



The History, Role and Characteristics of IR in China

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Overview

- **HUST and China AIR introduction**
- **History of IR in China**
- **Roles of IR in China**
- **Characteristics of IR in China**
- **Future Directions in 10 Years**

Part 1. HUST and China AIR introduction

HUST introduction

- **Huazhong University of Science and Technology**
 - Located in Wuhan, Hubei (central province in China)
 - Built in 1952 (60 years anniversary)
 - One of the top-10 universities in China
 - Sector: public, research university
 - Size: 52,564 (June 2012)
- **Strong higher education research in HUST**
- **HUST is the Charter member of China AIR**

China AIR introduction

- Formed in HUST, 2003; Approved by the government in 2007
- Annual conference and workshop
 - National: 2003, 2007, 2009, 2011
 - International: 2004, 2006, 2008, 2010, 2012
- We have invited some US IR professionals to be our keynote speakers

China AIR introduction (Cont.)

- Compiled and published some books about IR
- Offered some IR courses in High education programs in some universities
- Textbook: *Institutional Research*. China Higher Education Press,(2008)
- Create some provincial IR associations- e.g., SiChuan AIR(2009),Guangdong AIR, Shanixi AIR

Topics of China AIR Annual Conference

International Conference:

- 2004, IR and Modern University Governance
- 2006, University Leadership and Strategic Plan
- 2008, IR and Quality Assurance in Higher Edu.
- 2010, Academic HR Management and Science Development in the Global Era
- 2012, IR and Student-Centered Higher Education Reform

National Seminar:(Methodology, Technique, Strategie)

- (2003,2005,2007,2009,2011)



Part 2. History of IR in China

China IR Climate_Massification

- Massification of higher education and growth of enrollment rate (College-age Population)
 - 1998, 9.8%;
 - 2003, 17%;
 - 2010, 26.5%;
 - **2020, 40%** (China Education Strategic Plan for 2010-2020, Department of Education)
- University administrators want more data to learn how their institutions work
 - From traditional experience management to scientific management

China IR Climate_ **Education Strategic Plan**

- **China Education Strategic Plan for 2010-2020 is a great push for IR development in China**
 - Emphasize enlarging university autonomy
 - Government will release more authorities to HEIs
 - National Education Projects
 - “Build Great Higher Education Country” Project*
 - “Build World-Class Universities” Project*
 - Encourage social accountability
 - Create national information management system for HE

China IR Climate_ **Social Accountability**

- Cost-sharing of higher education since massification
- Government, students, parents and the public request transparency for HE
- Social accountability for HE in China is emerging
- Emerging change of university reporting line from the government to the public

China IR Climate_Database

- 2003-2008 Undergraduate Teaching Evaluation
- National Undergraduate Teaching Data System
 - \$793, 650 appropriation from Department of Education
 - It will collect all institutional data in two years
 - Department of Education will integrate several separated higher education database
 - It will be open to the public partially later

China IR Climate **Connection with HE Reserach**

- Higher education research must change its paradigm
 - From theory-based to applied/action research
- We plan to connect higher education research and IR
 - Encourage HE researchers to talk with university administrators to learn how university work
 - Encourage IR professionals to have issue and context intelligence (Patrick Terenzini)

Step 1. Research on IR

- **Introduced IR from US to China in the 1980s-90s**
- **IR gains great impetus since HUST created its IR Research Center in 2000**
 - Dozens of papers and books about IR development and roles in the US were published.
 - Some IR professionals were invited to be keynote speakers in China AIR annual conference.

Many topics have been and are still being discussed...

How to translate and interpret “Institutional Research”?

Should IR be discipline, research field or a profession?

What are IR roles, processes and characteristics?

What kinds of methods should be used in IR?

Should IR officers only focus the issues of their own universities?

Did China have IR before?

How to build the analytical database?

how to define IR roles in China?

Step 2. From Research on IR to IR Practice

- Take case study method and campus issue study as the breakthrough
 - Attract university executive/senior administrators' attention
 - Train IR beginners
- Publications: IR Case Studies in China
 - One series each year from 2008
 - Huazhong University of Science and Technology Press
- Lead institutions to focus on their own context
- Why?--Lack of basic and analytical databases

Some case studies:

“The midterm and long-term assessment on schools and departments in Shanghai Jiaotong University”

“ Vision, Mission and Action—the Case study on Tsinghua university to a world-class university”

“The path of internationalization—case study of Zhejiang University”

“The organizational modes of faculty professional development in China Ocean University”

**We call IR profession in China by now as
the **Emergence and Initial Development**
of IR (2000- 2012)**

The background features a soft-focus image of bamboo leaves on the left side, with a white crane partially visible in the lower-left quadrant. The overall aesthetic is traditional and serene.

