

The Realization Path of Colleges and Universities Serving Regional Economic and Social Development

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ABSTRACT

This paper explores the application value of university resources in serving regional economic and social development, determines the direction and goals of serving regional economic and social development according to school-running conditions, their own advantages and academic advantages, broadens the research field of economic and social development, and improves the social service efficiency of colleges and universities. This paper also analyzes the realistic review and value implication of universities serving regional economic and social development, and expounds its path choices: that is, to explore innovative mechanisms for universities to serve regional economic and social development, to formulate plans for universities to serve regional economic and social development, to build an expert team for universities to serve regional economic and social development, and to improve the efficiency of universities to serve regional economic and social development.

Keywords: *Colleges and universities, Social service, Regional economic and social development.*

1. INTRODUCTION

In current times, it is a must to implement the blueprint for high-quality economic and social development of the "14th Five-Year Plan", and effectively promote the economic and social development of colleges and universities to keep pace with the times. Against the background of internationalization and informatization and openness, it is necessary to draw lessons from advanced experience in China and foreign countries and areas, make progress with the times and the situation, constantly break through traditional ideas and old routines, vigorously advocate the value orientation of service innovation, and promote the economic and social development of the region serving the region by colleges and universities, which can not only provide exploratory thinking for solving practical problems such as the lack of economic and social development in the current colleges and universities serving regions and the low utilization rate of knowledge resources in colleges and universities, but also provide useful reference and reference for the government and scholars to research and formulate corresponding

plans. There is a need to explore the establishment of a development mechanism that integrates government, society, enterprise, and school with regional characteristics. Scientific and technological resources promote the upgrading of the industrial structure and efficiently promote the economic and social development of the region. Through the establishment of a "mechanism", the government should take the lead to coordinate the relationship between universities, government departments and enterprises, and improve the resource sharing mechanism, and utilize the talents and scientific and technological resources of local universities to promote the upgrading of the industrial structure and efficiently promote the economic and social development of the region.

2. A REALISTIC REVIEW OF COLLEGES AND UNIVERSITIES SERVING REGIONAL ECONOMIC AND SOCIAL DEVELOPMENT

At present, colleges and universities serving regional economic and social development have attracted extensive attention, and relevant research

at home and abroad has made a series of important progress.

2.1 The Experience and Models of Foreign Universities in Serving the Regional Economy

The experience and models of foreign universities serving regional economy, represented by the American university-led model and the Japanese government-led model, are worthy of reference. Bidirectionality, policy, entity and long-term effect are the common features of these two models. However, there are significant differences between the two in terms of social service content and form: the university-led American model advocates the government to provide policy support and financial support, and does not intervene in specific service methods. Universities, enterprises, and communities get what they need from the government through services such as consulting, information, and scientific research [1]. In the Japanese model, the government will provide guidance through legislation and economic assistance, and carry out cooperation mainly in the form of entrustment, and the government is in the main position.

2.2 Analysis of the Status Quo of the Development of Colleges and Universities Serving Regional Economic and Social Development

First, colleges and universities generally attach importance to the function of serving regional economic and social development, and the social service capacity continues to be strengthened. Under the guidance of the development concept of "innovation, coordination, green, openness and sharing"[2], the national level and many provinces and cities pay much attention to the role of university services in driving regional economic and social development, and have set up special research projects to conduct lots of research and explorations on this topic. According to CNKI alone, in the past ten years, there have been 1,111 papers with the title "College Social Service", among which there are many masterpieces by well-known college secretaries and principals. On the whole, the understanding that colleges and universities undertake the responsibility of serving the national strategic needs and regional economic and social development has been deeply rooted in the hearts of the people [3], and the awareness and

ability of colleges and universities to serve regional economic and social development have continued to improve.

