

# How to Strengthen the Party's Overall Leadership in the High-Quality Development of Higher Education

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## Abstract

Combing the academic research, we can find that the research on the high-quality development of higher education rarely involves the Party's overall leadership in colleges and universities. At present, the overall leadership of the Party in colleges and universities has not been fully implemented. The main problems are the lagging development of Party building in colleges and universities, the lack of willingness and ability to serve the major strategic layout of the Party and the state, the incomplete implementation of the Party's educational policies, the failure of the university governance system to fully implement the Party's leadership, and the implementation of the Party's leadership in the evaluation system of higher education. The main reasons for these problems can be attributed to the dual structure of university management system, irrational competition of universities, and imperfect higher education system and regulations. Therefore, it is suggested to improve the Party building work system and enhance the leadership of the Party organizations in colleges and universities; deepen education reform and enhance the service of higher education; improve the system of moral education and strengthen the responsibility of higher education; improve the governance system of colleges and universities, and enhance the endogenous force of high-quality development of higher education; reform the education evaluation system and enhance the incentive force of high-quality development of higher education.

## Keywords

Higher Education, High-Quality Development, The Party's Overall Leadership

## 1. Introduction

Based on the overall situation and the changing situation of the world, it is the condition for China's strategic development and the world's rejuvenation to make a scientific judgment. This scientific judgment not only points out the direction for the high-quality development of China's economy, but also clarifies the new orientation, new mission and new task of higher education reform and development in the new era. It has important theoretical significance and practical value for promoting the transformation of China's higher education to high-quality development and realizing the transformation from "a big country of higher education" to "a powerful country of high-quality education".

## 2. Origin of Research

Since the report of the 19<sup>th</sup> National Congress of the Communist Party of China clearly pointed out that China's economic development has changed from the stage of rapid growth to the stage of high-quality development, the academic circles have carried out a more in-depth study on the strategic significance, content and promotion path of high-quality development of higher education, and achieved fruitful results.

### 1) Existing research

#### a) Research on strategic significance

What is the strategic value of high-quality development of higher education? Scholars have different understandings based on different perspectives. Some scholars believe that the high-quality development of higher education is a "task of the times" faced by the development of higher education in China under the overall situation of the great rejuvenation strategy of the Chinese nation and the unprecedented changes in the world in a century (Du, 2020). Based on the perspective of a powerful country in higher education, some scholars emphasize that the high-quality development of higher education is "the need of the times to build a powerful country in higher education" (Zhu & Wang, 2019). It is the "inevitable choice" of the strategy of strengthening the country through higher education (Peng, 2019). It is the only way to realize the modernization of higher education and the inevitable requirement of building a modern socialist country in an all-round way (He, 2020). From the perspective of economic and social development, some scholars emphasize that the high-quality development of higher education "is not only an integral part of high-quality economic and social development, but also an important support for high-quality economic and social development" (Liu, 2021). These understandings will help the follow-up researchers to deepen their understanding of the strategic value of high-quality development of higher education.

#### b) Research on content connotation

What is the high-quality development of higher education? This is a theoretical problem which is generally concerned by higher education circles. Some scholars believe that "strengthening system construction and promoting conno-

tative development” is an important content of high-quality development of higher education (Ma, 2020). In terms of connotation understanding, some scholars believe that the high-quality development of higher education is a development mode, “a development mode and power state of higher education that can better improve the quality of personnel training and better adapt to the needs of the times in the new era” (Huang & Yao, 2020). Some scholars believe that the high-quality development of higher education “is an endogenous development orientation and mode based on and higher than the connotative development” (Zhong, 2020). Its main features are strong characteristics, excellent quality and strong ability to meet the needs. Based on the perspective of human development, some scholars hold that the core connotation of high-quality development of higher education should be “the development of human nature and freedom” (Wang, 2021). In fact, the contents of higher education need to be understood systematically and systematically.

