

Studies on Strategies of New Campus Culture Construction for Colleges and Universities

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Abstract

New campus culture construction for colleges and universities must insist the principles of inheritance, identity, territoriality, systematicness and innovation and the ideas of culture transplantation and culture innovation. In actual construction, it may start with material culture, system culture, spiritual culture and behavioral culture to construct from leadership mechanism, coordination mechanism, guarantee mechanism as well as feedback mechanism.

Key Words: colleges and universities; new campus, campus culture; strategies

1. The Principle of New Campus Culture Construction for Colleges and universities

1.1 The Principle of Inheritance

“ Culture is developed based on certain tradition, but it also constantly breaks old tradition to construct new ones.”^[1] new campus culture construction has its own characteristics that different from those of old campus, therefore, cultural inheritance is an important principle to be insisted in the process of new campus culture construction. Every university or college has its own specific history and cultural tradition and its campus culture has its own unique style, which make every university and college displays its own unique charm. “new campus culture construction should be closely connected with origins of old campus culture to reflect cultural integrity. If the connections between new campus and old ones are cut off, new campus will easily be short of cultural deposits, because culture default will cause a series of problems. Only the principle of inheritance is insisted can historical concordance will be added in new campus culture.”^[2]

1.2 The Principle of Identity

Cultural Identity exists in new campus and old campus. As a university or college, regardless of new campus and old ones, they have same name, same development plan and same goal. Campus culture construction in both new campus and old ones has maternal identity. New campus culture construction in new campus and old ones should insist and inherit traditional culture and brand culture in old ones, so new campus culture construction may emerge some new highlights, but its culture foundation is in accord with that in old ones. Three aspects of the significance of identity in new campus construction are mainly assumed as follows: “firstly, campus culture, like any other culture, is a ideal value and spiritual resources that is enriched with unique temperament. Therefore, new campus should be equipped with campus features in proper sense. Secondly, the coordinate development in new campus and old ones is to solve the problem of “resemblance in spirit”, which should exceed the task of “similarity in form”. Thirdly, campus culture is an important sign for the realization of expectation for new campus development and university spirit accordance with old ones.”^[3]

1.3 The Principle of Territoriality

The Principle of Territoriality, refers that full consideration of territory of new campus should be taken to incorporate territorial style, territorial culture and customs, which mainly reflected in territoriality in natural condition and in culture. Firstly, new campus culture construction should be provided with the characteristic of territoriality. In the process of construction, the university or college should consider the factors that give us subtle spirit enlightenment and emotional impacts, such as natural environment, integrated layout. Secondly, local culture should be combined to dig out school characteristics. We should find out the joint point between new campus culture and local culture, to fully dig out excellent local culture, to make use of local cultural resources according to circumstances and to fully understand the significance of local culture for better service for local economic development. Thirdly, we should fully dig out local resources and proceed activities with local characteristics. We should “ fully study local culture resource, make projects with local ethnic characteristics, launch activities with local ethnic characteristics and create and innovate based on cultural activities”^[4]

1.4 The Principle of Systematicness

The Principle of Systematicness, refers that “according to its own systematicness characteristic, campus culture is regarded as an integral that has a certain organization structure and function to be investigated, which is mainly constructed from comprehensive research of integral and part, the relationship between integral and exterior”^[5] Campus culture in university or college, as a subsystem in culture systems, is necessarily affected by social culture. Meanwhile, campus culture, as a subsystem, has unique structure and manifestation. From the standpoint of subjects, there are students culture and teachers culture; from content, elementary culture of materials such as teaching and scientific researching devices, intermediate culture of various rules and regulations, and advanced culture of spirit such as values; from institution, systems such as education, management, service and security; from forms, imparting knowledge and educating people, management for educating, serving for educating people and campus cultural activities. Campus culture construction is a complex system, in which “each link is tightly clasped, mutual promoted, mutual restricted, mutual affected and inter-weaved to coordinately constitute favorable operated campus culture system, with any link being unable to ignored, for the purpose of educating people’^[6] Therefore, in the process of new campus construction, we must do systematic design, emphasis integrity and uniqueness of project and do overall consideration of various influencing factors to ensure the cultural construction proceed in a planned and organized way.

