

Research on the Strategy of Serving Regional Economic Development of Local Higher Vocational Colleges

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Abstract: The development of local higher vocational colleges needs to be based on the development of local regional economy, and the development of regional economy depends on the continuous supply of comprehensive talents provided by higher vocational colleges. Therefore, the contribution of local higher vocational colleges to social and economic development and social service level has become an important indicator to judge the social value of higher vocational colleges. Based on this, the author explores the strategies of serving regional economic development of local higher vocational colleges, in order to realize the common development of higher vocational colleges and regional economy.

Keywords: Higher Vocational Colleges; Regional Economy; Development; Service

Higher vocational colleges are responsible for the development of regional economy and the revitalization of social development, and play a very important role in the process of sustainable development of China's economy and culture. To explore the strategies of local higher vocational colleges serving regional economic development can not only cultivate comprehensive skilled talents to accumulate strength for regional economic development, but also continuously improve the social service contribution of higher vocational colleges, which has irreplaceable significance for the construction and development of higher vocational colleges and social and economic development.

1. To explore the significance of local higher vocational colleges in serving regional economic development

1.1 It is conducive to the improvement of local human resource structure

With the continuous development of social economy and high-tech industry, regional demand for comprehensive skilled talents is greater. However, if there are problems such as uneven structure of human resources and lack of human resources in local regions, the further development of regional economy will be hindered to a great extent. Therefore, higher vocational colleges should serve the regional economic development as their own responsibility, improve the structure of regional human resources and solve the supply and demand of regional human resources as the goal, so as to cultivate more comprehensive skilled talents, and lay a talent foundation for regional economic development.

1.2 It is conducive to the smooth progress of social and economic transformation

The continuous development of social economy and acceleration pace of deepening transformation increase the demand for comprehensive skilled talents. In particular, the rapid development of the tertiary industry needs more comprehensive

skilled talents to join, so as to accelerate the efficiency of the transformation of scientific and technological achievements to practical innovative technology, and apply practical innovative technology to the promotion of social productivity. The provision of comprehensive talents depends on the development of local higher vocational colleges and the improvement of talent cultivation rate. This means that the deepening development of local higher vocational colleges can speed up the pace of modern industrial transformation. Therefore, it is necessary to explore the strategies of local vocational colleges serving regional economic development.

1.3 It is conducive to creating a better regional investment environment

The competition of social economic and cultural development level is actually the competition of talents. At present, many foreign enterprises and high-tech enterprises are more inclined to invest capital in regions with more human resources, which fully reflects the importance of foreign enterprises and high-tech enterprises to high-end talents. Based on this, many local governments began to change their strategic thinking and planning. In order to introduce more external capital and accelerate the regional economic development, they did not hesitate to attract high-end talents to work in local regions with sky high treatment and generous welfare. Therefore, local higher vocational colleges, as the main output position of comprehensive skilled talents, should play a better role as the service provider of regional economic development, provide more excellent talents, so as to improve the local regional investment environment.

2. Strategies for serve regional economic development of local vocational colleges

2.1 Based on serving regional economic development, clarifying the purpose of school running

First of all, higher vocational colleges should have a correct understanding of the attributes of higher vocational education. Before determining the purpose of running a school, they should fully realize that higher vocational education is different from undergraduate education. It is not only an important part of China's education system, but also the main force to provide high-quality with comprehensive skilled talents to the society. Therefore, higher vocational colleges should make clear their own positioning, strive to solve the imbalance between the supply and demand of technical application-oriented talents, complement each other with undergraduate colleges, and ensure the balanced development of talent structure. Secondly, the development of higher vocational colleges should be closely combined with regional economic development planning. Affected by the differences in geographical location, human resources and natural conditions, the economic development planning objectives and development plans of different regions are also quite different. Therefore, higher vocational colleges should have an in-depth understanding of the regional economic development strategy and development direction, and establish a development model matching the regional economic development. They should timely understand the requirements of regional economic development on talents and scientific research level, and adjust talent training objectives to meet the talent demand. Moreover, the development of higher vocational colleges should highlight regional characteristics. Local higher vocational colleges should deeply understand the characteristics and development direction of regional economic development, and on this basis, determine the talent training objectives with local characteristics. Specifically, higher vocational colleges can predict the future talent demand of the region according to the development path of regional economy and the employment demand of key industries, so as to formulate phased talent training objectives and long-term talent training direction.