### c) Research on promotion path

How to realize the high-quality development of higher education? This is the most concerned hot spot in the academic circle at present. Scholars have put forward many enlightening suggestions based on different perspectives. Based on the characteristics of the popularization stage of higher education, some scholars put forward the idea of “overall planning the scale, structure and quality of higher education, scientific layout, classified guidance and precise implementation” (Diao, 2021); We should establish the concept of “Internet + higher education” and “participatory governance”, strive to solve the contradiction between scale development and quality improvement, and build a quality assurance system of Higher Education under common governance. Based on the service orientation of higher education, some scholars have proposed to “continuously optimize the education structure, discipline and professional structure and personnel training structure that adapt to the new development pattern, so as to serve the national economic and social development with high-quality development of education” (Zhu, 2021); “We should focus on the construction of a powerful country in higher education, improve the ability and level of service and construction of a new development pattern”. We should build a high-quality higher education system from six key points, namely, orientation, fundamental motivation, problem orientation, goal orientation, system concept, governance system and governance capacity (Zhong, 2020). Based on the perspective of education evaluation some scholars put forward the idea of “building a scientific, reasonable and sustainable external evaluation mechanism of colleges and universities” to promote the high-quality development of higher education (Cheng, 2020). Although these path propositions have different points, they are full of inspiration and reference value.

### 2) Lack of research

Through the analysis of academic history, it is not difficult to find that although the existing research results have different perspectives and views, they

provide a useful reference for further strengthening the research on high-quality development of higher education. The current research is more based on the higher education itself to study the high-quality development of higher education. There is a lack of research on the political guarantee of the high-quality development of higher education, that is, the leadership of the Party. Based on the leadership of the Party, this paper studies how to strengthen the Party's overall leadership in the high-quality development of higher education in the new era.

### **3. Problems Existing in the Implementation of the Party's Overall Leadership in the Current High-Quality Development of Higher Education**

Since the 18<sup>th</sup> National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping as the core has attached great importance to Party building in colleges and universities, made a series of major arrangements to promote the rapid strengthening of Party building in colleges and universities, and achieved remarkable results in Party building in colleges and universities. General Secretary Xi Jinping has published a series of important discussions on the reform and development of higher education on various occasions and in various ways, pointing out the direction for the high-quality development of higher education. Subsequently, the CPC Central Committee and the State Council successively issued a series of policy documents, such as "opinions on deepening the reform of undergraduate education and teaching, comprehensively improving the quality of personnel training", "opinions on comprehensively deepening the reform of teacher team construction in the new era", and "overall plan for deepening the reform of education evaluation in the new era", which provide policy guidance for the high-quality development of higher education. In accordance with the spirit of General Secretary Xi Jinping's series of important expositions on higher education, combined with the requirements of relevant policy documents, and referring to the circular of the central inspection group on the inspection of some double first-class colleges and universities, and examining the current situation of China's higher education development, I think that the following deficiencies exist in the implementation of the Party's overall leadership in the current high-quality development of higher education.

#### **1) The development of Party building in colleges and universities lags behind**

Since the 18<sup>th</sup> National Congress of the Communist Party of China, remarkable achievements have been made in Party building in colleges and universities. The Party's core leadership role in the reform and development of higher education has become increasingly prominent. The comprehensive strengthening of the Party's leadership has promoted the healthy development of higher education. However, there are still some problems that do not adapt to the inherent requirements of high-quality development of higher education. First, in terms of ideology, colleges and universities have not paid enough attention to Party

building. There are many “Party building” phenomena in colleges and universities. The ideological and political work of Party building is not closely combined with the work of business development. The problem of “two skins” of ideological and political work of Party building and business development has not been fundamentally solved, and the connection is not smooth. Sometimes, “each does things in his own way” (Su, 2019). Second, the modernization level of Party building is not high. The integration mechanism of “Internet+” Party building work is still not perfect, and the modernization level of Party construction technology means can not fully adapt to the new situation and new requirements of Party building work in the network era. Third, the development of grass-roots Party organizations in colleges and universities is slow. Some grass-roots Party organizations are lax and lack of authority. They can not restrain the behavior of Party members and play a good role as a fighting fortress.