1.5 The Principle of Innovation

“Innovation is an inevitable requirement for social development, power for continuous improvement for a nation and strength source of constant development for campus culture”^[7]. For innovation of new campus culture, instead of totally repudiating for previous culture or totally copying traditional campus culture from old campus, we should inherit the essence of campus culture from old campus and combine environmental quality of new campus to do innovation on material culture、institutional culture、spiritual culture and behavioral culture. We will not only innovate thinking of new campus culture construction, but also innovate its carrier. Moreover, we may cultivate students’ consciousness of innovation through developing various campus culture activities, proceed CT design and establish digital culture in new campus. In the process of establishing, we should gradually form our own feature and foster our own brand. “only constant innovations on institutional、behavioral and spiritual are proceeded can cultural atmosphere that is hard-working、determined to forge ahead and all-around growth be formed”^[8].

2. Ideas of campus culture construction in new campus of colleges and universities

2.1 Transplantation of Campus Culture

2.1.1 Implication of culture transplantation

Culture transplantation refers to “directly deliver favorable culture to specific group in specific area without changing style characteristic and spiritual connotation of the transplanted culture, and healthily develop in new campus.”^[9] ultimate establishment of campus spirit in new campus is a significant symbol for the success of culture transplantation.

2.1.2 How to proceed culture transplantation

In contents, campus culture transplantation can be abstract and concrete ones. “abstract transplantation refers to execution mode that embodies integrity and universality through all operations of universities in new campus; concrete transplantation refers to implementation through specific ways.”^[10]

In modes, campus culture transplantation can be considered as indirect and direct ones. “indirect transplantation refers to factors which are difficult to consciously and directly proceed to integrate in various campus culture forms; direct transplantation refers to factors which can be realized in new campus through campus members’ conscious actions.”^[11]

2.2 Innovation of Campus Culture

2.2.1 The implication of culture innovation

“ Culture is soul for a nation and inexhaustible motive power for a country’s flourish.”^[12] Culture innovation refers that “culture develops on the basis of certain traditional foundation without breaking old tradition to construct new tradition”^[13]. Background and characteristics of times in new campus culture construction different from those in old campus, so we can’t simple copy old campus culture. Only excellent traditional culture in old campus is inherited and outstanding new campus culture is created can cultural innovation be reflected.

2.2.2 How to proceed cultural innovation

Innovation is power and source for new campus culture construction and development. In order to strengthen the construction of new campus culture, we need to establish the innovation system that is integrated with ‘idea+content+carrier+ institution+ability’^[14]. Firstly, emphasis innovation of developmental idea. It requires that we should insist the working philosopher of affection on students’ growth and fully contribute to students’ success, fully playing undergraduates’ principal role; we should insist the idea of characteristic development and fully dig out historical value of traditional culture; we should insist the idea of brand development to establish brand culture with unique characteristics. Secondly, emphasis innovation of content system. It requires that we integrate socialist core value system to colorful campus culture activities; it requires that campus culture should highlight theme and embody value idea of student-oriented to guide students’ correct world view、 life view and value view. Thirdly, emphasis the innovation of carrier platform. It requires that we actively cultivate spiritual culture、 material culture as well as internet culture carrier. It requires that we should attach importance to refining of school motto、 school anthem and school spirit. It requires that we should strengthen website construction of cultural features and emphasis rational distribution of infrastructure. It requires that we should strengthen the construction of undergraduates’ association culture to make them become important platform and practice stage for campus culture construction promotion. Fourthly, emphasis the innovation of system and mechanism. It requires that we should establish and perfect leading organization and working mechanism of new campus culture construction, constantly improve policies as well as measures of campus culture construction, and establish and perfect various management system for campus culture construction. It requires that we should

emphasis the cultivation of consciousness and ability of innovation, constantly foster undergraduates' actively explosive spirit and their independent innovation ability.

3. Ways to campus culture construction in colleges and universities

3.1 Elementary level: Construction of Material Culture

Material culture of campus, covering material conditions such as education, scientific study, daily life, environment and facilities, is cultural level of material scope. Meanwhile, it endows these material contents with cultural connotation. "we should seize the opportunity to develop campus economy. We should import material, energy and information from multi-angle and multi-channel, increase new vitality to educational ecosystem, improve educational condition and promote the increasing of material culture construction level. According to the requirement of educating people by environment, We should get school buildings, indoor arrangement, school consolidation embodied consciousness of educating to stimulate students' thirst for knowledge and cultivate teachers' and students' sentiment, which makes campus environment become really seeding soil, educating place and grown-up room and embody the functions of cultivating morality, educating, body building and beauty creation"^[15]. In order to do material culture construction better, we should formulate construction plan with campus characteristics and emphasis harmonious and beauty of campus culture construction; establish characteristic brand of construction and highlight spiritual culture of infrastructure.

