Quality is Key to World-Class Universities

Superior education and culture at major universities should be core components of cultural diplomacy efforts, especially those seeking to enhance soft power and create a positive image for a country.

The key to winning the hearts and minds of students who are the future leaders is quality. In a world where /50 million students, the US offers the best education and attracts the most students each year because of its quality. For China, this means improving quality at its universities through research and education. Whether in Shanghai or Chongqing, universities need to become centers of excellence with access to world-class facilities and opportunities. Without this, China will not be able to compete with the US for students. The best way to attract premium students is to offer them the best education and facilities.

The US is a country where the best universities attract the best students. In China, however, the opposite is true. The Central Government and the Ministry of Education need to focus on fostering world-class universities. The Ministry of Education can invite top universities from the US to establish joint universities. By attracting top universities, China can attract international students and improve the quality of its education. The Central Government needs to make the effort to improve the quality of education, not just the quantity. If China is to compete with the US, it needs to focus on quality and improve its overall education system.