

Research and Analysis on the Source Quality of Postgraduates in Colleges and Universities

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Abstract: High-quality graduate education plays an important role in promoting the discipline construction, scientific research and undergraduate education, and the quality of students is one of the key factors to realize high-quality graduate education. For local ordinary institutions of higher learning, the admission rate of candidates who are faced with the first choice of graduate students is low, which requires a lot of adjustment in admission, and the quality of students is not high for a long time. How to formulate feasible policies to cultivate and attract relatively high quality students is a practical problem that these schools must solve.

1. Introduction

In 1978, China resumed graduate education. Up to now, China has gradually developed into a major country of postgraduate education with certain influence in the world. However, with the increasing scale of postgraduate education and the urgent demand for high-level professional talents from the development of science and technology, there are some problems that cannot be ignored in postgraduate education in China. Among them, how to further improve the quality of postgraduate training has become a top priority in postgraduate education. The outline of national medium and long-term education reform and development plan (2010-2020) puts forward that "comprehensively improving the quality of higher education and talent cultivation" should be the top priority of higher education [1]. In the face of the growing contradiction between quantity and quality of graduate student training, each unit, manager and graduate student tutor of graduate education, more and more realized that the graduate matriculate quality of graduate education has important influence, the graduate matriculate quality is the first step to ensure the quality of graduate education, is also extremely important one link. Innovation ability is an important ability in selecting outstanding graduate students in colleges and universities, and innovation quality is the source of students' creation. Along with the popularization of higher education and graduate student enrollment expansion policy, compared to some of the local provincial universities "211", "985" colleges and universities, the decline in the graduate matriculate quality is even more obvious, therefore in the popularization of higher education and expanding under the new situation, analyzed the key factors affecting the graduate matriculate quality, and put forward the corresponding countermeasure, to improve the quality of graduate students has an important positive significance.

2. The Quality of Graduate Students is not High

With the expansion of the scale of postgraduate enrollment, there are two obvious trends in the direction of postgraduate enrollment. Second, from the economically backward areas to the Beijing-Tianjin-Hebei, Yangtze river delta, pearl river delta and other economically developed areas of university concentration.

Take xi'an university of technology as an example. Students from the school of optoelectronic engineering of xi'an university of technology apply for many schools such as north institute of technology, west electric power, west technology university, jiaotong university and chengdu

university of electronic science and technology. Students with good performance in the undergraduate class usually choose to take the examination of a better school, but for students with average performance, when deciding to take the examination of graduate school, they should theoretically choose their Alma mater. Students have spent the best four years in their life here, with the friendship of classmates and the care of teachers. However, most of these students did not choose their Alma mater, but chose universities in the same city, such as university of science and technology, chang 'an university and university of posts and telecommunications. As a matter of fact, the school has its own advantages and characteristics in terms of optical engineering discipline and instrument discipline compared with other ordinary local colleges and universities. The faculty and conditions are no worse than those of the outside world. However, many students prefer to choose other schools rather than us at the risk of uncertain future. The first problem we need to solve is how to make our excellent students have confidence in school education and teaching resources.

3. Key Factors Affecting the Quality of Enrollment

3.1 Social Factors.

In recent years, it is an indisputable fact that the employment of college students is difficult, and the graduate degree has a greater impact on employment and salary satisfaction. According to the online survey results conducted by China education online platform on the motivation of applying for master's degree in 2017, 35 percent of respondents applied for master's degree because of "great employment pressure in undergraduate study to improve employment competitiveness", while 31 percent chose to apply for master's degree because of "further study to improve academic research ability". Nineteen percent of respondents chose to take the postgraduate entrance exam "in order to obtain academic qualifications and diplomas". In order to stay in large and medium-sized cities and find a better way of employment, some college graduates have to apply for graduate studies. This part of students with utilitarian color has brought some negative effects on graduate enrollment and training.

3.2 School Influence.

Popularity and social recognition have become the common focus of schools and graduate students, and the influence of brand effect has become the consensus of the whole society [4]. Many examinees have a "famous university complex". Universities with good education quality have strong teachers, superior research and teaching conditions, good academic atmosphere and excellent student groups, which form a strong contrast with other universities. In addition, the society and employers prefer graduates from universities with strong comprehensive strength, and some employers even put forward clear requirements for the graduate schools of applicants in the recruitment notices. Therefore, the influence of schools plays a guiding role in the enrollment source, becoming one of the most important factors affecting the candidates' enrollment.

