

# Research on the service of colleges and universities to local economic and social development

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**Abstract:** the ultimate goal of higher education is to cultivate professionals in different fields for the society and promote the development of local economy. In this context, improving the ability of colleges and universities to serve the local economy has become the top priority of the current high-quality development of colleges and universities. In this study, we selected Sun Yat-sen University as the object, first analyzed the University layout of 985 and 211 universities and its impact on the regional economy, and then analyzed how to improve the service ability of universities, strive to promote the integration of universities and cities, and help cultivate high-quality talents.

**Key words:** colleges and universities; Service capability; Local economy; social development

## Introduction

China has now entered a new period and entered a new stage. It has become the consensus of scholars to achieve high-quality development of education, which has also played an important role in China's economic and social development. In the report of the 20th National Congress of the Communist Party of China, it is mentioned that we should speed up the construction of double first-class universities and promote the connotative development of higher education. Obviously, in the process of connotative development, higher education needs to play its own functions to reflect its own functions. At the 2018 education conference, it was emphasized that all regions should improve the ability of education for local economic and social development, and adjust and optimize the existing regional layout and professional settings of colleges and universities, so as to promote the development of industry university research integration. Therefore, while carrying out education reform, colleges and universities should take the adaptation to regional economic development as the realistic basis, improve the talent training mode, and improve the service ability of each school. In this process, we realize that the ability of colleges and universities to serve the regional economic and social development is related to the educational reform of colleges and universities, which will have a significant impact on the future regional economic development. The author will discuss the effective path for colleges and universities to serve the local economic development from three aspects.

## 1. Distribution pattern of 985 and 211 universities in China

985 and 211 universities are outstanding representatives of China's higher education institutions. It is a key talent training institution in China, gathering a large number of high-quality teachers. At present, the distribution of 985 and 211 universities in China is extremely uneven, which is closely related to regional development. Beijing has the largest number of 985 and 211 universities. This is because it has been the background of China's political and Cultural Center for a long time, and it is a gathering place for the influx of advanced ideas and culture. As a result, all outstanding universities have been born, which reflects the agglomeration effect of Beijing as the capital. In the short term, this situation will continue. Secondly, the number of 985 and 211 universities in Jiangsu, Hubei, Shanghai and other places takes the following place. For example, the number of 985 colleges and universities in Shanghai ranks second in the country, while Jiangsu includes 211 colleges and universities ranking second in the country. Hubei is a major province of education in China. There are not only schools such as Huanggang middle school and the Affiliated High School of Huazhong Normal University that are famous in the college entrance examination, but also Wuhan University and Huazhong University of science and technology, with as many as seven 211 colleges and universities. From the perspective of distribution, we can see that except Beijing in the north, most of the 985 and 211 universities are concentrated in the south. The reason is that the economic development of other provinces is slow, or they are located in remote mountainous areas, which is not conducive to cultural integration, and the cultural atmosphere is weak. For example, Guizhou, Guangxi, Tibet and other places, although there are 211 colleges and universities, the number is limited, which is not enough to form an aggregation effect.

In addition, 985 and 211 universities also show the characteristics of converging in the national science and Education City, such as Nanjing, Xi'an, Hefei, etc. Some people are not aware of Anhui and think that the local economy is underdeveloped. However, according to the economic data in recent years, Anhui has been at the upper and middle level of China's economic development, and the number of key universities in the province is also among the best in the central and western regions.

## 2. The influence of Sun Yat-sen University on the economic and social development of South China

The cultural charm lies in educating people, and the responsibility of colleges and universities also lies in educating people. Sun Yat-sen University is a national key university directly under the Ministry of education,

It has a long history of founding the University. Sun Yat-sen University has a solid foundation for the integration of Humanities and social sciences with science, medicine and engineering. It has always striven for innovation in academic aspects and opened up its school with an international concept. Now it has formed a comprehensive university with the characteristics of "comprehensiveness, research and openness". The school always adheres to the socialist school running direction with Chinese characteristics, takes moral education as the fundamental task, and takes "facing the world's scientific and technological frontier, facing the main economic battlefield, facing the major

national needs, and facing the people's life and health" as the guidance. The university is also actively seeking transformation, insisting on the transformation from extensive development to connotative development. Now it is standing at a new starting point, firmly occupying the first tier of domestic universities, with the goal of building a world-class university.

