

Countermeasures for the Internationalization of Local Higher Education

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Abstract

In the context of fierce international competition, local universities must pay attention to their international development if they want to enhance their competitiveness. However, affected by various factors, there are many difficulties in the internationalization of education in local colleges and universities. Therefore, the exploration of the internationalization of local college education is of great practical significance and value for its development and the improvement of international competitiveness. Based on this, this paper first summarizes the current difficulties in the internationalization of local college education, and then establishes the concept of international education and improves the idea of international development. vigorously carry out Sino-foreign cooperative education projects; Strengthen the construction and optimization of the professional system of foreign language disciplines and bilingual courses; Attach importance to the integration of international development and local characteristics; Build high-level international management talents and teachers; Several aspects of creating a campus cultural environment for international development put forward countermeasures for the international development of local college education.

Keywords

Local universities, internationalization of education, plight, development countermeasures

With the deepening of reform and opening up, as well as the implementation of the strategy of strengthening the country with talents and rejuvenating the country through science and education, China's higher education has also achieved remarkable development and remarkable achievements, especially in the past ten years, the international development of higher education has been significantly improved. However, on the whole, the internationalization level of China's universities is not high, the education input index is significantly lower than the output index, the international development of each university shows an unbalanced state, and the overall situation of "985-211-other universities" is decreasing in turn, especially local universities, which are facing many difficulties in their international development, resulting in their difficult international development. Therefore, the exploration of the internationalization of local college education is of great practical significance and value for its development and the improvement of international competitiveness.

1. The current difficulties in the internationalization of local college education

In the current environment of the internationalization of higher education, local universities have also made corresponding explorations and improved to varying degrees, but from the perspective of the level and level of their interna-

tional development, there are still certain dilemmas and problems that need to be solved and improved, so as to better enhance their competitiveness under the situation of stimulating international competition.

1.1 There are differences in leaders' perceptions of the internationalization of education

As a school leader, whether you have the correct understanding and vision of education internationalization is the basis and premise for the efficient development of the internationalization of college education. Due to the limitations of geographical environment, position, local mission, etc., many local university leaders have not formed the awareness and idea of education internationalization, but more of a school development in the localization of the region, limiting the goal of talent training to the scope of serving the social development and economic construction of the region, mainly focusing on career development and teacher basic skills improvement, and ignoring the concept and connotation of the international development of education. To this end, as a local university leader, it is necessary to make universities develop better, and the UK establishes the idea of internationalization of education, and thinks about the development of education from a global perspective. However, from a practical point of view, some leaders lack the understanding of the internationalization of education, fail to deeply and comprehensively understand the urgent situation of the internationalization of education from a global perspective, especially the lack of training students from the perspective of internationalization of education, lack of autonomy in international development, and fail to formulate effective development plans (Ren Xianlong, 2019).

1.2 The strategic planning and implementation plan for internationalization need to be improved

The international development of university education includes the formulation, implementation and evaluation of strategic planning, but in the implementation of strategic plans of universities in some places, there are problems such as insufficient understanding and gaps in individual links, which affect the implementation of strategic planning. Although many universities have also formulated their internationalization development strategies, they have not placed international development in the center of their development, nor have they built a complete international development system, but have only held individual activities and have not formed a synergy for international development. Some universities have not paid attention to the internationalization of education, have not set up a special management department, and the existing internationalization leading group or committee has only played a role in strengthening or coordinating existing activities. No matter how good the strategic plan is, it is necessary to have a sound implementation plan, and for this reason, as a local university, it is necessary to re-examine various international activities so that the international development implementation plan formulated can be effectively implemented.

1.3 Internationalization activities and projects are not systematic

Although many local universities have carried out various forms of internationalization activities, most of them are independent and fragmented. The functional departments and secondary teaching units of most schools have not paid enough attention to the importance of nationalization projects or specialized knowledge, and the international exchange activities carried out are almost in independent fields, and they cannot effectively integrate various resources and projects in the school to build an overall effect. The internationalization activities carried out by some local universities are spontaneous, although this bottom-up behavior has certain benefits, but it is relatively lacking in top-down control, which can easily lead to chaotic problems and hinder the process of internationalization of education (Zhao Xiangzhi, 2019).

