

The Core Idea of Serving the Local Economic and Social Development Strategy in Application-Oriented Universities

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Abstract: Colleges and universities is the gathering of talents and knowledge, it not only bear the responsibility of talent training, but also has the important function of promoting regional social and economic development, therefore, applied universities should establish the correct service consciousness, the combination of local production practice, actively provide services for local social and economic development, play to the technical and knowledge advantages of colleges and universities. This paper mainly analyzes and explores the strategy of application-oriented universities to serve the local economic and social development, hoping to give relevant universities some reference and reference.

1. Introduction

As an important base for local social and economic development to provide talents for application-oriented universities, with the development of modern society, the demand of employers for application-oriented, operational and skilled talents is constantly increasing, and the importance and value of application-oriented universities have also become more prominent. Applied colleges and universities combined with social development and market demand, make professional orientation and education planning, actively provide services for the local social and economic development, the discipline structure and professional setting for strategic optimization and adjustment, highlight their own characteristics, various, active to provide services for the local economy, expand the social visibility and reputation of colleges and universities^[1].

2. Build a platform for cooperation with local society

Applied colleges and universities have personnel training and social services, in daily management operation, colleges and universities in the focus of education quality at the same time, will fully combine the social demand and scientific research, the academic achievements into productivity, help local enterprises to solve the deficiencies and problems existing in the production operation, and promote the rapid development of local society and economy^[2].

In recent years, application-oriented universities have continuously strengthened their own social service awareness, adhering to the basic principles of serving the society and the local areas, established stable and extensive cooperative relations with local schools, enterprises and employers, and accumulated a lot of experience for the service function of application-oriented universities.

However, in the service place, some universities are in a passive state, and do not take the initiative to carry out research and investigation in the society. The scientific research results are disconnected from the local production reality, and it is difficult to apply the scientific research results to the production. At the same time, some application-oriented universities attach great importance to short-term interests, and have problems such as lack of long-term planning and insufficient planning in serving local areas. Hope to transform the results into short-term benefits, and it is difficult to play the role of universities in social development^[3].

Local and universities have close relationship, applied universities aim is: for local economic construction and social development, and universities in the process of development, also gathered the local financial resources, material resources and human resources, place for the development and survival of colleges and universities provides a lot of resource base, local in the development of new contradictions, new problems, also need to rely on universities to use their own knowledge, skills and talent advantage. Therefore, local governments and colleges and universities have a mutually reinforcing and interdependent relationship. Colleges and universities should incorporate the local social and economic development into their own development strategies, and build a cooperation platform with the local society^[4].

first, Application-oriented universities should pay attention to reflect their own talent advantages and skill advantages, Conduct scientific research by going deep into the society, Finding out the problems existing in the local social and economic construction, And provide advice and advice for the government and relevant departments to make decisions, Promote the joint construction plan of counties, cities and universities; For local key enterprises, large enterprises and innovative enterprises, To take the initiative to provide the technical services to it, Targeted research on the problems existing in production, management and operation, Help enterprises to solve practical problems; In terms of community services, To participate in the spiritual civilization and the environment, Encourage student associations and communities to carry out benign activities, For example, students can organize recreational activities to perform for the residents in the community, To meet the spiritual and cultural needs of the local residents, Not only can provide a stage for students to show their personal style, It also helps to the construction of spiritual civilization in the community^[5].

Second, applied colleges and universities in establishing service system, from the aspects of system, management and organization to take reasonable measures, such as establishing cooperation base and collaboration, as a university and enterprise contact and communication platform, based on the platform, universities can timely obtain enterprises in production, management, talent demand, such as information, according to the enterprise information adjust professional teaching direction and education plan, and the latest scientific research sharing to enterprises, provide technical services for enterprises. At the same time, universities should also pay attention to building an information interactive platform, which can help universities to pay close attention to the needs and problems of local social and economic development, and let local governments, departments and enterprises understand the discipline construction and scientific research achievements of universities, and also help to expand the social visibility of universities. In addition, application-oriented universities also undertake scientific research tasks. Universities should use cooperation platforms to promote their own scientific research achievements, enhance the social recognition and recognition of scientific research achievements, attract social funds and social organizations to participate in scientific research, increase scientific research funds, and enhance scientific research strength. Through the interaction of talents, culture, academic research and scientific research, the local society and the universities can help to achieve a win-win situation between the society and the universities, and give full play to the function of the universities in serving the society^[6].

last, Application-oriented universities should rationally apply their own talents, knowledge and skills and resources, Build an innovative scientific research service platform, Technology services to businesses and localities, For example, working with local businesses, Carry out new product research and development, technological improvement or production process optimization according to the needs of enterprises, Establish an industrial center or a science park, Truly, the social economy and the university scientific research are closely combined, By transforming the scientific research results, it can not only promote the cooperative enterprises to obtain economic benefits and optimize the production mode, Can also inject impetus and vitality into the development of local industries, Enterprises will provide part of their benefits to universities as scientific research funds, It can also provide financial support for the development of application-oriented universities^[7].

