

Performance Evaluation of Jiangsu Colleges and Universities and Optimization of Resource Allocation

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Abstract: With the development of the popularization of higher education in China, the quality of higher education has attracted great attention from the government and society. At the same time, the use of resources and the efficiency of running higher education have also received more and more attention. This article analyzes the current situation of the use of college education funds and the main problems, and analyzes the reasons for the problems. Finally, this paper puts forward feasible countermeasures and ideas on the problem of how to further optimize the resource allocation of universities in Jiangsu.

1. Introduction

In 2019, the Jiangsu Provincial Department of Education reviewed national and provincial innovation and entrepreneurship policies, and formulated a "double first-class" university funding policy. At present, the future development of college education in Jiangsu has considerable prospects, but the data on the allocation of internal resources and the efficiency of the use of funds are still incomplete. Nowadays, the inefficient allocation of funds in colleges and universities has seriously hindered the development of colleges and universities. How to achieve effective output and optimize the allocation of the country's huge investment in education has become a major problem affecting the development of colleges and universities.

2. Status Quo of University Performance Evaluation in Jiangsu

Jiangsu colleges and universities have achieved initial results in funding performance work, and the school's teaching affairs department will approve performance pay based on the degree of completion and quality of teachers' work. However, the evaluation of these achievements and indicators cannot be widely applied to the entire university, and remains at the level of a single department. It has not formed a unified evaluation system, and it cannot be reasonably applied to the entire university level.

Table 1 Main Issues of Performance Evaluation of Jiangsu Funds

Main Performance	Specific Forms
1. Lack of a scientific performance evaluation system, focusing on single system indicators	1.1 The internal assessment is limited to evaluating the completion of teaching work by faculty and staff and assessing the scientific research results of scientific researchers.
	1.2 The operation of each department is disconnected and independent, and the overall performance cannot be measured.
2. Management department work is not in place	2.1 The budget is based on empirical and past budgets and lacks timeliness.
	2.2 The management department paid attention to the single investment of funds and ignored whether the funding arrangements were reasonable.

Main Performance	Specific Forms
	2.3 In scientific research and the construction of key disciplines, it only focused on cultivating a small number of outstanding talents and neglected to lead all faculty and staff to improve scientific research.
	2.4 Regarding the purchase of instruments and equipment, we only focus on whether to purchase the instrument and ignore the utilization rate of the instrument and equipment after purchase.
3. Poor understanding of assessment	3.1 Ignore the employer's satisfaction with college graduates.
	3.2 Ignoring the differences between existing talent training and social employment needs.
	3.3 Ignored the gap in competitiveness and strength between students and other college students.
	3.4 Ignoring the importance of indicators that cannot be quantified, it is precisely the indicators that cannot be quantified that have a significant impact on improving the use of college funds.

3. Analysis of the Main Problems and Causes of the Performance Evaluation of Colleges and Universities in Jiangsu

3.1 Performance evaluation focuses on quantity and quality

Since the expansion of universities, the scale of enrollment and the number of universities has continued to increase. Although with the increase of the number of students in universities, the amount of investment in universities has been increasing, but the rate of expansion of university funds has not kept pace with the increase in the number of students in universities, resulting in insufficient total investment in education funding resources. Secondly, the current rating of the use of college funding is still at the surface level, that is, too much emphasis on the number of input and output and the quality of the output is ignored. Neither the government nor the college itself has focused on the quality of college funding. In performance appraisal, the administrative management work turns the fund performance evaluation into a surface evaluation project. This subjective error causes the evaluation results to be more important than quantity. Teaching staff is tired of writing dissertation and doing projects, or applying for high-level projects, while ignoring the application and fund management of basic topics.

3.2 Metrics are inaccurate and weights difficult to measure

As a non-profit institution, its performance evaluation cannot be measured by simple indicators such as profit margin and market share. Therefore, we should decompose and quantify university activities according to the four major functions of colleges and universities-talent training, serving the society, innovative research and cultural heritage, and then perform performance evaluation. Secondly, another difficulty in applying the input-output method in the performance evaluation of universities is the measurement of index weights. Schools cannot treat all aspects of the education process completely equally, so an optimal method is needed to weight each indicator. Currently, expert evaluation methods or mathematical analysis methods are commonly used. The expert judgment method is related to the work background, knowledge structure and personal preference of each expert, and the evaluation results are not objective enough. The mathematical analysis method determines the coefficient of variation by analyzing the degree of change of each indicator and its impact on other indicators, and the accurate establishment of the coefficient of variation must rely on long-term data. For China, where performance evaluation is still at an early stage, it is difficult to obtain a coefficient of variation.