1.4 Insufficient funding hinders the internationalization of education

Insufficient funding is an important factor that hinders the internationalization of local universities. The development of internationalization strategy must rely on a large amount of funds as support, otherwise it is difficult to effectively carry out nationalization activities. Local colleges and universities, on the other hand, mainly rely on the per-student funding of local governments, which largely depends on the economic development status of local governments and the proportion of investment in higher education. From a practical point of view, the vast majority of local universities have insufficient funds, which directly affect their international exchanges and international curriculum development. Some local universities are marginalized due to funding problems. Although many local governments have increased their per student funding in recent years, it is still difficult to meet the needs of universities for international development. At the same time, many governments have not given corresponding financial support for the expansion and scale expansion of local universities, and the schools themselves have insufficient income-generating capacity, limited tuition fees, and the

development of many schools relies on bank loans, and the debt burden is heavy. It can be said that insufficient funding has become an important constraint in the internationalization of local college education (Luo Yu & Li Bowen, 2018).

2. Countermeasures for the internationalization of local higher education

In the context of fierce international competition, local universities must attach importance to their international development if they want to enhance their competitiveness. Considering the current situation of the international development of local universities, it can be continuously optimized and improved from the following aspects.

2.1 Establish the concept of international education and improve the idea of international development

To promote the improvement of the level of international development, as a local university, the most important thing is to change the concept and thinking of running schools, learn advanced international education ideas from the perspective of international development, grasp the new development situation, and clarify their own positioning. First of all, as a local university, it can implement the "number one" construction project, and list the international development as one of the indicators for the assessment of different colleges. To this end, the first thing is to build an assessment index system and formulate a unified evaluation system for internationalization work. Second, as a local university, it is necessary to highlight the main role of each college in the international development, and provide corresponding services and support for the international development and exchange of each college through the support of relevant policies (Yang Dandan & Pan Yan, 2020).

Second, it is necessary to improve the thinking of international development. As a local university, in the process of its international development, in addition to establishing an international education concept, it is also necessary to clarify the positioning of national development, improve the idea of international development, and then provide guidance for its international development. On the one hand, local universities should make full use of their advantages in development. Compared with first-class universities or universities with first-class disciplines, local universities have neither their outstanding reputation nor first-class disciplines, which requires local universities to fully explore their own advantages and highlight their own advantages, which is the key to promoting their connotation. To this end, local universities should make full use of the network and vigorously publicize their advantages, so that more foreigners can know and understand the university, and then attract more international students and foreigners to study or work on campus. On the other hand, as a local university, it is also necessary to face up to its shortcomings. At present, the internationalization development of local universities is still in the initial stage, and it is impossible to achieve comprehensive internationalization like first-class universities, which requires them to recognize the disadvantages and advantages in their own international development, and then vigorously develop their advantages, and constantly optimize the shortcomings, so as to gradually promote the continuous improvement of their internationalization level from point to line and from line to surface.

2.2 Vigorously carry out Sino-foreign cooperative school-running projects

For this reason, as a local university, through the introduction of foreign high-quality educational resources, it can actively explore cooperation with those foreign universities with high recognition, especially to focus on the construction of professional projects required for social development, appropriately expand the scale of cooperation, and strengthen the continuous deepening of cooperation projects. At the same time, under the premise of complying with national policies and regulations, we should learn and learn from foreign advanced school-running experience and talent training models, optimize our own discipline and professional structure, update courses and teaching content in a timely manner, promote the overall improvement of school-running ability, and cultivate international talents (Li Bo & Song Fangfang, 2016). In addition, the development of Sino-foreign cooperative school-running projects can be used to continuously optimize the types of cooperative schools, and promote the improvement of the quality of school-running through the enrichment of cooperation models, the increase of cooperative majors, the highlighting of school-running characteristics, and the export of different forms of education (Li Bo & Song Fangfang, 2016).

