

Exploration on the Integration of Colleges and Local Cultural Brands

Taking Suining Children's Drawing Studio of Xuzhou Kindergarten Teachers College as an Example

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Abstract—The integration and development of colleges and local cultural brand has important practical significance. It can improve the talent training mode of colleges, form a positive interaction between university educational research and social development, and promote the development of local cultural brand. Taking Xuzhou Kindergarten Teachers College and Suining Children's Drawing Studio as an example, this paper expounds the guiding ideology and background, implementation process and methods, problems and strategies to solve the integration of local cultural brands and colleges, and finally reflects on practical activities.

Keywords—college; locality; cultural brand; integration; practice

I. INTRODUCTION

Local colleges and local cultural brands are interdependent and closely related. It is of great practical significance to study the coordinated development of colleges and local cultural brands. The integration of colleges and local cultural brands can shape the characteristics of local colleges, and solve the problems of innovation and development of local cultural brands. Adhering to the educational concept of cultural inheritance and collaborative innovation between colleges and enterprises, Xuzhou Kindergarten Teachers College integrates with Suining Children's Drawing, and establishes Li Xunzhe Studio, the founder of Suining children's drawing. They carry out the practical activities of "mutual integration, mutual assistance, mutual benefit", and explore the collaborative innovation between local colleges and local cultural brands, so as to provide decision-making reference for local colleges and universities to carry out the strategy of school-locality interaction, cultural revitalization and cultural development and prosperity of local governments.

II. GUIDING IDEOLOGY AND BACKGROUND

In the report of the Nineteenth National Congress of the Communist Party of China, important discussions were made on the promotion of cultural and educational issues, aiming at strengthening cultural self-confidence and promoting the prosperity of socialist culture. Culture is the soul of a country

and a nation. The 13th Five-Year Plan for China's Educational Development clearly points out that the basic task of "strengthening moral education and cultivating people" should be fully implemented, and the ideological level, political consciousness, moral quality and cultural accomplishment of students should be improved.

The colleges and universities are built in a certain region, which is bound to be influenced by local culture. School-locality interaction has become an important strategy and school-running concept for the scientific development of local colleges and universities. Local colleges and universities are closely related to local governments and their cultural organizations. In order to strengthen the interaction between colleges and locality, the colleges should make full use of the advantages of local culture and prosper local culture. Xuzhou Kindergarten Teachers College is a public local university in Jiangsu province. The college attaches great importance to giving full play to the resource advantages of preschool education specialty, and has contributed to the construction of the central city of Xuzhou Economic Zone.

Local cultural brand is different from popular culture, which refers to the unique and influential culture popular in a particular region. The culture is closely related to the region, has a high reputation in society, has a far-reaching impact on the development of social culture, and has formed its own brand and characteristics of strong regionalism, tradition and peculiarity. Generally speaking, the scope of local cultural brand is limited, which may be a branch of the mainstream culture of the whole society. It is only a part of the whole, or rather a small part of the whole, which is irreplaceable and non-reproducible. With the development of the times, cultural brands also need to keep pace with the times, and will also encounter bottlenecks in development. The brand of traditional culture is rejuvenated with new vitality. It needs to borrow external forces to make contributions to the inheritance and innovation of talents and skills.

Suining children's drawing is a well-known local cultural brand at home and abroad. Beginning in 1955, after more than 60 years of development, it has become the glory of the country and the pride of Jiangsu province. With its unique

regional characteristics and fresh and lively local flavor, Suining children's drawing expresses children's unique way of thinking and extraordinary creativity, and is full of childlike fun and frankness. In 1996, the Ministry of Culture officially awarded Suining County the title of "Township of Chinese Children's Drawing". At present, there are more than 40 children's drawing training primary and secondary schools in the county, with more than 50,000 children. In the long-term educational practice of Suining children's drawing, we find that the research on Suining children's drawing lacks systematicness and integrity. With the rapid increase of rural population, there is a big gap in art teachers. In order to maintain the vitality of Suining children's drawing, we must seek external support.