### **2) Insufficient willingness and ability to serve the major strategic layout of the Party and the state**

Higher education is of great significance to personnel training, scientific and technological development and social development. Although China’s higher education has made great progress, it still lacks the will and ability to support the Party’s major strategy and overall layout. As reported by the central inspection group, the development of higher education in several double first-class universities has failed to meet the major strategic needs of the country. It is embodied in two aspects. First, the discipline construction and scientific and technological innovation in colleges and universities do not support the economic and social development. The key disciplines of some schools provide insufficient intellectual support for economic and social development, and insufficient scientific and technological support for the optimization and upgrading of the industrial structure. Some schools are backward in discipline and specialty setting, unable to keep up with the needs of economic and social development. As far as the current China-United States trade war is concerned, there are many problems in China’s industrial sector and the field of science and technology. In high-tech fields, such as mobile phone chip manufacturing, there is still a big gap between China and western countries. Second, personnel training failed to effectively support the construction of an innovative country promoted by the Party.” Qian Xuesen’s question is still unsolved in China’s talent cultivation. Taking the field of natural science as an example, there is only one Nobel Prize winner in China, which is far less than that of advanced countries in the world. Third, the international competitiveness of higher education is not strong enough. In recent years, the CPC Central Committee has paid more attention to the high-quality development of higher education and promoted innovation and entrepreneurship in the whole society. However, in the fields of scientific research, technological research and development, personnel training and other fields in China’s higher education, there are still great differences between China and the world’s powerful countries in higher education.

### **3) The Party’s educational principles and policies are not thoroughly im-**

### plemented

Since the 18<sup>th</sup> CPC National Congress, the CPC Central Committee has made great efforts to promote the development of higher education. At present, the Party's educational principles and policies have not been thoroughly implemented in colleges and universities. Firstly, the educational task of cultivating morality and cultivating people has not been fully implemented. Colleges and universities have also made remarkable achievements in the implementation of the fundamental task of cultivating morality and cultivating people. The ideological and political quality of students has been improved day by day. However, "there are still some weak links in the relationship between different subjects, as well as the operation process and mode of elements." (Cai, 2019) There are also "imperfect coordination mechanism and insufficient integration and internalization" (Gao, 2020) and other practical problems. In addition, there are also some deficiencies in the implementation of the assessment and evaluation, resource investment and team building (Fan & Zhong, 2019). In recent years, college teachers and students have been criticized by the majority of netizens because of their extraordinary remarks. Second, the mission of serving the country needs to be strengthened. Courage to take responsibility and serve the country through education is the internal driving force and spiritual character to support the high-quality development of higher education. As early as the beginning of last century, Ortega Y. Gasset, a higher educationist, told the world that "the creation of history, whether in science or politics, originates from a universal mental state", or the "spirit of the times" (Gasett, 2001). At present, this universal "spirit of the times" is the responsibility for realizing the Chinese dream of the great rejuvenation of the Chinese nation. It is not difficult to find that some colleges and universities do not turn upside down, blindly pursue scientific research output, squeeze teachers and students, and do not pay attention to daily teaching; in the name of reform and development, some colleges and universities blindly expand to catch up with the larger scale of running schools, but they forget the original intention of university reform. As a result, the shortcomings of impetuous style of study and eagerness for quick success and instant benefits have not been fundamentally curbed. The anomie of academic integrity and morality often occurs, which is contrary to the original intention of education serving the country and deserves deep reflection.

