

Improving Internal Efficiency of Local Universities and Colleges: Assessing the Impact of the 085 Project in Shanghai

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Abstract : In 2003 the percentage of students in Shanghai taking part in tertiary education reached 53% of the age cohort, which is at the universal level according to Trow's typology. This achievement led to a conscientious effort by the government to improve internal efficiency of local universities and colleges through a series of programs, the most important of which is the 085 Project. This paper considers the effects of the 085 Project- the 5 initiatives launched in 2008 on increasing the investment to improve institutional overall visibilities, teaching excellence, knowledge innovation, faculty development as well as internationalization. Using the approach of ERC (a theory of equality, reciprocity, and competition) model, it was found that the initiatives helped the lower tier universities and colleges make full play in the aspects of strategic planning and identifying themselves. It was also found that the rate of growth of social resources for universities as a whole increased more quickly after the implementation of the 085 Project.

Keywords : 085 Project, impact, internal efficiency, local universities and colleges

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