Study on Internationalization Strategy of American State Universities and Its Enlightenment

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Abstract: Internationalization is conducive to the cultivation of talents, scientific research and social services. American state universities have rich experience in internationalization, which is of great significance for the development of Chinese universities. Therefore, we can learn from the internationalization strategy of American state universities and get some enlightenment from it, and combine with the actual development needs of our country to promote the internationalization development of Chinese universities.

1. Introduction

In recent years, American state universities are trying to tap overseas educational resources, which is an important part of promoting their international development. The international development of American state universities has made remarkable achievements. Nowadays, higher education institutions in China are also facing the challenges and opportunities brought by globalization, and they need to choose one between "bringing in" and "going out". Therefore, this paper mainly studies the internationalization strategy of American state universities to bring enlightenment to the internationalization development of Chinese universities.

2. Factors Promoting the Internationalization of American State Universities

The modern society is both economic globalization and higher education globalization. The international development of American state universities is also under such background. In the context of globalization, information exchange and transmission are more rapid, high-tech and other innovative products emerge in endlessly, and technical personnel are the main force to promote the development of high-tech products. The most obvious difference between the university and the junior high school is that the university pays more attention to the cultivation of innovative and practical talents. The university is an important place to cultivate talents in the information age.

In the era of globalization, the information is globalizing, and the economy is also globalizing. The premise to realize information and economy globalization is that knowledge is barrier free. The world is changing and developing rapidly, and knowledge links all countries together, and cooperation among countries becomes the inevitable trend of the development of the world. Nowadays, university education is not only to impart knowledge to students, but also to make students face the world. It is in this context of globalization that the internationalization strategy of American state universities emerges at the historic moment. According to the relevant survey, China is the main direction of its internationalization, followed by Japan and India, which also reflects that the development of economy and knowledge wealth of China has attracted the attention of developing countries [1].

3. An Analysis of the International Development Strategy of American State Universities

3.1 Internationalization of Talent Training

3.1.1 Offering International Courses

American state universities believe that internationalization is to improve students' awareness of
knowledge and internationalization, guide students to understand other countries' culture with a positive attitude and accept other countries' culture, help students to establish an international awareness, reshape and expand their knowledge framework, and inspire and guide students to constantly explore new knowledge. The most direct and effective way to achieve this goal is to set up international courses and learn from other countries under the guidance of teachers.

American state universities also offer international courses for undergraduates. The structure of the courses is in the form of a pyramid, which contains both basic and multi-level knowledge, as well as international, regional, and targeted knowledge. The courses are carried out mainly through the following methods: (1) To set up diversified courses according to the scale of students' classes and their interests and hobbies to provide students with comprehensive elective courses; (2) To encourage students to go abroad to study and access different courses; (3) To pay attention to foreign language teaching; (4) To lead interested students to conduct research on transnational culture; (5) To provide students with opportunities for cross-border volunteer training; (6) To provide courses with international characteristics to attract students' attention [2].

3.1.2 To Provide Targeted Services for International Students

(1) Preparation for admission
In order to allow international students to better integrate with American state universities, the school will develop targeted learning programs for international students. For example, cultural exchange lectures are organized to allow international students to better understand American culture, and students at this school are arranged as volunteers to teach international students to learn English.

(2) Research support
American state universities do not have explicit requirements for students' language ability when they graduate, but they still encourage students to learn English and facilitate daily communication. At the same time, in order to improve the international teaching level of teachers, the school regularly organizes teachers for training, including analyzing the characteristics of international students, tapping the difficulties in international teaching, conducting cross-cultural communication and learning of teachers, and learning teaching methods in other countries [3].

(3) A wealth of scientific research projects
In order to improve the enthusiasm of international students, matching scholarships are set up based on the interests and characteristics of international students, and students are encouraged to actively participate in the research of international projects.

3.2 Internationalization of Scientific Research

(1) Cross-regional research
In order to effectively improve the quality of teaching and enhance the level of international teaching, American state universities conduct research in different regions to seek international partners, and integrate excellent teaching resources at home and abroad to improve the international knowledge reserve to avoid teaching loopholes.

(2) Interdisciplinary research within the university
Research at American state universities is not limited to a single discipline, but mobilizes all disciplines in the university, which breaks the boundaries between disciplines and concentrates on completing internationalization strategies.

3.3 Internationalization of Social Services

American state universities actively cooperate with key universities around the world. From the development concept that once relied on other schools to forming their own unique development concepts, which is the main purpose of American state universities to find partners. And it also provides them with the opportunity to establish overseas relationships, and has promoted the attraction of foreign students to study at American state universities.