#### **4) The governance system of colleges and universities fails to fully implement the leadership of the Party**

A sound university governance system is the mechanism guarantee to ensure the high-quality development of universities, and supports the effective operation of higher education system. Since the reform and opening up, the reform of university governance system in China has been continuously promoted, especially since the 18th CPC National Congress, the state has successively issued a series of major reform measures to promote the simplification of administration and decentralization, and the optimization of service. The autonomy of colleges

and universities has gradually expanded, and a modern university system with the university charter as the core has initially formed, but “the governance system is not perfect” (Zhou & Liu, 2021). The high-quality development of higher education is still perplexed by the problem of “high quality”. From the external governance of universities, the relationship between the government and universities has not yet fully realized the “modern adjustment from management to governance” (Jiang & Wang, 2021). To a large extent, the development of colleges and universities depends on the financial allocation of the government, and is interfered with by more government departments. From the perspective of “governance by law” in colleges and universities, there is no single way of governance and practice (Shu & Li, 2020). As far as the main body of governance is concerned, Party committees, administration, teachers and students should all participate. However, in fact, the administrative color of colleges and universities is strong, the president responsibility system under the leadership of the Party committee has not been thoroughly implemented, and many affairs such as teaching and scientific research in colleges and universities mainly lie in the administrative system of colleges and universities, which leads to the weakening and marginalization of the Party committee in the actual governance of colleges and universities, and the opportunities and space for teachers and students to participate in school governance are extremely limited. In terms of governance means, the current governance of colleges and universities still mainly relies on administrative means, and administrative power dominates university governance.

##### **5) The higher education evaluation system has little consideration for the implementation of the Party’s leadership**

Education evaluation is a “double-edged sword”, which not only has a positive function of stimulating and catalyzing the development of education, but also has a negative impact on the utilitarianism of education. Since the establishment of higher education system, it has played a positive role in the development of higher education (Liu, 2020). However, from the perspective of high-quality development requirements of higher education in the new era, there are obvious drawbacks in the evaluation system of higher education in China. First, the five rationalism of teacher evaluation. From the point of view of “only scientific research”, one of the “five only”, many colleges and universities regard scientific research as the main standard for evaluating teachers. The evaluation of scientific research is mainly based on papers, which leads to the increasingly fierce “paper competition” among university teachers. Journals, especially the editors of important journals, have gained more and more important discourse power in the academic circle. In fact, universities give the evaluation of teachers’ scientific research ability to journals. The number of papers and topics is also the main reference standard when colleges and universities introduce talents. At present, the utilitarian nature of teacher evaluation leads to the pursuit of “short, smooth and fast” development in colleges and universities, which hinders the high-quality development of higher education. Second, the evaluation of university teachers

and administrative cadres takes little consideration of political factors. The Party building, the Party's leadership and political stand are in a marginal position in personnel management, which has little impact on the promotion of teachers' titles and cadres.

#### **4. The Reasons for the Incompleteness of the Party's Overall Leadership in the High-Quality Development of Higher Education**

There are many factors causing the above problems. According to the current situation of the development of higher education and the actual process of the Party's leadership in colleges and universities, we can infer that the main reasons for the incomplete implementation of the Party's overall leadership in colleges and universities are as follows.

##### **1) The dual pattern of university management system**

Colleges and universities mainly through two sets of Party affairs and business systems, which are combined into the management system of colleges and universities. There are division of labor, cooperation, competition and conflict between each other. In fact, the binary division of university management system is formed. As the position of personnel training, scientific research and social service, the role of colleges and universities makes the business system naturally occupy a dominant position. Since the reform, the Party and the state have paid more attention to education and science and technology, which has further enhanced the authority of business system in university management, and it is specifically reflected in the power of university administrative leaders in discipline construction, talent training, talent introduction, scientific research and other affairs. This usually makes the Party affairs system in the daily management of colleges and universities in a relatively weak position. Even in today's comprehensive and strict governance of the Party, this pattern has not been fundamentally changed. The relative weakness of the Party affairs system in colleges and universities in terms of management authority is that the development of Party construction in colleges and universities lags behind, the education policy of the Party and the principal responsibility system under the leadership of the Party committee have not been effectively implemented.