Second, there is a lack of mechanism research to efficiently connect the resources and demands of regional governments, enterprises, society, and colleges and universities. Most of the existing research is on the internal staff of colleges and universities with colleges and universities as the research objects, focusing on how colleges and universities themselves establish social service awareness and how to improve social service capabilities and so on. The connection mechanism between the two is not perfect. The specific manifestations are as follows: the local government lacks policy guidance to promote the connection between universities and regional industries, and the cooperation between local universities and regional industries is still at a shallow level. Most horizontal project cooperation lacks in-depth cooperation in talent training plan, professional setting, curriculum system development, educational practice system, etc. [4]

From the perspective of Chinese and foreign research, the role of the government in promoting the regional economic and social development of colleges and universities has been emphasized, but after all, the national conditions are different, and the regional economic and social development has its own actual situation. In addition, as China enters a new journey of high-quality development, the governance system and development concept are different, and some foreign measures can be used for reference. However, it is still necessary to research and design the "mechanism" for colleges and universities with regional characteristics to serve the regional economic and social development according to the actual regional economic and social development.

At present, it is recognized that colleges and universities in China have five functions: "talent training, scientific research, social services, cultural inheritance and innovation, and international exchanges and cooperation". Social service functions mainly include technical guidance, achievement transfer, business consulting, employee training, social work, etc. Under the guidance of the new development concept, in the context of the modernization of the governance system and governance capacity, the party and the state have put forward new requirements for the service function of the universities and society, so the content of social services also needs to be

updated with the times. The connotation of "social service" in the functions of colleges and universities needs to be redefined according to the requirements of the times in the new development stage of China and the actual situation of regional economic and social development. This article will outline and sort out its content, and add new functions such as skill appraisal, community education, and cultural leadership on the basis of the aforementioned content.

3. THE VALUE IMPLICATION OF COLLEGES AND UNIVERSITIES SERVING REGIONAL ECONOMIC AND SOCIAL DEVELOPMENT

3.1 Providing Decision-making Basis for Universities to Serve Regional Economic and Social Development

It is necessary to implement the spirit of the national, provincial and municipal related colleges and universities serving the regional economic and social development documents, and combine the current situation of social services in the region to sort out the new connotation of the "social service" function of colleges and universities. On this basis, it is a must to study the resources of colleges and universities to play the five functions of "talent training, scientific research, social service, cultural inheritance and innovation, and international exchange and cooperation" [5]. Colleges and universities can give full play to their advantages in talents and disciplines, strengthen the construction of think tanks, actively build industrial technology research and development and achievement transformation bases, vigorously carry out cutting-edge academic research, provide services to help build a new development pattern of domestic and international dual circulation in China, and provide a new basis for the government to make overall use of university resources to promote regional economic and social development.

3.2 Providing New Ideas for Colleges and Universities to Give Full Play to Their Social Service Functions

Different types of colleges and universities have different functional orientations in serving regional economic and social development. Research-oriented colleges and universities serve regional innovation and sustainable development with high-level scientific research achievements and high-

level elite talents; teaching-oriented colleges and universities are committed to providing talent support for local economic and social development [6]; application-oriented vocational colleges are committed to cultivating high-quality technical and technical talents for local economic and social development, and providing technical development and technical services for enterprises. Through the establishment of "mechanisms", different types of colleges and universities can systematically analyze regional talent needs and technological needs based on their own actual conditions, further clarify their positioning, distinguish their characteristics, actively participate in technological innovation and industrial upgrading of enterprises. At the same time, it can force their own talent training and scientific research ability to improve, realize a virtuous circle of mutual promotion, and improve the efficiency of colleges and universities in the region to serve the economic and social development of the region.

4. THE REALIZATION PATH OF COLLEGES AND UNIVERSITIES SERVING REGIONAL ECONOMIC AND SOCIAL DEVELOPMENT

4.1 Exploring the Innovation Mechanism of Colleges and Universities Serving Regional Economic and Social Development

The implementation process of colleges and universities serving regional economic and social development should be carried out step by step, coordinate the relationship of various elements, and establish a mechanism for colleges and universities to serve regional economic and social development with regional characteristics, which includes the establishment of working institutions and suggestions on relevant work systems required to ensure the functioning of the institutions, forming a positive interaction cycle. The demand for talents from regional economic and social development mainly includes the talent demand of various industries in the region and the degree of matching of majors in colleges and universities in the region, as well as the matching situation of the industrial chain, innovation chain and college education chain and talent chain in the industry, as well as the talent demand in technical skills inheritance, regional intangible cultural heritage inheritance, and talent matching and supply in colleges and universities. The so-called "mechanism" construction should

