, 2008, Eagle Motorcycle Products Design Contest had its awarding ceremony on Guangzhou University Sontan College. The event is organized by the Guangzhou South China Enterprise Group and Guangzhou University Sontan College. Among all the students participated in the event, Chen Yuting, the student in the art department of Sontan College, won the special prize of the contest and was given a number of companies and enterprises favor.

In Coco cat hand-painting Contest, which draws 11 higher institutions' participation, including Guangzhou Academy of Fine Arts, Beijing Institute of Fashion Technology and some other famous colleges and universities, which includes only one non-governmental college, Sontan College. The art students showing a high degree of creative passion, the whole college was in the passion of designing. In the competition, the art department of Sontan College has made very good results, monopolizing the top 30 finalists, over 50% ; 6 girls opened a way to the top 9 . The Contest collecting more than 1,000 works, awarded the top 3, with 2 in Sontan College. As the result, the art department of Sontan College got the award for best organization.

The above two contest students took part shifting students' ideas, imagination, skills to social value and give the production new design and vitality. In addition, it provided the lively example for integration of production, teaching, and research. According to the study emphasis of the paper, it is focused on the non-governmental college's aspect, not the production part.

The application of integration of production, teaching, and research is seldom found, solidified to be the obstacle of non-governmental college development. The integration of production, teaching, and research as universities' and research institutes' best way to promote conversion of technological innovations and effective way of linking government, enterprises, universities and research institutions. It can promote local economic development; what's more important is significant for students' cultivation. Faulkner, the principal of Austin University has suggested that universities should serve the local economy and help solve social problems where the region is.

At the same time, he mentioned that university must examine the most important aspects of the local economic development in the future, which is both urgent and difficult to detect, could serve local economy better. The present situation for Chinese Non-governmental Colleges is in the restructuring of Chinese society, in the context of cultural transformation, how to make the real integration between higher institutions and companies. One breakthrough is to clear the talent training mode, setting the practice-driving mechanism and linking the research and production in the most common teaching and learning circumstances. The examples mentioned in this part could also be referred.

The ultimate goal of higher education is to transport high-quality talent with practical skills. Recently, the Communist Party of China (CPC) Central Committee and the State Council, China's Cabinet issued the country's Medium and Long-term Talent Development Plan (2010-2020), which aims to set the blueprint for creating a highly-skilled national work force. With the process of China's modernization, people must have higher education. It is a necessity for China to transform from labor-rich situation to talent-intensive one. "The plan aims to increase the ration of citizens with a higher education background in the work force from 9.2 percent in 2008 to 20 percent by 2020. The plan lists six major categories of 'talent' that the government will help cultivate, ranging from political leaders, entrepreneurs to high-tech researchers and professional social workers."

Following the Talent Development Plan, Guangzhou University Sontan College spent huge sums to create the animation laboratory, with good hardware facilities; teachers are eager to search partners in the market, finally benefit the students and teachers, and make profit for the college. Except the animation specialty, Sontan College also widens the package design and advertisement design. Cherishing every chance to drill students in real design and creative works, the students majored in art have a high employment rate for several years already.

#### **4 Enhancing the Media Literacy and Cultural Literacy Cultivation for Individuals' Self-Development**

Except the professional development, the art majors should also obtain the ability for their self-development as independent individuals. In the independent living on the world, every individual has to get access to information, knowing the changes of the world, finding useful data, making plans for ones development. The ability of access to and use of information is the basis of professional competence. Enhancing students' media literacy, the positive and constructive manner of selecting the mass media resources, making full use of media resources to improve themselves and participate in social progress. The media literacy includes the use of media resources and distinguishing the motivation of the media, spotting the attitude of different media resources and ability of media criticism. Non-governmental college students are usually weak for access, screening, use to information and absorb the bad and good together, and they cannot identify useful information. It is necessary to improve students' media literacy. After four years of training and guide, most of the students in Sontan College could gather and select the useful information and data, which helps them finish the thesis and serves for their future career, even the whole lives.

The responsibility for basic art education is to give students the right boot methods and aesthetic awareness, to make students select, process the data and information and apply the aesthetic theory. Specifically, students could make progress by independent research, group cooperation, and class combination in the form of group discussions around a research topic, forming the points of views. To understand the types of modern design, form designers characteristics, performance styles and trends, the students should be in touch with the society. The integration of learning, research, and production serves the students cultivation and need to be coordinated by students' high media literacy.

While China is in the cultural transformation, the non-governmental colleges should focus on cultivating students' media literacy and cultural literacy, which are the important aspects of personnel training in the new era.

#### **5 Conclusion: Humanity Cultivation for Students**

The non-governmental colleges ought to not only establish their own characteristics, but also combine with practice, breaking the traditional talent-training pattern. The non-governmental colleges should deepen the reform as a fundamental driving force to promote talent cultivation, get rid of binding ideas and institutional barriers, build, and adapt to the socialism market economic, which is conducive to scientific development of the talent development of institutional mechanisms.

The effective new talent cultivation system should be divided to the followed steps—the creative talent development, evaluation, selection and appointment, mobile configuration, encouraging protection mechanism—to create a dynamic, highly efficient, more open system environment for talent. In the previous teaching and learning process, the students are often evaluated from external elements like those that teachers and people surrounded. Actually, the evaluation of students should not be made at a certain point, because the essence of art education is to regard the development of students' aesthetic competence in the process. The proper way of training students is to help students follow the steps—practice—reflection—evaluation—self-discovery—self-renewal—advance.

In addition, students should learn to use professional and market perspective to judge their own work with others to form a sharp ability to judge. In the specific implementation of the design teaching, the teachers can ask students work with group to sort design works, after repeated analysis and discussion, choosing the best plan to enhance students design capabilities. At the same time in the options process, the teachers should guide students to examine how the market situation and other factors work for feasibility.

Culture is the way human beings live. Each individual lives with the culture created by human, no exception for the students. As Cassirer stated, human beings are the animals of symbols, and culture is formed by symbols people created. People have been creating culture, with the influence by culture created by themselves. The attention to culture is concerned about the people, concerned about the individual development, therefore while cultivating students, the managers, and teachers should first regard every student as an individual and consider the culture students are in. Culture and people are in a symbiotic relationship. In a new era, education is facing new challenges to enhance the students' cultural literacy.

As Cassirer stated that a human being is elaborated, organic life, only existing in terms of time before there is. We could know students are not objects; the growth of students is a process, is self-discipline of organic life forms in culture; every student experiences the process of open self-development and improvement. Respect for the individual characteristics is of importance to students' cultivation and focus on enhancing students' cultural literacy is conform to the times of cultural transformation, under the Talent Development Plan(2010-2020).

In summary, the non-governmental colleges should lead the art students focus on education, taking various forms to improve students' practical ability. The managers and teachers should guide students to develop the ability of self-survival, development, finally being beyond oneself. As cultivating students' comprehensive personality, the college should not ignore the drilling students in technical, professional capacity to collaborate, with a strong sense of professionalism and responsibility.

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