

Continuing Education for Professionals at Zhejiang University

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Zhejiang University

- ◆ Founded in 1897.
- ◆ One of the C9 in China, like the Ivy-League in USA.
- ◆ Ranked the third among over 2000 universities in China for the past eleven years.
- ◆ Comprehensive university with 42,117 full time students: 22,260 undergraduates, 12,819 master candidates, 7,038 doctoral candidates.
- ◆ Also, 9,921 professional degree students and 2,191 foreign students.



Zhejiang University

- ◆ Famous for its technology, architecture, agriculture, management, medicine and Chinese language.
- ◆ Zhejiang Province is famous for its small and medium size enterprisers and its entrepreneurship in Yangzi Delta which is most booming sector in China.





Zijingang Campus



Yuquan Campus



Xixi Campus



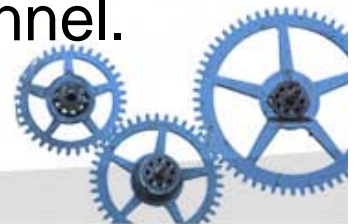
Huajiaci Campus



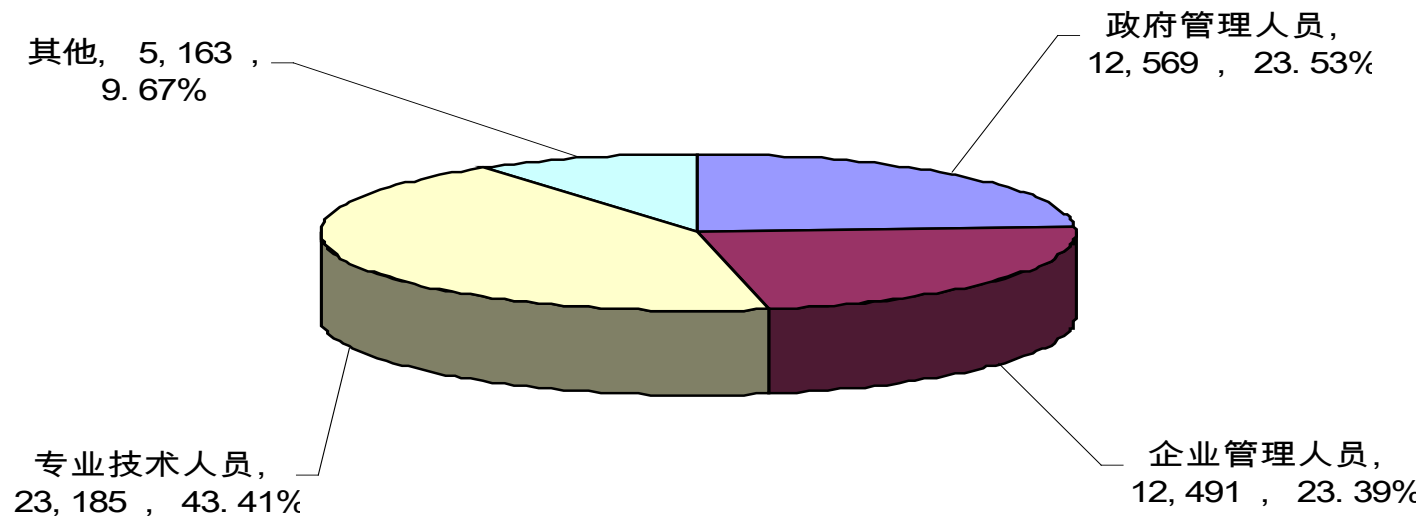
Zhijiang Campus

CE at Zhejiang University

- ◆ The continuing education at Zhejiang University began in 1956.
- ◆ 17 national level training bases.
- ◆ More than 1,200 continuing education programs this year.
- ◆ 162 learning centers for distance education.
- ◆ More than 50,000 trainees per year for non-diploma training. Most of them are intermediate and high level administrative, managing and technical personnel.

