Change thinking and focus on the long term —— from the new campus location of Wuhan Polytechnic University

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Abstract. The location of the new campus of Wuhan Polytechnic University reflects how universities view the development. The common way is to expand the land use and scale. Local colleges and universities need to change thinking and realize that development is not simply to build campuses to make them bigger, but to make full use of the conditions to make them stronger. Development should focus on the long term and improve the competitiveness of personnel training. If it is necessary to develop a new campus, it is suggested not to be located far away from the old campus, or be located in a place with convenient transportation, and if it is necessary to be located in another city, it is better to be in a city with better conditions.

1. Introduction
In recent years, Chinese universities often try to achieve the goal of development by building new campuses and expanding the scale of running schools. Although different new campuses have their own considerations in site selection, they have common features. This paper starts with the location of the new campus of Wuhan Polytechnic University, and tries to discuss how to deal with the development of the local universities and how to keep the original intention in the location of the new campus.

2. Introduction to Wuhan Polytechnic University
Wuhan Polytechnic university is a multi-disciplinary university with engineering as its main branch. It is also a common local university, located in Dongxihu District, Wuhan, Hubei Province, China, which is also known as the West New City Group of Wuhan. The university has 14 departments, with more than 17000 full-time undergraduates and postgraduates [1]. The two campuses are Changqing campus located at No. 68, Xuefu South Road, Changqing Garden, covering an area of 50.66 acres, and Jinyin Lake campus located at No. 36, Huanhu Middle Road, Dongxihu District, covering an area of 107 acres.

The university has been looking for suitable land for new campus because the surrounding land has been developed and cannot be expanded. In July 2019, it signed a cooperation framework agreement with Xiaogan government on the airport campus project [2]. This means that the university will build a new campus, the airport campus, in Xiaogan, next to Wuhan.

3. Brief introduction of location of new campus of Wuhan Polytechnic University
The new campus is located in the education and scientific research park of Xiaogan Airport Economic Zone (Figure 1). The Airport Economic Zone, the former MINJI township of Xiaogan, is about 40 minutes’ drive from Xiaogan urban area, and is adjacent to Wuhan (Figure 2), covering an area of
about 100 square kilometers, with a planned construction area of 39 square kilometers. It is planned to build a new airport town with 300000 people's models, mainly including aviation, logistics, high-tech industries and high-end commercial houses [3].

According to the agreement, the overall planning land of the new campus is about 411.84 acres, and the overall planning building area is not less than 800,000 square meters.

In short, the new campus is located in Xiaogan, but it is about 30 kilometers from the main urban area of Xiaogan (Figure 3), about 35 kilometers from Changqing campus, and about 33 kilometers from Jinyin Lake campus in Wuhan (Figure 4).

4. Evaluation of the location of the new campus of Wuhan Polytechnic University

Xiaogan Airport Economic Development Zone has good land use conditions, such as superior natural conditions, flat terrain, large land stock, numerous water bodies, and intact natural environment protection; superior external traffic conditions, not only located in the large logistics complex corridor composed of aviation, railway, water transport and road in northern Wuhan, but 5 kilometers away from Wuhan Tianhe Airport; policy support from the provincial government, as an important part of Wuhan and Xiaogan Airport Economic Zone confirmed by Hubei provincial government, the zone is one of the top ten key demonstration areas for the construction of Resource-saving and Environment-friendly Society in the 12th Five Year Plan[4].

Figure 1. Location of the new campus [5]  Figure 2. Location of Xiaogan Airport Economic Zone [6]
Figure 3. Location of Airport Economic Zone in Xiaogan[7]

Figure 4. Distribution of 3 campuses

However, is it a good choice for Wuhan Polytechnic University to locate its new campus here? Maybe not. The disadvantages of site selection are as follows.

4.1. *It is not conducive to cultural exchange, facility sharing between different campuses.*
There is no public transport between Wuhan and Xiaogan. For students who take public transport as the main mode of travel, this distance is a little far (Figure 4), which is not convenient for communication and facility sharing between different campuses. In addition, there is no similar or better university in Xiaogan Airport Economic Zone, which is not conducive to improving the cultural environment of the new campus and academic exchanges between universities.

4.2. *It is not conducive to the cultivation of talents.*
According to a random survey of 122 students, if Wuhan Polytechnic University runs in Xiaogan Airport Economic Zone, will you choose it again? Almost all the students said no. Some students said frankly that it was chosen also because of the city of Wuhan. If it was in Xiaogan, it would not be considered! This does not mean that Xiaogan is not good, but it is still far behind Wuhan in terms of urban development, education environment, employment opportunities and other aspects. The location of the new campus is not convenient for students to use the better urban environment, and it will certainly affect the university's student resources. This is also consistent with the conclusion of the survey that whether the campus is in the urban area is one of the considerations when students choose the target school for postgraduates [8].

