

Study on the Transformation and Development of Local Colleges and Universities with Regional Characteristics

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Abstract: With the transformation of economic structure, there are some problems in the development of local undergraduate universities with regional characteristics. From a new perspective, this study constructs the paradigm of the transformation of local undergraduate colleges and the path of transformation, and puts forward the operation mode based on the market demand as the guide, the quality of talent training as the leading and the principle of cooperation and win-win cooperation. To solve the problem of disconnection between the quality of local undergraduate training and the development of regional economic development, it provides a basis for the transformation and development of local universities with regional characteristics, and provides decision-making suggestions for local governments and management departments.

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With the development of society, the demand for talents is becoming more and more diversified, and the training mode of talents in colleges and universities must be updated in real time to meet the needs of society. Local universities with regional characteristics are an important part of China's colleges and universities, how to promote the transformation and construction of local universities with regional characteristics with high quality, the key lies in the difference, avoid the pattern of "one thousand schools in one side".

1. The question

In October 2015, "leader opinions on guiding the transformation of some local colleges and universities to the application type" proposed that the transformation of local universities and regional economic and social development should establish a cooperative relationship, make transformation universities better link up with local innovation elements and innovative resources, docking with innovative development of economic development zones and industrial agglomeration areas, and docking with talents training and technological innovation needs of industrial enterprises. So, from the point of view of the system, the transformation and development of local universities and regional economic development are two different system, But there is a help each other forward nonlinear relationship between the two, there is an inner connection. The development of regional economy and

society provides suitable soil for the development of local colleges and universities. Local colleges and universities are the training place of applied talents. It is the power source of regional economic development and the incubator for the transformation of scientific and technological achievements, think tank of regional social change, the transformation of local colleges and universities can only achieve effective docking with regional development. The resultant force of mutual aid and mutual aid can be formed.

Transformation is not only a change of form, but also a change of connotation. Transitional development involves the transformation of the development mode of higher education, reflecting the changes between different educational reforms, covering a wide range of high degree of correlation. If problems are found to be inaccurate, incomplete and incomplete, they will deviate from the direction and goal of reform. In the transformation and development of local undergraduate colleges and universities, citing theoretical basis as guidance can make the universities understand the problems in the design reform, the leadership reform and the promotion of the reform with the global consciousness, and choose the intervention or practice method, which has the best evidence supported by the transformation and development, and the scientific decision-making, so as to enhance the transformation and development, integrity and coordination. Therefore, from the perspective of regional characteristics of local

undergraduate, it is not only significant but also feasible to study the transformation and development of local undergraduate colleges and universities, and to sort out the research methods with universal popularization significance.

2. The necessity of transformation of local colleges and universities with regional characteristics

To study the spirit of the 19th National Congress of the Party and Xi Jinping's socialist thought with Chinese characteristics in the new era, and to implement the spirit of document of the Ministry of Education, the State Development and Reform Commission and the Ministry of Finance "About guiding opinions on guiding some local universities to transform into Applied Universities", actively guide local undergraduate universities to actively integrate into industrial transformation and upgrading and innovation driven development. The transformation and development of colleges and universities is not only a theoretical problem, but also a practical problem with great practical significance, promoting the transformation of the regular undergraduate universities to the applied type is the initiative to adapt to the needs of popularization and social development. It is the mode of cultivating innovative talents, strategic needs to enhance social popularity and competitiveness.

Transformation and development is a link between regional colleges and universities to actively adapt to social transformation and higher education transformation. With the development of educational reform, the transformation and development of local undergraduate colleges and universities have entered the substantive stage, based on the development of regional construction, improving the quality of service, cultivating the characteristic industrial structure and optimizing the design of the subject. The development of regional characteristics of local undergraduate universities is a major strategic move to promote innovation development and transformation.

2.1 Transformation

At present, the transformation of local universities in China has already entered the implementation stage. We must analyze and study the connotation of the transformation, the significance of the transformation, the path and strategy of the transformation in a meticulous and deep going way. The so-called transformation, it refers to the structural transformation, the operational model and the fundamental transformation process of people's ideas. It refers to the fundamental transformation process of people concept, operation model and process. Transformation requires the main body to seek new changes, It requires school development planning, personnel training mode, integration of education and teaching resources, management service operation

mode and other aspects will be comprehensively transformed according to their own advantages.

2.2 Local colleges and universities with regional characteristics.

Local university with regional characteristics refers to the general undergraduate school approved by the Ministry of Education, which is set up by many different schools in different levels, which has the qualification of undergraduate education. The university is under the jurisdiction of the local government departments of the provinces and cities, and the geographical position is superior, and the service for the local economic and social development is these high new mission of the school.

2.3 Transformation related to the development of colleges and universities

In order to expand the development space of the newly-built colleges and universities which can survive and develop in the cracks, we must work hard on the characteristics and differences. In a large number of colleges and universities in a way out of development, the transformation can accelerate the docking of universities and regional development strategies. The transformation is conducive to improving the core competitiveness of local undergraduate colleges and universities, and is conducive to solving the practical problems of local undergraduate universities. Therefore, local universities must make clear their own roles and are imperative to run the characteristic applied talents.

3. The common problems in local colleges and universities

3.1 Serious homogeneity

As the economic structure changes, local colleges and universities in education and teaching, in the training mode, there is a homogeneity of talent training, discipline and specialty assimilation, the lack of school characteristics is very serious. Many schools are not accurate enough to locate themselves, which have become a prominent problem in higher education. It is mainly manifested in the simple imitation and duplication of many disciplines, as well as in the aspects of organizational structure, talent training, specialty setting and management of "One side of a thousand schools", it seriously affects the development of higher education and the utilization of distinctive resources. In view of these practical problems, some local undergraduate colleges and universities with regional characteristics must reform and transform, and formulate a clear transformation strategy.

