

Research on the Path of Improving the Quality and Efficiency of Social Service Ability in Higher Vocational Colleges from the Perspective of Integration between Industry and Education

Deyi Li

*Jinan Engineering Polytechnic, Jinan, Shandong, 250200, China
zsy2614272@163.com*

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Abstract: The development of socialist economy will inevitably lead to increasingly fierce market competition. Therefore, in order to further improve students' practical ability and cultivate more adaptable talents, it is necessary to change the teaching mode of vocational schools. Integration between industry and education is a mode with school-enterprise cooperation as the core, which comprehensively integrates management, scientific and technological research and development, skills upgrading, quality training, productive labor, education and teaching, and social services. Improving the social service ability of higher vocational teachers requires the joint efforts of government departments, Higher Colleges of Technology (HCT) and teachers. Social services are required to be diversified in form and comprehensive in content, so that the real win-win situation of enterprises can last, and the social services in HCT can be truly implemented, implemented and fruitful. Therefore, this paper mainly analyzes the development direction of talent transfer in higher vocational colleges, points out some influencing factors, and through these factors to find out the existing problems. This paper mainly analyzes the improvement of higher vocational teachers' social service ability under the background of the Integration between industry and education, points out some influencing factors, and finds out the existing problems through them.

1. Introduction

The expansion of the socialist economic system will inevitably lead to competition among talents in the market. Therefore, in order to further improve students' practical ability and cultivate more adaptive talents, it is necessary to change the development path of vocational schools. As HCT are closely connected with the regional economic and social development, the discussion of social service capacity of HCT should not only be carried out from the perspective of social service function of HCT, but also be based on the functional positioning of HCT in the regional economic

and social development, and research and think about their essential characteristics, constituent elements, assessment and evaluation with a systematic thinking [1, 2]. Under the perspective of the integration between industry and education, it is necessary to further improve the social service ability of teachers to develop double-qualified teachers. It is the need of enterprises' long-term development that college teachers serve enterprises in various forms. Deepen the cooperation between universities, training bases and cooperative companies. This paper mainly on teaching under the background of improving the capacity of higher vocational teachers' social services must be analyzed, and pointed out that there are some influencing factors. This paper mainly analyzes the social service ability of higher vocational colleges, points out the influencing factors, and puts forward improvement plans.

2. Social Service in HCT

2.1 Integration between Industry and Education

The education method is mainly a mode that takes school enterprise cooperation as the core, and fully integrates management, scientific and technological research and development, skill upgrading, quality cultivation, production and labor, education and teaching, and social services. It mainly refers to the joint education of universities and enterprises, and the formulation of corresponding teaching programs for different majors, and carry out talent training and scientific research services according to the needs of enterprises for talents. Enterprises and universities are closely combined to promote each other and realize the integration of scientific research, talent training and scientific and technological services [3]. At present, all industries in China are short of necessary talents in the process of development. But the talents cultivated by the traditional education mode do not have skilled industry skills and cannot adapt to the industry environment well. After the comprehensive implementation of the production-education integration model, college students can perceive the industry position environment in advance, and consciously and pertinently supplement their own shortcomings and problems, so as to better meet the job needs.

Although today's higher vocational colleges are increasing their strength in this direction, there are still some problems. The lack of contact and support between schools and enterprises. The degree of integration is still not high and it is difficult to go deep. The root cause is that the system is not sound and the interests of relevant parties are not well protected, so there are all kinds of hot phenomena centered on their own interests. The interest distribution of each subject in this model is incomplete, and there are certain conflicts of interest. The focus is mainly on the number of social enterprises participating in the integration between industry and education, the professional curriculum situation of the educational model in HCT, etc., which makes it possible to waste various resources of this educational model, which is not conducive to the final development of this educational model. In the current development process of various HCT, the strategic model of talent training itself is constantly changing. Relying on the previous theoretical teaching system has been difficult to meet the specific needs. Therefore, HCT must actively introduce practical teaching modules [4].