##### **2) Irrational competition in Universities**

In the Internet age, the university competition is more intense because of the wide spread of information. a) Competition between business ranking and college ranking. The ranking of universities in the world, such as politics and other fields, is not taken into account. Therefore, the current enthusiasm and publicity of universities and media on the world university rankings is more conducive to increasing the power of university administrative team. b) Domestic discipline ranking. Although the discipline evaluation organized by the ministry of education has a positive role in promoting the construction of disciplines in colleges and universities, it inadvertently gives the universities with the highest discipline

ranking a great reputation of discipline, and arouses fierce competition among universities around the discipline construction. No matter whether the discipline is strong or weak, as long as they are willing to maintain or improve the discipline ranking, colleges and universities actively attract and introduce talents, and even “discovering talented people” from other schools. Discipline ranking competition also drives the university disciplines, departments and teachers to launch fierce competition around “topics” and “papers”. They occupy an increasingly large proportion in talent introduction, Title evaluation and college assessment, which leads to the “involution” of discipline construction in colleges and universities and the pursuit of “short and fast” development, and the phenomenon of water injection in scientific research is becoming more and more intense. University ranking and discipline ranking fundamentally drive colleges and universities to pursue short-term interests, drive colleges and universities to put more attention and resources into business development, while ignoring the Party’s construction, students’ ideological and political education, and the Party’s overall leadership in colleges and universities.

### **3) The system and laws of higher education are not perfect**

In the high-quality development of higher education, to fully implement the Party’s leadership, we need perfect systems and regulations. From the external point of view, the educational laws and regulations formulated by the Party and the state are the legal basis for comprehensively strengthening the Party’s leadership in colleges and universities. From the internal point of view, the rules and regulations formulated by colleges and universities themselves are the specific rules for colleges and universities to comprehensively strengthen the Party’s leadership. The implementation of laws and regulations is directly related to the implementation of the Party’s leadership in colleges and universities and higher education. In terms of the regulations formulated by some colleges and universities, there is no clear definition of the respective powers of the Party committee and the administration, such as the president responsibility system under the leadership of the Party committee. Taking the constitution of a double first-class university in western China as an example, the functions and powers of the Party committee mainly include the power to implement the Party’s decisions, examine and approve the management system, decide major matters, personnel rights, ideological management, Party building, mass organizations and united front. The exercise of the Party committee’s functions and powers is to ensure that colleges and universities adhere to the socialist direction of running schools. As the legal representative and administrative person in charge of the school, the president is fully responsible for administrative affairs such as teaching, scientific research, finance, personnel rights and so on. Like the chief executive of the government, a headmaster can decide the administrative affairs of a school by himself. From the perspective of authority division, the president is the most powerful university level leader. If the personal power foundation of the Party secretary is not stable enough, it is difficult for the Party committee of colleges

and universities to supervise and lead the president.

## **5. Countermeasures to Strengthen the Party's Leadership in the High-Quality Development of Colleges and Universities**

Promoting the high-quality development of higher education is a major issue of the times facing the development of China's higher education at present and in the future. Therefore, it is urgent to strengthen the Party's leadership over colleges and universities and the Party's supervision over the process of high-quality development of higher education.

### **1) Improve the system of Party building and enhance the leadership of Party organizations in colleges and universities**