2.3 Strengthen the construction and optimization of the professional system of foreign language disciplines and bilingual courses

(1) Strengthen the construction of the professional system of foreign language disciplines

As a local university, the internationalization development of its education should be based on the relevant national strategic planning and deployment, adapt to the needs of China's foreign language education, actively build foreign

language-related disciplines, and effectively dock with the national strategic development thinking, and then build a sound professional system for the development of foreign Chinese related disciplines, innovate and cultivate international, compound and compound language talents, and strengthen the training of foreign cultural publicity talents, foreign affairs management personnel, translators, foreign language teaching and research talents. In particular, it is necessary to actively respond to the key construction areas of the implementation of the national diplomatic strategy, steadily promote the development and construction of new models of non-lingua franca, and build a talent training model that integrates professional-lingua franca-non-lingua franca. In addition, it is necessary to combine the deployment of the development of the national internationalization strategy, such as the "Belt and Road" strategy, grasp the needs of the countries along the route in terms of Chinese language teachers, broaden the research and professional teaching related to Chinese international education, explore and innovate the training mode of Chinese international education, and lay a talent foundation for the implementation of the national foreign strategy based on the cultivation of compound and application-oriented talents that can be required by Chinese international (Tang Gaohua, Feng Li, Wu Bingjun, & Ge Lei, 2018).

(2) Pay attention to the reform and optimization of foreign language courses

Foreign language courses are an important aspect of the internationalization of local university education, and are the main channel for the training of foreign language talents, so it is very necessary and important to reform and innovate foreign language courses, optimize the curriculum based on the school's direction, professional training goals and student levels, and build a personalized, multi-category, full-process foreign language teaching system suitable for the cultivation of talents in the university. Based on this, the basic principles of hierarchical teaching and classified training can be followed in the teaching of foreign language courses, and the relationship between the individualized development and common growth of college students can be coordinated to the greatest extent to ensure that the foreign language level and ability of students of different categories and different levels can be improved, and through the vigorous cultivation of their foreign language application ability, promote the improvement of their cross-cultural communication awareness and ability. Second, based on the reform of foreign language courses, we should promote bilingual teaching in more subjects. Secondly, as a local university, teachers and students of various disciplines and majors can be encouraged to carry out bilingual teaching and learning through the formulation of relevant regulations on bilingual education, so that bilingual education can be promoted in a planned way. At the same time, we should also pay attention to the innovation of classroom teaching mode, fully integrate the latest academic theories and scientific research achievements into the teaching of disciplines, so that students can learn professional courses through foreign languages, and then better obtain the latest foreign research. In addition, we should also pay attention to adding international courses such as international law, international finance, international trade and world culture to the elective courses of professional education and general education, so that students can learn more about the diversified knowledge that embodies international economy, politics, culture and social development, expand their international vision, and lay a solid knowledge foundation for the cultivation of international talents (Chen Naiche, 2012).

2.4 Attach importance to international development and the integration of local characteristics

Because the regional location of some local universities is relatively special, it is necessary that in the process of international development, they should reasonably position their own national development goals, highlight the characteristics of the region under the premise of realizing international development, and promote the integration between their international development and regional characteristics, only in this way can they highlight their own characteristics in many universities. Based on this, as a local university, when positioning its own goal of international development, it should find its own advantages in development and plan its development needs in the context of international competition based on the current existing conditions, so as to flexibly choose and determine cooperation methods. Secondly, as a local university, it is necessary to build a unique competitive advantage and educational concept based on the development of regional culture and local characteristics under the premise of adhering to its own localization characteristics, and then slowly find an education model that is consistent with its own international development.

2.5 Build a high-level international management talent and teaching team

As a local university, in the process of formulating a talent training plan, it is necessary to make full use of its own school-running advantages based on the reality of international development, and attach importance to building a high-level national management talent and teaching team.