2.2 Social Services in HCT

The role of teachers in HCT is extremely important. The strength of teachers' social service ability can not only directly affect the all-round and high-quality improvement of teachers' professional ability, but also have more impact on the depth of integration between industry and

education. However, compared with the traditional research-oriented undergraduate universities, the three basic functions of HCT have a higher degree of correlation and a lower degree of differentiation. They are basically in a pattern of “you have me, you have me.” That is to say, from the very beginning, taking service development as the purpose and promoting employment as the guidance is the most important feature of this educational model as a type of higher education, which has also become the most important mission of HCT as a new force in China's higher education system. However, at present, HCT generally believe that talent training and scientific research are their main functions, and that providing social services is a “sideline”, which is only a foil to the “main job” of teaching, and only plays the role of icing on the cake [5, 6]. Social service has not risen to the level of one of the basic jobs in colleges and universities, just as the work of teachers and students. Most of them are arranged during leisure time, such as holidays, and rarely occupy normal teaching time. It belongs to the spontaneous organization behavior of teachers and students. Most of the behaviors at the school level are limited to encouragement, and there are still a few of them to arrange and plan and promote as the central task. The main problems of higher vocational teachers' social services are shown in Figure 1.

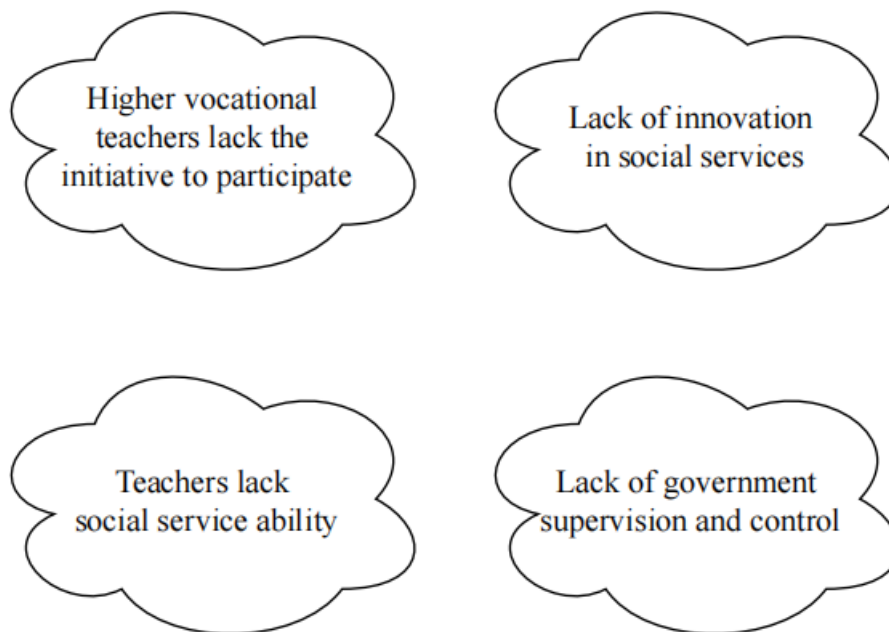


Figure 1: Factors for Improving Social Service Capacity

3. Strategies for Improving Social Service Ability in HCT

First of all, it is necessary for the government to give full play to its leading role in the social service of HCT, and to further carry out a detailed overall planning of this educational model in the province by establishing a production-education integration organization [7]. The level of scientific research service in HCT directly affects the quality of social service. Therefore, HCT should make use of their scientific research advantages, establish a professional scientific research service platform, and improve the service efficiency of the teaching staff through investigation, planning,

school-enterprise cooperation and other ways. Therefore, in the process of training talents, HCT should gradually change the focus of work education and constantly achieve optimization. Whether in the course of theoretical teaching or in the process of practical work in the future, we must keep pace with the times, cultivate students' awareness of controlling the supply chain, and develop their skills in the process of practice. For the course, students should master the following knowledge. First, they should understand the market competition background of logistics supply chain and industrial chain management. In addition, they should distinguish some professional concepts, such as supply chain or industrial chain management structure, Make clear the connection and difference between each concept [8]. This educational model will help HCT grasp the trend of social development in a timely manner, be more targeted in talent training, improve the creativity of students, improve the service level of teachers, as shown in Figure 2.