The continuous achievement of the Party's leadership in higher education is the proof of our country's new leadership. The most fundamental reason why China's higher education has made great achievements that attract worldwide attention lies in persisting the Party's overall leadership. Since the 18<sup>th</sup> National Congress of the Communist Party of China, the overall leading position and role of the Party in colleges and universities have been continuously strengthened. However, the high-quality development of higher education requires further improvement of the Party construction work system and enhancement of the Party's leadership ability in the high-quality development of higher education. First, we should adhere to the Party's overall leadership ideologically and unswervingly. The key to the development of China's higher education lies in the Party, and the key to the high-quality development of higher education also lies in the Party. We should persevere in arming the minds of teachers, students and staff with Xi Jinping's thought of socialism with Chinese characteristics in the new era, and lead all teachers and students to unify their ideological understanding into the strategic deployment of the Party Central Committee in governing the country and implementing it in all work of education. Second, the Party building work should be deeply integrated into the system. The Party's leadership is the "soul" of education. We should integrate the Party's political construction, ideological construction, organizational construction, work style construction and discipline construction into the construction of specialties, disciplines, teaching materials and ranks from the perspective of system construction, so as to promote the deep integration of Party construction and career development, and build the soul for the development of higher education. Third, we should pay attention to the construction of grass-roots Party organizations in colleges and universities, and give full play to the role of grassroots Party organizations as fighting fortresses. We should strictly implement the "Regulations on the work of grassroots organizations of ordinary colleges and universities of the Communist Party of China" formulated by the Party, strengthen the grassroots Party organizations in colleges and universities, and actively strengthen the leadership of Party organizations at the grassroots level. Forth, promote the Party affairs system of colleges and universities to be familiar with the business system affairs. We can select ca-

dres of the Party affairs system from the staff who are familiar with teaching and scientific research, or promote the cadres of Party affairs system to learn and understand the business system of colleges and universities, enhance the Party committee and grass-roots Party organizations' familiarity with the business, and enhance the leadership of the Party committee and the ability to supervise the high-quality development of higher education. Through the construction of the Party, we should promote the effective leadership of the Party to the high-quality development of higher education.

### **2) Deepening educational reform and enhancing the service of Higher Education**

The high-quality development of higher education urgently needs to improve the service ability of higher education through reform, so as to implement the "four services" of higher education. Support the major strategic needs of the Party and the state. First, higher education serves the people. Higher education should provide knowledge, skills, ideological and moral support for the improvement of people's cultural level and educational level and the promotion of people's free and all-round development. Second, higher education serves the governance of the Communist Party of China. At present, the Communist Party of China is striving for the realization of the "two centenary" goals, the implementation of the "14<sup>th</sup> Five-Year Plan" and the long-term goal of 2035. Externally, the Communist Party of China actively defends national security and promotes the construction of a community with a shared future for mankind. Higher education should provide support for the development of the Party and the country through the education and scientific research progress of Humanities and Social Sciences and natural sciences. Third, higher education serves the consolidation and development of the socialist system with Chinese characteristics. Higher education can train successors of the socialist cause with all-round development of morality, intelligence, physique, aesthetics and labor, provide explanations and propaganda for the consolidation and development of the socialist system with Chinese characteristics, and provide suggestions for reform. Fourth, higher education serves the reform, opening up and socialist modernization. Higher education can build a good bridge in people-to-people exchanges, scientific and technological cooperation, technological research and development, personnel training and convergence, boost innovation and entrepreneurship, optimize and upgrade industrial structure, promote supply side reform, and promote the construction of modern economic system.

### **3) To improve the system of moral education and enhance the responsibility of Higher Education**

First, in order to develop higher education with high quality, we must first solve the problem of "who to cultivate, how to cultivate and for whom". The key to the high-quality development of higher education is that colleges and universities should further implement the fundamental task of establishing morality and cultivating people in thought and action. We should support the construc-