3.2 Extension Level: Construction of Institution Culture

Institution culture is a unique culture gradually formed in a university's long-term school-running practice, and is spiritual wealth carried on from generation to generation reflecting a university's specific spirit and idea. It is not only followed and approved by all teachers, students and staffs, but also it has restraint and guiding function on school-running, management and educating. Institution culture is mainly constituted by school-running idea, value orientation, university spirit, management system and behavioral norms, with university regulations, academic norms, behavioral norms and students' association being its main carriers. In the process of new campus construction, we should make good institution construction, which requires us implement core idea of people-oriented regarding humanistic quality and scientific spirit as value orientation and insist democracy, openness, fairness and legitimacy, reasonable, equitable while regulating and perfecting various regulations; we should internalize external regulation into personal values and norms to conscientiously comply with, maintain and implement, through exterior constraining force to

cultivate teachers' and students' control force, and realize individual self-improvement and integrated development on sustainable construction and development.

3.3 Explicit Level: Construction of Behavioral Culture

Campus behavioral culture refer that “in the historical practice process of construction and development for a university or college, all activities and external dynamic response proceeded accompanied by campus staff creating material and spiritual wealth. It mainly concludes spirit condition、 behavior ethics and cultural taste presented by campus staffs in activities such as school education、 teaching、 academic study、 learning、 physical training、 entertainment as well as daily life.”^[16] In the process of new campus constructing, we should accomplish ideological and political education and actively guide teachers、 students as well as staffs to guide their behaviors by using correct ideas in order to do behavioral culture construction better; we should accomplish the formulation and implementation of behavioral norms to restraint and regulation their behaviors with institutions; we should promote behavioral culture construction through optimizing environment culture construction, accomplish campus activities, and supervise students to form better behavioral habit via developing positive campus culture activities.

3.4 Core Level: Construction of Spiritual Culture

Spiritual culture refer to “value system、 teaching concept or spiritual atmosphere concluded in ideology hid in university interior. It concludes university people's ideal pursuit、 mental realm、 value goal、 interpersonal relationship and school ethos、 teaching and learning styles、 school-running theory as well as school motto、 school song、 school badge、 school discipline and morality norms etc.”^[17] Reflecting schools' school mission、 training objective and its special style, spiritual culture is core and soul for school culture. In the process of new campus construction, in order to accomplish spiritual culture construction, we must have uniform school-running idea, reach a consensus on school-running theory and ideas, form uniform standard on talent cultivation and scientific study, regard university's development direction as common objective for all students and staffs, and regard university's future development goals as cooperative cohesion and centripetal force for all teachers and students in both new and old campus; we should inherit university culture to fully play the function of school history in campus culture construction, and emphasis publicity and permeating of school motto、 school spirit and learning spirit in new campus; we should highlight credibility culture and academic morality culture to build cultural environment in multi-media channels, and reinforce undergraduates' honesty and morality construction and establish credit files; we should build excellent spiritual home to fully play the important rule of undergraduates association in campus culture construction, and take effective measures to play undergraduates' organizations such as students' dormitory

self-discipline committee in campus culture construction, and enhance internet culture construction.

4. Conclusion

Mechanism of New Campus Culture Construction in Colleges and Universities leadership Mechanism

Campus culture construction is a complex systematic project, which requires abundant manpower, material resources and financial resources; it has the characteristics of persistence, complexity and difficulty. On account of this, strong organizational leadership is necessary safeguard for campus culture construction. Leading organization is mainly constituted by school leading group, staff team, political cadres team etc with each inter-coordinating and mutual affecting to constitute an unity, and each of them has different functions and effects. School leading group, as leader, designer, organizer and promoter, has the functions of leading, guiding, promoting, organizing and demonstrating, which plays a significant role in new campus culture construction. To promote new campus culture construction smoothly, it requires that school leading group take a broad and long-term view, solidarity and cooperation, resourceful and decisive, set an example to others, stick to principles, revere system, impartially working and non-see to self interest, which makes the group set up favorable image and prestige among public to gain support and belief from faculty and staff. As main force, faculty and staff plays an important role in inheriting and transferring campus culture construction. Therefore, schools should strengthen the educating and managing for faculty and staff, cultivating their sense of identity for new campus culture, listen to their opinions, constantly unify thinking and idea, encourage their sense of ownership, creative ability and creative spirit and make them exert positive function in the culture construction. Political cadres team, as bellwether for campus culture construction, has primary task of holding correct political direction, which plays an important role in guiding undergraduates to establish scientific world view, life view and value view. Meanwhile, they stay in primary level of students management, with closely connecting to students, which requires them to keep an eye on students' ideas or suggestions for new campus culture construction; and they may report to administrators timely. Therefore, leadership mechanism must be constituted and guaranteed and organization members' functions must be fully exerted to guarantee campus culture constructions go on smoothly.