According to the relevant data statistics in 2022, 77.52% of the graduates of Sun Yat-sen University choose to work in key fields. More than a thousand people work in tertiary hospitals, such as the Affiliated Hospital of Sun Yat-sen University, Guangdong Provincial People's Hospital, etc. More than 500 people are employed in Tsinghua University, Peking University and other institutions of higher learning. From the perspective of employment destination, more than 70% of the graduates of Sun Yat-sen University choose to work in Greater Bay Area and the "belt and road" construction area, with more than 10000 people. In addition, about 30% of students choose to work in the Yangtze River economic belt, the western region or Beijing Tianjin Hebei collaborative region. It can be seen that the employment area of graduates of the university is closely related to national policies, which plays a great role in promoting the development of China's "belt and road" and the economic construction of Greater Bay Area, with strong regional service ability.

Sun Yat-sen University is adjacent to the South China Sea and located in the coastal area of Guangdong after the reform and opening up. It has a special geographical position and plays a significant role. Now it has gone deep into the core cities of Guangzhou, Zhuhai and Shenzhen in the Greater Bay area, and has the strategic opportunity advantages of China's maritime power strategy, "the belt and road initiative" and the international research center in the Great Bay area of Guangdong, Hong Kong and Macao. The strategic goal of Guangdong Hong Kong Macao Great Bay area is to build itself into an international scientific and technological innovation center with great global influence, promote regional economic development as much as possible, and build a new economic development system. These strategic objectives are closely related to the discipline development and college construction of Sun Yat-sen University, providing a more lasting impetus for Sun Yat-sen University to give full play to its own advantages, and also cultivating more talents for local development. In recent years, Sun Yat-sen University has always adhered to the principle of reflecting the "comprehensive" characteristics, relying on three campuses and five campuses to plan the discipline layout. Discipline construction is the law of the development of higher education, and it is also the internal driving force for the sustainable development of colleges and universities. Colleges and universities need to grasp the pulse of the times, conform to the law of development of the times, grasp the eye of chess, activate the overall situation, cultivate higher quality talents, and strive to achieve the goal of "four orientations". While implementing the fundamental task of Building Morality and cultivating talents, Sun Yat-sen University has become a talent highland, innovation highland and cultural highland of the country and region, and ushered in new opportunities for development one after another on the new journey.

### **3. Countermeasures for colleges and universities to serve local economic and social development -- a case study of Sun Yat-sen University**

#### **3.1 Adhering to the service tenet and meeting social needs**

It has been more than 40 years since China's reform and opening-up. After decades of accumulation and development, the higher education institutions of socialism with Chinese characteristics

Education has made a major breakthrough and is stepping into a new stage of high-quality development. It is an important responsibility of China's higher education in the new era to gradually meet the people's yearning for a better life and meet the new requirements of social development. Under the increasingly fierce international competition pattern, the contradictions of domestic social development have changed. Sun Yat-sen University should combine the "two centenary goals" of itself and the country with the strategy of realizing the great rejuvenation of the Chinese nation, emancipate the mind, and have a clear understanding of its mission from an international perspective. The school should take serving the regional economy as the goal, firmly grasp the pulse of the development of the times, take achieving high-quality development as the purpose, combine with the local reality, uphold the concept of localization, characteristics and openness, complete the established educational mission, and care about the future of the country. In addition, the university should increase investment in scientific research, enrich scientific research achievements, and provide dual driving forces for talent cultivation and social services. University administrators and teachers should change the concept of education, change the service attitude, take the realization of high-quality service as the ultimate goal, give play to the spirit of being bold in thinking, bold in doing and steady in fighting, and increase efforts to serve the society and contribute their own efforts from the aspects of ideology, practice, system and policy.

