

Analysis on Construction of High-quality Colleges with the Purpose of Promoting Ability of Social Services

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Abstract: At present, the topic of "high-quality school" construction has become the focus of most attention in higher vocational colleges, and the core of "high-quality school" construction is to enhance the ability of social service. Unlike ordinary colleges and universities, the ability of social service of higher vocational colleges includes scientific research, cultural heritage, personnel training and social services. The enhancement of the ability of social service has a strong influence on society and can further promote the development of schools. Of course, the strength of ability of social service is directly related to the quality of schools, and at the same time, it is a key indicator for improving the social attractiveness of colleges and universities.

1. The Definition of High-quality Vocational Colleges

The definition of construction of "high-quality schools" has a new definition for the training of talents and education and teaching in higher vocational colleges, which fully reflects the quality requirements of the training of talents in higher vocational colleges in education and teaching. According to the relevant documents issued by the government, it can be known that the orientation of high-quality vocational colleges is more accurate in the education and teaching, and have their own unique professional characteristics, strong social service capabilities, excellent industry advantages and high demand for enterprise economic development. From the perspective of enterprises, in the process of the construction of "high-quality schools", the talent training program corresponds to the structure of the regional industry, and adapts to the needs of enterprises to realize the rapid development of enterprises and the occurrence of profits. In the terms of university managers, high-quality vocational colleges have strong professional teaching staff, good school resources, a certain basis for talent training, strong ability of social service and conditions for school-enterprise cooperation ^[1]. From the perspective of teachers and students in the school, high-quality vocational colleges should pay attention to the training of talents. While helping teachers and students to achieve the near-term development goals, they can also focus on the long-term development needs and have a long-term vision.

2. Thoughts on the Path of Building High-quality Colleges

2.1 To strengthen professional construction and deepen education and teaching reform

In the process of building high-quality colleges and universities, we must strive to comprehensively implement the strategic thinking of "One Belt, One Road", and cultivate talents with higher professional skills by understanding of emerging industries to expand new professions related to emerging industries and to improve students' ability of social service. In addition, upgrading the new profession to the development of the industry, the contribution of the profession to the social and economic development, and the satisfaction of the employer to the employed students are all issues that must be considered when building a quality university. In the reform of education and teaching, colleges and universities need to vigorously promote classified teaching, re-edit the single enrollment personnel training program, and develop a new examination system, to strengthen the assessment of students' skills and strengthen the training of the quality and skills of the single enrollment. For example, we can start a skill contest to focus on cultivating professional students. And for innovative education and teaching methods, colleges and universities need to improve the level of educational informatization through modern information technology, for example, the application of software such as flipping classroom, courseware and micro-courses, to fully demonstrate the learner-centered teaching concept. The innovation of classroom teaching methods has a huge impact on the traditional teaching classroom. It has different changes to the teaching environment, layout, organization form, and methods, to guide students to learn and communicate independently to form a personalized and diverse talent training program. In addition, in the reform of education and teaching, it is necessary to effectively strengthen and build a more comprehensive the test database, and implement reforms in the examination and assessment methods of the curriculum ^[2]. We should promote the implementation of the reform of teaching continuously, and train students into professional talents with excellent social service capabilities to achieve the purpose of "high-quality school" construction.

2.2 To strengthen the combination of production and education and improve social service capabilities

In order to build a high-quality university, it is necessary to follow the strategic aim of "One Belt, One Road" and realize the policy of "combining production and education, cooperating school and enterprise" to form a basic program route for talent cultivation. It is necessary to actively construct the docking mechanism of colleges and universities for the job needs of industries, enterprises, and industries, and to formulate a talent training program suitable for the development of colleges and universities according to the requirements of the job requirements and the cooperation between schools and enterprises, and improve the quality of talent development. In addition, the enterprise industry technical standards are introduced into the classroom teaching through the analysis of the nature of job work, and the internationally accepted standards for high-skilled personnel professional qualifications are incorporated into the teaching content to deepen cooperation with enterprises, so that new professional courses and excellent teaching resources are jointly developed to further strengthen curriculum construction. The bridge between schools and enterprises should be built to deepen the integration of school-enterprise cooperation. In addition, we must make full use of good educational resources to provide high-quality technical support and services and actively innovate educational teaching models ^[3]. What's more, we will launch high-quality education and training services in accordance with the needs of the economic development of various industries, and undertake the guidance, training, and appraisal of each vocational skill, to gradually expand the scale of social services, and consolidate and innovate them. Thereby, the social service capacity is

further improved, and the self-radiation ability is strengthened, which exerts the role of driving radiation.

2.3 To build the quality-oriented education system through innovation and entrepreneurship

The quality concept will be fully implemented in the teaching classroom to further promote the construction of quality-oriented education system for college students. In the implementation of personnel training program, we should fully display the characteristics of vocational education, and strengthen the quality of personnel training, so that college students can develop in an all-round way, and all aspects including ability, knowledge and quality have been well developed. We should cultivate them into excellent all-round talents with professional spirit, humanistic quality, professional ethics, and professional skills, so that there will be no obvious shortcomings when they enter the society. Furthermore, it is extremely important to innovate the entrepreneurship education through quality education system, which can effectively combine the training program of professional knowledge and skills with the content of innovation and entrepreneurship education to effectively enhance the value of innovation and entrepreneurship publicity and establish an advanced model for innovation and entrepreneurship. In addition, higher vocational colleges should give strong support to the reform of innovation and entrepreneurship education to explore the educational mechanism in depth and carry out school-enterprise cooperation through innovative teaching methods to achieve the integration of production and education, such as on-the-job internship, and the implementation of order classes. For example, in the teaching of specialized courses, such as career planning, innovation and entrepreneurship and career guidance, the attention should be paid to cultivating students' awareness of entrepreneur, and their spirit of innovation and entrepreneurship. These factors should be integrated into the talent training program to cultivate students' ability of social service and make them be excellent talents with high-quality and skills.

2.4 To optimize the ability of college staff

The strength of teachers is very important to build high-quality vocational colleges. Therefore, it is necessary for colleges and universities to carry out the strategy of strengthening talents from all aspects and to build an excellent talent management system, such as professional ethics education, optimizing the structure of teachers, improving teachers' ability, selecting excellent talents and hiring part-time teachers. Besides, we should change the criteria of paying attention to teachers' higher educational background and higher professional titles and fully improve the quality of the teaching staff and the professional level of teachers to create an excellent faculty by building a double-teacher structure as a teacher team. First of all, the backbone teachers and professional leaders should be specially strengthened, their training mechanism should be further improved, and the training of innovative and entrepreneurial talents should be emphasized, to build an excellent teaching team ^[5]. Secondly, we should build a part-time teaching team to attract the first-line professional talents of the enterprise to be the part-time professional teachers in the colleges and participate in the teaching work; for the young teachers, the school should give them training in training and management to improve their Professional ability and management ability, and encourage teachers to innovate teaching theories and improve the level of education and teaching through new teaching methods. Finally, it is necessary to introduce the shortage of talents and high-level talents, and let them participate in the teaching activities to produce excellent teachers, which is not only a great promotion stage for teachers' ability of professional development, but also conducive to the construction of a sound teacher evaluation system.

3. Conclusion

To build a high-quality vocational college, we must first understand the new situation of the current development of higher vocational education, and fully grasp the new needs of regional economic development, to strength students' ability of social service on the basis of economic development of the service region and the market demand to create more high-quality talents for the society. This paper mainly discusses how to implement the construction of “high-quality schools” in the context of improving social service capabilities.

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