

The Future Development Trend of Private Education

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Abstract: In the report of the Nineteenth National Congress of the CPC, priority was given to the development of education. Among them, it puts forward the idea of "running pre-school education, special education and network education well, popularizing high school education, and striving to make every child enjoy a fair and quality education." We will improve the vocational education and training system and deepen the integration of industry and education and school-enterprise cooperation. Accelerate the construction of first-class universities and first-class disciplines, and realize the connotative development of higher education. At the same time, for private schools, it is proposed to "support and standardize the social forces in the establishment of education."

1. Introduction

At present, China's education industry is mainly composed of diploma education and non-diploma education. Education for academic qualifications includes pre-school education (kindergarten), compulsory education (primary and junior high school), high school education (high school, vocational high school, technical school, secondary professional school), and higher education (undergraduate and junior college). It can also be divided into basic education stage, higher education stage and vocational education stage. The basic education stage (K-12 stage) includes kindergarten, primary school, junior high school and senior high school. Vocational education stage includes three schools and colleges, three schools are vocational high schools, technical schools, secondary professional schools. The stage of higher education includes undergraduate and junior colleges. The training industry mainly consists of K-12 stage training, higher non-academic training, vocational training and interest training.

The new Law on the Promotion of Private Education was passed in November 2016 and has been implemented since September 1, 2017. However, the specific regulations are decided by local policies. There are differences in tax and land policies among provinces that have disclosed local policies. The new Law on the Promotion of Private Education requires classified management of private and non-profit schools. Non-compulsory for-profit private education is allowed. For-profit private schools need to exist in the form of companies and have greater flexibility in charge and operation, which provides legal protection for private education and accelerates the marketization and securitization of educational assets.

Since January 2000, there have been 1914 investment and financing incidents in the whole private education and training industry, amounting to 95.983 billion yuan, with an average financing amount of 0.50 billion yuan. In terms of the amount of investment and financing, K12 (from kindergarten to twelfth grade, can also be used as a general term for the basic education stage). And early childhood education in the field of investment and financing the largest number. In addition, in view of the increasing demand for higher education by the people, private higher education is still an economic growth point of education. This shows that there are two areas of private education that will make a great contribution in the future - Preschool education, especially early education, and private higher education.

Pre-school education, especially preschool education, has great potential for development.

At present, preschool education, especially high-quality preschool education, is still in short supply of resources in society. Kindergarten education and early education industry have great

potential for future development.

At present, private kindergartens occupy the majority of preschool education, and have a high degree of marketization. In 2016, there were 239,980 kindergartens nationwide, an increase of 161,000 over the previous year, of which 154,200 were private kindergartens, an increase of 7827 over the previous year, and 64.30% were private kindergartens. In 2016, the gross enrollment rate of preschool education in China reached 77.4%, which was 2.4 percentage points higher than the previous year. In recent years, the gross enrollment rate has gradually increased from 64.50% in 2012 to 77.40% in 2016. In the future, with the increase of state financial support for preschool education and the promotion of family preschool education concept, there is still room to improve the gross enrollment rate.

2. Increased Birthrate has Boosted the Number of Students

The reason why the preschool education industry has made great achievements is inseparable from the family's demand for education. Parents are willing to invest in preschool education with renewed educational concepts. In addition, the baby boom + second child policy has also boosted market demand.

The concept of family in the field of preschool education has been upgraded and investment has increased. In 2016, China's preschool education market will be about 380 billion yuan, and it is expected to exceed 540 billion yuan by 2020, with an annual compound growth rate of 9.2%. At present, parents receiving kindergarten education are mainly under 35 years old. Parents after 8090 pay more attention to the investment in education from the younger age. At the same time, due to the improvement of the overall economic strength of society, the monthly cost of preschool education is also increasing, and the family spends more than 1000-5000 yuan per month, accounting for more than 80%.

The rapid expansion of the market also comes from the promotion of the two-child policy. With the full liberalization of the two-child policy, China's fertility rate is expected to rise slightly. With the implementation of the comprehensive two-child policy in 2016, China's birth population has made a breakthrough, rising to 17.86 million, and the number of births with two or more children has reached a new high of 8.44 million. The size of the preschool education market will also rise further. Moreover, due to the strict implementation of the family planning policy in the past, it is expected that the two-child policy in the city will increase the elasticity of the number of newborns, and urban families are the main consumers of early childhood education, which has a greater role in promoting the whole market of early childhood education.