3.3 Recruitment Publicity Mechanism.

The publicity of graduate student enrollment is the process of fully demonstrating the educational level and comprehensive strength of the school. The publicity mechanism and intensity of the recruitment of graduate students is an important way to obtain the recognition and acceptance of society, examinees and parents. Only by making examinees and parents fully understand the school's educational tradition, educational philosophy, management system, infrastructure, teaching level, academic advantages, professional features, employment prospects and other information, so that examinees can identify with and expect more of the colleges and universities they publicize, can they lay a foundation for students and attract more high-quality students. How to conduct recruitment publicity and how to carry out effective recruitment publicity is one of the important contents of postgraduate recruitment work, which affects the quality of students to a large extent.

3.4 School Regulations.

Schools will be able to combine their own characteristics, through the relevant rules and regulations and the concrete implementation measures, based on the effective management means, to rational allocation of resources, make the recruitment of students work programmed and standardization, to ensure the recruitment of students work safe, fair and just manner, whether can introduce some students own development demand policy matching degree is high, is another important factor affecting the quality of students. As examinees' self-consciousness gradually increases, they have a clearer understanding of their current situation and future development, and pay more attention to relevant policies when choosing universities and majors. For example, during the study period, whether there is an opportunity to go abroad to exchange for a double degree, whether there are high-quality scholarships, grants and tuition exemption policies, etc., has attracted the attention of many candidates.

4. Measures to Improve the Quality of Students

4.1 The Strategic Positioning of the Combination of Diversification and Characteristic of Postgraduate Enrollment.

Compared with the "985 project" universities, the non-"985 project" universities have some disadvantages in terms of educational resources and academic reputation, so they must find a unique way, take the way of the combination of diversification and characteristics of postgraduate enrollment, and take the distinctive diversified cultivation as the strategic goal of postgraduate enrollment. In the process of postgraduate enrollment, the specialty should be integrated into the diversified enrollment target. Diversified postgraduate education refers to the postgraduate education plan of colleges and universities, which includes both academic degree postgraduate education and professional degree postgraduate education. Colleges and universities should set up differentiated postgraduate students of different majors according to the characteristics of different majors and the actual conditions. At the same time, colleges and universities should combine teaching history, school characteristics, local economic development factors such as professional form their own characteristics, make the characteristic specialized in education objectives, teaching staff, curriculum system, teaching condition and training quality, etc., have higher education levels and distinctive characteristics, good school-running benefit and social effect. Combining the characteristic disciplines with the quality of students, focusing on the future, laying a good foundation for the quality of postgraduate training, making the postgraduate training work have the development potential and prospect, and forming a virtuous circle. Attract high quality students by creating distinctive advantages when the school's reputation is not dominant. Put an end to the discipline construction idea of "many but not strong" and "to cover the whole subject". Under the circumstance of limited resources, the enrollment of postgraduate majors should be dynamically adjusted, and cross-disciplines should be vigorously developed by relying on characteristic disciplines, so as to attract high-quality students from first-class universities, consolidate the leading position of dominant disciplines and characteristic disciplines, and stimulate the rapid development of other relatively weak disciplines.

4.2 Strengthen the Publicity of Enrollment and Stabilize the Quality of Students.

To optimize the admissions policy, build a network of recruitment of students propaganda, increases the propaganda, let the students and the faculty of the university to the school admissions policy system and to develop ideas have sufficient knowledge and understanding, through the Internet, social media, such as medium for positive publicity, highlight the characteristics of our school graduate student education advantage of propaganda, high-quality education in sustainable appealing to students. Students can also be introduced and guided face to face by means of postgraduate entrance examination consultation meeting. As freshmen and sophomores are not quite sure about their future prospects, the focus of recruitment publicity should be on juniors and seniors. In particular, we should fully understand the intention of junior and senior undergraduate students

to study for graduate school. Can mobilize various college counselors, teachers, school leaders in charge of the students to understand the student to graduate degrees and disciplines of the intention, the existing difficulties, hope to get the scientific research and economic aid, etc., based on the deep understanding of the students, on the basis of investigation and research, formulate rational and effective targeted policy, and constantly optimize the recruitment of students propaganda policy according to the situation. For students from other schools, the school's enrollment policy can be publicized through the form of student summer camp. In the recruitment of students propaganda, establish advantage majors, and highlight the characteristics method such as abundant scholarship incentive policy is to attract quality students, but to make the students see the school's scientific research strength and development space, have confidence in their future growth and success opportunity is also very important, both can truly recruit graduate students.