Xuzhou Kindergarten Teachers College is a local university and an important training base for preschool teachers in Jiangsu province. The characteristics of art education are distinctive. A large proportion of the students' curriculum is related to children's drawing. It has a natural sense of fit to integrate Suining children's drawing into the study of art curriculum in kindergarten colleges. Its content is close to students' life and professional reality. The coordinated development of the colleges and this cultural brand is local, forward-looking and practical, which is of practical significance to the construction of the college artistic characteristics and the development of disciplines.

III. IMPLEMENTATION PROCESS AND METHOD

In September 2016, Xuzhou Kindergarten Teachers College and Suining children's drawing jointly founded Li Xunzhe Studio, the founder of Suining children's drawing. Colleges and local traditional culture successfully "joined hands". Suining children's drawing has abundant practical experience in education and teaching. As a local college, Xuzhou Kindergarten Teachers College has systematic advantages in theoretical research. The two sides cooperated to explore the educational connotation of Suining children's drawing, and to explore the promotion of children's drawing teaching experience in the teaching practice of art education in primary and secondary schools and colleges.

The studio is organized by a four-layer structure. The first level is composed of Li Xunzhe and the administration of the art department. It is responsible for grasping the direction of education and planning the teaching objectives. Xuzhou Kindergarten Teachers College provides teaching space, teaching and training facilities, equipment and financial support for the studio. The second level is a team of teachers, consisting of the backbone teachers of fine arts in Xuzhou Kindergarten Teachers College, the front-line instructors of Suining children's drawing and the researchers of the Bureau of Education, who are responsible for the theoretical research and practical teaching of education. The third level is composed of a group of college students who love children and have a certain art foundation. Academic record counts toward credit. Under the guidance of teachers, the college students learn education concepts and teaching methods of Suining children's drawing, improve artistic literacy and skills, and carry out art teaching practice activities. The fourth level is primary schools and

kindergartens. The teaching results of the studio should be verified at the grass-roots level, and the artistic practice activities based on Suining children's drawing should be carried out. The aesthetic value, ethical value and inheritance value of Suining children's drawing should be promoted. The studio can help primary schools and kindergartens develop school-based courses, train art teachers, and carry out community activities to help them form their own school (garden) characteristics.

IV. SOLVED PROBLEMS AND STRATEGIES

At present, there are still some outstanding problems in the integration of local universities and local cultural brands, such as, against the background of the new era, the problem of "deep" demand of local cultural innovation and development and superficial cooperation with universities and colleges; the introduction of local cultural brands by universities is a matter of "bringing" rather than "giving" substantive help to their development; and the integration of local universities and cultural brands only seeks "win-win" rather than "multi-win" issues.

There is mutual integration, mutual support and mutual benefit between Xuzhou Kindergarten Teachers College and Suining children's drawing. They explore strategies to solve the above problems.

A. *Innovating Mechanism, and Using Mutual Integration to Solve "Deep" and "Surface" Problems*

The main reason for the decoupling of school-enterprise cooperation is that the professional settings, training methods, curriculum settings and teaching process of higher vocational colleges do not meet local needs, and the system mechanism of joint training of talents between schools and enterprises has not yet been formed. Vocational colleges have weak cooperation ability, weak product research and development ability and technical service ability, and lack attraction for cooperative enterprises. [1] In the final analysis, it is a contradiction between the "deep level" of local social needs and the "superficial level" of talent cultivation in colleges and universities.

Suining children's drawing has made great achievements in children's art education, but Suining children's drawing has gradually realized that there are many problems in its development. As a practitioner of children's art education at the grass-roots level, Suining children's drawing urgently needs "deep" theoretical cooperation to guide practical teaching. After the establishment of the studio, the operating mechanism of "studio + cultural brand + art practice" has been established through border clearance, intersection and connection. This mechanism breaks through the "superficial layer" of extensive cooperation between local universities and local cultural brands and enters the "deep layer" of omni-directional and multi-dimensional cooperation. The front-line teachers of cultural brand research are deeply involved in the teachers, curriculum arrangement, content selection, art practice planning and implementation, etc. of the studio. In addition to inviting experts to lecture in schools, holding local cultural exhibitions on campus and inviting front-line

teachers to make guidance, the studio has also visited primary schools in Suining county for academic exchanges to discuss the concept, content and methods of children's art teaching. As a result, the school has improved the quality of personnel training, improved the level of teaching and scientific research, and enriched the connotation and form of artistic practice.

