

# *Problems and strategies in the development of vocational education in colleges and universities under the new situation*

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**Abstract:** At present, the expanding enrollment scale of colleges and universities has made more college students encounter certain obstacles in employment. If the laws and regulations related to vocational education in colleges and universities can be implemented, then colleges and universities will increase the importance of vocational education, and more employers will pay attention to this part of education. At the same time, parents will also change their corresponding concepts about the employment of their children, which can quickly solve the current employment problem of college students. This paper will analyze the problems existing in the development process of vocational education in colleges and universities and the effective countermeasures that can be proposed.

## 1. Introduction

In the current education development system, vocational education in colleges and universities has been recognized and concerned by more social workers, and being able to master certain skills has become the goal pursued by some young workers. In the process of work, not only need to accumulate sufficient theoretical knowledge, but also need to have a certain degree of professional technical means, so the development of scientific vocational education to cultivate more professional technical personnel for the future development of our country is a certain positive effect.

## 2. Development Status of Vocational Education in Colleges and Universities

At present, the various policies and measures introduced in China have played a positive role in encouraging the development of vocational education in colleges and universities, whether it is for secondary school or college vocational education training has shown that China attaches great importance to vocational education, as well as respect and protection for vocational education. It is necessary to do a good job in talent distribution, so that the right people can play a certain ability in the right position and learn related technologies, to promote the personalized development of individuals and meet China's demand for talents. In recent years, although China has paid more attention to vocational education in colleges and universities, it is undeniable that there are still many

problems in the process of development, such as unreasonable management system, insufficient educational resources, or improper concepts <sup>[1]</sup>. In the whole process of developing the reform of vocational education in colleges and universities, it is inevitable that there will be certain obstacles, but these obstacles cannot stop the pace of educational reform.

### **3. The Importance of strengthening Vocational Education in Colleges and Universities under the New Situation**

In the current international development situation is not stable, China's high-tech industry development speed continues to accelerate, behind the economic and scientific and technological development is the support of more outstanding talents. Therefore, to promote the development of society faster, vocational education in colleges and universities also needs to carry out scientific practice, develop the trend of progress, promote the effective reform of vocational education under the new situation, and cultivate more excellent technical talents that meet the needs for the development of society and the country. Talents in the society is the most important, is the first productive force, pay attention to the development of vocational education has been shown, at present China's respect for technical talents and demand and protection, the implementation of talent diversion strategy, so that people can more clearly understand their position. It is important to understand that not all people are suitable for further study and study of cultural theory, and if they can be trained into technical talents, it may be more in line with their future pursuits and can meet the needs of social development. Further development of vocational education in colleges and universities can also make society more stable, so that more people can learn advanced technology, not only can the quality of workers continue to improve, but also to a certain extent can effectively solve the current problem of a large amount of unemployment. China is a country with a large population, and in the process of economic development, it can fully use the demographic dividend to promote social progress. However, in the previous economic development, it was more about relying on the advantage of cheap labor, and if the advantage of cheap labor declined, then vocational education could be implemented. In this way to improve the quality of workers, vocational education is also an important part of educational development, and plays a key role in achieving social stability and progress. Therefore, promoting the effective progress of vocational education in colleges and universities is also the core focus of social development, especially in the new development situation, effectively promoting vocational education in colleges and universities is more critical.

### **4. The Development of Vocational Education in Colleges and Universities under the New Situation**

Vocational education is a very key part of education, and there is no big difference and difference between itself and undergraduate education, but there will be certain differences and changes when teaching courses, one focuses on the practice of technology and the other pays more attention to the learning of theoretical knowledge. However, for members of society, the attitude towards these two types of education is different, for the parents of students, the educational concept is very backward, the prejudice against vocational education is more serious, so they are not willing to enter colleges and universities to learn vocational skills, which is also the key reason for the current development of vocational education to be hindered <sup>[2]</sup>. And for individual students, they do not recognize the importance of their own vocational education. In the process of vocational education development, vocational education has been supported and guaranteed by national policies, but because social enterprises will also produce certain academic discrimination problems against vocational education personnel, members of society have serious resistance to vocational education.

When colleges and universities carry out vocational education, it is more important to hope that

students can really carry out technology and practical operation, so that students can really be exercised and students can be cultivated into technical talents. However, from the current vocational education carried out by colleges and universities, the educational concepts of some colleges and universities are very backward, and the teaching system applied has certain defects and is not perfect, so that students rarely have the opportunity to carry out technical exercises, which will lead to the final result of education not reaching the desired goal. In addition, students who receive vocational education themselves have certain deficiencies in cultural theory, and there are more problems. In the training process related to vocational education in colleges and universities, the study of cultural courses is relatively relaxed, so that these students only have certain skills, and lack sufficient theoretical support and guarantee. Therefore, under such circumstances, there is no way for the talents cultivated to truly realize their corresponding value in society.