4.3 Selection Model Keeps Pace With The Times.

High quality graduate students are required to have the spirit of scientific exploration and the potential of cultivating innovative talents. In the selection process of graduate students, the selection mode should also be innovative and keep pace with The Times. First of all, in the first part, should be based on the characteristics of various professional and academic degree postgraduate education and professional degree graduate education emphasis on selection of innovative ability, practical ability outstanding talent as a starting point, stick to front, carefully set entrance examination subjects since the proposition and make it conform to the selection of high quality excellent student needs. It is necessary to systematically assess students' basic theoretical knowledge and basic application ability of relevant majors, so as to ensure that they can have necessary theoretical knowledge and application ability when carrying out relevant research and innovation in the postgraduate stage. Secondly, in the second examination link, should adopt different forms, multi-angle comprehensive, flexible, scientific assessment of students' real level and practical ability. Teachers with experience and high academic level are selected as experts for the second examination, so as to screen candidates more accurately, and make the second examination truly discover and employ high-quality students with potential, ability and strong plasticity, thus transforming the open recruitment from quantity to quality. Detailed in the process of collection, sorting, induction, analysis of the recruitment of students information and data, real-time grasp students and potential index structure, clear standards of good body, the second-round exam content, the structure of the second-round exam system science Settings, optimize the second-round exam methods and techniques, according to the latest data to carry on the dynamic adjustment, the recruit students to adapt to the change. For example, the quality level of graduate students can be constructed, especially the definition of identifying qualities such as drive, personality quality, self-cognition and attitude that belong to the "part below the iceberg", and behavioral investigation should be taken as the core of interview in the second interview. Highlight the second interview stage of candidates to cultivate potential, comprehensive quality selection concept.

4.4 Strengthen the Intercollegiate Exchange of Graduate Students.

Through the establishment of intercollegiate cooperation and mutual promotion organizations, the exchange of graduate students can be promoted to form a normal interactive mechanism. Through various forms of intercollegiate exchange of graduate students, the quality of enrollment of students in various universities can be improved, the inbreeding of talent cultivation can be reduced, and the structure of graduate students can be improved. For example, the current domestic "alliance of excellent graduate students of high-level universities" (composed of 10 universities) and "cooperation agreement of excellent graduate students" (composed of 18 universities) are the exploration of high-level universities in the innovation of postgraduate selection mechanism. More colleges and universities should join or form new alliances to form multilateral cooperation organizations that promote mutual promotion of students, rather than being limited to bilateral cooperation mechanisms, and achieve win-win results to the maximum extent through multilateral cooperation mechanisms. The mutual promotion mechanism and rules and regulations of the cooperative alliance can be made by the joint consultation of the participating universities. The

exchange and cooperation of graduate students include mutual promotion of exempt graduate students and direct doctoral students, unified examination students and adjustment students. If push to avoid the student to be able to list the special plan separately between alliance university the directional quota mutually push; Students who take the unified examination can be given priority in the comprehensive examination before the unified examination, and students of this university are encouraged to apply for key and advantageous disciplines of cooperative universities. Transfer students can make use of the network information platform of source information established between cooperative universities to realize instant information sharing through the rapid communication mechanism and give priority to transfer students from cooperative universities. The leadership of the university and relevant departments should give full attention to the intercollegiate exchange of graduate students and do a good job in organization and coordination. For example, the undergraduate educational administration department that determines the qualification for the promotion and exemption and the graduate enrollment department that admits and exempts the students can actively communicate and coordinate, so as to ensure the smooth development of the mutual promotion and exemption work.

4.5 Regular Evaluation of the Quality of Graduate Students.

In combination with the characteristics of colleges and universities, a scientific and effective evaluation system for the quality of graduate students should be constructed, and a regulation and feedback mechanism and enrollment target mechanism should be formed. Evaluation system to graduate matriculate quality through targeted on a regular basis to the existing internal diagnostic evaluation of graduate matriculate quality, find the gap with actual enrollment target students, strengthen school of its own situation, the graduate matriculate quality continuous improvement admissions policies, so as to select the conform to the requirements of high quality students. The key to the construction of the student quality evaluation index system is the selection of the index, which should not only consider the diversity and comprehensiveness of the index, but also consider the availability and operation of the index, so as to avoid the excessive complexity of the index system and increase the workload and difficulty of obtaining data. The composition of indicators should include both quantitative evaluation indicators, such as the composition of students, and qualitative evaluation indicators, such as the quality of students, so as to make the evaluation more objective and systematic. It is of great significance to improve the quality of graduate students by setting up evaluation indexes and empowering them at different levels, constructing an evaluation system of graduate student quality that reflects the characteristics of the university, and using comprehensive, appropriate and practical evaluation methods to make a reasonable evaluation of graduate student quality and form a feedback mechanism.

5. Summary

With the popularization of higher education and the implementation of postgraduate enrollment policy, the quality of graduate students in some local universities has been declining year by year. Local university graduate matriculate quality must be positive to face down the status quo, based on the study abroad boom, national graduate student enrollment expansion, local university discipline characteristic analysis of the key factors affecting the quality of students decline from promoting awareness, adjust the second interview process, life safeguard, intercollegiate exchange and improve training quality to take effective measures to effectively raise the quality of graduate students.

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