tion of Marxist colleges, carry out ideological and political work in a deep and solid way, strengthen moral education, and strive to cultivate young people with firm political stand and good morality in the new era. Second, we should improve the integration system of morality and talents. It is necessary to integrate the fundamental task of cultivating morality and cultivating talents into the work of discipline and specialty system, teaching and scientific research system, management system, organization and personnel, and logistics service, so as to form a three-dimensional work system of “three aspects of education”. In addition, in the high-quality development of higher education, efforts should be made to guide students’ personal growth and serve the country closely. In the high-quality development of higher education, it is necessary to educate people for the Party and the country, and to run “modern education of world level with Chinese characteristics” (Tan, Wan, & Luo, 2019), so as to provide educational support for the implementation of the strategy of strengthening the country with talents in the new era. Colleges and universities should adhere to the people-centered educational development position, and devote themselves to training socialist builders and successors who are fully developed in morality, intelligence, physique, aesthetics and labor, and cultivate new people of the times who are worthy of the great task of national rejuvenation. Second, we should accomplish the fundamental task of cultivating morality and cultivating people. We should always adhere to the principle of educating talents with moral education, governing learning and teaching by virtue, and implement the fundamental task of cultivating socialist builders and successors with all-round development of morality, intelligence, physique, beauty and labor, and cultivating new people of the times who are worthy of the great task of national rejuvenation. Third, we should take root in China and face the world. We should not only take root in the land of China to run higher education with Chinese characteristics, but also face the world with world-class modern higher education, spread the good voice of China’s higher education, and contribute to the great wisdom of China’s higher education.

#### **4) Improve the governance system of colleges and universities and enhance the endogenous force of high-quality development of higher education**

In view of the problems existing in the current higher education governance system, there is an urgent need for “system upgrading” of the higher education governance system. To promote the modernization of education governance system, the foothold lies in adhering to the Party’s overall leadership over higher education, the breakthrough lies in the transformation of government management functions, the key point is to promote the integration of Party affairs system and business system, and the supporting force lies in the wide participation of the society. To this end, the Party’s overall and high-quality leadership is the core of the Party’s leadership and overall supervision of higher education. Second, we should improve the national higher education system. It is necessary to respect the law of the development of higher education, change the government’s

functions from “management” to “governance”, and improve the system and regulations of independent running of colleges and universities. We should focus on building an internal governance system with clear rights and responsibilities, scientific decision-making and efficient operation, and focus on building a power structure system with effective separation of administrative power and academic power (Sui, 2020). We should strengthen the management of colleges and universities according to law and democracy, and stimulate the vitality of the development of higher education. Third, promote the integration of Party affairs system and business system. The Party affairs system and business system must have clear division of authority and responsibility in the management of university affairs, and strengthen the leadership of the Party committee while adhering to the principal responsibility system. Fourth, improve the support system for the extensive participation of society. We should reasonably guide social forces to participate in the process of high-quality development of higher education, encourage cooperation among enterprises, scientific research institutions and universities, encourage social forces to run schools, and form a joint force to promote the high-quality development of higher education.

#### **5) Reform the education evaluation system and enhance the incentive force of high-quality development of higher education**

Higher education evaluation plays a direct role in guiding and encouraging the high-quality development of higher education. Its scientificity, rationality and effectiveness directly affect the quality of higher education development. In view of the main problems existing in the current higher education evaluation, it is necessary to carry out the refined reform of higher education evaluation, and build a higher education evaluation system with the characteristics of the times, highlighting Chinese characteristics and reflecting the world level. First, we should carry out diversified evaluation on teachers and students, departments, specialties and cadres. The evaluation criteria should have diversified functional orientation to promote diversified development. The evaluation methods should be diversified and comprehensive, rather than simple “quantity” evaluation, “index” evaluation and “level” evaluation. In order to use the evaluation results rationally, we should not simply link the evaluation results with the interests of fame and fortune, and overcome the “utilitarian” tendency of evaluation. We should pay attention to encouraging teachers and students to focus on the long-term development of the country and society and enhance their willingness to serve the country. The evaluation of students and teachers should pay more attention to political factors. In the evaluation of teachers, it is especially necessary to pay attention to the achievements of moral education and pay attention to the ideological and political progress of teaching staff. Second, guide universities to conduct scientific competition. The development of higher education should respond to the problems of the times, support the major strategies of the Party and the state, serve the fundamental interests of the country and the people, and realize differentiated and diversified development.

## Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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