For kindergartens, branding and industry integration will be the trend in the future. The market of private kindergartens in China has broad prospects, and the industry concentration is low. Most kindergartens have no brands. At present, the top ten kindergartens only account for about 4% of the market, and the direct-run kindergartens even only have 0.3%. Kindergartens occupy the core position in the whole kindergarten industry chain. Grabbing kindergartens and horse racing enclosure is the first step to expand the business of kindergarten education. At present, the alternative ways of expansion are direct marketing, franchise and acquisition. Direct operation has a long period, large investment and slow expansion. Franchise and acquisition can achieve the purpose of expanding the scale in a short time. After a short period of management training, they can contribute to the profits of the brand. However, the required funds for acquisition are far greater than franchise parks, which are the most economical and applicable expansion mode.

3. Private higher education is still the "booster force" to train talents for the country

Under the background of economic transformation and upgrading, the demand for advanced application-oriented talents is constantly increasing. At present, the number and structure of applied and technical talents in China are far from meeting the market demand. The importance of higher education has become increasingly prominent. Private colleges and universities have become an important part of higher education and have trained a large number of applied talents for the

country.

Private higher education in China has developed vigorously in recent years. However, at present, private colleges and universities mainly focus on Vocational and technical education, and have not really tried to cultivate high-level talents in the frontier subjects? W research and high-tech fields, which has become a big gap to be filled in our country's private education.

Throughout the foreign private universities, the most prominent representatives are Harvard, Yale, Princeton, MIT, Stanford University, Waseda University and many other famous universities. Some insiders said that these famous schools can provide reference for private education in China. Compared with foreign private colleges and universities, Chinese private higher education needs not only the support of law and democratic management of modern university system, but also the old thinking of educational philosophy to bid farewell to utilitarianism, materialism and technicalism, and the government's all-inclusive management and evaluation model. It needs to be independent, differentiated and individualized. Education.

Private higher education is limited by the policy of the new Private Education Promotion Law, which is expected to be more market-oriented in terms of fees and enrollment scale. The new Law on the Promotion of Private Education stipulates that the sponsors of private schools can choose to set up non-profit or for-profit private schools on their own. However, they are not allowed to set up for-profit private schools to implement compulsory education, and higher education is not restricted. At the same time, the new Law on the Promotion of Private Education stipulates the fee standard of for-profit private schools, and implements market regulation, which is decided by the schools independently. This also provides greater flexibility for the charging of private higher education. At the same time, private education also pays more attention to the application-oriented in the setting of professional disciplines and is close to the employment market.

In terms of enrollment scale, private higher education was mainly regulated by the government before. This year, some places proposed that private higher education schools could independently determine the enrollment scope and annual enrollment plan within the approved scale. In recent years, the number and enrollment of private higher education schools have steadily increased. The number of private colleges and universities increased steadily from 707 in 2011 to 742 in 2016. The number of students enrolled in private colleges and universities increased steadily every year. The number of students enrolled in private colleges and universities increased from 5.3318 million in 2012 to 6.3406 million in 2016. The compound annual growth rate of students enrolled in private colleges and universities was 4.7%, which exceeded the compound annual growth rate of students enrolled in higher education by 3.2%. It shows that the enrollment growth of private universities is higher than that of public universities.

4. Summary

In the early stage of reform and opening up, the state lacked gold and silver, and public education was unable to let more people enjoy quality education. At this time, private education introduced private capital into education, provided more educational resources and opportunities for the whole society, and made great contributions to the training of talents for the state.

At the same time, as a basic education, public education provides basic knowledge and skills education for the people, and enables the people to obtain basic employment ability and employment opportunities, so the desire to meet the quality education of some high-income strata can not be realized, while private education just makes up for this shortcoming.

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Private higher education in China has developed vigorously in recent years. However, at present, private colleges and universities mainly focus on Vocational and technical education.

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