Coordinating Mechanism

To reinforce new campus culture construction, three aspects of relations should be coordinated. Firstly, to coordinate the relation between campus large system and operation system. In cultural systems, each subsystem needs to be formulated its own target task and working plan. Because different working emphasis exist in different stages for campus culture construction but its fundamental goal remains unchanged. Therefore, school working emphasis and developing plan should be combined in the construction,

meanwhile, it should be coordinated with whole social environment to exert its positive function in talent cultivation. Secondly, to coordinate the relation between government system and alliance system. In the process of new campus culture construction, each branch, department and their members has very clear understanding of target, policy, working emphasis of campus culture construction they engaged in, and they can actively take part in these construction projects. Subordinate organization should timely collect relevant information on new campus culture construction, and systematically analysis to feedback to relevant leaders for their corresponding decisions, thus an benign circle operating mechanism will be formed. Thirdly, to coordinate the relation between the internal of organization system for campus culture construction. Campus culture construction organization is organic whole, of which the exertion of integral function and each part is closely related but integral function is not easily added by that of each part. In operating mechanism of new campus culture, each different subsystem has different divisions of labor, which requires overall consciousness. In the process of operating, subsystem should mutually support and coordinate, avoiding mutual shirking responsibilities and disputing over trifles.

Security mechanism

Security mechanism of new campus culture construction is mainly reflected as three aspects. Firstly, to take effective incentive measures and to encourage teachers to actively join in. Schools should integrate educating resources from old and new campus, be concerned with faculty's and staff's difficulties, fully understand their requirements, respect their personal pursue and ego progressive and realize fairness. In the initial stage of new campus construction, faculty and staff may encounter more actual difficulties and problems, which makes them probably have reminiscence, contradiction, even unsatisfactory mood mentally. Therefore, it is very important to care and understand them. The leaders should actively care for their working and living conditions, understand their demands and emphasis their individuality and needs, based on which mutual trust is constructed to enable them to jointly participate in school running and overall devote into their own careers. Meanwhile, preferential policies should be given, which may reduce inharmonious factors from internals. Secondly, hardware infrastructure in new campus should be improved to provide material security, which requires that the school improve teaching buildings, libraries, gymnasium, restaurants, playground, dormitories and relevant communal facilities to provide sound learning and living conditions for students. In the meantime, school should remold campus network, strengthen campus digitalization construction, establish working information system and set up a rapid channel to optimize, utilize and share educational resources, which can practically solve some problems brought by distracted campus and reduce inconvenience into minimum volume. Thirdly, input intensity of new campus culture construction should be enhanced. In the process of new campus constructing, schools must strengthen campus culture construction with reasonable budgetary resources; under the condition of limited budget, they should be diligent and thrifty, stress actual effect. Simultaneously, school should enhance the

relation and cooperation with local governments, actively develop various communications and cooperation, for the purpose of seeking support and help from government. In addition, schools may expand financing channels to absorb in more social investment for financial security.

Feedback Mechanism

One of effective guarantees for smooth implementation of new campus culture construction is to establish effective and public feedback supervision mechanism. Fundamental information of new campus culture construction should be timely reported to all teachers, students and staffs to be supervised and suggested. Schools should set up specific departments, in which professional staffs collect, deal with and summarize relevant information to form report materials handing in school leaders to give important evidence to their decision reference. Meanwhile, they should timely publish and inform information through reasonable channels to increase openness and transparency of information and to feedback suggestions and relevant information in time.

Moreover, school should establish scientific evaluation mechanism, which will be more effective. Some issues should be noticed in establishing such mechanism. Firstly, evaluated subject should have wide representativeness, such as faculty and staff in both new and old campus, different surroundings etc. Secondly, evaluated purpose should be clear; instead of finishing a task and going through motions, evaluation should guarantee scientificity of results. Thirdly, evaluated content design should be scientific and reasonable. Evaluation is targeted, which requires that evaluated contents, indicator system, method be designed reasonably to be quantitative assessed so that they can feedback problems to school leaders. Through establishing evaluation system, mutual supervised relation is built to increase level and efficiency of new campus culture construction and to promote school's rapid development.

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