3. Pay attention to discipline development and optimization

Based on the new historical period, it is an important strategic choice for modern application-oriented universities to take the discipline and professional characteristics as the core, to serve the local social and economic development as the goal, to accurately position themselves, and to create a characteristic school-running mode. With the vigorous development of higher education in our country, some applied colleges and universities continuously expand their enrollment scale, but also appeared unclear positioning, classification and talent quality decline, such as applied universities as the forefront of cultivating applied, skilled talents, should pay attention to discipline development and optimization, highlight their own advantages and characteristics, to the local social, cultural, political and economic development demand as their own development power, mining and use their own advantage resources, promote the local service level and ability^[8].

first, Discipline construction fully reflects the advantages and core competitiveness of application-oriented universities, In the construction of colleges and universities should be based on the local social and economic development, According to their own strengths, traditions, and history, Combined with the local development needs, Scientific positioning of discipline construction, Clarify its development direction and goals, Taking key areas, key research projects, key majors and key disciplines as the growth poles, Build a well-known professional brand and discipline brand in the region; next, Actively carry out market research, Discipline and professional adjustment according to the needs of the market society, And the scientific prediction of the market talent demand trend, Cultivating new majors and disciplines, Appropriate optimization of the professional and discipline structure, Strategic adjustment to existing disciplines, To build a research center of boast department, college and discipline, To realize the integration and intersection between disciplines, Reflecting its comprehensive advantages of local services, Form the brand discipline group and the dominant discipline group, Continuous research on new scientific research achievements and innovative achievements, And apply it to real production, To enhance the influence and popularity of the dominant disciplines in the society; once more, Discipline construction cannot be separated from talent support, Universities, as a gathering place for talents, Teachers are the resource support to improve the quality of education, Colleges and universities should pay attention to deepening the construction of teachers, Improve the academic organization, crowding mechanism and teacher training mechanism, Provide teachers with a large number of scientific research resources and space for further study, Encourage teachers to clarify their own professional direction and subject direction, Cultivating academic backbone and outstanding teachers, To build a new force in scientific and technological services, scientific and technological innovation and discipline construction; last, Application-oriented universities should attach great importance to scientific research and innovation, Give full play to their own scientific research

advantages, In accordance with the local social and economic development needs, All the breakthroughs in major awards and major projects, With the key topics as the breakthrough point to achieve the continuous expansion of the research field, at the same time, Universities should also actively establish engineering technology centers and key laboratories with local enterprises, Provide support for discipline construction.

4. Carry out talent training in accordance with local needs

Talent training is an important social functions of applied colleges and universities, based on the modern market demand of choose and employ persons, applied, skilled and professional talents welcomed by unit of choose and employ persons, in the local social and economic services, applied colleges and universities to grasp the actual needs of local, adjust the talent training mode, training direction and training purpose. Talent as a valuable resource of social development and economic construction, different historical period, the demand for talents also presents differences, local society want to obtain rapid development, need different types, different professional, different characteristics of talents, applied talents can meet the actual demand of social production, therefore, applied colleges and universities should be based on their own characteristics and talent training goals, adhering to the humanistic concept, will cultivate talents as a basic task and core mission.

1) Different from research-oriented universities, application-oriented universities focus more on application-oriented and operational talents. Based on the running characteristics of application-oriented universities, they should make full use of their own professional advantages and combine with the local production needs to accelerate the training of innovative and applied talents. At the same time, application-oriented colleges and universities should face the society, carry out social research, grasp the actual needs of employers for talents, strengthen students' innovation ability, practical ability and practical ability, and cultivate the talents needed by modern society and in short supply on the basis of paying attention to the transmission of theoretical knowledge. Modern society has higher requirements for the quality of talents, applied colleges and universities should pay attention to implement the quality education, develop students 'skills, knowledge and personality, through general education to realize students' ability and comprehensive quality development, prompting students after graduation into the society, have service and ability to adapt to the local social and economic development, and use their own knowledge, ability and innovation consciousness for the local social economy.

2) Applied universities may set up expert committees, While integrating the resources of excellent teachers in the school, Attract managers, entrepreneurs, experts and scholars in related industries, To further carry out research work in the society together, Master the requirements of talents in various industries, enterprises and positions, And based on the development of talent training plan and training plan, To adjust the content and system of professional courses appropriately, Especially in the classroom content, Keep pace with The Times, Including cutting-edge industry knowledge, To ensure the advancement, sociality and timeliness of the content, Through teaching, students can have the abilities and skills necessary in the future, To better serve the local society and the economy.

3) Application-oriented colleges and universities should establish a high-quality, heavy ability, broad caliber and thick foundation talent training mode, connect with the local social and economic development, set up different professional directions through the selection of competitive majors and the optimization of traditional majors, and timely adjust the direction of professional education according to the market demand for talents. At the same time, it breaks the independent teaching mode of secondary colleges, highly integrates teaching resources, realizes interdisciplinary and resource sharing through interdisciplinary and cross-professional teaching methods, endows

students with sufficient independent choice of courses, and highlights the main position of students in teaching.

4) Combine elite talents and popular education, improve the quality of talent training and education, pay attention to professional characteristics and social influence, encourage students to have certain employment competitiveness, build perfect employment guidance system, guide students to combine their own characteristics and the needs of the local social and economic development of employment planning, help students can enter jobs smoothly after graduation, have the ability and quality of job requirements.

5. Conclusion

To sum up, in the era of knowledge economy, talent is an important support to promote local economic development and social development, applied universities as an important base of cultivating applied, operational and skilled talents, in production research and talent training, also should actively with social and economic development, according to the local actual employment demand and industrial structure, deep cooperation with local enterprises and units, using their own talent advantages, technical advantages and knowledge advantages, provide services for local society, play the social value of applied universities.

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