B. Deeply Cultivating the Contents, and Solving the Problems of "Bringing" and "Giving" with Mutual Benefit

In general, the teaching activities on campus of colleges and universities "bring in" local culture, passively accept it, and fail to give full play to the initiative of local colleges and universities in serving the society. Colleges and universities are the people's colleges and universities, which must serve the people. In order to give full play to the resource advantages of universities and promote the development of local culture, we should not only absorb the nutrition of local culture, but also give impetus to the development of local culture.

It's necessary to rely on the advantages of scientific research in colleges and universities, the studio actively assists Suining children's drawing to excavate the characteristics of cultural brand, studies the history, current situation, characteristics and future development of cultural brand, and "gives" support to the innovative development path of local cultural brand from the aspects of action strategy, teaching practice, theoretical promotion and characteristic conciseness. Li Xunzhe declared "Painting for Children's Innocence: 60 Years of Exploration and Practice of Suining children's drawing", and won the second prize of the achievements of National Basic Education Teaching in 2018. The school also appointed professors to guide the teaching of backbone art teachers in Suining County, which improved the level of research of front-line teachers. Local colleges and universities should undertake the responsibility and obligation of training applied talents for local development. The establishment of disciplines in colleges and universities must be based on the local cultural industry chain and closely linked with the local cultural development plan in order to accurately locate disciplines. Colleges and universities should construct a group of disciplines and specialties urgently needed by the local government, cultivate specialized talents through the deep integration of politics, production, and research, transport them to the local areas, and promote the branding, specialization and industrialization of local cultural resources. In recent years, Xuzhou Kindergarten Teachers College has trained thousands of educational talents for local areas. Many art graduates have taken up the teaching posts of Suining children's drawing, and played the main role of cultural brand dissemination, promotion and application.

C. Building a Platform, and Solving the Problem of "Win-win" to "Multi-win" with Sharing

"Win-win" is not the ultimate goal of the integration of local universities and local cultural brands. At the beginning of the cooperation, the studio put forward the goal of "win-

win" from the perspective of cultural development, set up a practical platform for the precise poverty alleviation of studios and art education, put the achievements of cooperation into the cultural ecosphere, serve the schools and kindergartens at the grass-roots level in poor areas, create a "multi-win" situation, and play the role of promoting "cultural self-confidence" by both universities and local cultural brands.

It's necessary to combine the advantages of normal colleges and art education, the studio has gone to elementary schools and kindergartens in poverty-stricken areas for precise assistance activities in art education. Teachers and students in colleges and universities teach classes for children. They develop local characteristic courses, carry out extracurricular activities together, and assisted schools send art teachers to study with them. After three years of continuous help, the art courses in the schools assisted are more abundant, and the education and teaching level of art teachers has been improved. The construction of associations has been fruitful, and the cultural characteristics of the schools are more prominent. The integration and development of local colleges and local cultural brands also enrich the campus culture, and improve the professional practice teaching system. In teaching, schools add elective courses to meet the artistic needs of children in poor areas, strengthen the implementation of the learning concept of "art coming from life", and implement the educational pursuit of "learning for practical use", which makes the characteristics of art specialty more prominent.

V. PRACTICAL EXPERIENCE AND REFLECTION

A. The Development of Local Colleges Must Be Rooted in Local Areas, Serve Local Areas, and Highlight Local Characteristics

Local colleges rooted in the local cultural atmosphere will inevitably bear the brand of local culture. The formation of the characteristics of local colleges and universities can't be separated from the embellishment and influence of local culture. To cultivate the characteristics of local colleges and universities, we should adhere to the foundation of local culture, grasp the characteristics of local culture, and build the characteristics of running schools, and play the due responsibility and obligation for the development of local culture. Xuzhou Kindergarten Teachers College is a famous local college in the field of preschool education. Its development is based on Huaihai area and serves the cause of preschool education in Huaihai Economic Zone with distinct characteristics. Subject characteristics are the extension of school-running characteristics. Professional development should also absorb the nutrition of local cultural brands and highlight local characteristics. The specialty of fine arts education is characterized by "integrating local culture and basing on children's aesthetic education", and serving the development of local children's art education.