At the same time, American state universities also attach great importance to community service and service learning. In addition to developing students' academic skills, they also focus on
developing students' life skills and enhance students' sense of social belonging.

3.4 Internationalization of Teachers

Teachers are an important force to lead the internationalization of students. To a great extent, the level of internationalization and the sense of identity of teachers determine the level of internationalization of students. Therefore, American state universities attach great importance to the cultivation of international level of teachers, requires teachers to conduct scientific research on multi-disciplinary, adopt international teaching methods in the teaching process, and help students face up to the culture of other countries. In order to improve the internationalization of the faculty, American state universities have increased the investment of funds and research and development forces in this area, grasped the scale between the development direction of internationalization and the development balance of their own country, tried to eliminate constraints, and actively promoted the international development of the universities [4].

4. Enlightenment and Reference from Internationalization Strategy of American State Universities

4.1 To Start from the Perspective of National Demand

Now is the key period of the development and reform of China, and opening up is the road that China must take. Comrade Hu Jintao once made an important statement on internationalization, requiring us to pay attention to the changes in the development of domestic and foreign situations, firmly grasp the advantages of the international community and internalize them into our own opportunities. The construction of China ASEAN trade area is also an important manifestation of internationalization of China. In the scientific research projects and various training projects of universities, it should also be carried out in accordance with the needs of international development of China.

Internationalization is an important step in the development strategy of the university. First of all, the concept of internationalization should be integrated into the daily teaching work in combination with the actual situation of the development of the university in China. In addition, the internal environment of the university and the development needs of China should be taken as the starting point of internationalization from the perspective of the future to make the internationalization development of the university more stable and farther [5].

4.2 To Develop Long-Term Development Planning

With the continuous development of society, we can gradually see the road of future development, but it does not mean that we do not need to study. And we should carry out strategic research. For a given goal, long-term development planning should be carried out. What seems to be "empty" is actually what universities should study and develop in-depth. The foundation of long-term development planning is to evaluate itself objectively and realistically. The results of long-term development should be based on the state of national economic development and social development trend. In the face of challenges, we should objectively see and firmly grasp the opportunities. The development of university internationalization in China needs the participation of all teachers and students, and everyone should be a part of the development of university internationalization and avoid "outsiders"

4.3 To Set up International Courses

The internationalization strategy of American state universities provides good suggestions for the opening of university courses in China, one of which is to set up international courses to provide a platform for Chinese students to learn more about foreign culture, foreign knowledge and foreign learning methods. In order to attach importance to foreign students, we should not only provide them with a good learning environment, but also invite them to carry out cultural exchange lectures, so that they can feel that our team value them, and we can also understand the culture of their country, achieving a win-win situation.
4.4 To Pay Attention to the International Teaching Level of Teachers

Teachers are the guides for students, and a school wants to go international. First of all, teachers must have a sense of internationalization. Schools should regularly organize teachers for training to enable teachers to learn advanced cultures from other countries, and excellent teaching methods. Only when teachers improve themselves, can they give better education to sketching.

4.5 To Promote Intra-School Cooperation and School-Enterprise Cooperation

Each college should be treated as the center of school running, so that each college can move towards the international stage. Institutionally, schools should encourage the sharing of resources and cooperation among colleges so that they can effectively promote the internationalization of schools. Intra-school cooperation is not just a slogan. To truly realize the sharing of international resources among the schools in the school, it is necessary to set up a certain reward mechanism based on the immediate interests of teachers and students to stimulate the cooperation between the schools. The use of internationalized funds is also an effective way to encourage cooperation between colleges, enlarge the structure, communicate across disciplines, and collaborate across colleges [6].

The implementation of school-enterprise cooperation can not only obtain a certain amount of research funds from enterprises, but also apply research results to enterprises, cultivate excellent applied talents for enterprises, and improve the internationalization of our higher education. The implementation of school-enterprise cooperation is also conducive to the "going abroad" of universities in China, expanding the research market, sharing research results, and truly achieving internationalization.

Conclusion

The internationalization strategies of American state universities have achieved remarkable achievements, from which we have gained some experience and enlightenment. The directions and methods provided for the international development of colleges and universities will be beneficial to the long-term development of colleges and universities, and improve the international visibility of Chinese higher education, so that more countries can see the excellent culture and spirit of China, and know the development of science and technology in China.

References