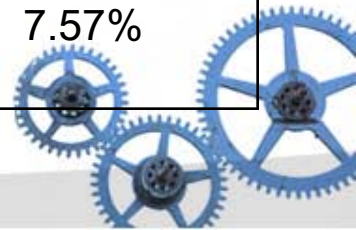


In 2009, 777 training programs with 53,000 trainees. 43.4% are for professionals.



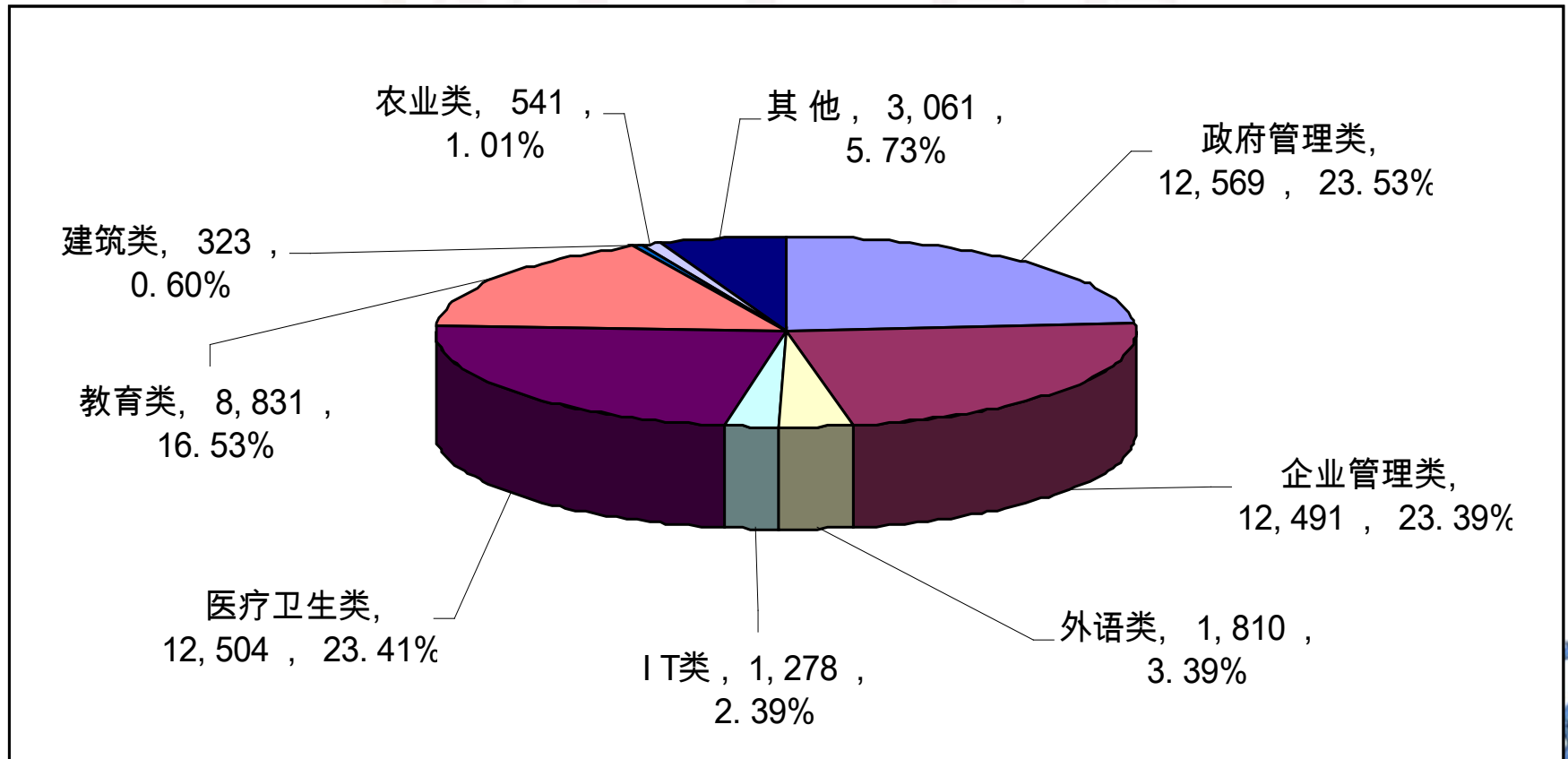
Training programs for professionals

	person	percent	Income(RMB)	percentage
2005年	8,657	32.53%	4,733,521	6.96%
2006年	10,916	39.75%	4,960,804	5.20%
2007年	11,463	32.53%	8,765,550	5.70%
2008年	22,871	46.63%	21,655,307	13.32%
2009年	23,185	43.41%	13,863,642	7.57%



Relative mature in education and medicine.