mainly include two aspects: "机(jī)" mainly refers to the design of "institutions". According to the actual situation of regional economic and social development and the resources of colleges and universities in the region, it is necessary to establish a "joint association" organization involving government education, human resources and social security, industry and information technology, science and technology, and universities in the region, coordinate economic and social development needs and university resources, and efficiently utilize the social service resources of universities; The "制(zhì)" is mainly to establish a working "system", including the determination of the functions of the "joint meeting", the division of responsibilities of each participating agency, and the regular holding of "joint meetings" and other work system construction. It is necessary to establish an inter-office joint meeting system, and set up joint committees involving education, human resources and social security, development and reform, industry and informatization, culture, relevant district, city and county governments and universities in the region. It is also necessary to regularly hold meeting between regional economic and social development needs and corresponding construction tasks undertaken by colleges and universities, so that colleges and universities can work around the regional center, effectively play their service functions, and put forward suggestions on the system construction of related working mechanisms. There will be a need to build a three-dimensional university service platform for regional economic and social development, centering on the expectations of regional economic and social development, so as to achieve the same frequency resonance between university services and regional economic and social development. Through the establishment of institutions and the introduction of systems, the "mechanism" for effectively exerting the functions of colleges and universities and promoting regional economic and social development should be put into practice.

4.2 Formulating Plans for Colleges and Universities Serving Regional Economic and Social Development

The plan makers should pay attention to the overall planning and coordination, carry out systematic thinking, demonstrate the concept, organizational culture, management culture, and institutional culture of colleges and universities to serve the high-quality development of the regional economy and society, find innovative points, and

form ideas and plans. The "14th Five-Year Plan for National Economic and Social Development and the Outline of Long-term Objectives for 2035" emphasizes innovative talent training models. The country encourages colleges and universities to optimize disciplines and strategic layouts, strengthens the construction of emerging disciplines and the training of urgently needed talents, and defines the service content that colleges and universities can provide for regional economic and social development under the new situation. First of all, it is necessary to improve the understanding of the importance of universities serving regional economic and social development, learn from the excellent practices of domestic and foreign universities in serving regional economic and social development, and benchmark the mode and mechanism of universities in developed countries such as the United States, Japan, and Germany serving regional economic and social development, as well as the advanced experience of domestic universities in Shanghai, Shenzhen, Suzhou and other provinces and cities serving regional economic and social development, and develop plans for local science. Secondly, it is also necessary to improve the guarantee system for colleges and universities to serve regional economic and social development, implement precise policies, stimulate the innovative potential of colleges and universities to serve regional economic and social development, scientifically integrate the content of social service resources in colleges and universities, create a good social atmosphere, and continue to promote the effective use of university resources in serving regional economic and social development. Thirdly, there is a necessity to increase the capital investment, personnel investment, and technological investment of colleges and universities in serving the regional economic and social development, and support colleges and regions to jointly build a "three-in-one" higher education park of teaching, technology, and industry, and build a scientific and technological entrepreneurship practice base, as well as to introduce high-level universities to create research institutes, laboratories and incubation bases, jointly build key disciplines, and expand talent training channels.

4.3 Building a Team of Experts in Colleges and Universities Serving Regional Economic and Social Development

The report of the 19th National Congress of the Communist Party of China proposed to promote the