4.3. *It is not conducive for teachers to carry out teaching and scientific research.*
Interviewed 30 teachers randomly. If the university moved to Xiaogan Airport Economic Zone, would you like to live there? No one answered yes. Because it's very difficult to carry family to Xiaogan. This is not a problem for foreigners, but for Chinese people it is understandable. Because of the uneven distribution of resources, in general, the resources of mega-cities are far superior to those of small and medium-sized cities. Who would be willing to take risks with their children's studies? Besides, there are wives or husbands working in Wuhan. So, it must be teachers who work in the new campus in the daytime and return to Wuhan at night. This is also a common phenomenon in new campuses all over the country. This will inevitably affect the work enthusiasm and efficiency of teachers.

In short, the location of the new campus of Wuhan Polytechnic University will face the situation that many new campuses of colleges and universities have already appeared. Because of the remote location, lack of supporting facilities, and inconvenient transportation, the establishment of the new
campus not only relieves the pressure of running a university, but also has a great impact on the study, life, employment and other aspects of students and teachers [9].

5. Focus on the long term and change thinking for the development of colleges and universities.
In recent years, new campuses are common in Colleges and universities. In addition, new campuses in other cities and even other provinces are common [8][9]. For colleges and universities like Wuhan Polytechnic University, the development needs to focus on the long-term and change thinking. Talent training should be taken as the development orientation, and any development mode that is conducive to the talent training is advisable, otherwise, it is not advisable. For example, a new campus shouldn't move there just because less or no expensive land transfer fees could be payed.

5.1. The understanding of development should be stronger, not simply bigger.
Wuhan Polytechnic university is not a famous university. Even in China, it is not well-known. There are a large number of such universities in China. For the development of such universities, the emphasis should be on enhancing the competitiveness of the trained talents, rather than expanding the scale to increase the number of students. The limited financial resources should be put into improving the construction of the teaching staff, improving the teaching quality and enhancing the ability of scientific research and social service. In general, personnel training, strengthen discipline construction, and vigorously develop applied disciplines to enhance the core strength should be focused on.

Those famous schools have a good reputation and social recognition. There are many options for their development, which can be made stronger or bigger. Development is not simply equal to becoming bigger, but it is absolutely equal to becoming stronger. If ordinary universities only follow famous universities in scale expansion, they may not get the same result of being stronger. In particular, the new campus is built in a place where teachers and students are not willing to go, the land will be larger, but it may make the school fall into a difficult situation of enrollment, which does not deviate from the original intention of development?

5.2. When it is necessary to develop a new campus, it is suggested that the location should not be far away from the old campus, or located in a place with convenient transportation.
Although the new campus is superior to the old campus in material construction, in comfort evaluation, through the comparative study of the new and old campuses in Guangzhou University City, Huang Yi believes that the new and old campuses may be suitable for students' study and life, and the main influencing factor of students' satisfaction evaluation of campus site selection is the convenience of public transport facilities around the campus[10]. This is because the location of the new campus is generally far away from the urban area, and the surrounding public facilities are not developed enough, especially the public transport for students to travel. This is also consistent with Xu Quanyi's view that the location of the new campus is suitable for planning along the subway and light rail [11].

In terms of resource sharing and human communication, the old campus is better than the new campus because it is located in the urban area [10]. This is exactly what many students value when they choose a university. Therefore, the location of new campus will affect the enrollment of colleges and universities in the long run.

5.3. If the new campus needs to be in another city, it is better to be a city with better conditions.
In China, there have been several cases in which new campuses are located in cities with better conditions and get better development. For example, Harbin Institute of Technology, the old campus in Harbin, Heilongjiang Province, has two new campuses, Weihai and Shenzhen. In comparison, Shenzhen Campus, the latest of the three campuses, is the most popular campus for examinees, because the development of Shenzhen is better than that of Harbin in recent years, and its climate is more pleasant.

The location of the new campus needs to take advantage of the advantages of the city. If the new campus is located in a city that is not as good as the city where the old campus is, and the university
intends to sell off the old campus, this decision may have a fatal impact on the source of students for common universities.

6. Conclusions
For common colleges and universities, the focus of development should be to enhance the competitiveness of trained talents, rather than expand the scale of running schools simply. The location of new campuses is a far-reaching decision, which should be treated with caution and not covet the price of land for a while. If it is necessary to develop a new campus, it is suggested that the location should not be far away from the old campus, or located in a place with convenient transportation. If the new campus is to be built in another city, it is better to be a city with better conditions.

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