#### **3.2 Consolidate the service foundation and clarify the orientation of running a school**

In the process of the development of colleges and universities, it is necessary to clarify their own school running orientation, which is also the formulation and management system of the future development plan of colleges and universities

The realistic basis of the degree of perfection helps to promote the development of schools to be more healthy, stable and lasting. Sun Yat-sen University should base itself on its own reality, clarify its orientation and play a leading role in the development of the University. If the orientation of colleges and universities is vague, the development of colleges and universities is easy to deviate from the expected assumptions, so as to take measures to develop opportunities. Colleges and universities should take marketization and socialization as the link, clarify the orientation of running schools, scientifically set up professional content, give full play to the advantages of talents, and lay the foundation for local economic development. Sun Yat-sen University is in conflict with the hinterland of Greater Bay Area. It can closely focus on the actual regional economic development and the local industrial development needs, adjust the professional and disciplinary direction, and condense it into a new direction in line with the local development. For example, the Zhuhai Campus focuses on building deep-sea, deep space, deep earth and deep blue disciplinary clusters. The construction and development of large marine disciplinary clusters

has risen rapidly and is rewriting the new map of China's marine disciplinary field. With the introduction of the national overall plan for the construction of Hengqin Guangdong Macao deep cooperation zone, the Zhuhai Campus of Sun Yat-sen University will usher in new development opportunities.

### 3.3 Carry out school enterprise cooperation and give full play to their respective advantages

School enterprise cooperation is one of the common ways for colleges and universities to cultivate talents, and the depth, scope and time limit of the cooperation are in direct proportion to the service quality. High quality services and landmark achievements can promote the development of local enterprises and enhance market competitiveness. Both schools and enterprises need to do a good job in the construction of top-level design, such as intellectual property protection, cooperation results and forms of cooperation, so as to gradually institutionalize the school enterprise cooperation under the improvement of top-level design. Sun Yat-sen University can broaden its vision, integrate into society, cultivate talents with market-oriented thinking, and integrate this principle into the whole process of school enterprise cooperation, so as to meet the needs of enterprise development and local economic development, and lead universities to go further. On the contrary, enterprises need to provide favorable support to colleges and universities, especially venues, equipment or technology, build cooperation platforms with colleges and universities, establish school enterprise cooperation alliances, implement the integration system of production, learning and research, and allow scientific researchers to go deep into the enterprise and participate in product research and development. At the same time, talent cultivation should be included in the framework of school enterprise cooperation, and enterprises should be guided to provide support for school practical education, so as to help improve the quality and efficiency of talent cultivation in Colleges and universities.

### 3.4 Improve service level by combining local advantages

Local advantage is one of the factors for Sun Yat-sen University to improve its service ability. In order to realize the in-depth cooperation between schools and enterprises, it is necessary to

Both schools and enterprises actively act and cooperate. The government should also participate in it and play a leading role. It can also set up a special working group on school local cooperation in the name of the government to adjust the existing institutions, which should be in the charge of a special person, clarify the responsibilities of schools and places, and ensure the effectiveness of the cooperation. Both the University and the local government can create a resource sharing platform to realize the sharing of resources. At the same time, it can also promote the project development and encourage those who can live there. The school should establish a think tank center for school local cooperation, pay close attention to the actual local development, actively integrate into the overall situation of regional economic and social development, make full use of the school local cooperation platform and school enterprise cooperation platform, and strive to create landmark achievements and improve service effectiveness.

## Concluding remarks

It is not only the mission of local universities to serve the development of regional economy, but also the requirement of the new era. As the leader of key universities in China, Sun Yat-sen University should clarify its own responsibilities and play its due role. The author puts forward that adhering to the purpose of service to meet the needs of society; Consolidate the service foundation and clarify the orientation of running a school; Carry out school enterprise cooperation and give full play to their respective advantages; According to the local advantages, it is suggested to improve the service level, so as to boost the ability of Sun Yat-sen University to serve the local economic development.

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