## **5. Strategies for the Development of Vocational Education in Colleges and Universities**

### **5.1. Strengthen Cooperation with Enterprises to Increase Employment Rate**

Under the new development situation, the demand for technical talents in the process of social development continues to increase, but enterprises have also encountered difficulties in recruiting talents. Why is this causing this problem? Mainly is the talents cultivated by vocational education in colleges and universities, at present, it does not meet the requirements of enterprise recruitment, colleges and universities in the process of implementing vocational education should understand the relevant needs of the society for talents in advance, understand the requirements of the society for professional talents, including their specific standards for employment, in this case, the process of cultivating talents will be more targeted. In the process of promoting vocational education, colleges and universities should take the initiative to have comprehensive and close cooperation with enterprises, so that students can have a deeper understanding and effective understanding of the development of enterprises, to further help students adjust their own positioning<sup>[3]</sup>. Enterprises should give students more opportunities for internship, so that students can enter the enterprise to carry out effective practice of related technologies, carry out in-depth learning, combine the various contents they have learned, and conduct in-depth discussions and research on the training of technical talents, to lay a solid foundation for students' future development.

For example, enterprises can hold exchange meetings, invite relevant staff of enterprises to schools and students for face-to-face communication, which can allow enterprises to express their relevant requirements for talents, as well as some expectations for vocational education talents under the new situation of social development, through effective communication and interaction between enterprises and students, so that students can set specific plans for the future development of their vocational education, and guide students to strengthen communication and contact with enterprises, providing more opportunities for students to find jobs in the future. Colleges and universities should take the initiative to promote cooperation and exchanges with enterprises, seek support and assistance from enterprises in the process of career development, and provide more opportunities for students to learn while facing pressure. Especially for some technology-based enterprises, the requirements for talents are relatively strict, if only rely on the knowledge students learn in the classroom cannot achieve the goal, so students need to enter the enterprise for knowledge learning, can further promote the development of students, let students adjust themselves in the whole process of internship, and constantly conduct research and scientific exploration of technology.

### **5.2. Strengthen Theoretical Learning and Solid Cultural Foundation**

Although these students receiving vocational education are relatively backward in the study of

cultural courses, in the process of promoting vocational education, colleges and universities can not only pay attention to the cultivation of students' technical ability, but also strengthen students' learning of theoretical knowledge and make students' cultural foundation more solid. Learning is a long-term systematic development process, students should have a clear grasp of the theoretical and technical knowledge learned, whether in the vocational education stage or in the subsequent work, cannot give up the learning of technical theoretical knowledge. Any innovative technical research is carried out on a theoretical basis, so students should consolidate their own theoretical foundation, adhere to the study of cultural courses, and carry out basic training on this basis, to achieve technological breakthroughs <sup>[4]</sup>. Schools also need to take the initiative to improve the student training system and make reasonable plans for it, to provide students with higher quality scientific training strategies.

### **5.3. Strengthen Technical Practice and Promote the Comprehensive Development of Students**

A prominent problem in the process of vocational education training in colleges and universities is that students have insufficient technical practice experience and no rich experience. In the previous college vocational education classroom, teachers generally explained a specific technical problem, and students' understanding of this technology was not clear and unclear when listening to the lecture, and it was only a roughly vague impression. Because of the teaching equipment, many technologies and equipment do not allow students to observe comprehensively, which makes vocational education unable to help students master specific skills. In order to effectively solve this problem, colleges and universities should also strengthen students' technical practice, so that students can really contact relevant technologies and equipment, and carry out technical practice with some of the content that students have learned, to promote the comprehensive development and progress of students. For teaching equipment or education funds, you can apply for the support of relevant departments and obtain the help of these departments.

### **5.4. Respect the Individual Development of Students**

In the process of social development, what is needed is some excellent technical talent schools, and when cultivating talents, it is also necessary to pay attention to the personalized development of students. In other words, even if students enter colleges and universities to receive vocational education and choose a certain major, students also have the right and freedom to learn other professional skills, and students can explore more learning possibilities within the scope of their own abilities with their own interests and hobbies, further promote the comprehensive development of students, and cultivate more comprehensive outstanding talents for the country <sup>[5]</sup>. Or there is another possibility that students do not have an in-depth professional understanding before entering colleges and universities to receive vocational education, resulting in the choice of major is not in line with their personal wishes, then in the subsequent learning process, the school should take the initiative to adjust the professional problem for students, so that students can find the professional skills that really suit them.

## **6. Conclusions**

In general, the cultivation of talents in the process of social development and progress is very important, so the development of vocational education in colleges and universities under the new development situation is in line with the trend of the current development of the times, and the training of technical talents can further promote scientific and technological innovation, and can better promote the development and progress of the national economy.

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(3) Zhejiang Provincial industry-university-research Collaborative Education Project: Training research on technical and skilled talents oriented by new technology application under school-enterprise cooperation mode

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