deep integration of industry-university-research cooperation among colleges and universities, enterprises and scientific research institutions. The work of colleges and universities serving regional economic and social development urgently needs the support of a team of experts with profound professional knowledge, high dedication and strong humanistic feelings. They should actively build a learning, service-oriented and innovative expert team, formulate optimal research plans, and work with the government, enterprises, scientific research institutions and other social forces to jointly build an open research and service platform. And then, they need to strengthen cooperation and exchanges on various online platforms, sign various types of cooperation agreements, strengthen innovation in think tank construction, carry out a variety of education and training through a combination of online and offline methods, and use academic research to promote the level of economic and social development in the region served by colleges and universities. It is necessary to establish an academic research mechanism that matches the regional economic and social development of the university, and pay attention to solving the problems faced by the regional key scientific research projects, the matching degree of the scientific research needs of enterprises and the scientific research capabilities of universities, and the transformation of scientific and technological achievements in colleges and universities. All parties involved should set up a social service forum for colleges and universities to encourage team members to actively participate in various academic conferences, academic activities, academic exchanges, academic lectures, and the development and research of scientific research projects at all levels, so as to keep abreast of the new trends in the economic and social development of domestic and foreign universities serving regions. In addition, it will play a significant role to establish a research center for the economic and social development of colleges and universities serving regional economic and social development, and carry out research on regional economic and social development of universities serving regional economic and social development from a new dimension. It is also necessary to deal with the issue of intellectual property ownership, compile and publish a number of influential books on social services in colleges and universities, and promote new breakthroughs in the economic and social development of colleges and universities serving regions. Finally, it is a must to strengthen the digital literacy education of the team, be able to master

and use modern technologies such as artificial intelligence, cloud computing, big data, etc., form a team of professional team members with strong business skills and strong capabilities, and improve the level of serving the economic and social development of the region.

4.4 Improving the Effectiveness of Colleges and Universities in Serving Regional Economic and Social Development

There is a need to innovate the service concept of universities serving regional economic and social development, strive to provide high-quality services, deeply explore the service quality of universities serving regional economic and social development, innovate service paradigms, and keep pace with the times to improve service efficiency. Colleges and universities provide resources such as talent support, scientific research, cultural guidance, community education and services, and make full use of WeChat, Weibo, Tik Tok and other platforms to vigorously promote social services in colleges and universities, to build websites and APPs themed on the economic and social development of colleges and universities, create community spaces, such as WeChat groups, Weibo, QQ groups, etc., and build new experience spaces, such as virtual reality spaces, digital image rooms, etc. They can organically integrate channels and platforms such as podcasts, blogs, wikis, online forums, short video apps, and digital TV with traditional media such as movies, magazines, and newspapers to achieve efficient cross-platform dissemination of audio, video, graphics, and text information. At the same time, industry scholars, experts or big coffees can be invited to hold special lectures, live broadcast interaction and other activities. The schools can hold activities such as theme conferences, reports, lectures, theoretical studies, debate competitions, etc. of colleges and universities serving the regional economic and social development, and go hand in hand with both online and offline, share rich audio and video resources, and publish floating barrage for real-time online communication and real-time interaction. In addition, it is also a necessity to use modern information technologies such as big data and cloud computing to establish a social service information database in colleges and universities, accurately obtain the needs of regional economic and social development through big data analysis, and formulate a new multi-dimensional accurate service model according to actual needs, and provide

accurate services from multiple angles, levels and channels, to carry out targeted colleges and universities serving the regional economic and social development model with tailor-made precision.

5. CONCLUSION

To sum up, it is a long-term and complex systematic project that colleges and universities serve regional economic and social development. To explore the mode of colleges and universities serving regional economic and social development, it is a must to take advantage of the situation and take multiple measures simultaneously. Colleges and Universities serving regional economic and social development should promote the organic unity of political position and service innovation, and take reflecting the times, focusing on practice, and being innovative as the vitality to stimulate colleges and universities to serve the high-quality development of regional economy and society. They should also create a brilliant sense of mission in learning, thinking and practice, deeply explore the humanistic spirit contained in the service of regional economic and social development in colleges and universities, adhere to the combination of theory and practice, and strengthen the training of innovative, applied and skilled talents. The schools can create the "regional craftsman" brand, work with the whole society to vigorously promote, brainstorm, attract more people to pay attention to social services in colleges and universities, optimize the layout of disciplines based on the needs of regional economic and social development, and realize the collaborative innovation of production, education and research and the organic connection between the talent chain and the industrial chain, [7] so as to disseminate vivid stories, humanistic spirit and Chinese wisdom of China's high-quality economic and social development to the world through social services in colleges and universities.

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