Based on this, first of all, it is necessary to cultivate international management talents and teachers who have an in-

ternational vision, are familiar with international languages, and are proficient in scientific research to apply international rules, and can take the initiative and seize opportunities in the fierce competitive environment, and regard them as an important aspect of the international development of universities, especially for the high-level international management and professional talents required by Chinese-funded enterprises developing abroad and countries along China's "Belt and Road". To this end, as a local university, under the guidance of the local government, it is necessary to carry out in-depth investigation of talents required by other countries, and carry out the integration of industry and education during the period of foreign Chinese-funded enterprises, so as to optimize the professional structure and implement oriented talent training on the basis of understanding the international talent market demand (Weng Mingli, 2018).

Secondly, as a local university, it should pay attention to the in-depth development of the majors with which it has advantages, combine its own professional characteristics and the talent needs of the market, formulate talent training methods, and prevent short-term large-scale adjustments to talent training, and a large amount of funds and resources will be wasted due to insufficient estimates.

Third, we must attach importance to the construction of international teachers. As a local university, it is possible to improve the internationalization of the faculty by combining internal training and external introduction. From the perspective of internal training, the method of supervision and encouragement can be used to improve the initiative of teachers in the school, so that they can cooperate with the international talent training strategy of colleges and universities. Specifically, on the one hand, it can be used as the basic requirements in the employment conditions and professional title evaluation from the aspects of visiting students and study abroad, so as to urge local teachers to consciously improve their international quality. On the other hand, by appointing international affairs management personnel of universities to study abroad, they can have an in-depth understanding of the educational concepts and school-running ideas of other countries, so as to build an international management talent team that can skillfully communicate with the languages of other countries and be more familiar with the educational conditions of other countries, and lay a solid talent foundation for the international development of local universities. Arrange our teachers to study or conduct research abroad in high-level universities, so as to build a backbone teaching team that masters international cutting-edge professional technology and academic theories (Liu Rui & Li Xin, 2021). In addition, through the teacher training program, teachers can cultivate their bilingual teaching ability through bilingual teaching skills training, observation classes, teaching competitions, special lectures, and reports, so as to create a team of teachers who can teach in all foreign languages or bilinguals (Liu Rui & Li Xin, 2021).

From the perspective of external introduction, it is necessary to attract foreign professional teachers to join it through the creation of various conditions, and in this regard, universities in good-neighborly and friendly countries or countries along the "Belt and Road" can cooperate with each other, discuss the mutual exchange mechanism of high-level professionals, and realize the sharing of professional teachers among universities in different countries. At the same time, through open recruitment, we can also hire those professionals who are willing to teach in our country, so that the proportion of foreign teachers has increased. The introduced foreign teachers not only have to teach their own Chinese courses, but also undertake teachers of special professional courses, which can not only make up for the vacancies of national language teachers in colleges and universities, but also improve the professional level of teachers and maximize the use of talent value (Yang Yingfei, 2018).

2.6 Create a campus cultural environment for international development

The creation of an international campus cultural atmosphere is conducive to promoting international cultural and academic exchanges, expanding the international vision of teachers and students, and enhancing the international development vision of teachers and students. Based on the fact that as a local university, students can be actively encouraged to participate in international professional competitions and discipline innovation competitions, and participate in international exchange activities, such as summer (winter) camps and international cultural festivals; Participate in international volunteer service, participate in the organization and service of international academic conferences or lectures, etc. In addition, as a local university, it is also necessary to create channels and platforms for students to communicate in foreign languages, and encourage them to exercise their language communication and communication skills through foreign language corners, international literary evenings, foreign language debate competitions, etc. Finally, local universities should also build a communication platform for students and international students, so that they can communicate with each other and regularly exchange on the basis of respecting each other's ethnic and religious beliefs, create a nationalized learning environment, and create more platforms for the broadening of students' international vision and accumulation of experience (Li Yuqiong & Bi Chunhui, 2021).

3. Epilogue

Under the background of the new era and social development, local colleges and universities should fully realize the importance of international development, based on the needs of the times, judge the situation, correctly understand the current development trend of education, and change the concept of education and teaching from the reality of the development of colleges and universities, innovate teaching methods, actively promote international exchanges, and cultivate international teachers, so as to enhance national cultural self-confidence and better improve their core competitiveness in mutual communication and exchange. Provide good support for the healthy and sustainable development of schools and the construction of local economy.

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