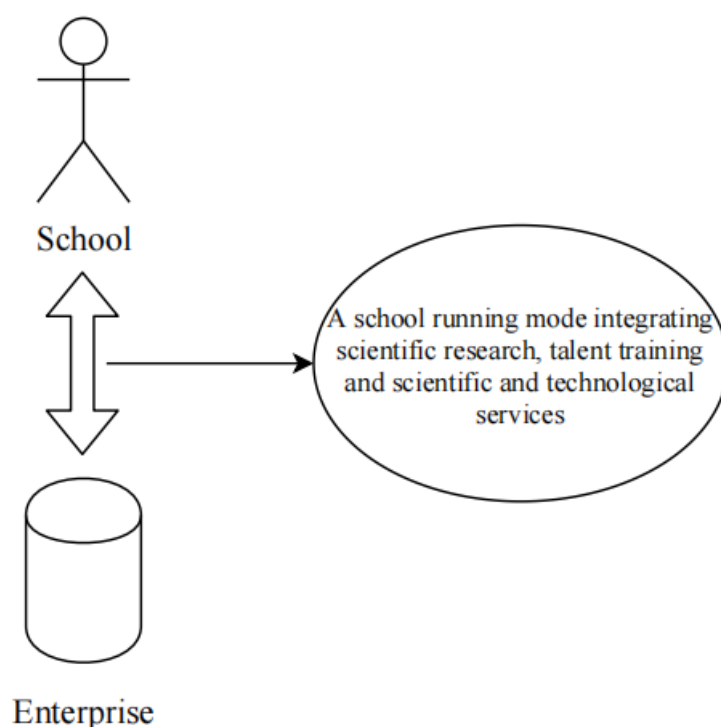


Figure 2: Integrated Education Model

As the basic function of HCT, social service is the core competitiveness of the development of HCT, the internal driving force of innovative personnel training, and the resource agglomeration force of deepening this educational model. The government should formulate laws and regulations on the job-hopping of middle school students in this educational model, so as to avoid the loss that enterprises can not leave while cultivating students, solve the worries of enterprises. HCT should start from the actual situation of their teaching staff and formulate relevant training models for the training of teachers. One is to carry on the targeted training to the teacher, this is the vocational college teacher must strengthen the construction part. Schools should organize teachers to learn professional knowledge, conduct assessment, and reward and punish the assessment results. Second, improve the ideological level of teachers' social service [9, 10]. Reduce unnecessary ranking

comparison between schools, expand the scope of school-enterprise cooperation, enhance the internal motivation of HCT, and provide services for the development of enterprises of different sizes and rural revitalization according to the industrial planning.

4. Conclusion

With the construction of this education models, relying on HCT to carry out vocational training is a powerful form to promote national vocational training, but it needs comprehensive reform in training contents, modes and methods. So that the expected training effect can be achieved. In order to deepen industrial integration, promote the common development of schools, enterprises, industries and students, countries needs to strengthen macro guidance, industry organizations to bridge the gap, enterprises to participate, schools to improve comprehensively, and students to actively cooperate. Improving the social service ability of higher vocational teachers is an inevitable requirement put forward in the process of development of The Times. Through teachers' active participation in social service, the overall teaching level of HCT can be improved, but also improve the comprehensive ability of teachers. The social services are required to be diversified in form, comprehensive and multi-angle in content, and the real win-win situation for enterprises can be lasting, so that the social services of HCT can be truly launched, implemented and effective.

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