Foreign languages, IT and architecture are still small.



1) Training aims

- Basic principles: high level, high quality, high efficiency and globalization.
- To build a high-quality, socialized professionals.

2) Training contents

- Based on the professionals from various academic colleges.
- To create competitive ZJU training programs.



3) Training sites

- Cooperation with enterprise to integrate production, teaching and research.
- 17 national level continuing education bases at ZJU.

4) Training methods

- Theoretical instruction, case studies, on-site trainings, simulation.
- Communication with teachers from different specialties.



1) Administrative structure



2) Regularization and rules

- 《Regularization of CE at ZJU》 ,
《Punishments on illegal training behaviors
at ZJU》 , 《Rewards on elite training
performance 》 , etc.
- Online CE administrative system.



1) Market mechanism, market-oriented training

2) Regularize training programs

3) Educational resource sharing within ZJU



1) New knowledge and skills for professionals

2) Trend of CE for professionals and engineers

- Instrumental enrichment programs
- Focusing on creative consciousness and abilities
- Focusing on abilities to combine theory and practice
- Fitting adult trainees

3) Successful examples

- July,2008. in the course of county cadres of Nanning Training Program, we held a Nanning-Zhejiang University Investment environment illustration conference and resulted the intention of cooperative arrangement between Nanning's 6 counties with 11 Zhejiang enterprisers.



3) Successful examples

- Sept, 2010., on the base of pilot training programs of online training courses mixed with face-to-face training for village cadres from Huzhou, Zhejiang Province and Yizhou, Guangxi Province. Zhejiang University was assigned as “the training Center of Village Cadres of Western Area” by the central government. Online Training will be expanded nationwide in the near future.



Some considerations

1) Reinforcing the regularities in CE

2) Work innovation

3) Professional development of CE personnel themselves



1. Reinforce the regularities for continuing education

- The country's various plans and policies, such as the national twelfth five-year plan for talents, the national mid and long-term plan for educational development, the national twelfth five-year plan for cadres.
- ISO 9000 qualification system and other criteria, such as European qualification system for education and training.
- Market-driven criteria.



2. Work innovation

- Improving service in CE
- ◆ Change the CE procedure to: market analysis —training program design — implementation — follow up — improvement.
- ◆ Individualized services, such as giving extra-curriculum or lectures as a gift for trainee, organizing exploring activities or teaching.



- **Change training form**
 - ◆ University professors and external experts.
 - ◆ Brand attraction: university fame combined with regional characteristics, such as culture, economic and technology.
 - ◆ Using distance education method.



- **Connecting CE to full time education**
- ◆ CE is connected to regular full time education, such as academic credit system, degree application system.



3. Professional development of CE personnel

- ◆ Changing CE position at ZJU: from CE - Undergraduate education - Graduate education to Undergraduate education - Graduate education - CE.
- ◆ Personality Quality: The personnel structure should be reorganized.
- ◆ Knowledge and skill needed: extensive knowledge background except their specialty, such as psychological knowledge about adult learners as well as methods special for adult education.



Asia-Europe LLE Forum 2011

Lifelong Education In the Post-financial Crisis Era

- **Date:** 29 - 30, March, 2011
- **Topics:**
 - 1. The Role of Higher Educational Institutions in Lifelong Education
 - 2. Policies for the Professional Development and the Strategies of Educational Training
 - 3. Program Development in the Post-financial Crisis Era
 - 4. The Role of Higher Educational Institutions in the Professional Training and Development of LLL Staff

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Thanks

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