B. The Structure of Teaching Team in Colleges and Universities Should Be Pluralistic, and It Is Necessary to Strengthen the Cooperation Between Colleges and Enterprises, and Build a Mixed Team

Education and teaching in colleges and universities should be connected with the needs of the society. Teaching teams should also involve experts and craftsmen from the front line of enterprises to form a mixed team. Only in this way can teaching be more grounded and the talents that the society really needs be trained. Part-time teachers are indispensable resources for training skilled professionals in colleges and universities to meet the needs of local economic development. In collaboration with local cultural brands, we should give full play to the advantages of part-time teachers rooted in the front line, and invite them to participate in professional construction, teaching reform, practical training, employment and entrepreneurship guidance. The teaching team structure of Suining Children's Drawing Studio is more diversified. The teachers in the studio are composed of university teachers, front-line experts, teachers and researchers. Part-time teachers participate in the whole process of personnel training program formulation, curriculum outline formulation, school-based curriculum preparation, education and teaching guidance, art practice, graduation thesis (design) guidance and other work. Graduates with high quality factors and skills are in short supply.

C. Integrating Local Cultural Brand with University Majors, and It's Necessary to Grasp the Training Objectives, and Strengthen Moral Education and Cultivate People

Education is the education of people. University construction is essentially a kind of cultural construction, a kind of activity of creating cultural atmosphere and cultural education environment, and also a kind of creative behavior of social and cultural model. [2] Establishment of studios is the form; integrating local culture is the content; culture is the means to educate people; and the goal of education is still to train people with correct values. Undoubtedly, the introduction and inheritance of local culture will promote the professional growth of university teachers and students. What's more important is to guide teachers and students to perceive the "self-confidence and perseverance" of culture. The 60 years of development process of Suining children's drawing adhere to the "pure, good and beautiful" concept of children's art education. Generations of artists, regardless of fame and fortune, devote themselves silently and root themselves in this yellow land. Their works follow the pulse of the times and show their unique cultural charm. Studio ideological and political education is introduced into teaching materials, into the classroom, and into the mind. As a "compulsory course, Suining children's cultural spirit is introduced into the room" achieve the effect of "moistening things silently".

Most of the teachers in Suining Children's Drawing Studio are party members, most of the members are league members and activists. The studio's artistic practice activities have changed the single form of activities held only within

schools or departments (classes) in the cultural construction of the party and league on campus. It is highly in line with the profession, goes deep into the grassroots masses, improves the ability of party members, cadres, teachers and college students to solve practical problems by using knowledge theory, and it also innovates the working forms and contents of the cultural construction of the party and league and ideological and political education in colleges and universities.

VI. CONCLUSION

The co-construction of studio system by local universities and local cultural brands promotes the theoretical upgrading of local cultural brands, enlarges their influence, broadens their communication paths, and solves the practical problems of local cultural brands that are not popular, thus forming a radiation effect. In the process of cooperation, colleges and universities enrich the curriculum content of specialty and party and league construction, expand the curriculum horizon, improve the teaching methods, and construct the brand of art education and specialty teaching features. The integration and co-construction of local universities and local cultural brands can also magnify the results of cooperation, form a radiation effect, benefit the grass-roots level, and promote cultural prosperity and development.

The author believes that the formation of professional characteristics of local colleges and universities must be based on locality, rooted in locality, and service locality. The colleges and universities must cooperate with local cultural experts and front-line teachers to form a teaching team, and implement the education program of "strengthening moral education and cultivating people". In practice, there are still many problems, such as the narrow carrier of cultural and academic research, the insufficient broad research platform, the deep docking between education and culture, which need to be further explored and solved.

In a word, the effectiveness of cooperation between the two sides proves that the cooperation between local universities and cultural brands, and scientific research make universities clearer about their own mission of inheritance and culture innovation, and make local cultural brands innovate in inheritance and more vital in the development.

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