3.2 Low level of scientific research

Although we have done some work in training local talents, developing local science and technology and serving the local economy in local colleges and universities with regional characteristics. However, relative key universities are in a weak position both in

research field and in research strength. Therefore, many teachers engage in scientific research, constantly adjust the field of research, change the direction of research, "scientific research for scientific research", making the overall level of scientific research results on the low side.

3.3 The problem of difficult employment

Some scholars follow the investigation of the reasons for the difficulty of college graduates' employment, and think that employment is difficult in China at present. It is not just the imbalance between supply and demand caused by the increase of student numbers, but on the one hand, the talents trained by schools are out of touch with social needs; On the other hand, students' theory is decoupled from reality and can not be integrated. Now many graduates want to be white collar and high office, but when the opportunity comes, they are unfamiliar with real work and lack of contact with reality. In the direction of training is not diversified, there is no need to set up training objectives, to meet economic and social needs.

4. Construction content and strategy in transition

4.1 Transformation concept and seeking for change

At present, a new round of scientific and technological revolution and industrial revolution in the world is coming into being. The competition of the talent market is the competition of innovation education, and innovation has become the commanding point of the big country's competition. Local colleges and universities with regional characteristics should cultivate high-quality, capable, retainable and energetic applied talents for local economic and social development of this goal cannot be changed, firmly establishing the localization of "locality, application and internationalization", and fundamentally speeding up the connotation transformation, development and construction.

4.2 Professional transformation, real-time adjustment of structure

It is necessary to optimize the professional structure, and strive to build a reasonable structure, accurate positioning, distinctive features and comprehensive needs of the local industry professional structure system.

4.2.1 In order to survive and develop, colleges and universities must change their school running philosophy, be bold in innovation and keep their vigor. According to the market demand, the new hot specialty with good social benefit and wide employment path should be set up to improve the quality of specialty construction, such as: new internet of things engineering, urban underground space engineering, human geography and urban and rural planning and other professional clusters.

4.2.2 Strengthening the construction of key major. The school should strengthen the construction of key

specialties in the aspects of teachers' staffing, environmental reform and capital utilization. Through key professional construction, it should lead to a demonstration and leading role, which will lead to the transformation and development of other professional groups, promote the formation of professional brand and share quality education resources.

4.2.3 Constructing a professional system with benign interaction with local economic and social development. The establishment of a professional construction committee consisting of government, school and enterprise managers will follow up, evaluate and feedback some specialties and set up an early warning and exit mechanism to properly equip and import, enrich and expand the connotation of the new professional group.

4.3 The transformation of curriculum system and the construction of curriculum system with ability training as the core

4.3.1 In the curriculum system, we focus on the training of applied technical talents. We have planned and purposeful construction of various courses. We should focus on students' ability, build the core curriculum into a digital teaching system, and make great efforts to radiate and share the high quality resources into the digital resource base.

4.3.2 In the construction of the teaching materials, we invite the technical staff or managers of the enterprises to combine the students' hands-on ability and the employment demand together with the teachers, and integrate the new industry and new technology in the specialty, writing a practical strong frontier teaching materials.

4.4 The transformation of teachers' team to "two teachers and two abilities"

Utilizing with the introduction of talent introduction mechanism, we will actively introduce experts, hi-tech talents and academic personnel recognized by the industry. Through corporate training, participation in local enterprises and technology research and development, participation in domestic and foreign scholar visits, curriculum training and other channels and the external visiting professor, we employ the technical backbone of the industry and the skilled craftsmen to serve as part-time teachers, strengthen the double competence of the teachers, and attract the managers to participate in the school transformation. Therefore, colleges and universities with regional characteristics should closely follow the dynamic trend of regional economic restructuring, industrial transformation and upgrading, and strengthen our service items and functions.

5. Strengthening the construction of school enterprise cooperation through transformation

The school has established a talent training mechanism to cooperate with enterprises, implements

a new teaching model of order type education and training education, and gives full play to the advantages of universities and enterprises. Colleges and universities with regional characteristics are actively integrated into the industrial transformation and upgrading of the provinces and cities and the innovation and development of enterprises. They actively seek the elements and resources of regional innovation, actively seek the needs of enterprise talent training and technological innovation, and cultivate high-quality talents for Heilongjiang and Harbin. For example: Our school builds a platform for production, learning, research and cooperation. In 2016, our school and the Harbin subway group in deep cooperation established the integration of production and education, the comprehensive cooperation between school and enterprise, the formation of the Harbin subway group order class. The two sides jointly formulated a talent training program, practice plan, in accordance with the needs of enterprises for talent, the new establishment of building electrical and intelligent specialty. In 2016, the school and the Harbin League Committee established the incubator base for cross-border e-commerce training of Harbin University students. The base set up 10 entrepreneurial teams, and 6 team registrations began to operate, effectively promoting the development of cross-border e-commerce of Russia in Harbin. The school has also signed a strategic cooperation framework agreement with the Heilongjiang radio and television station to further provide space and creative platforms for young art talents in our province, strengthen exchanges and international exchanges, and jointly build a platform for cooperation between art institutions and media publicity agencies. Through publicity and brand marketing, we can reserve artistic talents and creativity for our province, and realize seamless connection between art resources and publicity resources. We can also actively expand international communication space and international cooperation projects through foreign lectures and overseas study and study, and learn advanced teaching experiences, teaching ideas and teaching methods of foreign applied universities.

In a word, the university is the output unit of talent training, and the school must keep good quality in the quality of talent training. In the direction and level of training, it is necessary to meet the needs of the economy and the society. Local colleges with regional characteristics should set different training

objectives for students of different potentials and different types. On the need to cultivate and cultivate people, the diversity of talent cultivation is truly realized.

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