2.2 Combination of work and study, based on school and enterprise cooperation, innovation of school running mode

Deepening School enterprise cooperation and improving the level of work study combination are important paths for higher vocational colleges to improve social service ability, so as to enhance education efficiency, carry forward development characteristics and realize sustainable development. Only by relying on the combination of work and study and school enterprise cooperation, can local higher vocational colleges constantly innovate their ideas and modes of running schools, as well as maintain vitality and competitiveness in the wave of educational reform. First of all, higher vocational colleges should do a good job in strategic planning. Strategic planning should start from the actual development of colleges and universities, serve the local economic development, providing more high-quality skilled personnel, and seek development relying on regional economy and industry. At the same time, we should realize the scientific and reasonable allocation of school resources and improve the utilization rate of resources to the greatest extent. Secondly, higher vocational colleges should actively promote the smooth implementation of school enterprise cooperation. Some enterprises are guided by obtaining short-term economic benefits and do not care about school enterprise cooperation, which is also a thorny problem faced by

higher vocational colleges. Therefore, higher vocational colleges should enhance their own attractiveness through reform, for example, setting majors and courses from the perspective of work study combination, cooperating with local enterprises to develop specialties and courses required by the development of industries and enterprises, so as to improve the practicability of specialties and courses; the development of teaching activities should combine theory with practice to ensure that students master theoretical knowledge and enable them to master enterprises. We should cooperate with enterprises to establish training bases that can meet the teaching needs of colleges and universities as well as the training needs of enterprises. We should do a good job in scientific research, constantly develop and promote new technologies, help enterprises train employees, and provide education and technical support for the development of regional enterprises.

2.3 Innovating the training mode of talents, improving the quality of running a school

The purpose of local vocational colleges is to provide more available talents for the society to meet the needs of social development. Therefore, it is necessary to keep up with the needs of the times and innovate the talent training mode. First of all, when formulating talent training programs, higher vocational colleges should be based on the premise of conforming to the law of regional economic development and meeting the social needs, do a good job in docking with local enterprises at the level of educational philosophy, practical teaching and evaluation standards, and fully consider the characteristics of local industrial development and the employment direction of students, so as to cultivate comprehensive skilled talents who can better meet the needs of regional economic development objectives. Secondly, it is necessary to establish a double qualified teaching team with high comprehensive quality to realize the full sharing of human resources in colleges and enterprises. On the one hand, higher vocational colleges should establish and improve the training mechanism, give teachers more opportunities to visit and study in enterprises and enrich their practical experience; on the other hand, vocational colleges can introduce skilled personnel or experts with rich practical experience from enterprises or industries to work as part-time teachers in colleges and universities. In this way, not only can the cost of introducing and training teachers be reduced, but also achieve the better teaching effect. Moreover, it is necessary to create training bases and entrepreneurial bases to enhance students' ability to combine theory with practice. Most vocational colleges are lack of efficient training base system, so that students lack practice opportunities. Therefore, higher vocational colleges should strengthen cooperation with enterprises and research institutes, promote cooperation in running schools, so as to build training bases inside and outside schools, realize complementary advantages and resource sharing, and help cultivate comprehensive skilled talents. At the same time, local higher vocational colleges should also seek financial and policy support from the local government, set up business incubation bases for college students, in order to encourage students to start their own businesses, and let students transform their knowledge into practical achievements and serve the society.

3. Conclusion

To sum up, local higher vocational colleges and regional economic development are complementary. Therefore, higher vocational colleges should keep their historical mission in mind, improve their social service level and do a good job in serving the regional economic development. Local higher vocational colleges should speed up their own reform and transformation speed, innovate personnel training mode, increase communication and cooperation with the outside world, in order to grow into modern vocational colleges with local characteristics based on the characteristics of regional economic development and industry development, provide more education, human resources and technical support for regional economic development, and realize the common development of colleges and regional economy.

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