Part 3. Roles of IR in China

1. IR as Decision Support

- **IR office titles**

- Office of Development and Planning
- Office of Teaching Evaluation
- Center of Higher Education Research

- **Decision support examples**

- *Strategic plan of the university (2010-2014)*
- *The midterm and long-term Strategic Plan of the university (2010-2020)*
- *Some evaluation projects for teaching and faculty academic productivity*

“Strengthen university strategic management and encourage IR development”

—Ji Zhou, Former Minister, Department of Education

“IR is a very potential field and will help the healthy development of higher education in China greatly.”

—Yuanqing Zhou, Former Vice Minister, Department of Education;
Former President, China ASHE
(Association for the Study of Higher Education)

2. IR as Management Consultant

- IR officers as internal management consultant to their own institutions
- IR officers as external management consultant to other institutions
- As a new profession, IR has no distinctive definition
- The homogeneity of China colleges and universities

3. IR as A New Emerging Higher Education Research Paradigm

- **The traditional higher education research paradigm in China follows a theoretical, qualitative and macro way.**
 - From theory-based to empirical and action research
 - From qualitative to quantitative & qualitative research
 - From macro (macro theory based) to micro research (institutional problem based)

IR will be an important field of higher education research. Some higher education researchers (staff rank, not faculty rank) will become IR officers.

—Maoyuan Pan,
Educator, Creator of Higher Education Discipline

IR will have a flourishing future in micro and applied research field. IR will play an important role in campus governance support. IR will also have a great impact on China higher education research field.

—Binglin Zhong,
Former President, Beijing Normal University



Part 4. Characteristic of IR in China

1. Taking Case Studies & Campus Issue Studies as the Breakthrough

- No national integrated database like IPEDS
- Integrated operational database is rare in universities of China
- Analytical database is very rare in universities of China
- Data is confidential and not open to the public

- Case studies and campus issue studies are easier to start and can attract executive/senior administrators' attention

2. Connection of Theoretical Research with Applied/Action Study

- A different pathway from US, connect HE research and IR, IR as a field emerge out from HE research field
- Some HE research institute or graduate school of HE
 - Administrative offices
 - Staff track or faculty track
 - Some Provide master even doctorate degree program
- So some HE researchers become IR officers

3. The Path of “from bottom to up” and “from up to bottom”

- Institutions report to governments, not to the public
 - Institutions have little autonomy
 - Lack of great impetus to develop IR capacity
- As the situation has been changing, some HE researchers realized the importance of IR.
 - They introduced IR to China , built association and held IR seminars and workshops .

“from up to bottom”

- Support from the central government will have a great impact on IR in China
- In 2010, China AIR developed a proposal with collection of its members' voice
 - build **National Integrated Higher Education Data System** like IPEDS
 - Handle the proposal to governors/government
- Department of Education is trying to integrating several separated higher education database

From 2000 to 2010, we took much initial exploration and made great progress in IR field,

but we have only taken baby steps in this growing field to date.

We are ready for a bigger push in the next 10 years



Part 5. Future Directions in 10 Years

Situations Ahead of Us

- How should we get university presidents' attention on IR officers' role as decision support?
- To what degree should national database be open to the public?
- How should we get from isolated database to integrated database?
- How should we prepare IR officers' competencies on data reporting, statistical analyses, data mining?

Our Goals

- Build IR database/information system
- Deepen campus issue studies (Case study)
- Explore on IR theory
- Train IR officers

Our Steps

- Promote the building of National Integrated Higher Education Data System
- Promote the building of institutional integrated operational and analytical database
- Create China AIR publications, deepen IR case studies and campus issue studies
- Explore on IR theory in various ways
- Training IR professionals through workshops
- Establish provincial IR associations

The background features a soft-focus image of green bamboo leaves on the left side, partially overlapping a white envelope. The envelope is positioned in the lower-left quadrant, with its flap visible. The overall aesthetic is clean and professional, with a natural theme.

**We will build IR capacity based on
China's context.**

Thank You for Your Great Help!

**Welcome to China & China AIR Annual
Conference!**

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