4. Suggestions on the Optimization of Resource Allocation Based on University Funds Performance Evaluation

4.1 Suggestions on Optimizing Resource Allocation from the Perspective of Government

The investment of universities is mainly realized by the government, so the government should increase investment. This requires government departments to analyze and evaluate the funding performance of colleges and universities from multiple perspectives, from a single resource allocation model based on projects and topics to a comprehensive output strength allocation model, based on the employer's satisfaction with college students, the ability of the school to serve the society, Comprehensive analysis from multiple perspectives, such as the combination of production, teaching, and research, to formulate a fund allocation system that better meets the needs of university students' development strategies. The allocation of funds should be changed from being allocated according to the level of the university to being allocated according to whether it is effective or not. Any project that can contribute to society and solve development needs should be approved to avoid the phenomenon of abandoning academics and neglecting quality for the number of projects, and improving universities. The output quantity and quality level of the university have been continuously improved.

While increasing investment, the government should streamline administration and decentralize power to improve the autonomy of colleges and universities. Since the reform of university education, the government has been the main provider of funds for universities and the leader in the use of funds. Although it is conducive to the centralized leadership and evaluation of the government, excessive government has prevented universities from using funds in accordance with their own conditions. Therefore, the government should change its concept, relax the school's independent management power, and change the government's leading role into a guiding role.

4.2 Suggestions on Optimizing Resources Allocation from the Perspective of Colleges

The ultimate goal of university construction is to realize the functions of cultivating talents, serving society, innovative research, and inheriting culture. In terms of teaching, colleges and universities should meet the needs of the development and changes of the times, cultivate talents who can meet the development needs of the new era, comprehensively improve the level of school running, and improve the quality of talents. In social services, efforts to turn scientific research results into practical results will help improve social productivity and enhance students' ability to serve the society. In terms of innovation, we must actively encourage innovation and entrepreneurial practice, and cultivate students' innovative ability. In cultural heritage, we must create a strong cultural atmosphere and enhance the social influence of colleges and universities.

Secondly, hardware facilities are the cornerstone to ensure the development of college education. Software education is the core to promote the healthy development of colleges. College education cannot stop at the purchase of equipment and instruments, and more attention should be paid to software construction. Strengthen the software construction of colleges and universities, that is, to promote the connotation construction of colleges and universities. Schools should carry out connotation construction and discipline professional adjustment according to the development direction, improve school disciplines and professional layout, and clarify the structure of major disciplines so that the higher education system can better meet the national and local economy Development needs.

4.3 Suggestions on Optimizing Resource Allocation Based on Information Management

With the rapid development of modern science and technology, the Internet penetrates all corners, and universities are no exception. Establish a management system based on the Internet. On the one hand, colleges and universities can obtain external information faster and more accurately through the Internet. What types of talents are lacking in today's society, colleges and universities can train more talents in this direction. Recent developments have spread more quickly to the outside world,

and timely adjustments have been made to their own plans based on external feedback on the effectiveness of the use of college funds to ensure optimal allocation of funds.

Secondly, the Internet can also be used in the management of university funding, such as establishing WeChat public accounts, school forums, and implementing transparent management of university funding income, so that students, teachers, administrators, and the general public can monitor the funding efficiency of universities at any time. The transparent management system can counteract to urge colleges and universities to use funds and resources, and colleges and universities carry out management activities under the supervision of the society, thereby improving the efficiency of the use of funds.

5. Conclusion

The role of higher education development in promoting economic development is self-evident, and the funding resources of colleges and universities as the bloodline to maintain the normal operation of the system, improving the allocation efficiency of funding resources has become the key to higher education development. In response to the above situation, we are advancing with the times to carry out mixed-ownership university reforms. Mixed-ownership university reform is a legally-based internal operating mechanism to improve the modern school's funding management system and the ability to use funds. Promote the integration of public and private capital in schools, gradually expand the proportion of social donations in college funding, increase the autonomous use and decision-making power of college funds, invest funds in targeted places where needed, and encourage construction to serve students. The training base aims to improve the efficiency of the use of funds and optimize the allocation of colleges and universities through the above measures to optimize the allocation of resources and achieve the optimal investment of funds.

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